# MOBILISE

## ACTION AND ORGANISING WITH MOBILE PHONES

A Guide for Domestic Workers' Organisations

# INTRODUCTION

**"Domestic work" in Asia, as with the rest of the world, is an industry dominated by women.** In fact, up to 90% of domestic workers are female and domestic work is now the most common occupation for women in the region. Domestic work is also one of the largest drivers of female labour migration.

Women domestic workers have the right to make their voices heard and use the law as an instrument of change. Women's human rights are protected by international laws, such as under the Convention on the Elimination and Discrimination against Women (CEDAW) and the International Labour Organisation (ILO).

**Women have the right to:**

Communicate                 Collectively bargain
Associate freely            To form and join groups or unions
Organise                    To select representatives of organisations on their own

Women domestic workers, like all domestic workers, are entitled to  weekly time off and leave with pay, and are protected from being terminated on the grounds of being a member of, or participating in, trade union and other social activities.

## WHAT'S STANDING IN YOUR WAY

For many foreign domestic workers, forming unions and organising may not seem like an option because you may not understand your rights or due to fear or intimidation by management. Yet your basic labour rights cannot be denied. It may also seem difficult to ask for a day off to meet fellow workers or communicate while in isolated workplaces like private homes.

## SO, HOW CAN ORGANISING WORK FOR DOMESTIC WORKERS?

**Mobile phones!** They are an easy and powerful tool to contact each other, engage each other and coordinate our activities – this is organising!
Even when domestic workers are isolated inside the employers' household, may not have a weekly day off or be able to freely answer the phone, they can still receive and reply to text messages. These messages can also be spread quickly from worker to worker.

This introductory guidebook can be a powerful tool for domestic workers' organisations and domestic worker advocates to take steps to organise workers, and themselves, with the resources they already have on hand.

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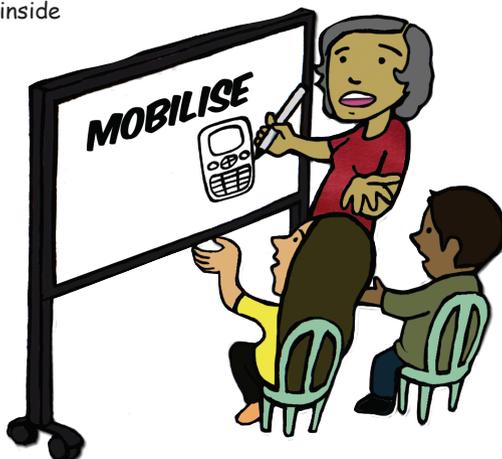
# GETTING MOBILE ACTIVE

## HOW ORGANISING WITH MOBILES CAN WORK FOR YOU

Are you ready to demand rights for yourself and fellow domestic workers? Joining voices can be the best defence against exploitation, abuse and intimidation. Through solidarity, voices can be amplified and demands for justice and fair work conditions will be heard.

## GOALS – WHAT DO YOU WANT TO ACHIEVE?

ìIf you give me a fish you have fed me for a day. If you teach me to fish then you have fed me until the river is contaminated or the shoreline is seized for development. But if you teach me to organise then whatever the challenge I can join together with my peers and we will fashion our own solutionî

What are your goals? It is important to set achievable goals and objectives to campaign towards. For example; a day off for domestic workers, fundraising for a migrant workers' shelter, or a longer term goal such as national ratification of the new international law on Domestic Work.
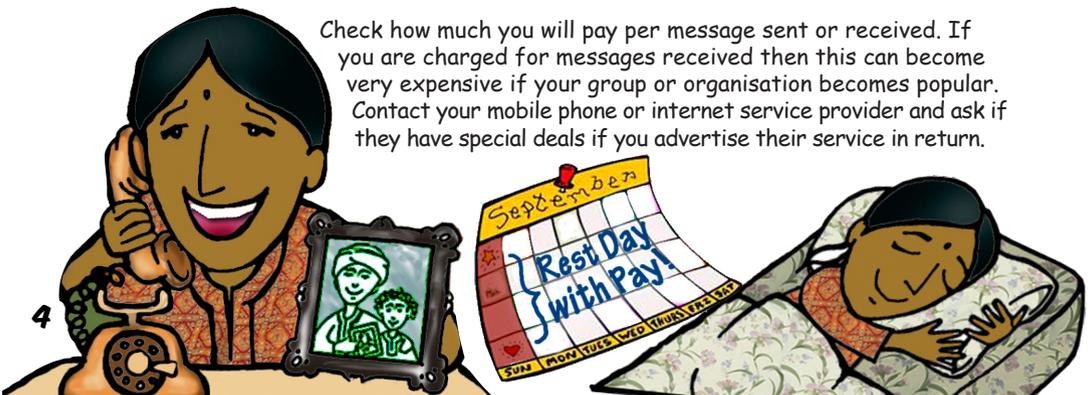
Once you have goals, then you need to think about how to organise and mobilise:

