2025 CAMPAIGN TOOLKIT

16 Days of Activism Myanmar 2025

UNiTE to End Digital Violence Against All Women & Girls

United Nations Secretary-General's Campaign UNiTE to END VIOLENCE AGAINST WOMEN

UNFPA

UN WOMEN

United Nations Secretary-General's Campaign
UNiTE to END VIOLENCE AGAINST WOMEN

About the UNiTE campaign

The UNiTE campaign is a global initiative led by UN Women that calls on governments, civil society, the private sector and individuals to prevent and eliminate violence against women and girls worldwide.

About the Myanmar Gender Theme Group

The Myanmar Gender Theme Group is co-chaired by the UNFPA and UN Women Myanmar country teams.

It is an inter-agency coordination group that helps strengthen gender mainstreaming and the empowerment of women in the UN response in Myanmar to advance the Sustainable Development Goals.

Contents

About the 2025 campaign	4
What is digital violence?	5
Communicating responsibly about gender-based violence	6
Key messages	8
Awareness days during the 16 Days	10
Social media tips	11
Tips for safe online advocacy and dealing with backlash	11
Ready-to-use social media posts	12

16 Days of Activism Myanmar 2025

🙏 ❤️ UNiTE to End Digital Violence Against All Women and Girls

What is it?

The **16 Days of Activism against Gender-Based Violence** is a global campaign held each year from 25 November to 10 December, linking the right to live free from violence with the broader fight for equality and human rights.

In 2025, the theme is **UNiTE to End Digital Violence Against All Women and Girls**. The campaign highlights how technology is increasingly used to harass, threaten, and silence women and girls — through social media, messaging apps, and online platforms.

In Myanmar, digital violence adds another layer of harm amid ongoing insecurity and conflict. Women leaders, journalists, and everyday users can experience online harassment and misinformation that silence their voices.

Ending digital violence means building safer, more respectful online spaces so women and girls can participate freely and equally, both online and offline.

For more information, download this concept note from the Myanmar Gender Theme Group and visit UN Women's global theme announcement: **Join the UNiTE campaign to stop digital abuse**.

2025 CAMPAIGN OBJECTIVES

Raise awareness of digital and other forms of gender-based violence and how they intersect to harm women and girls online and offline.

Promote survivor-centred support and services, including psychosocial, legal, and protection assistance for all forms of GBV.

Encourage collaboration among civil society, humanitarian actors, youth, and community leaders to address and prevent GBV in all spaces.

Engage men and boys as allies for change, promoting respect, accountability, and positive masculinities.

Support women-led and community-based organisations that are leading GBV prevention and response, ensuring their voices are heard and their work is resourced.

