



# Network Against FGC in Somaliland NAFIS Network

## TERMS OF REFERENCES

### SUPPORTING YOUTH INFLUENCERS AND ACTIVISTS FOR SOCIAL MEDIA CAMPAIGNS

#### 1. Background

The Network Against FGM/C in Somaliland (NAFIS) is a non-political, non-governmental, and humanitarian network dedicated to the elimination of Female Genital Mutilation/Cutting (FGM/C). It was established in November 2006 in Hargeisa, Somaliland, by a group of local NGOs committed to eradicating the practice.

Today, NAFIS brings together 25 member organizations operating across all regions of Somaliland. As the only nationwide network of its kind, NAFIS plays a leading role in coordinating and strengthening collective efforts to end FGM/C. Its work focuses on policy advocacy, research, documentation, stakeholder capacity building, and raising public awareness through the media.

#### 2. About the Program

NAFIS Network, in partnership with Plan International and Ubah Center, with funding from the European Union (EU), is implementing the project “Kick-Start for Equality – Using Sports and Arts for Girls’ Rights.”

This initiative isn’t just a campaign. It’s a movement of young voices using the language of the digital age to rewrite the narrative of their communities. Through **social media activism**, we aim to ignite conversations around three intertwined causes:

- Social Cohesion & Peacebuilding: building bridges across differences, nurturing dialogue, and promoting peaceful coexistence.
- Human Rights: awakening communities to their shared dignity, freedoms, and responsibilities.
- Participation of Girls and Women in Sports: celebrating female strength, resilience, and leadership both on and off the field. amplifying their voices, achievements, and right to inclusion.

Under this project, **30 youth influencers and activists** have been trained in digital storytelling and social media advocacy to create short, impactful videos that inspire positive change.

#### 3. About the Assignment

The purpose of this assignment is to transform *training into action* and give the trained youth influencers and activists the space, support, and stage to launch creative, community-centered advocacy campaigns.

Each participant will design and produce **short videos** (around three to five minutes), one of thematic areas. These videos are not just content with their sparks meant to start conversations, trigger reflection, and build solidarity online and offline.

Through these stories, we expect:



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- Messages of peace that unite, not divide.
- Stories that remind every viewer of their rights and their worth.
- Celebrations of girls and women who continue to break boundaries in sports and leadership.

These digital creations will then be amplified through social media campaigns and showcased during the **National Girls' Tournament**, turning the tournament into a festival of equality, dialogue, and creativity.

## 4. Deliverables

Youth influencers and activists are expected to produce the following outputs as part of this assignment. Each participant's journey will be a creative story moving from **concept to creation**, from a single spark of imagination to a campaign that inspires hearts and shifts mindsets.

### 4.1 Phase 1: Concept Note / Script Development

Every influencer begins with an idea a heartbeat that shapes their story. Each participant will submit a **short concept note (1–2 pages)** outlining their proposed idea or script, demonstrating how their campaign will advocate for positive community change.

The concept note should include:

- A clear message and advocacy goal.
- The intended target audience.
- The tone and storytelling approach.
- A brief technical plan, budget, and proposed timeline for production.

This is where creativity meets purpose where imagination takes structure, and ideas begin to breathe.

### 4.2 Phase 2: Selection and Presentation

Shortlisted candidates will undergo an **interview and script presentation** session to demonstrate the depth and creativity of their proposed work. A **joint panel** composed of representatives from **NAFIS Network, Plan International, Ubah Center, the Ministry of Youth and Sports (MOYS)**, and the **Somaliland Journalists Association (SOLJA)** will evaluate all submissions and finalize the selection of successful candidates.

This process ensures that the final participants reflect both creative excellence and advocacy alignment with the project's objectives.

### 4.3 Phase 3: Short Video Production



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Each selected youth influencer will bring their ideas to life by producing **short videos** (approximately **three to five minutes** each) centered on **one of the three thematic areas**:

- **Social Cohesion and Peacebuilding:** A story that shows how unity, dialogue, and understanding can heal divides and rebuild trust within communities.
- **Human Rights:** A message that raises awareness about dignity, justice, and equality reminding communities that rights are not privileges, but shared responsibilities.
- **Participation of Girls and Women in Sports:** A celebration of courage, ambition, and the unstoppable energy of girls and women claiming their rightful space in sports and leadership.

## 4.3 Phase 4: Publication and Campaign Launch

Once the videos are complete, it's time to set them free. Influencers will roll out **social media campaigns** across platforms such as **TikTok, Instagram, Facebook, YouTube, and X (Twitter)**.

The goal isn't just to post it's to mobilize. To spark conversations, make people tag friends, share, react, reflect, and engage. These campaigns should blend creativity with strategy using hashtags, short captions, compelling visuals, and authentic personal reflections to connect with audiences across regions and generations.

The journey will culminate in a public celebration during the **National Girls' Tournament**, where influencers will showcase the tournament. This event will transform the tournament into a space where sports, rights, and creativity intersect proving that advocacy can be as powerful, energetic, and unifying as the games themselves.

In addition, each participant will close their campaign with reflection and reporting, compiling a short narrative report that captures both reach and resonance.

