

LearningNetwork

The Pixel Project: A Featured Online Campaign

[The Pixel Project](#)

As a completely virtual organization, [the Pixel Project](#) demonstrates the positive power of social media and Information Communication Technologies (ICTs). This volunteer-led global non-profit has a team of over 50 volunteers, scattered across 4 continents, 12 time zones and over 15 cities worldwide, and aims to raise awareness, funds and volunteer power to end violence against women (VAW). The Pixel Project has drawn on the power of the internet and social media to connect a coalition and deliver innovative viral campaigns that reach and resonate with a worldwide audience.

Since the launch of their [first project in 2010](#), the Pixel Project has endeavored to reach millions using Twitter, Facebook and blogging to name a few of the modalities used, with campaigns such as the “Paint it Purple Campaign”, the “16 For 16 Campaign” and the “30 For 30 Campaign”. ([Learn More](#))

The following are descriptions of online campaigns are taken directly from [the Pixel Project Website](#):

[Our Twitter Tag Team](#) – *Bringing the global audience worldwide relevant news and helpline information on VAW almost round the clock.*

[Our Facebook page](#) – *Providing up-to-date news, ideas to stop VAW and a discussion forum for fans to talk about VAW.*

[Our Music For Pixels campaign](#) – *Working with YouTube artistes and fans to raise awareness and funds for the VAW cause. Programmes under this campaign include “Artiste of the Month”, the “YouTube Cover Carnival” and the “16 For 16” digital EP.*

[Our Paint It Purple campaign](#) – *Getting the global audience to “paint” the internet purple with badges and photos while raising funds via special cupcake bake sales.*

[Our 16 For 16 campaign](#) – *An annual marathon blogging campaign featuring 16 articles revolving around lists of 16 VAW-related ideas/people/actions in honour of the 16 Days of Activism Against Gender Violence.*

Our 30 For 30 campaign – *Our annual Father’s Day blogging campaign featuring 30 interviews with 30 dads from around the world (link not available).*

[Our “Wall of Support” programme](#) – *A growing chorus of people from around the world and all walks of life speaking up to end VAW in person, on video.*

Note: The Pixel Project was initially run in aid of Malaysia’s Women’s Aid Organization (WAO), under the condition that the WAO share the funds with another VAW non-profit organization in another country, since the project aimed to raise \$1 million (US dollars). That organization was later determined to be the [National Coalition against Domestic Violence \(NCADV\)](#). As of August 2012, the Pixel Project amicably parted ways with the WAO due to diverging paths ([Learn More](#)).

[The 16 for 16 Campaign](#)

[The 16 for 16 Campaign](#) is the Pixel Project’s annual contribution to honour the *16 Days of Activism Against Gender Violence Campaign* and raises funds to aid the cause of ending violence against women. [A blog article](#) is published every day in the 16 days and presents a short list of 16 positive ideas and solutions centered on the topic of VAW. Articles include topics such as: 16 Safety Ideas and Tips for Women facing Domestic Violence over the Holiday Season, The Pixel Project Selection: 16 Resources About Wartime Violence Against Women, The Pixel Project Selection: 16 Notable Anti-VAW Organizations and Activists That You Should Follow, and 16 Notable Facebook Pages by Anti-Violence Against Women Organizations.

One blog article that caught our eye was *16 Notable Facebook Pages by Anti-Violence Against Women Organizations*. The Learning Network team is proud to note that the White Ribbon Campaign founded in Toronto, Ontario is on this list, which covers amazing and inspiring Facebook pages from around the world. We encourage you to read the original blog post below, click on the link to see the full list of 16 Facebook pages and “Like” those that appeal to you. This article was the inspiration for the Learning Network’s own list of Notable Anti-VAW Facebook Pages from Ontario ([create link here to article](#)).

[16 Notable Facebook Pages by Anti-Violence Against Women Organisations](#)

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Every morning, no matter where we are in the world, most of us begin our days on Facebook. In between pictures of cats and babies we read the latest updates on what our friends and families are doing... and post our own updates too.

The power of the one-click Facebook update is also felt with major news stories and opinions: Before a news story reaches the television airwaves, it is often already going viral on Facebook

with hundreds of people sharing their opinion on it. The power of Facebook seems to be limitless as one share equals 12 shares, which turns into 24, then that equals 48, and the next thing you know 100 people have seen and shared a piece of information, news link or picture.

Thanks to social media networks such as Facebook, the power for change in the world today is more in reach than previously imaginable. For difficult human rights issues such as violence against women, Facebook helps organisations and activists keep the subject – be it acid attacks, female genital mutilation or domestic violence – at the forefront of people’s minds.

In this article, we highlight 16 anti-violence against women Facebook pages that are unique, in their message and their delivery. Many of the pages highlighted here temper humour with information, offer a significant way for their readers to help, and make those in the fight feel less powerless and part of something greater. They present a unique perspective on a global issue — one we can all get behind. So pick and choose a couple to ‘like’, or better yet – ‘like’ them all and get informed and take action.