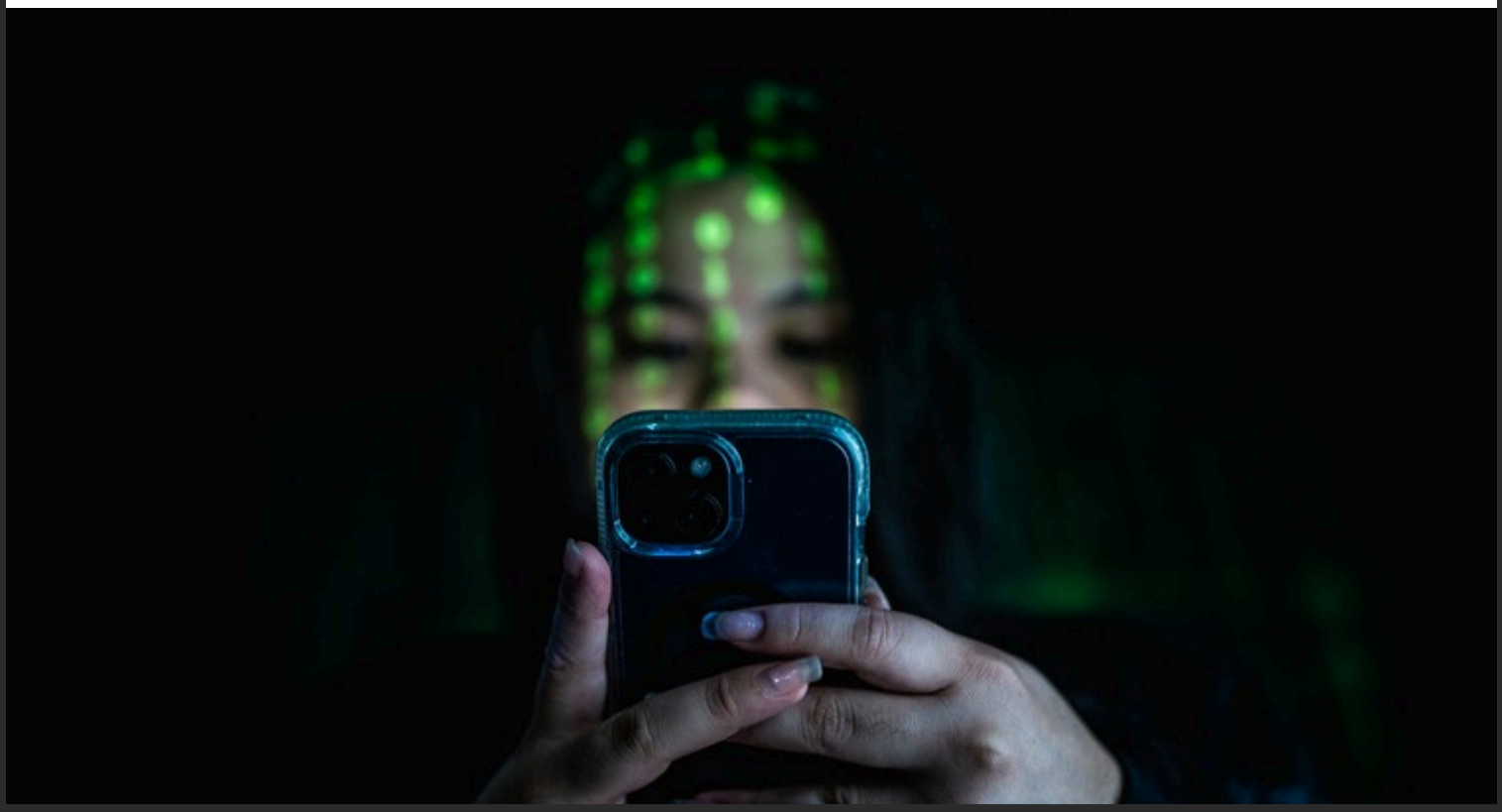
What is digital violence?

Digital violence, also known as online or technology-facilitated violence, happens when digital tools or online spaces are used to harass, threaten, or harm women and girls. While it takes place online, its impact is real and lasting. It can silence women's voices, damage reputations, and even lead to physical or psychological harm offline.

Digital violence affects women across all walks of life, particularly those who are visible online, such as activists, journalists, human rights defenders, and women in public life. The harm is compounded for women facing multiple forms of discrimination due to disability, ethnicity, gender identity, or sexual orientation. Ending digital violence means making online spaces safer, more inclusive, and accountable so that every woman and girl can speak, participate, and lead without fear.

EXAMPLES OF DIGITAL VIOLENCE

- **Image-based abuse:** non-consensual sharing of intimate images or videos.
- **Cyberbullying and online harassment:** persistent abuse, threats, or humiliation.
- **AI-generated deepfakes:** sexually explicit or manipulated images and videos.
- **Doxxing:** publishing someone's private or identifying information.
- **Online stalking and surveillance:** using technology to track or monitor activities.
- **Hate speech and disinformation:** spreading false or harmful narratives, especially against women, LGBTIQ+ people, and activists.
- **Online grooming and sexual exploitation.**



Communicating responsibly about gender-based violence

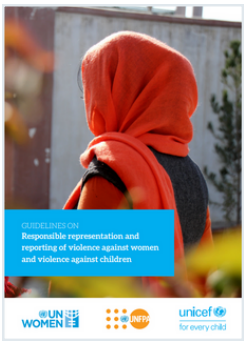
The words and images we share can protect, or they can put people at risk. Responsible communication means raising awareness without exposing survivors to harm, re-traumatisation, or stigma.

Inclusive and accessible communication

Make sure your campaign activities are accessible to all, including people with disabilities, ethnic minorities, and those with limited internet access.

Use simple, inclusive language and provide translations or interpretation wherever possible.

More resources



Responsible representation and reporting of violence against women and violence against children.
A resource from UNFPA, UNICEF and UN Women.

