



# SINDH HUMAN RIGHTS COMMISSION

# DIGITAL

# ACTION PLAN

Jan, 2024

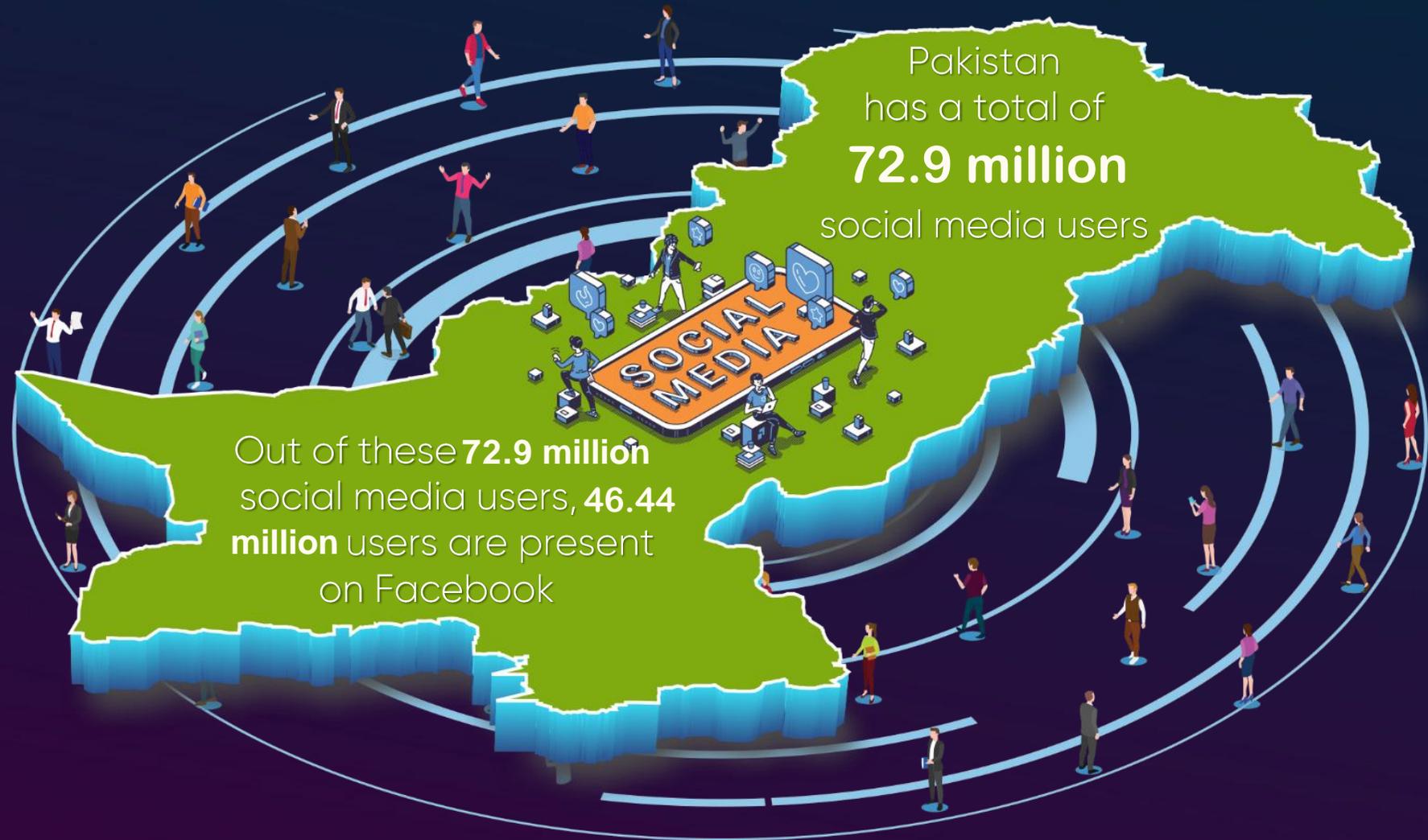


# Social Media in Pakistan



**1 out of every 5**  
people in Pakistan uses  
social media

(Source: OOSGA)



Pakistan  
has a total of  
**72.9 million**  
social media users

Out of these **72.9 million**  
social media users, **46.44**  
**million** users are present  
on Facebook

# SHRC – Digital Opportunities

**SHRC's core mandate focuses on preventing incidents of human rights violations and to take meaningful action against such incidents.**

To successfully do that, social media offers SHRC:

The opportunity to conduct intense awareness-raising and sensitization of the general public on related issues.

