"BalanceforBetterMyanmar" social media campaign for the International Women's Day 2019 "Think Equal, Build Smart and Innovate for Change" was developed by the United Nations Gender Theme Group under UN Women overall leadership and coordination.
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Balance for Better Myanmar campaign aimed to promote gender equality, build awareness and inspire action. The campaign targeted social media platforms such as Facebook, Instagram, and Twitter, reaching out to a wide audience.

- **Goals:**
  - Advocating for equal pay and opportunities for women.
  - Raising awareness about gender inequalities.
  - Encouraging innovation in the field of women’s rights.

The campaign used creative content, including infographics, videos, and engaging posts, to reach a diverse audience. It also collaborated with influencers and organizations to amplify its message.

By the end of the campaign, there was a significant increase in engagement on social media, with millions of views and shares. The hashtag #BalanceForBetterMyanmar became a trending topic on social media, highlighting the issue of gender equality.

The success of the campaign demonstrated the power of social media in promoting important social issues and encouraging action towards gender equality.

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