Social media are increasingly being chosen as a tool to engage target groups in the discussion of women rights and gender equality issues, particularly from developing countries, precisely because the message must conform to different realities if it is to be understood and become relevant.

Internationally, social media is a field of growing importance in our understanding of society, business and education. Emerging from the rapid adoption of internet technologies, social media is liable to grow even more ubiquitous, as the smart phone, tablet and other mobile platforms proliferate.

Given the above, the aim of this mini track is to present projects and research on how to measure and stimulate audience engagement in the on-going discussion of rights and gender equality issues related to women from developing and developed countries.

Topics may include but are not limited to:

- Examples of social media applications connected to women’s rights;
- Using social media to target specific groups;
- Barriers that inhibit the use of social media to engage the target group on women’s rights;
- How to ensure that the right message reaches the right people.

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Submission details
In the first instance a 300-500 word abstract is required, to be received by 3 December 2015.

Submissions must be made using the online submission form at http://academic-conferences.org/ecsm/ecsm2016/ecsm16-abstract-submission.htm

If you have any questions about this track please email the mini track chair: mgr@framericas.org
See more about ECSM at http://academic-conferences.org/ecsm/ecsm2016/ecsm16-home.htm