Create accessibility of the general public with **the Commission** through these digital platforms.

Establish itself for the promotion and protection of human rights in Sindh.

# Benefits of Using Social Media

Fast

Far reaching

Cost-effective

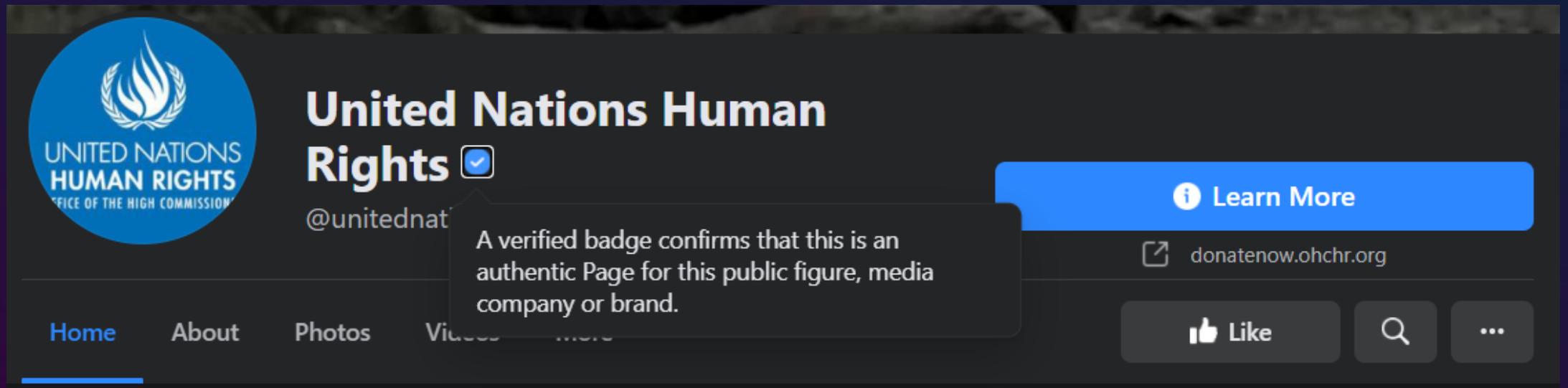
Direct  
communication

Targeted  
messaging

# Recommendations Based on Assessment of SHRC's Current Digital Channels

1

Verified social media pages for all platforms.



# Recommendations Based on Assessment of SHRC's Current Digital Channels

2

Increasing page engagement through quizzes, questions, and opinion-based polls for enhanced following.



The screenshot shows a Facebook post from Human Rights Watch, dated 29 March at 11:07. The post text asks if the user knows that Qatar has a discriminatory male guardianship system that denies women the right to make many key decisions about their lives. It includes a link to a new report: <https://bddy.me/2P6qbc5>. Below the text is a video thumbnail featuring an illustration of a family: a man in a white shirt, a woman in a black hijab, and two children. Overlaid text on the video reads: "nor make decisions about their **travel abroad**, **bank accounts**, some **medical treatments**, and at times, **school enrollment**." The video player interface shows 156 reactions (likes, dislikes, and shares) and 20 comments and 34 shares.

# Recommendations Based on Assessment of SHRC's Current Digital Channels

3

Designing targets and deliverables, along with a digital strategy as a means to achieve these milestones. This strategy will serve as the foundation for all SHRC digital campaigns.



Page likes/follow target



Long-term and short-term campaigns



Important events – Posting calendar



# Year 1 – Action Plan

**Outcome  
1:**

Established digital channels.

**Outcome  
2:**

Increased digital presence and engagement.

**Outcome  
3:**

Launching a long-term human rights campaign.

# Year 1 – Action Plan

## Outcome 1:

Established digital channels.

- **Activity 1.1:** Creating SHRC's official Twitter handle.
- **Activity 1.2:** Verified Facebook, Instagram, LinkedIn and Twitter pages for increased authenticity of content shared on official platforms.
- **Activity 1.3:** Adding mission statements, vision, and required information on social media platforms, to increase accessibility.

## Outcome 2:

Increased digital presence and engagement.

