

Demographic

The target demographic for my Instagram campaign is young women ranging from 16 years to 28 years of age. These young women are engaged in and feel empowered by the feminist movement. These women are strong individuals that believe in gender equality and are willing to stand up for what they believe in.

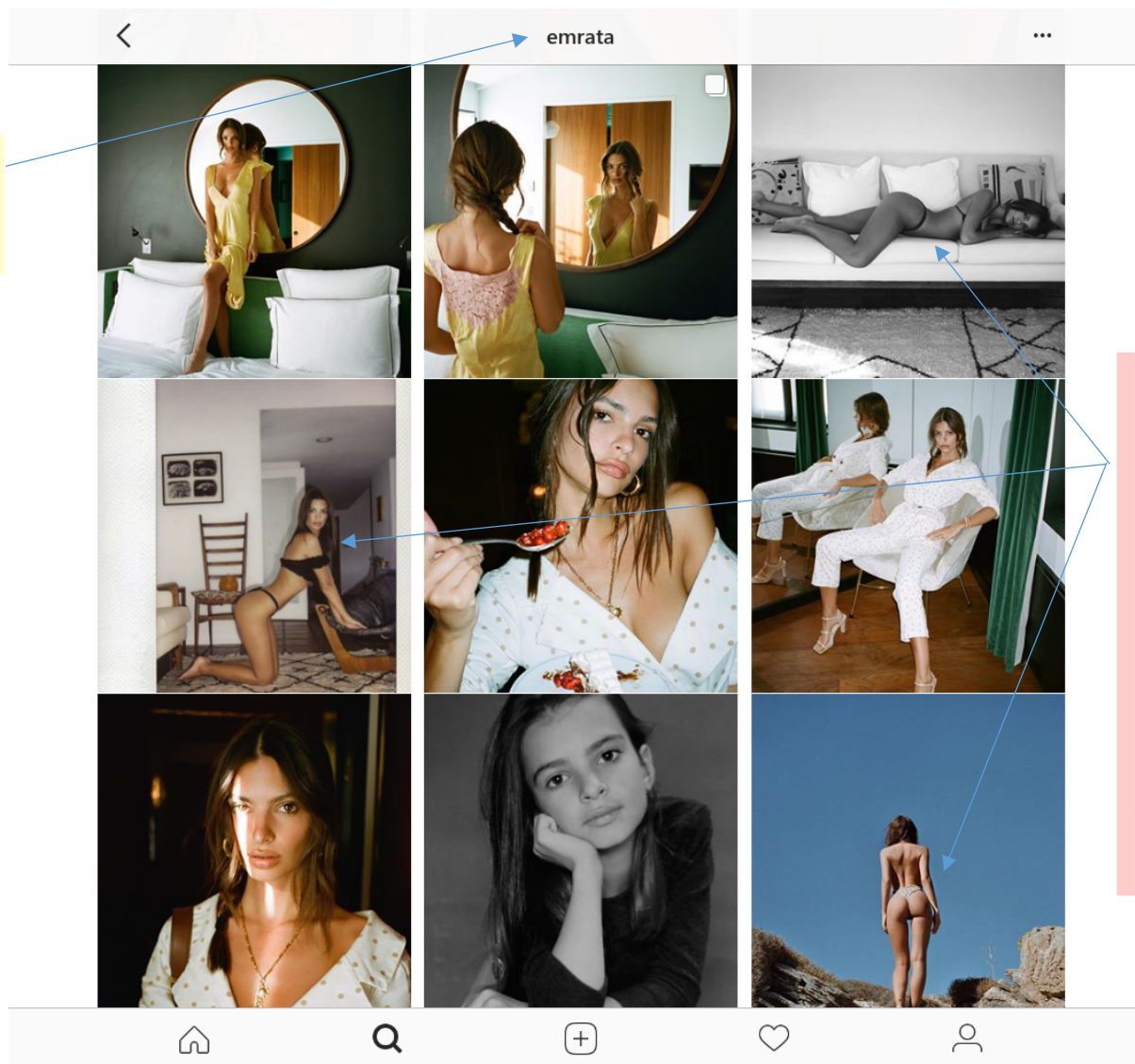
Geographic

These women can be from all over the world with access to social media there are no economical boundaries in this campaign.