Download

UNITE/Orange the World Toolkit.
High resolution Orange the World logos, key messages, and more.

Visit online

In practice: words that protect

Avoid saying...

"Victim of domestic abuse"

"She was beaten because she disobeyed"

"Violence is part of our culture"

Say instead...

"Survivor of gender-based violence"

"Her partner used violence against her."

"Violence is never acceptable — it's a human rights violation."

The “Do No Harm” principle in practice

When communicating about gender-based violence (GBV), it’s important to share messages that uphold dignity, safety, and respect.

GOOD PRACTICE	AVOID	WHY IT HARMS
Use empowering and hopeful imagery: show strength, solidarity, or community action rather than fear or suffering.	Showing or describing violence, injuries, or abuse in detail.	Re-traumatises survivors, normalises violence, and distracts from prevention messages.
Represent people safely and respectfully: use illustrations, silhouettes, or anonymised stories instead of identifiable photos or names.	Revealing names, faces, or specific locations of survivors, activists, or service providers.	Risks doxing, retaliation, and identification; can endanger individuals and organisations.
Use factual, respectful, and survivor-centred language: focus on perpetrators’ actions and accountability.	Using sensational, blaming, or emotional language that questions survivors’ behaviour.	Reinforces stigma and shifts responsibility away from perpetrators.
Highlight protection, recovery, and community support: show collective strength rather than suffering.	Using distressing or graphic visuals (e.g. crying, injured, or fearful women).	De-sensitises audiences and can trigger trauma in survivors.
Choose inclusive language: refer to “women and girls, including those with disabilities, LGBTQ+ people, and other groups affected by GBV.”	Using language that stereotypes or excludes (e.g. assuming only certain women experience violence).	Erases the experiences of marginalised groups and limits awareness of diverse needs.
Make messages accessible: use plain language, simple visuals, and alternative text for images.	Using overly technical or English-only content that is difficult for communities to understand.	Excludes local audiences and limits participation and awareness.
Review all content for sensitivity and safety before publishing: ideally with gender or protection specialists.	Posting or distributing materials without content review or survivor-sensitivity checks.	Increases risk of misinformation, unsafe disclosures, or reputational harm.

Key messages

These key messages have been developed and endorsed by the UN Gender Theme Group to support your advocacy during the 16 Days of Activism in Myanmar.
We encourage you to use and adapt these messages in your materials, social media, community activities, and events.

Digital violence is real violence

Digital violence is being used to shame, threaten, and silence women, girls, and LGBTIQ+ people in Myanmar — deepening fear and inequality. Online gender-based violence is not "virtual harm," it's a violation of people's rights and safety.

Recognizing digital harm as GBV is key to ensuring equal protection and justice for survivors.

What happens online doesn't stay online

Online gendered violence puts people at risk far beyond the screen, especially in times of crisis. It mirrors the same inequalities and harmful norms and practices that enable gender-based violence in homes, schools, and workplaces, and often escalates into real-life violence, coercion, or social exclusion.

Protecting digital safety is protecting lives.

Online abuse causes real harm

Online violence can cause depression, anxiety, isolation, and even self-harm. Across Myanmar, women, girls, LGBTIQ+ people, and others targeted by hate and harassment face lasting emotional harm and fear.

Online abuse is real violence that demands accountability.

Silence helps violence grow

When online abuse goes unchecked, it becomes part of everyday life — normalized, ignored, and unchallenged. Digital violence often spreads through misinformation, hate speech, and public shaming, especially against women, girls, and LGBTIQ+ people.

Breaking the silence means standing with survivors and making online spaces safe for all.

Digital violence deepens inequality

Online abusers in Myanmar often target women, LGBTIQ+ people, persons with disabilities, and marginalized communities. The violence is often sexualized, public, and persistent — reinforcing stigma and exclusion.

Make online spaces equal, safe, and accountable.

Digital inequality fuels gender-based violence

When women lack digital literacy or safe, affordable access to technology — especially in rural and conflict-affected parts of Myanmar — they are more vulnerable to online scams, harassment, trafficking, and exploitation.

Digital safety is protection. Every woman deserves to be safe, online and offline.

Women's leadership belongs everywhere — including online

Across Myanmar, manipulated images, deepfakes, and smear campaigns are used to shame and discredit women, especially those in public life. These tactics are designed to silence women, limit their leadership and weaken their participation in public and community life.