- **Activity 2.1:** Creating a response mechanism to increase engagement.
- **Activity 2.2:** Creating a monitoring mechanism to aid SHRC in pinpointing issues of concern for the general public:
  - **Activity 2.2.1:** A quarterly sentiment analysis based on the comments or queries received by the general public.
  - **Activity 2.2.2:** Using this sentiment analysis to design digital interventions, targeting key areas highlighted through the quarterly monitoring analysis.

# Year 1 – Action Plan

## Outcome 3:

Launching a long-term campaign, to build public trust around SHRC being the custodian of promotion & protection of human rights in Sindh province.

- **Activity 3.1:** “Sindh4HumanRights” – A long-term hashtag-based campaign that establishes the efforts being undertaken in Sindh to protect and ensure the integrity of human rights. Under the umbrella of this campaign, all of the current efforts of SHRC will be promoted and showcased, as well.
- **Activity 3.2:** Creating a calendar of activities for the upcoming quarters.
- **Activity 3.3:** Improving current visual aesthetics of SHRC’s content.

# The 3-Tier System

Currently, SHRC's page is actively posting pictures of the commission's advocacy efforts. However, without adequate knowledge of the contents of the meeting, their benefit, or the commission's mandate, higher engagement figures on these posts is highly unlikely.

To tackle this issue, SHRC may adapt a 3-tier system that aims at making meeting update posts more interesting for the viewers.

# The 3-Tier System

1

Before pictures or updates regarding a meeting are shared, SHRC may sensitize the target audience on the particular issue by posting highlighting key numbers, statistics, or a brief description of the issue;

2

Then, SHRC's role as defenders of human rights needs to be highlighted through posts regarding relevant provisions of law that serve as the legal groundwork for SHRC to act on the particular issue;

3

Followed by informing the general public on the steps taken by SHRC for the prevention of the highlighted issue, e.g. pictures of meeting conducted with head of parliamentary committee regarding increasing instances of forced conversions.

Example:

# Did you know ?

In the first 7 months of 2023, **234** incidents of Domestic Violence in Sindh were reported.

(Source: SSDO)

# The Sindh Domestic Violence (Prevention & Protection) Act, 2013

provides for the prevention of cases of domestic violence and abuse.



## POST 3



The consultation on the Draft Rules of the Sindh Child Marriage Restraint Act, 2013, organized by Aurat Foundation, Oxfam Pakistan & HRD Network, was a pivotal event shedding light on critical issues.

Mr. Iqbal Ahmed Detho, Chairperson of Sindh Human Rights Commission, graced the occasion and shared invaluable recommendations regarding the Draft Rules. His insights paved the way for a more comprehensive approach towards preventing child marriages and safeguarding children's rights.

