

iKNOWPOLITICS

international Knowledge Network of **Women** in Politics

ANNUAL REPORT



2019

BACKGROUND

The International Knowledge Network of Women in Politics (iKNOW Politics knowpolitics.org) is a joint project of International IDEA, the Inter-Parliamentary Union (IPU), the United Nations Development Programme (UNDP), and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). It provides a platform that aims to facilitate women's access to resources and capacity building materials on political participation and provide them with an online space to share experiences, network and collaborate on issues of interest. The online platform also provides an opportunity to users to stay informed of global events and news related to women's political participation globally and regionally.

Since its inception, the iKNOW Politics platform – available in Arabic, English, French and Spanish – has been **visited 1,877,659 times by 1,494,718 users**, resulting in **3,354,799 pageviews**.¹

In 2019, the iKNOW Politics project continued to be supported by a central Secretariat hosted at UN Women HQ in New York. The expected outcomes indicated in the 2019 work plan, agreed by the partners, are:

Outcome 1: *iKNOW Politics is recognized as a global hub of knowledge and advocacy on promoting women's political participation and empowerment at all levels*

Outcome 2: *iKNOW Politics institutionalizes a strong culture of results-based management and reporting*

2019 AT A GLANCE

- **The iKNOW Politics platform** was visited **292,022 times** by **210,596 unique visitors**, of which 63% are female. About two thirds of 2019 visitors are between the ages of 18 and 34.
- **The online library** expanded with **1,112 news and resources** in Arabic, English, French and Spanish, reaching a total of more than 18,700.
- **Knowledge sharing and creation** was facilitated through four e-Discussions, four Twitter Chats, two newsletters, two Facebook Live videos, one thematic video, and 39 video interviews.
- **Social media presence** was strengthened, and numbers of followers and impressions increased. An Instagram account was created, and posts received **109,200 impressions** on Facebook and **1,205,000 views** on Twitter. iKNOW Politics' videos received **62,600 views** on YouTube – an increase of about 25,000 views compared to 2018.

¹ All website traffic data in this report is provided by Google Analytics.

RESULTS

OUTCOME 1: iKNOW Politics is recognized as a global hub of knowledge and advocacy on promoting women’s political participation and empowerment at all levels

OUTPUT 1.1. iKNOW Politics’ key audiences (candidates, practitioners, politicians, activists, leaders, partners, general public) have improved access to knowledge products and tools to promote WPP

1. Website performance

In the reporting period, the iKNOW Politics platform continued to provide a unique online space to mobilize and engage a global audience on issues related to women’s political participation in Arabic, English, French and Spanish. In 2019, the platform was consulted **292,022 times** by **210,596 unique visitors** (averaging approximately 577 visitors a day), resulting in **344,609 pageviews**. The number of visits increased by about 37% while the number of unique visitors increased by about 29%, compared to 2018.



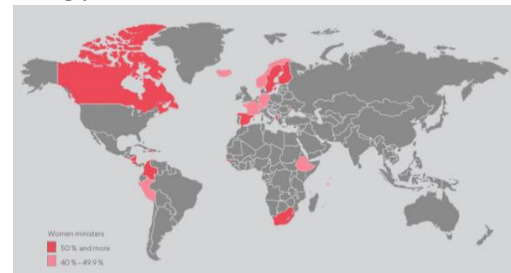
The platform was accessed by users from virtually all countries worldwide.² The top ten countries from where users access the iKNOW Politics website are: The United States, India, Mexico, Argentina, Colombia, Nigeria, Morocco, Peru, Pakistan and Egypt. Available data shows the following insights on the users’ demographics³:

- 63% are female;
- 24% are between the ages of 18 and 24;
- 37% are between the ages of 25 and 34; and
- 39% are 35 years old or older.

2. Library

News stories and resources were added to the platform and promoted on social media daily, with an average of at least four news and resources per day.⁴ In the reporting period, a total of **1,112⁵ news stories and resources** were added to the platform.

Among the resources, the team compiled and published a list of parity and gender-balanced cabinets in [Arabic](#), [English](#), [French](#), and [Spanish](#) in October. The list was viewed on the platform in all languages more than 9,270 times⁶.



² Google Analytics reports 222 countries and territories.

³ Data available for 41% of total users.

⁴ 1124 total news and resources divided by 251 working days = 4.47 additions per day.

⁵ 95 in Arabic, 635 in English, 156 in French and 226 in Spanish.

⁶ Data as of 17 January 2020.

