REPORT FOR THE BRAVE PROJECT HELD ON THE 19TH TO 21ST NOVEMBER 2024

VENUE; HOUSE OF JOSEPH CATHEDRAL

INTRODUCTION

Sustainable women organization organized a three days capacity building workshop at House of Joseph Cathedral Big Mankon on the 19th to 21st November 2024. Aimed at enhancing the leadership, self-confidence, and decision-making abilities of 15 marginalized girls, enabling them to become advocates for women's rights and active participants in community decision-making, build participants' skills to recognize and raise awareness on GBV and gender inequalities, promoting prevention, protection, and response efforts, equip 15 girls with essential digital skills to navigate online spaces safely, utilizing digital tools for advocacy and personal development, address the digital divide by training the girls in content creation, social media use, entrepreneurship, and online safety to build confidence in digital platforms support participants in developing digital portfolios and acquiring entrepreneurial skills to leverage digital platforms for income generation and economic empowerment funded by MAGIC to the WORLD . 11 adolescent girls and young women participated in the training. This training was facilitated by experts from various field.

PRESENTATIONS/ACTIVITIES

DAY ONE

NICHE PRESENTED BY NGONG SANDRA

FINDING YOUR NICHE, FIND YOU.

She started by saying we should not dwell on our gifts but go for other odd things that is engaging ourselves in other activities. Try to be something and noture it. She asked participants about what a niche was a participant answered saying a niche is something you are passionate about. She defined a niche as a focus area of expertise. In her words an individual needs a niche so as to create an audience.

HOW TO FIND A NICHE

- Passion finding exercise; During this exercise, participants were asked to write down ten ideas they have on their mind and narrow them down to three.
- Strength inventory; participants in this section were asked to write down the skills they have.
- Ikigai framework; here, participants were asked to list the things they can do amongst the things they love. It is the time that you are most sincere to yourself.
- Perfect day; they involve all those things you told yourself you can do. That is things you can do from morning to evening without feeling bad.

DEVELOPING PASSION FOR A NICHE YOU HAVE IDENTIFIED

This section began with a question from a participants which was what if you niche does not give you the satisfaction you need? the facilitator responded that when doing something you do not love, you should find something you love and attach to it.

Moving a niche from being a hobby;

She said need is that particular thing you are adding to the space. She went further to say that a good marketer is someone who does not sell product but a solution. When setting your need you, you most know your audience. One of the participants asked if a niche changes, her responds was it does changes because growth is a journey and when technology changes, you change your brand. Set your foundation

and build your interest on it. She also said the essence of having a niche is to give you a foundation and not to a destination.

SOCIAL MEDIA

Participants were asked what a media is and how many social media platforms they belong to and their functions.

- ✔ Facebook; it is meant to connect to a large number of persons.
- ✔ Instagram; it is for good and appealing things that is for good pictures and brands.
- ✔ LinkedIn; it is good for write ups and its main aim is to connect professionals.
- ✔ Tiktok; excellent blend of visual with or without high quality photos. It is a business app.
- ✔ Twitter; it is meant to share intelligent ideas. When you are in a twitter space, you are not a teacher but an opinion leader

The trainer said poor content is a niche.

She advised participants that it is good to belong to at most three social platform and create good content on it. Post consistently and know your time of posting.

CONTENT WRITING

Content should be written such that people find it interesting. Keep academic writing aside and think that you are talking to somebody. when you know your audience, you will know the kind of content you write and post

Content plan

A content plan consists of the date and day, topic, goal, accompany material and platform.

A content plan should follow this format

Introduction

- Your hook is the sentence that attracts people. For example, it is unfortunate that GBV has increased in schools. This cause curiosity. Your hook can be your story that is you can begin with a story then you get into the main idea. You can also begin by asking a question.

Body

- When writing your body, never try to go around the corner especially if you are a beginner.
- Always have call to action

HOW TO GET CONTENT IDEAS

a. Educate people around basic things in your industry.
b. Answer frequently asked questions
c. Re purpose existing content that is writing the post again.
d. Monitor every trend that have to do with your industry.
e. Check out your competitors.
f. Research on other brands in your industry.
g. Leverage testimonials

ANALYTIC/MEASURING SOCIAL MEDIA RESULTS

Analytic is defined as the number of people you have reached, the likes, comments, shares. The following ways are used to measure your analytics online. They include post reachness, post impression, engagement, saves. She went further to advice participants that social media is not a an interactive space and not a school, stay away from things that do not relate to you, build the right relationships, do not burn bridges on social media, treat people right, walk away when you do not feel right, do not underestimate and stay consistence.

At the end of the session, an exercise was carried out whereby participants were asked to give a summary of all what they have learned throughout the session. Participants responses were as follows, they said they have learned about what is a niche is?, the types of social media handles and the kind of content that is good for the platforms, writing meaningful content on the social media, how to measure analytics and use social media to sell products, how to blend agriculture with GBV how to narrow down a niche to come to a particular one, what a perfect day is, how to deal with hate speech on social media, how to streamline niches, differentiate between passion and strength, what to be passionate about.