Psychographic

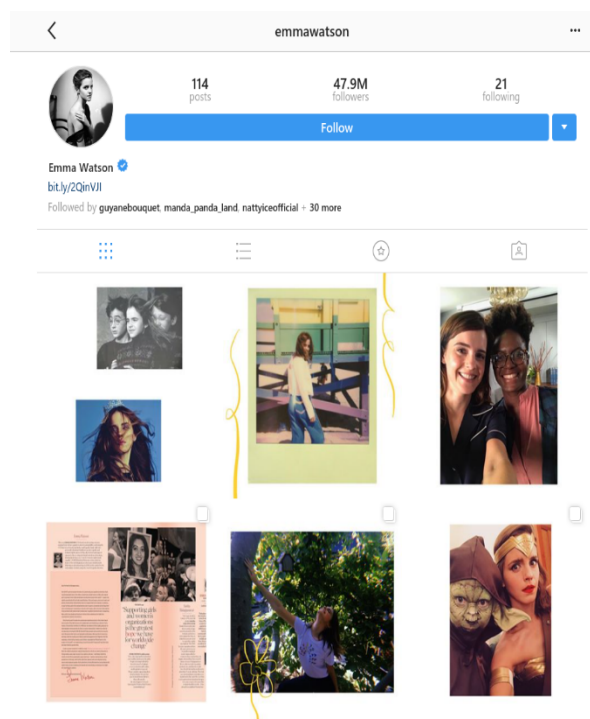
This group of women have strong political beliefs that relate to gender equality, LGBTQ+ community and women's rights. All of these women either have been directly effected by gender inequity, sexual harassment, and/or domestic violence or has been effected by this second hand whether that be a friend, family member, work colleague etc.

Social media Influencer

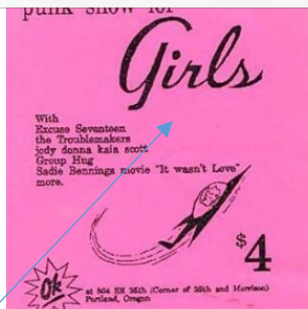


Emily incorporates self-love and sexualisation. She is promoting sexual empowerment for women, which is an aspect of the feminist movement.

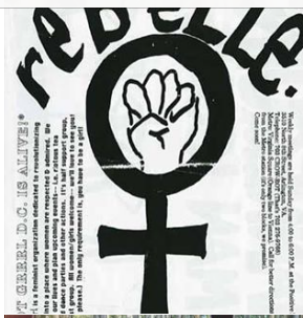
From a social media aspect, Instagram plays a major role in today's age. Instagram is easily accessible for women all over the world to be involved in and be influenced by. Influences like Emma Watson and Emily Ratajkowski promote the feminist movement and have a strong influence on those involved. These influences have big audiences to promote to which is why for this Campaign they are essential to mention as they have an influence on such a wide range of audience.



theriotgrrrlproject



We pledge allegiance...
to all-girl bands, pro choice rallies,
witchcraft and female MCs.



Inspirational
quotes
positively
influencing
their audience

This old black and white photograph really stands out to me as it is symbolizing how women have been sticking together for many years and it also displays happiness.

@Theriotgrrrlproject is a feminist movement page that posts empowering quotes, images and event involving the topic. The account expresses through social media the importance of the movement and reaches out to its audience to effectively influence them and others around them. I love how this Instagram account aims to motivate individuals through its posts to feel as though they are worthy, important and significant in a world that says otherwise.



radek rogus • the amateur

„Ja, zwykły, szary człowiek –”
„Me, ordinary, gray human –”