Overall, the **online library hosts 18,714⁷ knowledge items.**

3. Interviews

As part of its objective to highlight the achievements of women in politics and encourage other women to be active in public life, iKNOW Politics **conducted 28 interviews** with women politicians who attended meetings during the following events: the IPU Annual Parliamentary Hearing at the UN in New York in February; the CSW in New York in March; the Political Party Peer Network Conference 2019 in Helsinki in June; the UN General Assembly in New York in September; and the 141th IPU Assembly in Belgrade in October. **Thirty-nine interviews** with women in politics **from 31 countries** were published in 2019. Click [here](#) to see the published interviews.

4. Social media

Social media platforms are essential tools for iKNOW Politics to share and promote news and resources to promote women's political participation globally. In 2019, the team continued to post content daily in Arabic, English, French and Spanish during office hours and beyond, using scheduling tools (i.e. Tweetdeck for Twitter and Facebook's built-in tool). The team also attended partner events dedicated to women's political participation in New York, Helsinki, and Belgrade and promoted iKNOW Politics where relevant/possible. Click [here](#) to see the full list of events. Below are some key social media performance indicators for 2019:

- **Twitter**

iKNOW Politics gathered **874 new followers** on [Twitter](#). Its posts received **1,205,000 impressions** – 119,000 more than in 2018. As of 2 January 2020, iKNOW Politics' Twitter account is **followed by 9,068 users**. Women represent 65% of iKNOW Politics' Twitter followers and 52% of its audience (people reached).

- **Facebook**

iKNOW Politics' [Facebook](#) account gathered **949 new fans** and its posts received **109,200 impressions**. iKNOW Politics posted eight videos on its Facebook page, including two Facebook Live videos and short videos commemorating international days (see all videos [here](#)). As of 2 January 2020, the page is **followed by 10,049 users**. Women represent 66% of iKNOW Politics' Facebook fans and 70% of its audience. More than half of the fans (54%) are people under 35. Of all fans, 34% are women under 35.

- **YouTube:**

Forty-two videos were added to iKNOW Politics' [YouTube Channel](#) in 2019. iKNOW Politics' videos received **62,600 views** – an increase of 25,000 compared to 2018 – and had **1,309 hours** of watch time – an increase of 391 hours compared to 2018. In 2019, the channel gathered **488 new subscribers** – 165 more than in 2018, reaching a total of 890⁸ subscribers. In comparison, the channel gathered only 15 subscribers in 2017. The top performing video is an interview with Fatuma Gedi Ali, a young female parliamentarian from Kenya, that received 84,000 views (51,400 times in 2019). It is followed by an interview with Dieudonne Luma Etienne, a Senator of Haiti, that received 5,200 views (1,460 times in 2019). iKNOW Politics' audience on YouTube is predominantly male, with 78% men. Around 80% of all viewers in 2019 are under 35. Click [here](#) to see a detailed YouTube analytics report for 2019.

⁷ As of 1 January 2019: 8577 in English, 4167 in Spanish, 3637 in French, and 2333 in Arabic.

⁸ As of 20 January 2020.

- **Instagram**

An Instagram account for iKNOW Politics was launched on 8 March, International Women’s Day, with the handle [@iknowpolitics](https://www.instagram.com/iknowpolitics). From March to December 2019, the account published 50 posts and gathered 496 followers. The posts include news updates, data, quizzes, and inspirational quotes on women’s political participation and leadership. Below are some of the account’s most popular posts:



5. Network support

Regular contact with the iKNOW Politics community was maintained by email through a newsletter [survey](#), bi-annual newsletters ([Summer](#) and [Winter](#)), and announcement messages, including an International Women’s Day [message](#), and e-Discussion invitations and reminders ([e-Discussion on Women in Public Administration](#), [e-Discussion on the Political Participation of Women with Disabilities](#), [e-Discussion on the Role of Political Parties in Promoting Women in Politics](#), [e-Discussion on the 40th Anniversary of CEDAW](#)). Emails were designed and shared with the network members via the digital marketing tool Constant Contact. The Secretariat received more than 50 requests for information from users through email and social media messaging, to whom the team provided guidance and support in finding specific resources and information.

6. Thematic videos

A three-minute long thematic [video](#) on Violence Against Women in Politics was produced and published in February 2019, following an e-Discussion on the same topic held in late 2018, to help raise awareness on this important phenomenon women in politics face globally. The video was published on the website and on social media and received 1,330 views across platforms.

