DOST-ITDI GFPS HOLDS TRAINING WORKSHOP ON GENDER-FAIR LANGUAGE AND GRAPHICS FOR SOCIAL MEDIA POSTINGS

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In line with the celebration on the National Women's Month, the DOST-ITDI Gender and Development (GAD) Focal Point System (FPS) organized the Training Workshop on Gender-Fair Language and Graphics for Social Media Posting on 09 March 2023, at the Metrology Conference Room.

Led by the Deputy Director for Administrative and Technical Services, and ITDI GFPS Technical Working Group (TWG) Chairperson Dr. Zorayda V. Ang, welcomed and acknowledged all the participants for the continuous support to the Institute's gender mainstreaming efforts. ITDI Director and ITDI GFPS Chairperson, Dr. Annabelle V. Briones was also present in the training and gave a short speech. In her speech, Director Briones acknowledged and thanked all the ITDI GFPS members for their collaborative efforts in mainstreaming GAD in the Institute.

Distinguished resource speaker, Dr. Rosario Ruby-Roan Cristobal, an executive producer and program anchor of DZRH Radyo Henyo, and the former chief of DOST-Science Education Institute (SEI) Science and Technology Manpower Education Research and Promotions Division, facilitated the training workshop. In the beginning of her presentation, Dr. Cristobal showed various videos showing gender stereotyping on social media.

Dr. Cristobal expounded the use of gender-inclusive language in social media by using non-discriminatory and inclusive language and by not making gender visible when its not related to communication. She also showed some recently posted pictures of ITDI personnel at the Institute's social media account, which corresponds to the topic of the training. Dr. Cristobal also discussed various gender-neutral colors, fonts, and layouts.

During the training workshop, the participants were divided into two (4) groups. Group one (1) and three (3) were tasked to evaluate social media postings of government agencies in their social media account and to look for gender stereotyping or discrimination in the posts, while Group two (2) and four (4) were tasked to create a gender-inclusive social media post using any free online editing application, e.g. canva, for a campaign of their choice. All the participants actively participated and presented their outputs to Dr. Ang and Dr. Cristobal.

At the end of the activity. Dr. Cristobal emphasized the importance of scrutinizing the photos or images as well as the messages, and its harmonization before posting in the social media.

Capping the activity were a fun and inclusive training workshop, and were well-participated by 27 ITDI personnel.

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