



#VisibleWikiWomen 2023 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 — and non-binary persons to Wikipedia and the broader internet, by uploading their images into Wikimedia Commons, the media repository of the Wikimedia projects, under the [VisibleWikiWomen 2023 category](#).

Campaign theme

The theme for the 2023 campaign is ***#BodyPlurality #CuerposPlurales #CorposPlurais #Imizimba: Celebrating the uniqueness of our body sizes, shapes, and identities online.***

This year's campaign is a celebration of the many possibilities of womanhood, queer femininity, gender queerness, and plural ways of existing on and offline. In a world shaped by coloniality, imperial capitalism, caste, and attendant power structures, invisibility for non-white people is a fundamental part of our lived experiences. To paraphrase Ugandan feminist and author Professor Sylvia Tamale, those bodies that cannot be easily classified into the 'normalized' social categories that coloniality has constructed for us (that are not white, not thin, not heterosexual, not cis-gendered, disabled) — or, as Elizabeth Reis aptly describes, “bodies in doubt” — belong to a very particular place in the world. That place is always on the margins, not to be seen or heard. These power dynamics are reinforced through technology, which is often built upon the idealized normal body (male, cisgender, white, non-disabled, neurotypical,

from the Global North), imposing devices and narratives of surveillance, control, and conformity – reinscribing and perpetuating marginalization.

We acknowledge that to exist online in the beautiful plurality of us is resistance to the colonial hegemony and its organizing systems of gender, race, sex, sexuality, and notions of womanhood. Our #VisibleWikiWomxn campaign this year is:

- A nod to the expansiveness of our bodies – bodies that challenge the normalized categories of what it means to be human and a woman,
- A contribution to the many bodies of work centered on the issue of creating space to be seen in a world that erases, invisibilizes, and violates who is seen as different.
- A feminist corner of the internet that affirms our plural identities, sizes, shapes, and scars.

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
- 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-2023/>
- 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 2023 category on Wikimedia Commons:
https://commons.wikimedia.org/wiki/Category:VisibleWikiWomen_2023

Hashtags

- **#VisibleWikiWomen**
- **#VisibleWikiWomxn**
- **#WomenOfColors**
- **#BodyPlurality**

Social Media Channels

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

- Mastodon: whoseknowledge@social.org
- Twitter: [@WhoseKnowledge](https://twitter.com/WhoseKnowledge)
- Facebook: [@WhoseKnowledge](https://www.facebook.com/WhoseKnowledge)
- Instagram: [@whoseknowledge](https://www.instagram.com/whoseknowledge)
- Youtube: [Whose Knowledge?](https://www.youtube.com/WhoseKnowledge?)
- Flickr: [Whose Knowledge?](https://www.flickr.com/photos/WhoseKnowledge/)

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/1iScPYpRMl66iNqgYILV20rC-BPq45KP4?usp=sharing>