

## #WhereIsMyName

a women-led campaign on social media is starting to challenge the old Afghan tradition. It was recently launched by a small group of women's rights activists. They want to bring women's given names to official documents and to the lips of Afghan people.

According to Afghan tradition, it's taboo to publicly reveal a woman's real name. Women are generally only referred to as the mother, daughter or sister of the eldest male in their family. Using the name of a woman is frowned upon and can even be considered an insult.

Now Afghan women say: call me by my name !



## #metoo

The Me Too (or #MeToo) movement, with variations of related local or international names, is a social movement against sexual abuse and sexual harassment where people publicize allegations of sex crimes. It is based upon breaking silence and wants to empower women through empathy and solidarity through strength in numbers, especially young and vulnerable women, by visibly demonstrating how many women have survived sexual assault and harassment. After millions of people started using the phrase and hashtag in this manner in English, the expression began to spread to dozens of other languages in countries such as Turkey, Iran, Afghanistan, Egypt, Pakistan, Nigeria, Ethiopia and many more.

## #niunamenos

Ni una menos is a Latin American movement, that campaigns against gender-based violence. The campaign was started by a collective of Argentine female artists, journalists and academics, and has grown into "a continental alliance of feminist forces". The movement regularly holds protests against femicides, but has also touched on topics such as gender roles, sexual harassment, gender pay gap, sexual objectification, legality of abortion, sex workers' rights and transgender rights. The movement became recognized with the use of the hashtag #NiUnaMenos on social media, a title under which massive demonstrations were held.



## #EffYourBeautyStandards

Coined in 2013. Tess Holliday launched the #EffYourBeautyStandards movement on Instagram to show that women don't have to be a certain size to love their body (big or small) and that their size should not dictate their fashion choices. Holliday, a plus-size model who has repeatedly faced criticism for her size 22 body, is a prominent voice in the body positivity movement and has continued to advocate for fat acceptance, proving that women of all sizes are beautiful and brilliant.

## #EverydaySexism

Coined in April 2015. This hashtag surfaced when author Laura Bates, founder of The Everyday Sexism Project, began encouraging women to share instances of sexism perpetrated against them daily. From microaggressions to blatant misogyny, many women shared their experiences of how they are treated differently by men (and society as a whole) for being a woman. The hashtag helped broaden the conversation about sexism to include not just the most outrageous behaviors, but also the smallest offenses that are so often normalized but have a cumulative effect of oppressing women's voices.