Obserwuj radekrogus tumblr

Ask me anything Archive Q



pinhole trip

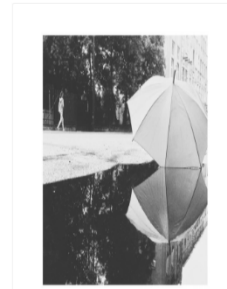
3 godziny temu



in the vestibule of the heart
with a special dedication for

@themazette @pointandshooter @lmiging
@clubiniging

2 dni temu

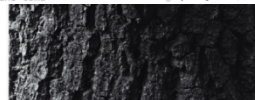


rainy

1 miesiąc temu



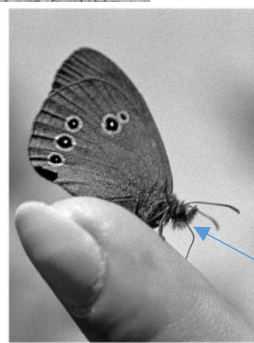
4 miesiące temu



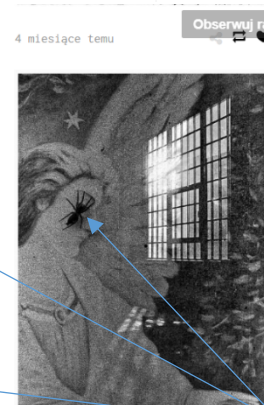
4 miesiące temu



4 miesiące temu



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4 miesiące temu



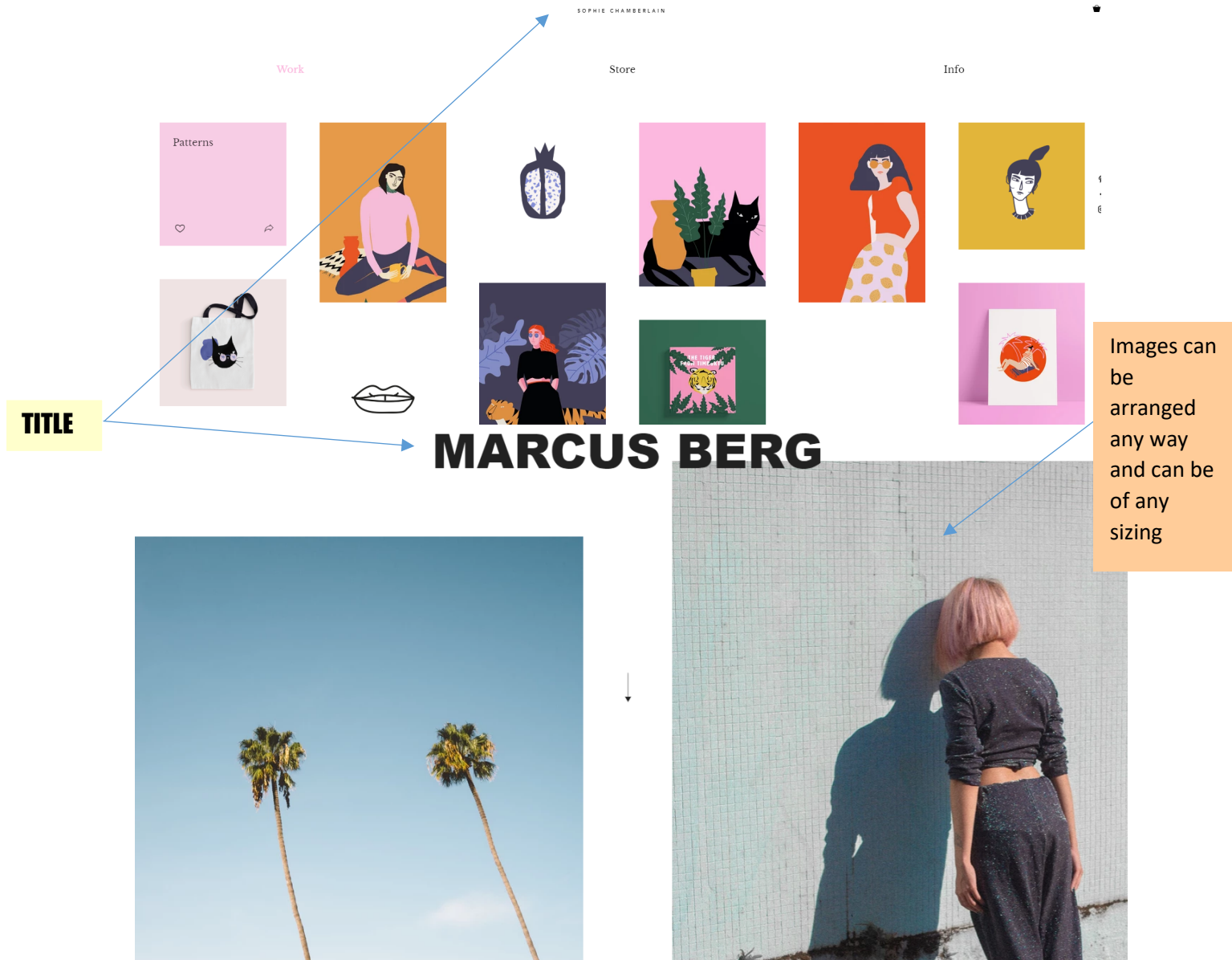
Rare coloured pictures, but it still fits into the theme as it's a dark shade of colour surrounded by black bricking.