OUTPUT 12. Strengthened outreach, dialogue and mobilization mechanisms and enhanced knowledge-exchange space for iKP users and partners to engage on programming and policy guidance on promoting WPP

iKNOW Politics helped strengthen online policy dialogue spaces around specific topics of women’s political participation through four e-Discussions, four Twitter Chats, and two Facebook Live videos that enabled users from all regions to exchange knowledge on emerging topics within the area of women’s political participation, as identified by the Steering Committee. Contributions from twelve partner focal points were received as input (for e-Discussions, Twitter Chats, and general news and resources).

1. E-Discussions and Twitter Chats



The e-Discussion on [Women in Public Administration](#) was launched on 28 March and ended on 19 April. Twenty participants, including women and men in politics and in public administration, national and local government representatives, civil society activists, and experts, shared experiences and good practices on ways to increase and strengthen women’s participation in public administration and decision-making and ensure public institutions are safe and free of sexual harassment and gender-based violence.

Participants agreed that quality education and training is key to enable women to apply and compete for jobs in public administration. They also stressed on the importance of engaging men and called for more awareness-raising on gender inequality issues, gender-based violence, and toxic masculinity. The contributions were summarized and published in [Arabic](#), [English](#), [French](#) and [Spanish](#).

To boost outreach, a Twitter Chat in Arabic, English, French and Spanish featuring the e-Discussion questions was held on 18 April. During Twitter Chat day, iKNOW Politics’ tweets were seen more than 41,000 times.



The e-Discussion on the [Political Participation of Women with Disabilities](#) took place between 14 June and 8 July, after the UN Women High-Level Meeting on “Women with Disabilities in Political and Public Leadership: Towards Beijing 25” on 12 June. Ten participants joined the discussion, including civil society advocates and representatives of organizations of persons with disabilities, women and men in national and local politics, government representatives, experts, practitioners, and academia.

Participants agreed that women with disabilities are severely underrepresented in politics everywhere. Stigma, discrimination, stereotypes, violence, and lack of quality education and training available to persons with disabilities were identified as the main challenges. To make progress, participants called to collect data disaggregated by sex and disability, remove legal restrictions based on disability, strengthen support in obtaining official documentation and registering to vote, provide free access to good quality and inclusive education in addition to leadership training, capacity building and raising-awareness campaigns. The contributions were summarized and published in [Arabic](#), [English](#), [French](#) and [Spanish](#).

On 3 July, a Twitter Chat in Arabic, English, French and Spanish was conducted to help promote the e-Discussion and maximize outreach. During Twitter Chat day, iKNOW Politics’ tweets were seen more than 18,000 times.



The e-Discussion on the [Role of Political Parties in Promoting Women in Politics](#) was hosted between 13 August and 3 September. Sixteen contributors, including political party leaders and members, women in politics, and experts shared insight on how political parties fare when it comes to women’s participation and representation as well as good practices and recommendations for greater inclusion and representativity. Participants argued that political parties typically include a critical mass of women only when they are legally required to do so and face penalties if they do not comply. They agreed that well-designed electoral quota laws are the most effective way to increase women’s representation in politics. The contributions were summarized and published in [Arabic](#), [English](#), [French](#) and [Spanish](#).

On 21 August, a Twitter Chat in Arabic, English, French and Spanish based on the e-Discussion’s questions was held. During Twitter Chat day, iKNOW Politics’ tweets were seen more than 11,000 times.



The e-Discussion commemorating the [40th Anniversary of the Convention on the Elimination of all Forms of Discrimination against Women \(CEDAW\)](#) was open from 2 to 23 December. Five civil society activists contributed to this e-Discussion highlighting the role CEDAW has played and continues to play in repealing and amending laws that discriminate against women and in advancing gender equality, as well as identifying solutions to accelerate positive change for women and girls everywhere. This e-

Discussion was the least performing one of the year. This might be due to the highly technical topic and the timing, as online traffic and engagement are usually low during the end-of-year holiday season.

Marking Human Rights Day on 10 December, a Twitter Chat based on the e-Discussion’s questions was organized to boost and diversify outreach for the e-Discussion. During Twitter Chat day, iKNOW Politics’ tweets were seen about 4,000 times.

2. Facebook Live Videos

On 14 March, iKNOW Politics livestreamed UNDP’s high-level event on the margins of CSW on “Gender equality in public institutions for sustaining peace” on Facebook. Speakers included: Janet Camilo, Minister of Women of the Dominican Republic; Charlie Flanagan, Minister for Justice and Equality of Ireland; and Awut Deng Acuil, Minister of Gender of South Sudan. The 1h30-minute live video reached 2,900 people on Facebook and was seen by 880 users. The video’s top audience are women aged 35 – 44.