Protect women's voices. Safe digital spaces allow women to lead, participate, and thrive.

Stress is never an excuse for violence

Across Myanmar, conflict, severe poverty, and widespread displacement are putting families under immense strain — but violence is never an acceptable response. Every woman and girl deserve safety and respect, including during a crisis.

Strong families are built on care, not fear.

Women and youth led groups in Myanmar are reclaiming online spaces to unite, rather than divide

Despite the risks, women, youth and grassroots groups across Myanmar are using digital platforms to speak out, support survivors, and push for justice. Their voices show that online platforms can be used to advance equality.

Protect online civic space, promote digital rights, and make the internet a safe place for every voice.

Crises and disasters magnify the risks of gender-based violence

Conflict, displacement, and disasters — including this year's earthquake and flooding — have left people across Myanmar facing heightened risks of gender-based violence, exploitation, and abuse. When a crisis hits, protection systems often collapse, leaving survivors with nowhere to turn.

Safety and dignity are rights, not privileges — including during crises.

Women-led organisations are leading Myanmar's GBV response

Across Myanmar's conflict and disaster zones, women-led and community-based groups are delivering lifesaving GBV services under immense risk. They are the backbone of prevention, protection, and recovery.

Fund and protect women-led organisations. Their leadership sustains safety, dignity, and change.

A survivor-centred approach saves lives

Survivors of gender-based and digital violence need safe, confidential, and coordinated care. Frontline responders must be equipped to recognise digital abuse, provide survivor-led support, and link services across health, legal, psychosocial, and digital safety systems.

From recognition to response — every system must protect survivors.

Every survivor deserves justice

Too many survivors of gender-based violence in Myanmar face silence, stigma, or blame when they seek help. Justice begins with listening — with believing survivors, protecting their privacy, and ensuring they can safely report violence and access support.

Justice and accountability for gender-based violence aren't privileges—they're rights.

Men and boys are essential allies

Violence is not strength. Men and boys in Myanmar can help end gender-based violence by modelling respect, accountability, and equality both online and offline.

Respect and empathy support safe communities.

Data and evidence drive accountability

Gender-based violence, including digital abuse, is severely underreported in Myanmar due to fear, stigma, and lack of safe reporting channels.

Invest in ethical, survivor-centred data to expose risks, improve services, and strengthen advocacy.

Awareness days during the 16 Days campaign

During the 16 Days of Activism, there are several important advocacy days. Think about how you can adapt your messages or activities to target different audiences on these days.

AWARENESS DAYS	KEY MESSAGES
25 November **International Day for the Elimination of Violence**	Violence against women and girls remains one of the most pervasive human rights violations in Myanmar and around the world. Ending it takes collective action — from challenging harmful norms to supporting survivors and holding perpetrators accountable. **Together, we can end gender-based violence.**
1 December **World AIDS Day**	Gender-based violence and HIV are deeply linked. In Myanmar, stigma, poverty, and conflict prevent marginalised people, including women, girls, LGBTIQ+ people, and sex workers from accessing testing, treatment, and care. **Ending violence means removing barriers to health and dignity for all.**
3 December **International Day for Persons with Disabilities**	Women and girls with disabilities in Myanmar face higher risks of gender-based violence and greater barriers to seeking help. Stigma, exclusion, and inaccessible services too often leave them without the support they need. **GBV prevention and response must be inclusive and accessible to all.**
10 December **Human Rights Day**	Freedom from violence is a fundamental human right. Across Myanmar, women and girls — including those speaking out online — must be protected from threats, stigma, and abuse. **Safety, dignity, and justice are rights — not privileges.**

Social campaign media tips

Campaign hashtags

Use these hashtags to maximise visibility:

#NoExcuse for online abuse

#16DaysMyanmar

#16DaysActivism

#DigitalSafetyforHer

Tips for safe online advocacy & dealing with backlash

- Use organisational accounts rather than personal ones for campaign content.
- Avoid engaging directly with abusive comments or accounts — report and block instead.
- Double-check that photos, names, and quotes don't reveal survivors or sensitive information.
- Focus on positive calls to action rather than criticism or confrontation.
- Encourage others to share responsibly.

Tips for using social media effectively

Post regularly

Each day, you can highlight different messages, awareness days, or themes (e.g. women's leadership, digital safety, survivor support).