Insects

May be a common theme embedded throughout the account to symbolise something or make the account unique.

The social media platform Tumblr is a great way to create a visual media campaign. I love the way that unlike Instagram it places your posts into a college like form and shows the full image rather than a square vision.

Radek rogus – the amateur, has a street style photography themed Tumblr account that captures different emotions and settings. I find that the theme of black and white embedded through the account allows the artist to convey a type of emotion that is more meaningful and dark.



What I really like about websites and blogs is that you can have more freedom in the way you want to present your campaign. You have the freedom to be creative whether that be designing your own template, layout or positioning. Websites are easy to access via the internet and do not require your audience to be an account holder.

However, when starting a website it can be difficult to gain an audience. To gain a following external advertisement will be necessary.

ALGORITHM

A high amount of subscribers allows a wider audience to follow the content being presented. By having a high number of subscribers, it is more likely to keep growing as people are likely to tell their peers about the account and so forth. It can also influence the legitimacy of your content to viewers and they are more likely to trust and believe what's being put out to them.

SUBSCRIBE 14M

66M



Why feminism needs men - and men need feminism | Nikki van der Gaag | TEDxLSHTM
19,202 views

TEDx Talks
Published on 9 Nov 2015

Why would a feminist want to talk about men? Because although feminism has changed the world, men still hold most of the power in the economy, in government, in religions, in the media and often in the family. While increasing numbers of men are questioning traditional views about what it

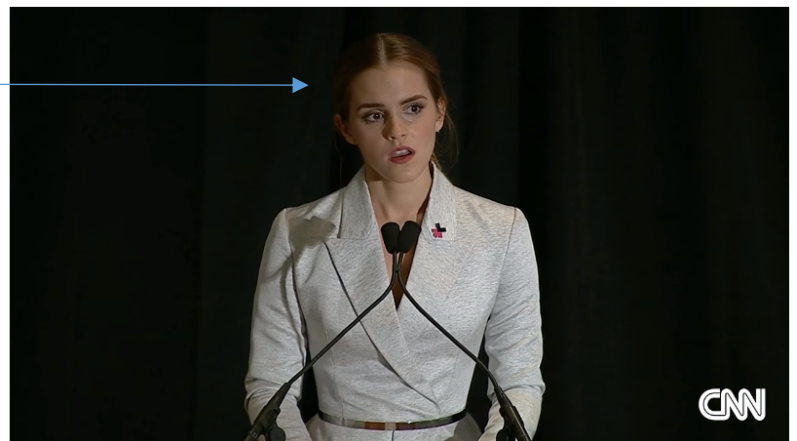
SUBSCRIBE 14M

EMMA WATSON

Emma Watson is a well-known actress from her memorable role of Herminie in the movie series of Harry Potter. She is a role model to women and men around the world, which is why she is such a successful influencer as she already has a built up fan base that respect and admire her.

DEFINITION OF AN INFLUENCERS

A Social Media Influencer is a user on social media who has established credibility in a specific industry. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach.



Emma Watson to United Nations: I'm a feminist
2,163,097 views

CNN
Published on 22 Sep 2014

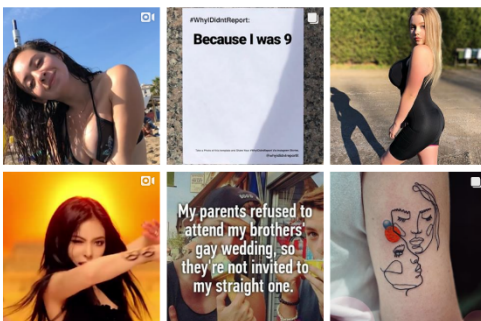
UN Women's Goodwill Ambassador Emma Watson gives a speech at an event focusing on gender inequality. More from CNN at <http://www.cnn.com/>

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SUBSCRIBE 5M

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#feminist

#genderequality

#feministpride

#ibelievesurvivors

#socialactivism

#equal

Hashtags are used to identify a key topic or idea using key words or phrases. Hashtags allow the post to become visible to a wider audience as now the post becomes searchable. Using hashtags makes the account gain more followers as it is becoming more noticed.

Using hashtags is a great way to get your ideas across and create the basis of your account gathering followers that value and are interested in what you are sharing