

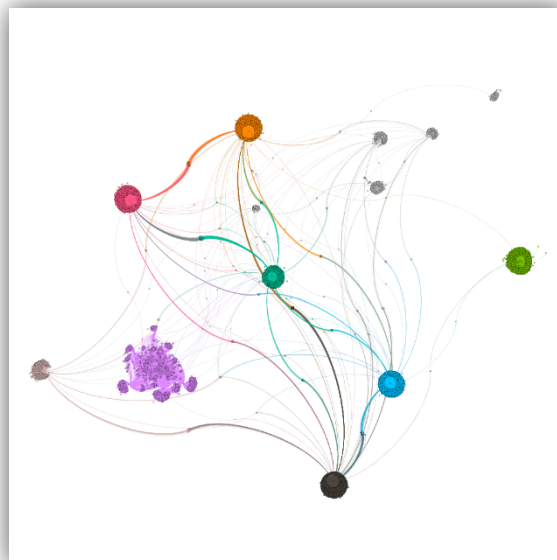


## Factsheet on GEARING-Roles Leadership Campaign

### Main objectives

One of the main axis of GEARING-Roles Project is to promote the participation of women in decision making and address gender imbalances in processes and representation. Being aware of the importance of the topic, WP5 devoted its efforts to map existing initiatives, promote workshops and awareness-raising activities around this matter, as well as to ensure its presence in the Gender Equality Plans drafting and implementation.

As an attempt to enhance the relevance of the presence of women in decision-making structures, the GEARING-Roles consortium decided to launch its first dissemination campaign around this topic, with the main objective of **raising awareness on the lack of female leaders in Higher Education and Research institutions** and on the need of **fostering their access to top management positions**. The moment in which this campaign is lunched is not casual, as the second Annual Conference, which will happen in the same year, is also devoted to leadership issues.



The dissemination campaigns of the GEARING-Roles are based on the use of an algorithm developed by project members (mainly the University of Deusto and Deusto Foundation). This algorithm identifies accounts that tackle the same topics as the ones you feed it with and, which is even more relevant, the nodes of relationships among them. This nodes allows us to visually identify the collaboration and interactions between accounts, strengthening the collaboration among them.

### Activites developed

The campaign combined different online activites to reach the highest possible impact. All of these activities were developed on Twitter, as it is the social network in which GEARING-Roles has more interactions.

These activities included the following ones:

1. Launch a set of data about the situation of women in leadership positions both in Higher Education and Research institutions and in other fields (e.g. organizations). For this purpose, several official statistics (She Figures, UN Women) were presented. This activity was intended to be an introduction to the campaing, so that general public can understand why the project considers this campaign as relevant.



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2. Engagement of sister projects: GEARING-Roles is part of a set of FP7 and H2020 funded projects with the common aim of fostering gender equality in research institutions (the sister projects). In this sense, all the sister projects were contacted and asked to share with us the activities they performed or planned to perform in order to improve the situation of women in terms of their presence in decision-making structures.
3. Launching of a podcast on Leadership: <https://bit.ly/3dSPNzK>
4. Release of press release in Cordis: <https://cordis.europa.eu/article/id/418095-gearing-roles-leaders-social-media-campaign>
5. Engagement of high-impact accounts: The algorithm developed by University of Deusto was feeded with some relevant Twitter accounts, and it provided us with an extended list of accounts (related with the ones provided) and its impact factor. Of those, the most impactful were contacted and asked to share a reflection in a tweet, answering to the question: *What means leadership to you?*

All of the activities had a common hashtag, #GEARINGLeaders, that served (i) as a way of bringing all the tweets of the campaign together for users and people interested in the campaign and (ii) as a way of monitoring the activity of the campaign that is carried on outside project's official accounts.

### Impact

The leadership campaign remained active for a full week on Twitter. In terms of engagement, it performed reasonably well:

- 54 tweets were launched, with an average mean of 899 impressions.
- 8 sister projects participated in the campaign.
- 129 accounts fed the algorithm, which identified more than 40.000 accounts related to the matter. Of them, 202 high-impact accounts were contacted and 17 participated in the campaign with their reflections.
- Hashtag used: #GEARINGLeaders #leadership #womenleaders

After the leadership campaign, several activities are going to be developed in the context of WP5 that will be open to the public, as a way of creating a long-lasting relationship and enhancing the impact of the campaign. In this sense, different open webinars in collaboration with GE-Academy sister project will be launched, as well as the dedicated Annual Conference and a set of resources about leadership available at project website: [gearingroles.eu](http://gearingroles.eu)