#Sindh4HumanRights

# Phases of Execution

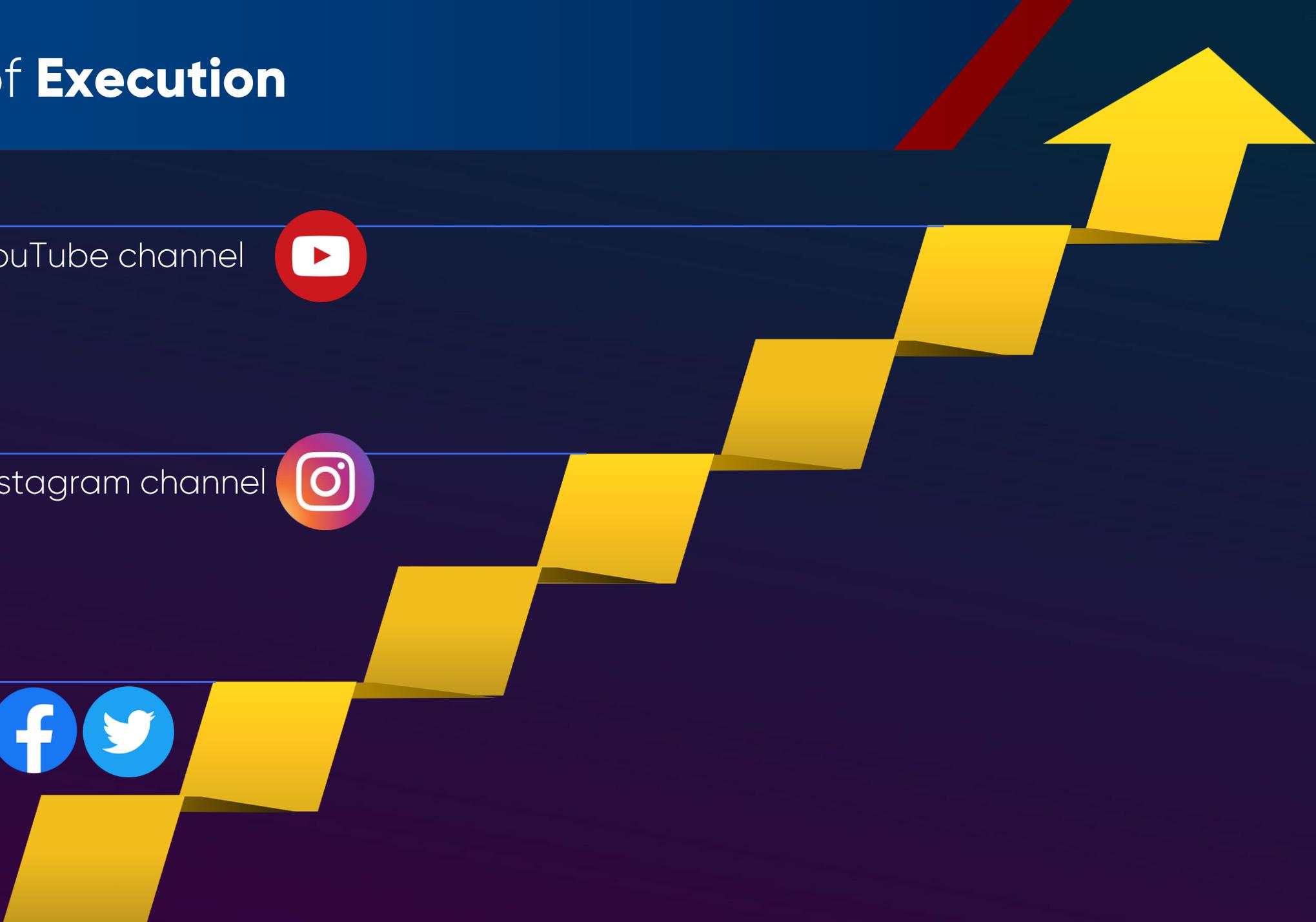
Launching YouTube channel



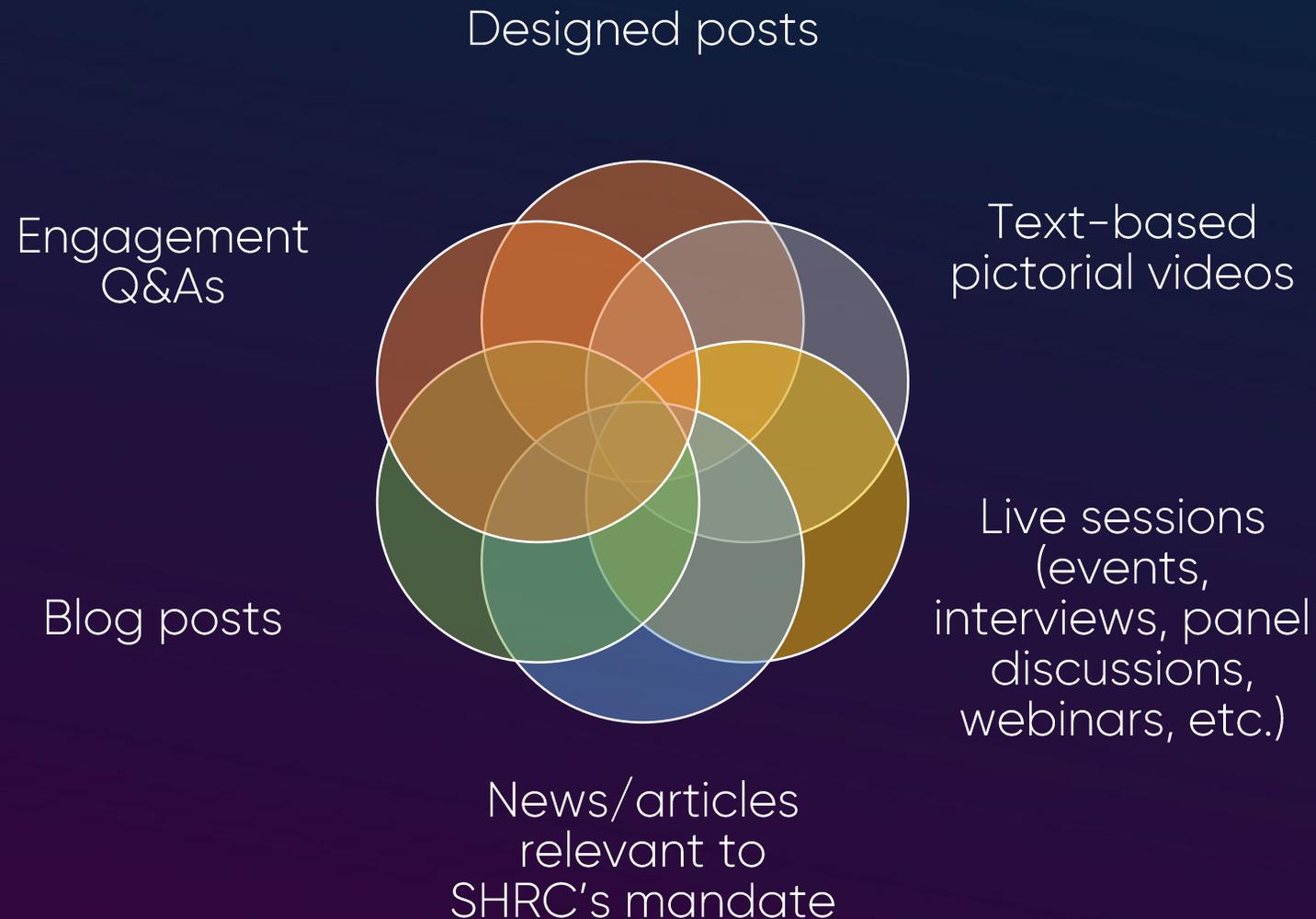
Launching Instagram channel



Facebook  
and Twitter

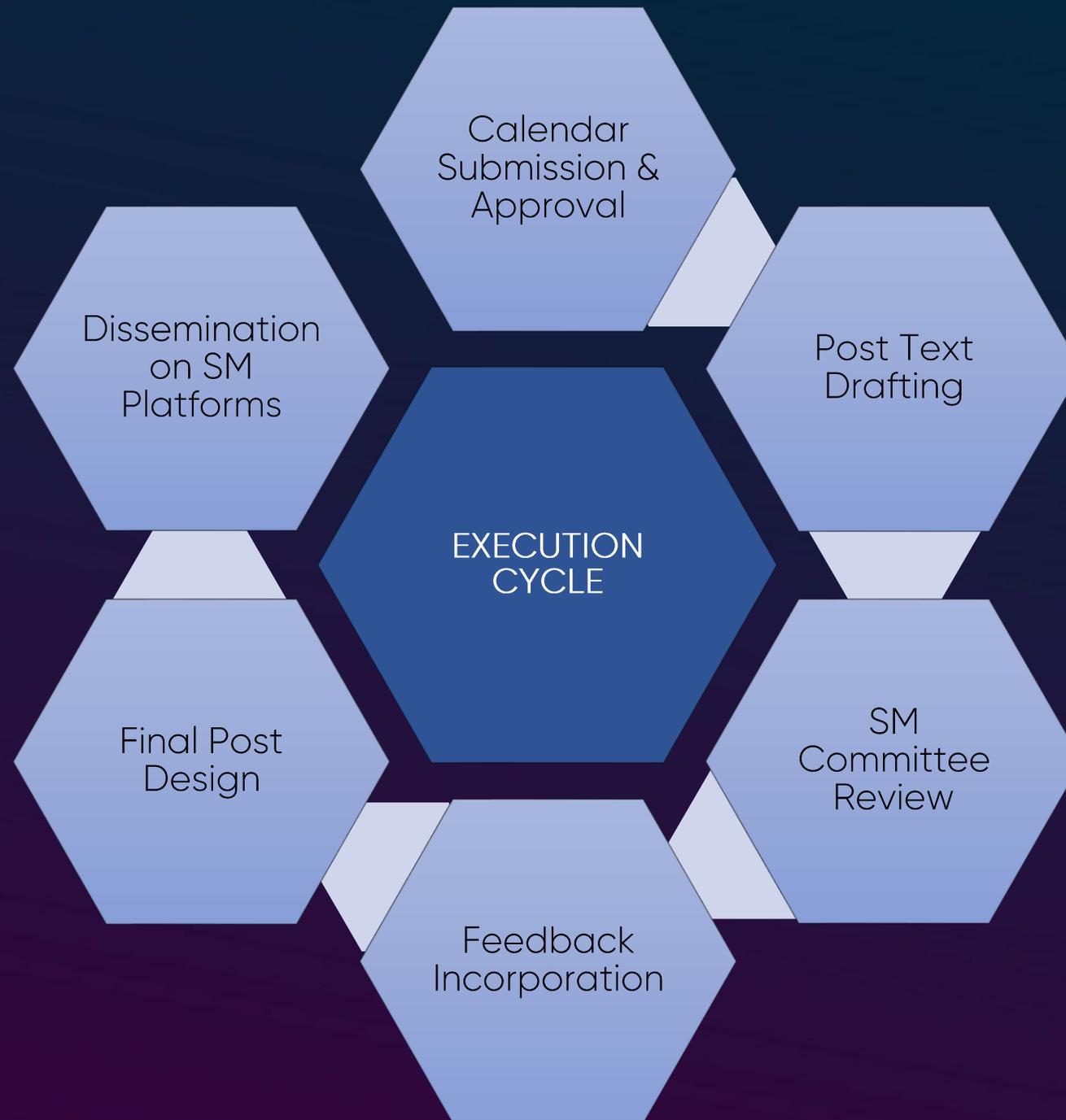


# Modes of Engagement



# Digital Channels – Execution Dynamics

Social Media Managers	<ol style="list-style-type: none"><li>1. Public Relations Officer (Social Media Manager)</li><li>2. Computer Operator (Social Media Officer)</li></ol>
Social Media Committee	<ol style="list-style-type: none"><li>1. Chairperson</li><li>2. Commission Member</li><li>3. Social Media Manager</li></ol>
Posting Dynamics	Using a monthly <b>social media calendar</b> , that may be shared and approved by 2 out of 3 board members, seven days in advance of the intended posting schedule.
Urgent Approval	For urgent approval of content that has not obtained prior approval of the committee, urgent approval by either the SHRC Chairperson or SM Committee Board Member can be obtained.
Frequency of Posting	3-4 posts per week.
