

Online Feminism

Creating Change...

and Running On Empty

The biggest innovation in the movement in the last 50 years has no economic model.

PHILANTHROPIC SNAPSHOT

Total philanthropic spending on women's rights and health:

\$1,545,751,191 (2009)

of foundations or women's funds with a portfolio to fund online feminist work:

0

WHAT IS ONLINE FEMINISM?

on-line fem-i-nism

The largest innovation in feminism in the last 50 years that harnesses the power of online media platforms to discuss, uplift, and activate gender equality and social justice.



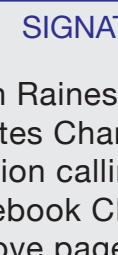
WHO WE ARE



ONLINE FEMINISM IN ACTION

From
Outrage
to
Impact

Case Study: Facebook's "Rape Pages"



In July 2011, Fan pages, some garnering hundreds of thousands of fans, pop up across Facebook with titles such as:

"Riding your Girlfriend softly, cause you don't want to wake her up"

"I know a silly little bitch that needs a good slap"

change.org
150,000
SIGNATURES

John Raines of Florida creates Change.org petition calling on Facebook CEO to remove pages, reaches 150,000 signatures

Feminist blogs make a call to report the pages for removal based on their Terms of Policy prohibiting violent language or hate speech.

SONY

Facebook advertisers Sony, American Express and BlackBerry request that their advertising be removed from the pages

BBC

Facebook responds in statement to BBC: "Just as telling a rude joke won't get you thrown out of your local pub, it won't get you thrown off Facebook."

200,000
SIGNATURES

Petition signature numbers spike to over 200,000

Day of Action NOVEMBER 1ST

Blogs write about Facebook response and Change.org day of action on November 1st

#NotFunnyFacebook
200 times per hour

#NotFunnyFacebook Twitter hashtag campaign peaks to rate of 200 times per hour

Deleted
"Riding your Girlfriend softly, cause you don't want to wake her up"

Deleted
"I know a silly little bitch that needs a good slap"

Three months after start of campaign, Facebook removes the pages targeted

THE PROBLEM

Case Study #1
Blogging: A Labor of Love



Feministing is an online community for feminists and their allies. The largest online feminist community in the world, this space exists to better connect feminists online and off, draws attention to issues that are under-covered in mainstream media, analyzes pop culture through a feminist lens, pushes elected officials and media gatekeepers to be more accountable, highlights and amplifies social justice activism, and disproves the stereotype of "humorless feminists" on a daily basis.

TRAFFIC

Over **500,000** readers every month

CONTENT

5 posts per day (average)
35 posts per week
1,820 posts per year

WORK HOURS

10 hours of work per day (average)
72 hours of work per week
3,744 work hours per year

WAGES

-\$27,144 per year
That means, even calculated at minimum wage, editors are donating nearly \$30K of unpaid labor every year.

Case Study #2
Online Organizing in the Margins



Hollaback is a movement to end street harassment powered by a network of local activists around the world, working together to better understand street harassment, to ignite public conversations, and to develop innovative strategies to ensure equal access to public spaces.

IMPACT

Trained **250** leaders running chapters in **62** cities and **25** countries; influenced policy change by meeting with over **250** policymakers, educated over **2,500** youth, and conducted groundbreaking research on street harassment in **20** cities.

FUNDING

Number of countries they're funded to be in: **1**

RESOURCES

350 square feet in office space and 3 laptops

WAGES

of fulltime paid staff members their yearly budget allows: **2**

THE RISKS

"Strains have been starting to show and most of them are financial in nature. It's really easy to spend so much time on Racialicious and then realize you haven't pulled in any paid work for that week, so rent is going to be rough next month. A lot of people get so burned out in the process of producing, creating and engaging, that the emotional tolls are super high."

—Latoya Peterson, Editor of Racialicious

"Blogging has become the third shift. You do your activist work, you have a job to make money and then you blog on top of that. It's completely unsupported."

—Samhita Mukhopadhyay, Executive Editor of Feministing.com

What's at stake: The risks of an unfunded online feminist movement

- 1 Reactive instead of pro-active
- 2 Myopic instead of long-term strategizing
- 3 Privileges the privileged
- 4 Anti-feminists will leverage the internet
- 5 A high burnout rate
- 6 Repeats the same tired story of the exhausted, underpaid activists

THE OPPORTUNITY

Benefits of investing in online feminism



It's time to create a more feminist future.

Join the movement at **#femfuture** onlinefeminism.com