Use video

Short videos (under one minute) are powerful tools for raising awareness.

- Keep videos survivor-safe and rights-based.
- Focus on solidarity, prevention, and hope.
- Avoid depicting violence or distressing scenes.
- Include voices of women leaders, young people, and community advocates.

Feature real stories safely

Share anonymised stories or quotes that highlight resilience, leadership, and prevention efforts. Always obtain consent and avoid identifying survivors.

Engage men and boys

Encourage messages from male allies who speak about respect, non-violence, and equality both online and offline.

Ready-to-use social media posts

Share these ready-to-use messages to raise awareness during the 16 Days of Activism. Each post highlights key themes of the campaign, stays under 280 characters, and is formatted for easy use across digital platforms. Feel free to adapt them for your audiences and channels.

Scan the QR code to access the **"2025 Myanmar 16 Days"** Trello board **from 18 November.** You'll find visual assets, campaign logos, and downloadable social media graphics.

Online abuse shames, threatens, and silences women, girls, and LGBTIQ+ people in Myanmar.

It's not "virtual harm" — it's gender-based violence.

#16DaysMyanmar
#NoExcuse

What happens online doesn't stay online.

Online attacks spill into real life — causing fear, stigma, and exclusion.

Protecting digital safety means protecting lives.

#16DaysMyanmar

Silence helps violence grow.

When online abuse goes unchecked, it can become normalised.

It's important to call it out, report it, and stand with survivors.

#16DaysMyanmar

Online abuse causes real harm.

Digital harassment can lead to anxiety, isolation, and self-harm.

Every woman deserves to feel safe, on and offline.

#16DaysMyanmar

Women and youth in Myanmar are reclaiming online spaces.

They're using digital platforms to unite, support survivors, and call for justice.

Let's make the internet a safe place for every voice.

#16DaysMyanmar
#ACTtoEndViolence

Women's leadership belongs everywhere — including online.

Manipulated images and smear campaigns aim to silence women in public life.

Protect women's voices. Safe digital spaces empower leadership.

#NoExcuse

Women's rights organizations in Myanmar need greater support to continue their critical role in preventing and eliminating violence against women and girls.

#NoExcuse
#16DaysMyanmar

Conflict puts women and girls at greater risk of violence.

Yet aid for conflict-affected countries—including Myanmar—continues to fall.

More investment is urgently needed to end GBV in crises.

There is #NoExcuse.

Calling on men and boys to:

- challenge everyday sexism
- learn healthy conflict resolution
- ensure safe spaces for women and girls.

#NoExcuse
#16DaysMyanmar

- Silence
- Stigma
- Blame

Too many survivors face this when seeking help.

Justice means safety, dignity, and support.

#16DaysMyanmar
#NoExcuse

Violence increases HIV risk.

When women and girls experience violence, they often cannot negotiate safe sex or access to health care. Ending gender-based violence saves lives.

#WorldAIDSDay
#16DaysMyanmar

1 DEC World AIDS Day

LGBTIQ+ people face violence, stigma, and barriers to HIV care.

Every service must be inclusive, confidential, and survivor-centred.

#WorldAIDSDay
#16DaysMyanmar

1 DEC World AIDS day

Conflict, displacement, and disasters in Myanmar expose women and girls to higher risks of both GBV and HIV.

Protection and health services must go hand in hand.

#WorldAIDSDay

1 DEC World AIDS day

Women with disabilities are at least 2 to 3 times more likely than other women to experience violence.

The risk is even higher

#16DaysMyanmar
#IDPD2025

3 DEC Day of People with Disabilities

This #HumanRightsDay, remember freedom from violence is a human right.

Join us in supporting survivors and advocating for a world where no one lives in fear.

#16DaysMyanmar

10 DEC Human Rights Day

We'd love your feedback

Scan the QR code to complete a short, anonymous survey and help us improve future versions of the 16 Days Partner Toolkit.

For more information contact

Hien Phan – phan@unfpa.org
Maffi Devadoss – maffi.devadoss@unwomen.org

For support with your communications contact
Gaia Paradiso – paradiso@unfpa.org,
Thein Zaw Win – thewin@unfpa.org
Alexandra Peard – alexandra.peard@unwomen.org

United Nations Secretary-General's Campaign UNiTE to END VIOLENCE AGAINST WOMEN

UNFPA

UN WOMEN