- ✔ **Do you need** to organise your contacts into a group list?
- ✔ **Do you want** to distribute information or alerts to them?
- ✔ **What do you want** people to do? What is the "call to action"?
- ✔ **Once you know HOW** you want to organise, there are tools and software to help you.

## CAN YOU REACH YOUR GOAL?

Before setting up a campaign, or any of the software systems outlined in this guide, be clear about what costs are involved and make sure your budget can cover it. Do you need some more volunteers? Think about the women power that you will need as well as the technology.

Check how much you will pay per message sent or received. If you are charged for messages received then this can become very expensive if your group or organisation becomes popular. Contact your mobile phone or internet service provider and ask if they have special deals if you advertise their service in return.

September

Rest Day with Pay!

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## AUDIENCE

### WHO DO YOU WANT TO REACH AND HOW?

You also need to understand your audience. Make sure you use a language and tone that your audience will understand and that will motivate and engage them.

Find out what people are interested in through the use of mobile phone polls and surveys. Software (see 'Technology to the Rescue', page 8) can help you send out a survey to your network and they can answer simply by replying to a message with the word 'survey' and their answers.

You can set up a data collection system to pick up on that keyword, compile the reply messages and send an automated response. Text message surveys can gather feedback and can help groups and organisations to represent members better and understand their needs or problems.

### NEED A BIGGER MEGAPHONE?
### MOBILES AND SMS FOR OUTGOING INFORMATION

Do you want to share regular news, updates and alerts? Maybe information about the latest government policies or health and safety tips? Or even share information about future meetings, rallies or protests?

Text messages are also ideal for organising events, protests and rallies. Messages can be sent asking for people to participate, to tell members of the time and place, and also to alert people to last minute changes due to weather or changes in route.

Through mobile phones, you can inform, educate and keep your networks engaged as a part of a group or organisation. The systems and tools described in this guide can help you organise and send information out to your contacts faster.

Viruses While Textually Active Can Be A Good Thing! Viral campaigning is when a campaign message is spread from person to person like a virus, such messages can make a big impact, unite more domestic workers and enlarge your group or organisation. Domestic workers can participate in the campaign by forwarding the message, replying with their support, or sending reports of abuse as evidence for the campaign. It's important to tell your contacts what actions you want them to take!

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## WHAT WILL YOU REACH THEM ON?  SMART-PHONES VS. BASIC

What kinds of mobile phones does your audience have? To effectively get your message or campaign out there, you need to know in what form the message will get to your audience. A campaign targeted to smart-phones (phones that have applications and can access the internet) will be very different to one targeted to basic feature phones. Text messages are good as they will always reach everyone, no matter what kind of phone they have.

## TELLING THE WORLD : HOW TO GET YOUR NUMBER OUT THERE

Many people who work with domestic workers organisations have many numbers stored on their phones. It is important to gather these numbers into a contacts list, but make sure it is okay with the person before you include their details on your list. 'Spamming' is sending a message that a person doesn't want to receive. If you don't get an ok, you may be accused of sending out spam (unsolicited messages) when you text them.

There are software systems (outlined in the next section) that can send out text messages to recipients to sign up or "opt in" to receive messages from your organisation, and to "opt out" later if they decide they no longer want to receive messages, for example by replying with the word 'stop'. The software can help you manage these opt-ins and opt-outs.

To protect people's privacy, ensure that phone numbers do not get into the wrong hands (see the security check list, page 14).

### Mobile-wise Tip #1

Being too textually active can scare away your list. Make sure your messages are valuable and timely. Don't text those who haven't given you permission and always allow your list to unsubscribe easily. Being textually active is about trust - build it and keep it by not flooding anyone's message inbox.

