

Social Media Takeover Success - 1.12.2020

Hello,

Firstly, thank you everyone who participated in our online social takeover last week; without the support of our community and allies we would not have achieved anywhere near as much as we did!

The entire team at Umbrella Lane worked tirelessly throughout the day to ensure a constant stream of content, with two primary objectives. Firstly, we wanted to encourage an inclusive space where Workers and allies felt comfortable in sharing their opinions and stories. Secondly, we wanted to raise awareness of the consultation and encourage a change of direction from the consultations stigmatising one to one based on the best interests of Sex Workers, as informed by Sex Workers..

We are pleased to say, thanks to you, we succeeded!

Umbrella Lane recorded record interaction on all social media platforms, with greater reach than ever before. Many Sex Workers bravely took the time to change their social media image, make a post using our hashtags, and contribute to the event through their comments, often providing insight into their life as a Sex Worker. This bravery is something to be commended in face of a sometimes-daunting consultation process and we can't thank you enough.

(images from twitter showing hashtags)

The photo campaign was successful in communicating an inclusive message to Sex Workers and the general public as well as showing the diversity of the industry and those working in it.

(photo campaign images)

Allies also spoke out along with organisations across the world participating in the takeover and sharing our content with their communities.

(scottish liberation screenshot)

Significantly, a number of LGBT organisations joined in our event which is something that was a priority to us in order to reflect their, unacceptable, exclusion from the consultation.

(LGBT example screenshot)

The same can be said for organisations working with disabled individuals and Human Rights issues, and we are proud to be working towards building a more accessible space both within our organisation, and out with.

(Arika screenshot)

We even heard back from clients who took notice, showing that they too are a diverse group of people, many of whom do respect professional boundaries.

(client text screenshot)

Umbrella Lane posted in a total of three languages, reflecting our goal of supporting all Workers regardless of residency status or English proficiency. These posts were among the most liked.

(Insta german post screenshot)

Umbrella Lane was proud to have attended the Scot-pep lead vigil in Edinburgh to protest the consultation, which resulted in a clear message to those in government and attracted considerable press attention.

(scot-Pep vigil/protest pics)

For those not attending, Umbrella Lane staff were happy to organise an alternative means to participate online and thank everyone who participated.

(online vigil posts)

Umbrella Lane also hosted a series of live information sessions for which the combined views total nearly 1000.

(ask umbrella lane image)

The successful takeover of, legendary Welsh goal keeper, Neville Southall's Twitter account resulted in a positive space where Workers could express themselves in a safe yet public forum.

(screenshots from takeover)

Coinciding with the event Human Rights Watch published their response to the consultation demonstrating that this is a Human Rights issue, and that the dangers of criminalisation cannot be responsibly ignored.

(human rights screenshot)

The results of the event were amazing, needless to say and although it's been said- thank you again! We increased our followers on all platforms considerably which will allow us to continue grow both as an organisation, and as a community.

(hello new followers image)

Our response to the consultation is working. Through the strength of our community we are helping make sure the voices of Sex Workers are heard and encouraging the government to reconsider its approach.

Thank you for support both during the social media event and generally.

If you have yet to write a response to the consultation feel free to check out our various resources on the EquallySafe consultation [HERE](#)

Looking for additional support? Feel free to get in touch with the team via email - hello@umbrellalane.org

We are also running workshops on how to write a response to the consultation, the dates for which can also be [HERE](#)

(online workshop image)

Thank you for taking the time to read over our blog about our recent social media takeover event. If you'd like to be kept up to date with our continuing efforts around the EquallySafe consultation why not join our mailing list?

(button to join mailing list)