

Amplifying the female voice

By Leigh Andrews

15 Jan 2018

The first work week of 2018 for many was one where we heard the global female voice loud and clear on social media, with 'celebration emojis' for everything from Iceland's equal pay law to #HereWeAre, #TimesUp and #Oprah2020.



Original image © [Twitter's VP of #ICD @TwitterCandi Castleberry on Twitter](#).

Here are just three examples that resonated strongly on social media:

#HereWeAre: Seek and they will speak

Last week also saw the annual Consumer Electronics Show (CES) held in Las Vegas. In response to the mostly male presenter line-up, Twitter put out a call and the #HereWeAre result was amazing. It really puts the 'ask and you shall receive' scripture into perspective! See the tweets from Candi Castleberry, VP of intersectionality, culture, and diversity (ICD) at Twitter for more:

“ When [#CES](#) (consumer electronic show) said they couldn't find women to speak [@Twitter](#) said [#HereWeAre](#) and it was 🎉🎉... if you missed it🎉🎉🎉🎉 <https://t.co/J5clmvFhF>— CandiCastleberry (@Candi) [January 11, 2018](#) ”

“ This group right here🎉🎉🎉🎉! [#CES](#) yes... [#HereWeAre](#) was 🎉🎉🎉🎉🎉 pic.twitter.com/nFPEp5a202— CandiCastleberry (@Candi) [January 11, 2018](#) ”

Equal work, equal pay

Cue celebration emojis everywhere when news broke on the first day of the year that Iceland had become the first country in the world to fully enact an [equal pay law](#). No wonder the country is recognised by the World Economic Forum as the global leader on reducing gender inequality.

Momentum is now spreading globally, with many standing up for equal wages, whatever the job title. Viva!

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8 Jan 2018





Oprah for president?

Adding to her list of accolades, Oprah Winfrey was the first black woman recipient of the Cecil B DeMille Award at the Golden Globes over the weekend. Her #TimesUp [acceptance speech](#) was so well received that many called for her to [become US President](#).

The #Oprah2020 hashtag was trending on Twitter but Oprah herself is said to be denying any interest in running at this stage.

That said, 2020 is still a good two years away – and just look at what can happen in a week!

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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