



#VisibleWikiWomen 2022 campaign

Social Media Toolkit

What is #VisibleWikiWomen

#VisibleWikiWomen is a global campaign organized by Whose Knowledge? in partnership with different organizations around the globe.

The goal of the campaign is to bring more images of women — in particular trans, indigenous, and black women — to Wikipedia and the broader internet, by uploading their images into Wikimedia Commons, the media repository of the Wikimedia projects, under the [VisibleWikiWomen 2022](#) category.

Campaign theme

The theme for this 2022 campaign is ***Hope and healing: Creating feminist memory online***. In 2022, we want to acknowledge that our communities are trying to work through the grief, anger and sadness of many different losses. In the last two editions of this campaign [Feminist Realities: living our resistance and liberation](#) (2021) and [Infrastructures of resistance: women in the critical infrastructures of care](#) (2020), we had to lean on our collective strength and resilience to continue this important work as we faced a global pandemic, climate crisis and raging racism and fascism.

For this year's campaign, our communities of marginalized women/non-binary folks who are often at the core of genuine hope, care and healing work, remind us that we can still find hope and create reparative healing — of ourselves and the planet.

Timing

#VisibleWikiWomen is now a yearly campaign, but certain celebrations and commemorations of the year can work as special moments to engage. We want to highlight the following key moments for our communities throughout the year:

- March: International Women's Day #8M - the campaign launch!
- April: Dalit History Month
- May 1st: Workers day, a moment to celebrate all women in their workplaces :)
- June: LGBTQIA Pride Month
- September 5: International Indigenous Women's Day
- 25 November to 10 December: 16 Days of Activism against Gender-Based Violence
- And more...

Links to share

- Webpage: <https://whoseknowledge.org/visiblewikiwomen-2022/>
- Resources kit:
https://whoseknowledge.org/resources?_sft_resource_tag=campaign-kit (all how-to guides are also available in Spanish, Portuguese, and Arabic)
- Campaign's Upload Wizard:
<https://commons.wikimedia.org/wiki/Campaign:VisibleWikiWomen>
- VisibleWikiWomen 2022 category on Wikimedia Commons:
https://commons.wikimedia.org/wiki/Category:VisibleWikiWomen_2022

Hashtags

- **#VisibleWikiWomen**
- #WomenOfColors
- #HopeAndHealing #FeministMemory

Social Media Channels

#VisibleWikiWomen is amplified through Whose Knowledge? social media channels:

- Twitter: [@WhoseKnowledge](https://twitter.com/WhoseKnowledge)
- Facebook: [@WhoseKnowledge](https://www.facebook.com/WhoseKnowledge)

- Instagram: [@whoseknowledge](#)
- Youtube: [Whose Knowledge?](#)
- Flickr: [Whose Knowledge?](#)

Graphics



Find and download more variations of our logo from Wikimedia Commons:

https://commons.wikimedia.org/wiki/Category:VisibleWikiWomen_Campaign_Logos

Additionally, in the following folder you can find more graphics tailored for different social media channels, that will be updated throughout the campaign:

<https://drive.google.com/drive/folders/1LaQNe9ATSJenYZqRtNPgEMr75EXDbZxI?usp=sharing>