

ADTA OBR Toolkit
ADTA PR Committee

Dear Colleagues,

February 14th approaches. One billion are rising. Multitudes will be dancing in solidarity, in support of women and girls across the globe.

Maybe you are hosting an event of your own.

Maybe you are attending an event organized by another host.

Maybe you cannot leave your workplace or home that day and wonder how you can be a part of the revolution.

Whatever your circumstance on Feb 14th, you can RISE and you can make a difference. The PR Committee specifically encourages the following:

Video Statements:

Members are encouraged to submit a 1 to 2 minute video statement for One Billion Rising on the “Power of Dance” as it relates to this cause from the perspective of a DMT. Be creative. Be yourself.

These statements can be recorded with a camera or smart phone: even the webcam in your computer can be used for this. Once you are ready to record your statement, make sure:

- There is no loud background noise and your microphone is working.
- The room is well lit.
- The camera doesn't move.
- The place where you will record your statement is welcoming (remember it will be seen by many, probably around the world).
- You speak clearly and look into the camera, as if you were speaking in front of an audience.

Once recorded please send your “Power of Dance” video statements to Lora Wilson Mau via Dropbox. To do this, simply go to www.dropbox.com, sign up for a free account and share your video file with lorawilsonmau@mac.com and thedanceoftherapy@gmail.com If you have never used Dropbox before, click on “Get Started” for simple instructions. (You may also email the video directly if it is small enough.)

(If you upload the video to Facebook on your own, please add the www.adta.org link to the video description and add the One Billion Rising Logo; and if you share the link to your video on Twitter, please mention @ADTAorg, @VDay and add the official hashtags: #1BillionRising or #ReasonToRise.)

Pictures:

Please document as much as possible! Use cameras, use phones. Any footage is better than no footage. The more material we have to share the better! Some examples could be:

- Images of DMTs wearing OBR/ADTA T-shirts, holding fingers up to the sky (the final pose of the flashmob dance)
- Opening poses from flashmobs
- Images of DMTs moving their own "Reasons to Rise"
- Dancing the official choreography
- Other creative ideas on how you were involved in this movement

Please send these images to Lora Wilson Mau via Dropbox (see above) or send to lorawilsonmau@mac.com and cc: adtatwitter@gmail.com

One Billion Rising ADTA Twitter Campaign:

The ADTA is currently showing support on Twitter by dedicating one in three tweets to the One Billion Rising Campaign, honoring those who are part of the U.N. statistic that indicates 1 in 3 women will be raped or beaten in her lifetime.

We need your help to do this. We are asking for brief 120 character statements sharing "a reason to rise." (E.g., "Dance heals. Dance transforms." or "We shall dance and the world must listen." Etc.) Be creative! These statements will be tweeted by the official @ADTAorg account and incorporated into our post-2/14 collage. Join with your peers and let the voices of DMTs resound! Please send these 120 character (or less) statements to the PR team at adtatwitter@gmail.com. Send as many as you wish as soon as you wish but before the deadline of February 12th.

For members who are already on Twitter, the official hashtags for this campaign are #ReasonToRise and #1BillionRising. All OBR Tweets should also mention @VDay. You can also support the campaign by Retweeting @ADTAorg.

Speaking of Social Media...

Are you on Facebook or Twitter? You can do this:

Twibbon: A "Twibbon" is a simple yet very effective way to support the One Billion Rising Campaign. A twibbon is a simply a digital stamp on your profile picture in either Twitter or Facebook. For our OBR campaign, the twibbon is the #1BillionRising hashtag on a pink background. (See photo on the right below.) To add one to your profile picture, simply click here: <http://twibbon.com/support/one-billion-rising-5>

Once you click on that link you will see the image below. You can choose to add the Twibbon to your Twitter account and/or your Facebook account. Simply select the green “Twitter” or “Facebook” Button.

HOW WOULD YOU LIKE TO SUPPORT THIS CAMPAIGN?

— Add a Twibbon to my profile picture — ?



 

Don't worry, you'll get a chance to preview your Twibbon before it is added.

You will then be asked to authorize Twibbon to use your account. Choose “Authorize app”. This will automatically add the twibbon to your already existing profile picture (with an option to choose another image), click accepts. **Congratulations, you have added a twibbon to your profile picture!**

In the case of Facebook, follow the instructions above after you have clicked on the green “Add to Facebook” button.

From this very same link you can also choose to change your Facebook cover photo (the large photo that spans the top of your Facebook page) to support OBR. After you have clicked on the link above, scroll down the page, select an image and click on the green “set as my Facebook cover” button.

OBR encourages the use of these Twibbon and Facebook covers to increase awareness. The ADTA PR Committee also encourages you to do these actions as soon as you are able and to maintain them until Feb 15th.

I just supported #1BillionRising & ending violence against women by adding a badge to my profile picture. Please show your support too!

Post

 Update your Facebook cover



Set as my Facebook Cover

DMTs have a wealth of knowledge and experience to share, and we want the world to listen. Dance and Rise on the 14th of February, let your voice be heard, be present, make a difference.