



# Network Against FGC in Somaliland NAFIS Network

## TERMS OF REFERENCES

|                 |  |
|-----------------|--|
| Services        | Support for Youth Influencers and Activists Social Media Campaigns |
| Position        | Youth Influencers  |
| Operation Areas | Hargeisa   |
| Date            | 20/8/2025  |

### ABOUT NAFIS NETWORK:

Network against FGM/C in Somaliland (NAFIS) is a non-political, non-governmental and humanitarian network. NAFIS was established in November 2006 in Hargeisa, Somaliland, by several local NGOs working to eradicate FGM/C. Currently, NAFIS has 28-member organizations operating in all the regions of Somaliland. As the only nationwide network of its kind, the primary purpose of NAFIS is to combat all forms of FGM/C in Somaliland through coordination and networking, policy framework, research, documentation, and capacity building for the key stakeholders and media awareness.

### ABOUT THE PROGRAM:

NAFIS Network is currently implementing the project *"Kick-Start for Equality – Using Sports and Arts for Girls' Rights"*. This initiative, targeted support will be provided to youth influencers and activists to conduct impactful social media campaigns aimed at raising awareness on sports, peace, human rights, and, most importantly, the rights of girls and young women.

This component of the project is designed to empower influential youth voices to promote positive community change and inclusivity through diverse social media platforms. Trained youth influencers will be invited to submit concept proposals for the development of short social media videos focused on key themes such as social cohesion, peacebuilding, human rights, and the active participation of girls and women in sports.

From the submitted concepts, selected youth influencers will be tasked with designing and producing three short videos each approximately three minutes in length aligned with these thematic areas. These videos will serve as advocacy tools, designed to inspire dialogue and foster social change within communities.

The selected influencers will then lead social media campaigns to share their content across various platforms, engaging their audiences and amplifying messages of inclusion, equality, and peace. Additionally, these youth-led groups will actively participate in the upcoming national girls' tournament. This event will offer a valuable opportunity to showcase their videos, further amplifying their messages and reinforcing the importance of women and girls' participation in sports.

Through this initiative, the *Kick-Start for Equality* program strategically leverages the power of social media and youth activism to drive awareness and advocacy. The overarching goal is to promote gender equality, peace, and human rights across Somaliland by equipping youth with the tools and platforms to lead and inspire positive, lasting change in their communities.

### OBJECTIVE OF THE ASSIGNMENT

The primary objective of this assignment, under the *"Kick-Start for Equality"* project, is to raise awareness on sports, peace, and human rights, with a specific focus on promoting the participation of girls and young



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women. This initiative seeks to empower youth influencers and activists to advocate for positive community change and social inclusivity through their social media platforms.

Developing and sharing impactful digital content, the assignment aims to amplify the voices of young influencers, highlight the importance of gender equality, and adoptive dialogue on peacebuilding and human rights. Through creative engagement and consistent messaging, the influencers will contribute to driving meaningful social impact and advancing the rights and visibility of girls and young women in Somaliland.

### SPECIFIC OBJECTIVES:

- Raise awareness on the importance of sports, peacebuilding, and human rights, with a focus on promoting the participation of girls and young women.
- Strengthen the capacity of youth influencers and activists to create and share compelling digital content on gender equality, social cohesion, and human rights.
- Support the development of three short (3-minute), high-quality social media videos led by youth influencers and aligned with project themes.
- Promote youth-led advocacy through the use of social media platforms to engage audiences and encourage positive community change.
- Amplify the visibility of girls' and young women's participation in sports by linking social media campaigns to events such as the national girls' tournament.
- Encourage community dialogue and challenge harmful gender norms through creative, relatable, and inclusive content.

### SCOPE OF WORK

The selected youth influencers and activists will be responsible for planning, creating, and executing targeted social media campaigns that promote gender equality, peacebuilding, and the participation of girls and young women in sports. Their responsibilities will include:

- Submitting concept notes for social media campaigns ranged with the project themes:
  - a) Social Cohesion and Peacebuilding
  - b) Human Rights
  - c) Participation of Girls and Women in Sports
- **Concept Development:**  
Develop creative concepts and messaging for one short (3-minute) advocacy video focused on themes such as **social cohesion, peacebuilding, human rights**, and the participation of girls and women in sports.
- **Content Production:**  
Film, edit, and produce one high-quality, engaging short video that reflect the key messages of the *Kick-Start for Equality* project.



