

ECSM 2016

3rd European Conference on Social Media

12 - 13th July 2016, Caen, France

Mini Track on Empowering Women Through Social Media

Mini Track Chair: Danilo Piaggese, FRAmericas



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



Danilo Piaggese is a global development manager with expertise in business, international development and non-for-profit sectors, focused on achieving faster and more inclusive economic growth. His range of experience involves project work for the development sector (United Nations FAO, 1981-1991); business development for the private sector (Telecom Italia/Telespazio, 1991-1998); program evaluation (European Union, 1997-1998); projects and policy development, strategic advice, thematic funds creation, fundraising, impact investments and brokerage of high profile institutional and sector agreements (Inter-American Development Bank, 1998-2011); management and fundraising in the non-profit sector (FRAmericas, 2011 to present).

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>