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Get your number out to as many people as possible. For domestic workers to join your group or organisation and to sign up to alerts or messages, they need to know your number. Most Information spreads through word of mouth, but posters, handouts, newsletters, and websites can also help.

If you have some money, do a banner for events, to hang up on a Sunday, or advertise at the airport. Share your number, your message and campaign on your organisation's website, blog, Twitter, Facebook page, and other social networking platforms.

If you decide to use a keyword for an opt-in service and as the name of the 'sender' for your messages, make it something short, easy to remember and associated with you organisation, e.g. your organisation's acronym. The keyword will also set your text messages apart from commercial texts that people often receive and delete without reading.

Special numbers, also known as a 'short code', are special easy to remember short numbers for people to call and text to, like the '119' or '110' police and emergency assistance hotline numbers in Taiwan. These numbers can be national or even international and toll free (but remember that your organisation will have to cover the cost).

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# 3 TECHNOLOGY TO THE RESCUE

## WHAT SOFTWARE WILL HELP YOU?

There are many open source tools that are free and can save you money. You can use the options in the following tables internationally. However, to find out about other systems and tools that are available in your country, do an internet search with your country's name and the type of tool you want.
For example; if you look for 'bulk SMS in India', you find a free service called Google SMS Channels.

### Mass and Bulk Text Tools

These tools are for sending out text messages to multiple members and for receiving large numbers of replies. Some tools have options for the management of the opt-in and opt-out of members and can send automated replies.

### What would I use it for?

To contact a lot of people with the same message, for example to tell them the date of a protest rally. Rather than sending the message to five people, one at a time, through your mobile phone, these systems can send the message to your whole contact list. Use the software to collect and sort information from the reply text messages, for example messages of support or of other protests being planned.

### Mobile-wise Tip #2

Build your contacts list by giving people a reason to opt in and get in touch with you - ask for their opinion, or to report something, or vote on something.

Centre for Migrant Advocacy (CMA) has an SOS SMS system which runs 24 hours 7 days a week, unlike most other government-run hotlines. Migrants working abroad access the system by sending a text starting with the letters SOS, a space and then the message and senders name to the number. It uses a web-based system and the Clickatell bulk SMS tool to forward messages to activate a network of nonprofits and government agencies to come to the workers' rescue, and CMA follows up on each case.

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| OVERVIEW | RATINGS | REQUIREMENTS AND COSTS | PROS AND CONS |
|---|---|---|---|
| **Frontline SMS**<br><br>Send messages to wide groups of people, and collect responses to questions or surveys, all via text message. | Ease of Use<br>★★★★<br><br>Effectiveness<br>★★★★<br><br>Cost<br>Normal costs per message sent | Smart-phone **or** computer with GSM modem<br><br>The software is free but you need to pay your phone's network provider rate for each message | **Pros:**<br><br>***Indonesian*** and Chinese are supported languages<br>***Provides*** an incoming and outgoing message history<br>***Allows*** you to run surveys<br>***Allows*** you to export data to Excel<br><br>**Cons:**<br>***It*** can be a little slow<br>***There*** may be some compatibility issues with some types of phone |
| **SMS Server Tools 3**<br><br>Gateway software that can send and receive short SMS messages using GSM modem | Ease of Use<br>★<br><br>Effectiveness<br>★★★★<br><br>Cost<br>Normal costs per message sent | Computer with GSM modem<br><br>The software is free but you need to pay your phone's network rate for each message | **Pros:**<br><br>***Compatible*** with a large range of computer operating system<br>***It*** can be connected with up to 64 different GSM modems for fast message sending<br><br>**Cons:**<br><br>***This*** software is not user friendly and it requires some technical knowledge<br>***Only*** supports English |
| **Clickatell Messenger Pro / Bulk SMS**<br><br><br>Software that allows you to send and receive many SMS messages cheaper and quicker | Ease of Use<br>★★★★★<br><br>Effectiveness<br><br>★★★★<br><br>Cost<br>Depends on location (i.e. Hong Kong 0.5HKD per message) | Computer with internet connection<br><br>Credit card<br><br>Free, but you need to register the software and purchase credit before you can use it | **Pros:**<br><br>***It is easy*** to use<br>***You can*** send up to 10,000 messages at once very quickly<br><br>**Cons:**<br><br>***In order*** to use this software you need an internet connection and a credit card |

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**Jargon Alert:** GSM modem: Is a specialized type of wireless modem which connects to a computer by the USB port, it uses your SIM card, and operates using your mobile phone network rather than a wireless internet network. With software, you can use your computer like a mobile phone to send and receive 6-10 messages a minute and record the data from those messages. GSM modems cost from US$25 upwards. A GPRS Modem can send and receive MMS (text messages that contain pictures or video content).