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- **Campaign Planning:**  
Design a simple campaign strategy for promoting the videos, including selection of platforms (e.g., Facebook, Instagram, TikTok, YouTube), posting schedules, and audience engagement approaches.
- **Social Media Engagement:**  
Actively engage with followers and online audiences by sharing the video, responding to feedback, initiating discussions, and encouraging community participation.
- **Participation in the National Girls' Tournament:**  
Share and promote the advocacy content during the national girls' tournament to amplify visibility and connect online engagement with offline community events.
- **Monitoring and Reporting:**  
Track social media engagement (views, likes, shares, comments) and submit a brief report summarizing campaign reach, feedback received, and lessons learned.

### DURATION OF THE ASSIGNMENT:

The assignment will be carried out over a period of **five (5) weeks**, starting from the date of engagement. The timeline will include:

- Week 1: Orientation and concept development
- Week 2–3: Video production and content creation and social media campaign planning and preparation
- Week 4: Preliminary submission of the campaign video constant/ Review
- Week 5: Feedbacks and post

### Deliverables

- Concept note with proposed content ideas.
- One short video aligned with the project's themes.
- Active participation in national events with social media coverage.
- Post-campaign report detailing engagement statistics, feedback received, and recommendations.

### Selection Criteria for Youth Influencers

To implement the social media campaign component of the *Kick-Start for Equality* project, a structured and participatory approach was followed. A total of **30 youth influencers and activists** were selected based on pre-established criteria, including prior training under Activity A.2.6.I, demonstrated commitment to advocacy, and active engagement on digital platforms.

The selected participants were divided into **three working groups**, each focusing on a specific thematic area of the campaign: social cohesion and peacebuilding, human rights, and the



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participation of girls and women in sports. This grouping enabled effective peer collaboration and thematic consistency.

Each group engaged in a step-by-step process that included:

- **Concept development:** Designing campaign ideas aligned with project objectives.
- **Video production:** Creating three-minute advocacy videos using storytelling, interviews, and community-based visuals.
- **Social media strategy:** Planning how to disseminate content on platforms such as Facebook, Instagram, TikTok, and YouTube.
- **Audience engagement:** Sharing videos and interacting with followers through discussions, comments, and live sessions.
- **Offline amplification:** Showcasing campaign content during the National Girls' Tournament to extend outreach beyond digital spaces.

Throughout the process, technical support and coaching were provided to ensure message clarity, ethical standards, and alignment with project values. This methodology ensured active youth participation, creativity, and meaningful engagement in promoting gender equality, peace, and human rights.

- Demonstrate a strong social media presence and influence within youth and community networks.
- Show prior experience in digital advocacy or content creation.
- Be committed to promoting girls' and women's rights, social cohesion, and non-discrimination.
- Submit a concept note outlining their proposed campaign ideas for review and selection.

### Support Provided by NAFIS

- Technical guidance on messaging and content focus.
- Small grants support for video production and distribution.
- Platforms and visibility during national tournaments and project events.
- Coordination with other project components for thematic consistency

### Ethical Considerations:

- Strict ethical standards will be upheld to ensure the integrity of the data collection process.
- Informed consent will be obtained from all participants, clearly explaining the purpose of the consultations and their right to withdraw at any time without consequence.
- Confidentiality and anonymity will be prioritized by assigning unique identifiers to participants and securely storing all collected data.
- Personal information will not be shared or published without explicit consent.



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- Data will be reported in aggregate form to further protect individual identities, fostering a safe environment for participants to share their insights and experiences.

**Submission:** Interesting Youth Influencers and Activists Social Media Campaigns should submit the required documentation [Procurement@nafisnetwork.org](mailto:Procurement@nafisnetwork.org) before **29- Aug- 2025**.