

**Girl in Red**

# Objective

According to statistics every second woman in Kyrgyzstan was subjected to physical or psychological abuse.

“Girl in Red” is social project. In order to change the situation, women must not be afraid to speak.

Someone’s story always can be inspiration to be free and strong.

We were a platform to speak, to show and to provide information.

# Solution

Girl in Red's IG-account

We used storytelling as effective tool of engaging users.

Project has 4 parts:

1. Character tells about herself to arouse sympathy and loyalty of followers
2. Character gets in trouble and dies because of cruel violence against women.
3. Character narrate the reaction of family and society.
4. Character shares information how to behave and fight against violence against women

# Results

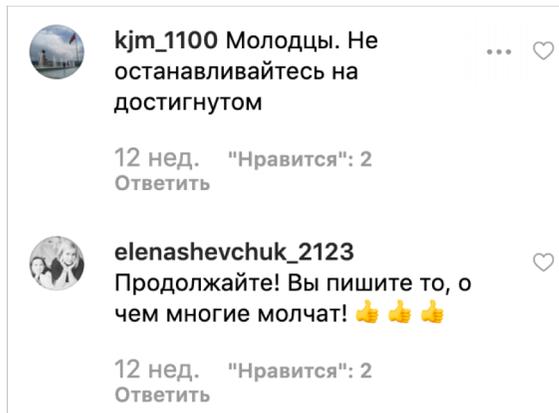
Sum of reach: **1 120 741**

Average amount of likes per post: **884**

Sum of comments: **729**

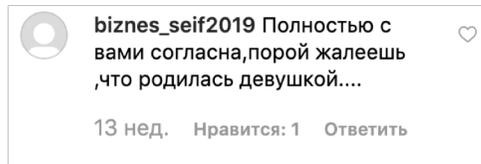
# Results

Almost every post got comments and discussion about problem.

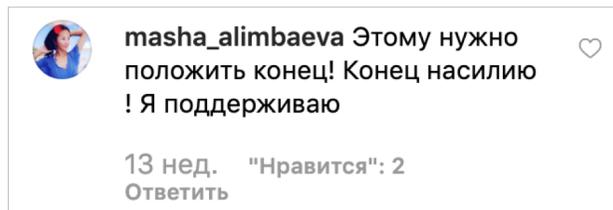


[Well done. Don't stop there]

[Keep going. You are writing about what others aren't talking ]



[Absolutely agree with you. To be born girl in Kyrgyzstan scares me]



[Violence should be ended. I am with you!]

# Results

Almost every post got comments and discussion about problem.



belevovbelevova Да вы правы слова УЯТ БОЛОТ многие семьи живут с этим. 😞😞😞😞 обидно что порой мы боимся и все терпим это. Милые Женщины милые дамы берегите себя

13 нед. "Нравится": 5  
Ответить

[You are right. "Shame" is very popular in families. Sometimes we are afraid of be ashamed, that's why we endure it. Women, be careful]



asht\_87 Статистика ужасная. Но в большинстве случаев, человек сам строит свою судьбу, выбирает человека с которым жить. Многое зависит от самой женщины, от ее воспитания, образования. Женщина не должна ни накого надеяться, только на себя.

14 нед. "Нравится": 2  
Ответить

[Statistics are terrifying. But mostly person builds his life himself. It depends of woman, her choice and education. Woman should rely only on herself.]

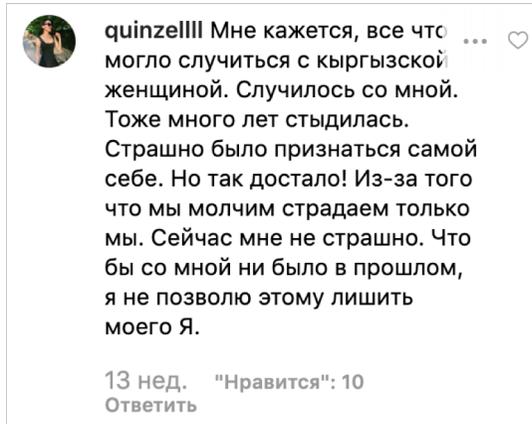


aimeerimn Я думаю стереотипов вообще никаких не должно быть, и еще есть ситуация когда девушку бьет муж а она думает мужья такие и собственно бывают и не знают что есть мужья которые не бьют, потом когда выясняется что он ее бил выясняется что он угрожал жизни девушки. Печально.

[In my opinion, there shouldn't be any stereotype. Mostly if husband hits her wife, then she thinks that it OK. This situation threatens her safety and life]

# Results

Almost every post got comments and discussion about problem.



[Everything what Kyrgyz woman could face up happened in my life. I was ashamed for that many years. But I won't lose myself.]



[I thank project authors. You raised very actual problem. I am proud that in Kyrgyzstan is youth, which cares about society. Well done!]

# Results

Almost every post got comments and discussion about problem.



[This project is not to entertain you. Autor is raising actual problem of our society. But you are too stupid to understand it]



[Can you explain, is this girl really died or her friends are accounting this page?]



[Good way to engage people's attention to problem of whole society.]

# Results

Almost every post got comments and discussion about problem.



nekolace 🤔😭 и плакать и смеяться хочется, тут говорим о фундаментальных вещах не убей, не изнасилуй женщину, а некоторые обмудки уже кудахчат "ууу фиминистки с запада пришли!!!!". Оказывается бороться за права быть живой, здоровой и неизнасилованной считается "модой" с запада.

14 нед. Нравится: 1 Ответить

[And laughter and sin. We are talking about fundamental rights: do not violence, do not kill. But some users are saying "Ooo, feminists from West". Fighting for rights, for life, for not to be raped is not "vogue" from West.]



baxtyalien Но я сталкивалась и с дискриминацией по отношению к мужчинам, особенно в сфере образования, преподавательской деятельности, но считаю это оправданным, так как знаю на своем опыте какими могут быть мужчины преподаватели. Особенно в детских садах и младших школах.

14 нед. Ответить

[I faced up with discrimination regarding men, especially in education, when men are teachers.]