DAY TWO

DIGITAL SELF by Mme Pedmia Shatu

Digital self as what you are online, the activities you carry out online. Furthemore, she gave a pretest to participants in which they had some questions to answer on the google form.

SOCIAL MEDIA COMMUNICATION AND ONLINE SAFETY

Negative and positive effects of digital presence

- Job hunting (positive and negative)
- Online connections and friends
- Stalkers, creeps, malicious comments C B(negative)
- Safety (positive and negative)

SAFE BROUSING

Common online threats that individuals face when browsing the internet

- Phishing; this means fraudulent attempts to obtain sensitive information by disguising as a trust worthy entity in emails, messages
- Data breaches; this is unauthorized access to confidential data often leading to exposure of personal information.
- Spyware; software that secretly monitors and collects information about a user's activities.

▪ Identity theft; unauthorized use of someone personal information to commit fraud.

She went further to name some other online threats. They were cyberbullying, online harassment, online exploitation. Cookies is a small amount of data generated by the website and saved by your web browser.

Secure communications

Three pillars of secure communication

Privacy; this means only the sender and the receiver should be able to understand the conversation.

This is generally achieved by encryption.

Integrity; this means that the receiving end should be able to know for sure that the message she is receiving is exactly is exactly the on that the transmitting end send her.

Authentication; a secure communication should ensure that the parties involved in the communication are who they claim to be.

The facilitator asked participants what asymmetrical encryption was. It was defined as an orderly encryption.

What is generally considered a strong password

❖ Has 12 characters minimum
❖ Include at least one number
❖ At least one special character
❖ Contains symbols, capital and lowercase letters.
❖ Combination of dictionary words.

The session ended with an exercise called the game puzzle which shows the content we post online. She ended the session by asking participants to share with her what they learned. Some replied thsaying they have learned how to create strong password, never to forward messages without factchecking or knowing the source, learned about the three pillars of secure communication.

GENDER

HISTORY, CONCEPTS, FORMS, CAUSES, PREVENTION AND WOMENS LEADERSHIP BY Mme Florence

Facilitator started the session by asking what a patriarchal society is the response was that it is a society dominated mostly by men. The concepts of gender were gender and sex, patriarchy, gender roles, gender identity, gender expression

DAY THREE
SOCIAL MEDIA AND E COMMERCE   BY GEORGE NEBA

He started the session with an exercise where he asked participants what social media is and the responds gotten was a way to communicate and share information online and why social media important. He went ahead to explain the various types of social media and its functions

1 Instagram

He said this social media platform is less text friendly, used to send so many pictures, Connects to a wide number of audiences.

3 Twitter: Share short videos

4 Pinterest: Do business, find inspiration, discover and save ideas.

5 Tiktok: Do business, explore viral content, create and discover short fun videos

6 Threads: Share photos and videos, do business, text friendly

7 Quora: Provides valuable information to seekers. You can create an account and respond to question

E COMMERCE

It refers to the use of digital platforms to buy and sell services. Examples of e commerce include spark Africa, amazon, selar, buy am, shopify, sell am quick, e bay, ujokou.

Social Media Safety Tips

- ❖ Be professional
- ❖ Protect confidential information
- ❖ Use strong passwords
- ❖ Beware of scammers and hackers
- ❖ Set clear guidelines
- ❖ Regularly monitor and moderate content
- ❖ Stay updated on platform policies and rules

Hashtags

- ❖ No spacing
- ❖ Correct spelling
- ❖ No use of comma, question marks

Effective Personal Branding for Youth Leaders and Change Makers

1 Brand

Your personal brand is what people say about you when you are not in the room. It is important to have a personal brand because of the following

- ❖ Enhances visibility
- ❖ Builds credibility
- ❖ Expands reach
- ❖ Borderless opportunities
- ❖ Brand reputation

How to Effectively Build Your Personal Brand

- ❖ Authentic self-evaluation
- ❖ Define your personal brand
- ❖ Define the audience you want to target
- ❖ Promote your brand
- ❖ Content marketing
- ❖ Consistency
- ❖ Be a guest

Ten Things To Consider When Implementing Your Social Media Branding Strategy

- ❖ Be consistent and coherent through out
- ❖ Every brand is a work in progress
- ❖ Always create a good initial impression
- ❖ Your digital foot print is your 21st century CV
- ❖ If you settle foe mediocrity you lose (quantity over quality)
- ❖ Always define your brand from inside out
- ❖ A well branded product, service or business will sell better than a poorly branded one
- ❖ Be laser focused (focused on one thing)
- ❖ Be committed.

OUTCOMES

1. Increased Leadership and Advocacy skills amongst Participants.

2. AGYW gained knowledge on Digital Competency and Online Safety:

3. AGYW gained knowledge on economic empowerment and digital entrepreneurship.

4. Greater GBV Awareness and Support Networks amongst AGYWs.

CHALLENGES FACED

1) Difficulty researching due to poor internet connection making Sessions slow.

RECOMMENDATION

1) A Wi-Fi box should be provided to help improve internet connection and make the sessions successful.

PICTURES