#VisibleWikiWomen 2024 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 2024** category.

Campaign theme

The theme for the 2024 campaign is ***Our Resistance is Plural: Feminist solidarity, liberation, and peace.***

The #VisibleWikiWomen campaign this year reiterates that all of our struggles are interconnected, and our resistance is plural, as the extraordinary feminist human rights and land defender Berta Cáceres said. Guided by Audre Lorde's teaching that we do not live single-issue lives, from Sudan to Palestine, from reproductive justice to knowledge justice to climate justice, the 2024 campaign will highlight images and stories of the work of our collective liberation:

- Peace thinkers and builders, like Margo Okazawa-Rey and Gwyn Kirk, who were key to framing a "Feminist Vision of Genuine Security".
- Madres y Abuelas de Plaza de Mayo, the famous Argentinian human rights activists whose peaceful protest is a worldwide icon of popular struggle for truth, justice and memory.

- The continuous waves of street protesters against gender violence, mobilizing from Argentina under the hashtag #NiUnaMenos to Kenya, with #StopKillingWomen and #StopFGMInGambia in The Gambia.
- The tireless seekers of justice for black women like Marielle Franco, indigenous women and land defenders like Berta Cáceres, and trans activists like Alejandra Ironici, and many others whose lives continue to amplify our multiple struggles.
- LGBTQ+ people and activists in Uganda, Ghana, and everywhere homophobic legislation and far-right regression of human rights are taking root.
- Queer and Trans Dalit scholars, journalists and activists who continue to topple caste hierarchies, binaries and normativities to make way for hope, joy and love.
- The feminists and women in Palestine, Sudan, Congo, Western Sahara, and beyond, who are organizing in the face of genocide and war, showing us feminist resistance, liberation, hope, and solidarity in practice.

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-2024/ (also available in Spanish)

- 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_2024

Hashtags

- **#VisibleWikiWomen**
- **#VisibleWikiWomxn**
- **#OurPluralResistance**

Social Media Channels

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

- Mastodon: whoseknowledge@social.org
- Twitter: @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/1N1vv-a-L-D-RDMI-ehFo77ha53IiVx-X?usp=sharing