## SURVEY TOOLS
### What would I use it for?

Survey tools like EpiSurveyor and Frontline SMS (see previous table) can be used to gather information through a simple text message survey, such as how many days off domestic workers have. It is quicker and easier than face to face interviews. Gather large numbers of responses and then distribute the results to the government and media.

| OVERVIEW | RATINGS | REQUIREMENTS AND COSTS | PROS AND CONS |
|---|---|---|---|
| **EpiSurveyor**<br><br>A secure mobile data solution that lets you design survey forms and others fill them out either using an app or text | Ease of Use<br>★★★★<br><br>Effectiveness<br>★★★★<br><br>Cost<br>Normal costs per message sent | Smart-phone **or** computer with GSM modem<br><br>The application is free open software, but you need to pay your phone's network rate for each message sent | **Pros:**<br><br>*Information* is secure<br>*Survey* can be answered from any phone by text message<br><br>**Cons:**<br><br>*You can use* the system without a smart-phone, but you need the professional version, which is expensive |

# HOW DO I CREATE AN EFFECTIVE CAMPAIGN?

A 'mobile advocacy campaign' is a communication strategy of sending campaign information to your members' mobile phones. With only 160 characters in a mobile message, it may be a little difficult, so the key is to use targeted messages:

✔ **Keep all text messages** to the point. Grab attention straight away before they delete the message. The message should take your recipient from where they are (uninformed) to where you want them to be (interacting with your campaign).

✔ **Get people to care** about and understand the problem, and how it involves or affects them. Ask them (if they haven't already) to be 'opted in' or subscribed to future text messages.

✔ **Let them know** what practical action they can take. For example; participate in a rally, sign a petition, or ask for suggestions for action or their own experiences. Later on tell your recipients how successful the campaign is so far.

✔ **What makes a message worth reading?** Send notifications, announcements, appeals or alerts. Send relevant news and updates that are of interest to your recipients. Refer them to your website, blog, Facebook page, or tell them to contact your organisation for more information.

✔ **Get others to do some of the work** for you - make it easy for recipients to send your message on friends, family, and other domestic workers by simply forwarding it

✔ **In txt spk,** or use words that you would commonly use in conversation with other domestic workers, text messages are an informal media.

**Example message:**
Hey DWs time to join forces & defend our rights! Under International law, we all get 1 day off/ week. Do u? Learn about ur rights @ Info Night: Oct 3 @ 7pm @ Coffee CafÈ. Feel free to fwd!

**Migrants Rights are Human Rights!**

**RIGHT TO ONE PAID DAY OFF A WEEK!**

**Recognize Domestic Work as Work! End Modern Day Slavery!**

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## WHATS IN A PICTURE

### WILL PHOTOS AND VIDEOS BE HELPFUL TO YOUR GOAL?

Sure information is great, but texting allows you to interact and get active. Ask your list to do something, reply to something, forward something, or yell something at the top of their lungs.

Do you want visual evidence of your campaign? Cameras, video or voice recording on mobile phones can also be useful for advocacy. Photos and video uploaded and shared during an event or protest will encourage other domestic workers to join in. Sending photos or videos to members can also personalise your contact with isolated domestic workers.

Domestic workers can record instances of abuse as evidence for campaigns targeted at the wider public or governments. If you are sending out a press release or information to the media, photos should also be included for visual impact.

Text messages with photos and videos sent through Bluetooth (a wireless technology that allows nearby mobile phones and other devices to connect and send information to each other for free) or MMS (multimedia messaging: text messages that contain pictures or video content) can also enable domestic workers to contribute directly to your organisations' research or media, such as blogs and websites.

