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peace for the twenty-first century”

Statement submitted by Kadin Adaylari Destekleme ve Egitme Derneği, a non-governmental organization in consultative status with the Economic and Social Council*

The Secretary-General has received the following statement, which is being
circulated in accordance with paragraphs 36 and 37 of Economic and Social Council
resolution [1996/31](#).

* The present statement is issued without formal editing.



Statement

The use of social media in Turkey has become very important in terms of the women's movement and it seems that in the coming period there will be new forms of organization and action. In this context, it is the relationship of women's movement with social media and Kadın Adayları Destekleme ve Eğitim Derneği (KA.DER), also known as Association for Support of Women Candidates, positioning itself on this scene. Particularly in 2017, the launching of mass actions and organizations through social media creates new organizational tools, in terms of women's movement, to carry out quick and easy communication both domestically and internationally. This also makes solidarity and communication very effective. Especially after 2015, KA.DER observes that actions are organized through social media and that a large number of actions and protests in 2017 were organized on March 8th using social media. This naturally leads to the widespread movement of the women's movement and the increase in appearance.

With the importance of digital technologies, KA.DER prepared a social media campaign for the Constitutional Referendum. Having Turkey's parliament signed off on a constitutional reform package that jeopardizes legislative and judicial independence and consolidates powers on behalf of the president, a constitutional referendum took place in Turkey on April 16th, 2017.

Due to the limitations faced by KA.DER, in respect to the standing rule and oppressive environment for people who oppose the constitutional change, there should have been a way to give a clear message for "no" without directly saying it. To do so, KA.DER decided to get the 18 amendments in the constitution questioned by voters by using the voice of women living in Turkey with diverse cultural and social backgrounds. KA.DER decided to ask 10 direct questions about the amendments in the constitution and used 10 different stereotypical women characters to ask our questions to Turkish women voters. The stereotypical women characters included 5 women wearing different types of headscarves and 5 women without a headscarf. In addition to that, it was possible to label the women characters as: a female teacher, a young woman, an old woman, a female farmer, a housewife, a female journalist, a female student. Considering the budget constraints that KA.DER decided to focus mainly on women voters and reach them on social media channels. KA.DER decided to start the campaign 3 weeks before the referendum.

KA.DER prepared 10 different posters and 2 videos to be distributed on 3 social media channels: Facebook, Twitter and YouTube. KA.DER organized 11 different social media demonstrations within the 3-week time frame. KA.DER targeted Turkish women between 18 and 55 years of age, based on their home city, interests, and behaviour. KA.DER built specific clusters of targeted audience such as women with strong interest in politics and women who manage a Facebook page and compared their performance during the campaign.

With a very limited budget (75 euros), the social media campaign of KA.DER for constitutional referendum had a widespread and strong effect. During the campaign period, KA.DER was able to reach 139.000 women (66.000 organic, 73.000 paid) on Facebook and 92.000 people on Twitter (organic). On the Facebook channel, the engagement rate was 41 per cent. Our posters and videos got more than 33.000 engagements including around 5.700 likes, 600 comments, and 1.500 page likes. KA.DER succeeded in reaching women voters living in 80 cities out of 81 in Turkey. The highest numbers came from women living in Istanbul, Ankara, Izmir, Antalya,

and Gaziantep. The highest engagement came from women living in Konya. The comments all included direct and relevant messages with the referendum. The average cost per engagement realized as 0,01 euro. The campaign got engagement from both sides (yes/no). The highest engagement was received for the poster in which a young woman with a headscarf asks the question: to trusting our future to a single person, do you say yes or no? On the Twitter channel, KA.DER got 92.000 impression. The campaign-specific hashtag #GoTothePollsandShowYourPower was used more than 2.500 times on Twitter and became national TT on the first day of our campaign. The Twitter campaign got attention and support from influencers in women's movement and some celebrities.

KA.DER has been awarded the best campaign prize -2017 Turkey Constitutional Campaign — by the European Political Advisors Association- for Polaris awards, which are open to participation all over the world.