Response Mechanism	<ul style="list-style-type: none"><li>▪ Comments on SHRC posts or replies to queries made on SHRC's inbox constitute as 'response';</li><li>▪ SHRC should respond to queries in inbox or comments within 24 hours to ensure continuity in page engagement; and</li><li>▪ It is preferable that all responses on social media should reflect the stance and ideology of SHRC, and responses on the page do not represent individual opinions;</li></ul>



# Reference Calendar

## SHRC Social Media Reference Calendar – 2024

January	International Day of Education
February	National Women Day – World Day of Social Justice
March	International Women’s Day
April	World Autism Awareness Day
May	International Labor Day
June	World Day Against Child Labor International Day in Support of Torture Victims
July	World Population Day
August	World Indigenous People Day
September	International Literacy Day
October	Anti Death Penalty Day
November	International Children Day
December	Human Rights Day

# 3-Day Capacity Action Plan

Day	Agenda
Day 1 (Planning & Strategy)	<ul style="list-style-type: none"><li>• Discussion on SHRC and the commission's objectives</li><li>• Laying down the roadmap for a digital SHRC, the use of social media platforms, and the core objective of these platforms</li><li>• Conducting an online assessment of other rights-based commissions, and unanimously agreeing on best practices and reference material</li><li>• Deliverable-based quarterly plan and target setting</li></ul>
Day 2 (Use of SM Platforms)	<ul style="list-style-type: none"><li>• Hands-on experience using Facebook and Twitter</li><li>• Situational capacity assessment</li><li>• Misinformation, and how to curb the spread of incorrect information</li></ul>
Day 3 (Design Workshop)	<ul style="list-style-type: none"><li>• How to design visually aesthetic content with limited resources.</li><li>• Video-making through templates downloaded off the internet</li><li>• Photography: What to remember when capturing photographs on the field or during meetings.</li></ul>



# Thank You

[www.shrc.org.pk](http://www.shrc.org.pk)

[www.sohris.com](http://www.sohris.com)