Timing is everything, or at least it can be a big help to you. Organising around a noteworthy day or an existing event that is well known will help you maximize your campaign. It can also help you find an existing support base or network to help you get your information out. Examples include International Women's Day (March 8) or the 16 Days of Activism to combat Violence against Women (November 26 - December 10). Or be creative, e.g. use Mother's Day as a day to highlight reproductive rights.

### FOR ALL THE WORLD TO SEE

Many domestic worker organisations are also uploading videos onto YouTube, Facebook or their own website. If you have a smart-phone, you do not need a computer to put your video online. It's simple and easy to upload a video from your smart-phone directly to YouTube. All you have to do is email the video to a unique email address given to you by YouTube, and the video is uploaded to your channel.

Members do not want to show their faces? Use a podcast. A podcast a digital audio file delivered over the internet and designed for playback on a computer, smart-phone or portable device.

Share interviews, speeches or meetings. You don't need audio equipment to create and publish your own podcast, there are broadcasting software tools available.

# BROADCASTING TOOLS
## What would I use it for?

If you have a workshop or a seminar happening but limited space, these tools can help you take it to a wider audience.  By videoing the workshop and broadcasting it live on the internet you can reach people who are unable to attend the event. Video and pictures are also always useful for distribution to the media and to show government ministers or consulate staff how many supporters you have.



| OVERVIEW | RATINGS | REQUIREMENTS AND COSTS | NOTES |
|---|---|---|---|
| **Bambuser**<br><br>Enables the broadcasting of videos online | Ease of Use<br>★★★★<br><br>Effectiveness<br>★★★★ | A smart-phone with video recording and the installed application. The application is free open software | This software enables you to stream video directly and live onto a blog, Facebook page and other social networks |
| **Freedom Fone**<br><br>Enables automated, interactive, two-way, audio information to be shared through mobile phone networks | Ease of Use<br>★★★<br><br>Effectiveness<br>★★★★ | A dedicated computer and internet access Approximate cost $500. | You can use this software to create a radio station or to do polling/research with an audience that is illiterate or not online however it requires a substantial amount of equipment |
| **Cinchcast**<br><br>Cinchcast makes it easy for you to create podcasts via the internet or phone | Ease of Use<br>★★★★★<br><br>Effectiveness<br>★★★★★ | A telephone, mobile phone or voice over internet client, computer with internet connection<br><br>The application is free open software | This tool allows you to record audio very easily but it may not be the best quality if you do not have good tools. Once audio is recorded you can share it anyway you like on Facebook or a website |

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# 6 SECURITY CHECKLIST

## PROTECTING YOURSELF WHILE BEING ACTIVE

Organising of domestic workers may be low risk in some countries. However, if your organisation protests, rallies, or criticises the government, your mobile phone and computer could be confiscated. In some countries you can be held responsible for content websites or blogs.

✔ If you are storing mobile phone numbers - on your mobile or computer - you should store this data safely and delete it when requested.

✔ Keep your mobile phone and computer password locked in case it is stolen or mislaid. Frequently delete your call history and the text messages sent and received.

## SMART-PHONE AND COMPUTER SECURITY

✔ Turn off location tracking on your smart-phone's settings and for mobile apps like Facebook or Twitter by visiting an app's settings page. Turn off Infrared (IrDA), Bluetooth and Wireless Internet (WiFi) (forms of wireless connection with the internet or other mobile phones) when your not using them.

✔ Smart-phone applications can be malicious and transmit any personnel data stored on your phone to companies without your knowledge. Research the application online before installing it, and get an antivirus for both your computer and smart-phone.

✔ Send anonymous email from your smart-phone with Hushmail and send and receive secure text messages with CryptoSMS, to make sure that the government doesn't know what you are up to (see table).

✔ Download and install Tor or Orbot on your computer or smart-phone. Tor is an open source software that masks your location and makes it harder to trace your internet usage. You can also open websites that may be blocked.

✔ HTTPS (a website which displays https://www...) is a more secure channel over an unsecure network. Protect yourself from surveillance and accessing of your accounts. Check the options on your email and social network accounts to turn on this security feature.

For more information see the Security in-a-box website; a project of Tactical Technology Collective and Front Line.