On 25 September, iKNOW Politics livestreamed UN Women’s high-level event on the margins of the UN General Assembly on “Champions for Generation Equality” on Facebook. Speakers included: Phumzile Mlambo-Ngcuka, Executive Director of UN Women; Kolinda Grabar-Kitarović, President of Croatia and Chair of the Council of Women World Leaders; and Katrin Jakobsdóttir, Prime Minister of Iceland. The 33-minute live video reached around 1,000 users on Facebook and was seen by 272 users. The video’s top audience are women aged 25 – 34.



OUTCOME 2: iKNOW Politics institutionalizes a strong culture of results-based management and reporting

OUTPUT 2.1 iKNOW Politics Secretariat uses results-based management, in line with partner's decision-making mechanisms

In 2019, iKNOW Politics continued to be supported by a Steering Committee formed of representatives of each partner organization and a central Secretariat located at UN Women HQ in New York. The Secretariat was supported by a full-time Project Coordinator, a full-time Spanish and French Language Facilitator, and a part-time Website Developer (homebased), with additional support from UN Women’s Political Participation team, as well as the Operations and Budget teams.

During the reporting period, the Secretariat produced and shared 12 Monthly Digests with the Steering Committee providing partners a regular overview of the project’s progress and achievements. Click [here](#) to see them.

The Steering Committee members joined five teleconference meetings and met once in person in October in Belgrade, on the margins of the 141st IPU Assembly. In each meeting, the Project Coordinator provided updates on the project’s activities and progress in line with the 2019 annual work plan and partners provided guidance on future activities. Click [here](#) to see the minutes of the meetings held in 2019. Beyond the Steering Committee meetings, the Secretariat maintained regular communication with the partners by providing updates on progress and seeking input and feedback for activities and knowledge products.

The Secretariat relies on Google Analytics to provide insights on users and analyze website traffic. For social media, free analytics tools provided by Twitter, Facebook and YouTube allow the team to have an overview on outreach and track progress. Constant Contact, a digital marketing/emailing service, provides insights on the performance of each email sent to the network, including e-Discussion announcements and newsletters. Analytics results are shared regularly with the Steering Committee in the Monthly Digests and discussed in meetings.

OUTPUT 2.2. iKNOW Politics is managed for optimal use and revamped reflecting partners' and users' needs

In 2019, many improvements and bug fixes were performed on the website as per the Steering Committee's guidance and needs, and the Secretariat's recommendations, including:

- Revamping the Homepage
- Adding an Elections Timeline feature on the Homepage and the Elections Page
- Redesigning the search function of the Library to facilitate access to partner resources
- Improving mobile adaptivity
- Adding a cookies disclaimer⁹
- Ensuring the website is ADA compliant¹⁰

Click [here](#) for more details on the website development tasks implemented in 2019.

CONCLUSION

iKNOW Politics remains a unique and highly valued online tool to serve women and men around the world as the go-to information and resource portal on women's political participation and leadership. iKNOW Politics' increased e-Discussions, Twitter Chats, and overall social media presence and online activity has enabled a greater and more diverse reach and engagement. Results and achievements in 2019 show that demand for iKNOW Politics' services continues to grow, especially among young women.

In 2019, fundraising continued to be challenge for certain partner organizations, which impacted contribution levels. While this had no effect on the team's structure, it impacted the implementation of certain activities, such as hiring a video editor to produce thematic videos and travel.

Given that UN Women has been the Secretariat's host organization since 2015 and that the iKNOW Politics' MOU is to be renewed/extended at the end of 2020, UN Women invited partners in late 2019 to start exploring alternative hosting arrangements for beyond 2020.

⁹ The EU Cookie Law is a privacy legislation that requires websites to get consent from visitors to store or retrieve any information on a computer, smartphone or tablet. It applies to all member states of the EU and websites outside of the EU have to comply if they target users within the member states. It was designed to protect online privacy, by making consumers aware of how information about them is collected and used online. Cookies are very small files downloaded to your device when you visit a website. They are used on iKP for enhanced website analytics, mostly counting visitors and recording their behavior.

¹⁰ A recent ruling made the ADA (Americans with Disabilities Act) apply to websites and apps requiring them to be accessible to people who have disabilities that affect their hearing, vision or physical capacities. The iKNOW Politics website has become ADA compliant as an accessibility notice was added and pages include assistive technology, including screen readers.