



## LEVERAGING THE POWER OF DIGITAL MEDIA TO CHALLENGE GENDER STEREOTYPES IN THE MIDDLE EAST.

### THE BARRIER

Gender stereotypes and bias have been identified as one of the main detractors of progress for women equality in the Middle East region according to the Arab Barometer 2019 Survey. These stereotypes are unfortunately well ingrained and need great efforts and engagement of both women and men in the region to change them.

### HOW WE TACKLE IT

To strengthen our commitment to accelerating social change and creating positive impact we created WeMean Media, the first Arabic digital media initiative dedicated to creating and distributing engaging content that tackles social issues and attracts and engages millennials from the MENA region.



WeMean team working on producing Smi'touha Menni.




خطيرة هي كل امرأة تأخذ مكانها في هذا العالم من دون إذن

عن خطيرة

خطيرة هي كل امرأة لم تعد الأحكام المسبقة ترضي ذكاءها. كل امرأة تجاوزت ما يُرسم لها من خطوط وتمييزات ومسارات. كل امرأة تصنع الفرق على نطاق شخصي ضيق أو في النطاق العام.

خطيرة مجلة إلكترونية تهتم بالنساء على اختلاف تجاربهن وقضاياهن. انتظرنا وانتظرونا في الأشهر القليلة المقبلة في تجربة متكاملة.

The Khateera website.

## WEMEAN

WeMean acquired Yallafeed social media platforms (Qadeera, Yallafeed, Yallafeed Video and Abucado) from STEP Media Group in 2019. This acquisition was undertaken to provide our content with reach to young audiences in the MENA region. WeMean also launched Khateera in 2019 - a digital platform that is dedicated to challenge existing gender stereotypes and promote a more inclusive society for both men and women.

## KHATEERA

In Arabic, Khateera translates to “dangerous woman or impactful woman”. Khateera is a digital content creating platform that inspires Arab women to reach their full potential and engages both men and women in the region to be agents of change for a more balanced society. Its target audience is 16 to 35-year-old women and men – millennials and Gen Z. Khateera creates and curates entertaining, inspiring, and educational content that debunks

gender stereotypes, supports women on their self-realisation journey and better equips them to face their challenges. In addition to editorial content, Khateera produces a variety of video content such as series and tutorials released and distributed across its social media channels including Facebook, Instagram and YouTube.

■ [www.khateera.com](http://www.khateera.com)

## SMI'TOUHA MENNI

In 2019 we kicked off the production of ‘Smi’touha Menni’, a 10-episode YouTube series targeting Arab millennials.

The series aims to deconstruct common traditional narratives about gender in the Arab world through highlighting urgent issues within constructs of marriage, women in the workforce, parenting, masculinity and many more. What’s new? The show employs satire as a medium of choice to reach a wider audience and shift mindsets. The show follows a monologue from Maria Elayan,

a young Middle Eastern social influencer, who plays different roles, touching on controversial matters such as honour, domestic violence, harassment, masculinity, gender and health, parenting, periods and the value of women in general.

‘Smi’touha Menni’ was conceptualized and directed by Amanda Abou Abdallah and produced by Khateera.

■ Watch first episode “Value of women” now: <https://www.youtube.com/watch?v=uso4ZPl1J18>

## HIGHLIGHTS FROM 2019

- WeMean channels include 3.3 million followers and received 329 million video views in 2019.
- Khateera’s total number of Facebook followers: 59,019.
- Khateera’s Facebook page video views: 4.6 million.
- Yalla Feed’s total number of Facebook followers: 2.6 million.
- Yalla Feed has 49 million views on Youtube.

**JOIN US TO MAKE GENDER INEQUALITY HISTORY!**

Find out more about how you can get involved in our work at [www.womanity.org](http://www.womanity.org) or contact us at [info@womanity.org](mailto:info@womanity.org)