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| OVERVIEW | RATINGS | REQUIREMENTS | NOTES |
|---|---|---|---|
| **CryptoSMS**<br><br>A service that allows you to send and receive 'scrambled' text messages readable only to those who have the key or password | Ease of Use<br>★★★<br><br>Effectiveness<br>★★★★ | Smart-phone or a computer with GSM modem<br><br>Free service | The free version is slightly less secure than the registered paid version<br><br>Supports 13 languages |
| **Hushmail**<br><br>A web based email account that adds strong encryption to protect your privacy | Ease of Use<br>★★★★★<br><br>Effectiveness<br>★★★★★ | A computer with internet connection<br><br>Free service | You can also integrate this service with Microsoft Office Outlook. More secure than other email accounts like gmail, hotmail, or yahoo. |
| **Tor (and Orbot)**<br><br>Access the web, messaging and email without being monitored or blocked by internet service providers | Ease of Use<br>★★★★<br><br>Effectiveness<br>★★★★★ | Smart-phone or a computer with internet connection<br><br>Free service | The service can really slow down your internet use.<br><br>It is also known as Orbot, for smart-phone use. |



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# BIGGER PICTURE

## HOW TO INTEGRATE YOUR MOBILE ORGANISING WITH THE REST OF YOUR WORK

Remember, mobile phones should be just one component of your overall campaign strategy. It can be used to get the message out, but it's better for members to participate in person through meetings, events, trainings and protests.

Think about what your objectives are to keep your organisation fresh and up to date. Connect your goals with recent events and identify a long-term vision for change.

Your plan should include an understanding of what you want to achieve and how you are going to achieve it. Have a clear timeline; include your upcoming actions and how each action will take you closer to your long-term goal.

## MAKING THE MOST OF SOCIAL MEDIA

Integrate the use of tools, systems and social media into your campaign to help you achieve your goals and keep your members engaged.

Online petition sites: It can sometimes be easier to direct your members to sign your petition at free sites such as Change.org or Care2.com, they even have widgets you can put on your website or blog directing readers to your petition.

Blogs and websites: Blogs and websites are a good way to connect with domestic workers who can use the internet on their mobile or in the household. They can give more detailed information than a text message, make sure you include an 'about us' page and regular updates on campaigns and events. Tools such as the Wordpress Mobile Pack, MobiSiteGalore or Wapple.net can build a website that is easier to read on the mobile phone.

### Mobile-wise Tip # 5

For more effective campaigning gather as much data as possible. Record information not just about who texted you back, but also about what campaign gathered the most support, what issue domestic workers are most interested in and what outreach activity resulted in the most opt-in text messages. This will help you plan what to focus on for your social media campaign.



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**follow us on twitter**

Facebook and Twitter: Many groups and organisations use Twitter and have a Facebook page; which others can become friends with or 'like'. Facebook and Twitter are easily accessed and often for free on smart-phones. UFDWR has a Facebook page under 'Ufdwr Campaign', please feel free to become our friend to receive news and updates.

**facebook**

# GLOSSARY

Blogs
Location tracking
Mobile advocacy campaigns
MMS
Open source software
Opt in
Opt out
Podcast
Twitter
Security risks
Spam
Wi-fi

# WRITE YOUR OWN NOTES:

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# LIST OF USEFUL WEBSITES:

www.bambuser.com
www.care2.com
www.change.org
www.cinchcast.com
www.clickatell.com
www.cryptosms.org
www.episurveyor.org/user/index
www.freedomfone.org
www.frontlinesms.com
www.hushmail.com
www.mobisitegalore.com
www.security.ngoinabox.org
www.smstools3.kekekasvi.com
www.torproject.org
www.ufdwrs.blogspot.com
www.wapple.net
www.facebook.com/people/Ufdwr-Campaign/100001030575073
www.wordpress.org/extend/plugins/wordpress-mobile-pack

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# WHAT IS UFDWR?

**United for Foreign Domestic Workers' Rights (UFDWRs)**, a coalition working towards the increased protection and promotion of foreign domestic workers' rights. The overarching message of our campaign: "Recognise domestic work as work".

For more information, please contact the UFDWR secretariat:

**ASIA PACIFIC FORUM ON WOMEN, LAW AND DEVELOPMENT (APWLD)**
Email: apwld@apwld.org
www.apwld.org

**COORDINATION OF ACTION RESEARCH ON AIDS AND MOBILITY (CARAM ASIA)**
Email:caraminfo@caramasia.org
www.caramasia.org



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