Reports should include:

- **Engagement metrics:** views, likes, shares, comments, and audience reach.
- **Personal reflections:**
  - What conversations did the campaign spark?
  - What reactions or feedback stood out?
  - What impact did they see or feel within their community?

## 5. Duration of the assignment

The assignment will be carried out over a period of **12 days**, starting from the date of engagement. The timeline will include:

Days	Phase	Description
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<b>3 days</b>	Orientation & Concept Lab	Brainstorming, mentorship, and concept development
<b>5 days</b>	Creation & Production	Filming, editing, and creative refinement
<b>2 days</b>	Review & Reflection	Submission for feedback and quality assurance
<b>1 days</b>	Launch & Celebration	Social media release, community sharing, and tournament showcase
<b>1 day</b>	Reporting	Reporting the reach and community reflections

## 6. Eligibility

Participants **eligible** for this assignment must be among the **30 youth influencers and activists** who successfully completed the NAFIS-led training under the “Kick-Start for Equality Using Sports and Arts for Girls’ Rights” project.

Only these trained participants are eligible to submit concept proposals and take part in the Social media campaign phase, either individually or as a Group.

Eligible participants should demonstrate a proven passion for digital storytelling, creative advocacy, and social media engagement, coupled with an active presence on youth-centered platforms such as TikTok, Instagram, YouTube, Facebook, or X (Twitter). They must also show a strong commitment to ethical communication, safeguarding principles, and timely delivery of outputs

## 7. Content Ethics and Guidelines

- **Authenticity:** Let the stories be raw, human, and respectful.
- **Safety and Consent:** Every person featured must give informed consent; children and vulnerable people must be always protected.
- **Do No Harm:** Content must uplift, not exploit; empower, not sensationalize.
- **Clarity:** Clear visuals, crisp sound, and with subtitles for accessibility.
- **Representation:** Avoid stereotypes. Let diversity shine clan, gender, age, ability, all voices matter.

## 8. Selection Process

The selection process will be **competitive and merit-based**, focused on creativity, relevance, and impact.

Only the 30 trained youth influencers from the “Kick-Start for Equality – Using Sports and Arts for Girls’ Rights” project will be considered. Each application will be assessed against the following criteria:



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Category	Criteria Weight	Description
1. Creativity & Originality	25%	The proposed campaign or video concept demonstrates fresh, innovative ideas, strong storytelling, clear context, and a compelling message that aligns with one or more of the three thematic areas: <i>Social Cohesion &amp; Peacebuilding</i> , <i>Human Rights</i> , and <i>Participation of Girls and Women in Sports</i> .
2. Relevance & Impact	25%	The proposal clearly connects with the target audience and has the potential to inspire dialogue, promote inclusion, and generate tangible positive social impact within communities.
3. Technical Quality & Feasibility	25%	The technical capacity and feasibility will be evaluated based on the participant's prior experience in scriptwriting and video creation. The proposal should be realistic, achievable within the timeframe, and demonstrate the ability to produce short-quality videos suited for social media.
4. Ethical Standards & Accountability	25%	The participant upholds safeguarding principles, demonstrates professional integrity, and commits to responsible, respectful, and inclusive communication.

### Note:

Selection will not be carried out by NAFIS Network only, but the decisions will be made collectively by **NAFIS, Plan International, and Ubah Center, Plan International** under the supervision of the **Ministry of Youth and Sports (MOYS)**, and the **Somaliland Journalists Association (SOLJA)**. Selections will prioritize both the quality and creativity of proposed ideas, as well as the participant's demonstrated ability to deliver impactful, ethical, and inspiring digital advocacy content that advances peace, rights, and equality.

## 9. Application Process

Only the **30 trained youth influencers and activists** who successfully completed the NAFIS-led training under the "*Kick-Start for Equality Using Sports and Arts for Girls' Rights*" project are eligible to apply for this assignment.

Each participant is required to submit a **comprehensive proposal** containing the following:

1. **Concept Note/ Script (1–2 pages):** A brief description of the proposed campaign idea or video concept, including scripts, key messages, creative approach, and alignment with one of the thematic areas (*Social Cohesion & Peacebuilding*, *Human Rights*, and *Participation of Girls and Women in Sports*).



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2. **Links to Active Social Media Accounts:** Include handles or URLs to all active accounts (TikTok, Instagram, YouTube, Facebook, X/Twitter) along with **screenshots of analytics** such as reach, engagement, and follower statistics.
3. **Samples of Previous Advocacy or Digital Content:** Provide examples (links or attachments) of prior social media campaigns, awareness posts, or creative work demonstrating storytelling and advocacy skills.
4. **Brief Personal Profile / CV:** Summarizing relevant experience, creative background, and previous involvement in NAFIS or youth-led initiatives.
5. **Technical Proposal:** Outline the intended campaign strategy, implementation method, timeline, and a simple estimated budget.

**Submission Details:** All required documents must be submitted electronically to:

**[Nafis-Procurement@nafisnetwork.org](mailto:Nafis-Procurement@nafisnetwork.org)**

**Deadline for the submission: *20 October 2025***

Incomplete or late submissions will **not be considered**, and only shortlisted participants will be contacted for follow-up and orientation sessions.