

IT @ Gender Links

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One of the slogans in our gender justice programme is "Making IT work for gender justice!" We also believe in leading by example. So over the years we have invested a great deal of energy in improving GL's IT systems, with support from Hivos and the Netherlands Institute of Southern Africa (NIZA). Other than our internal storage, retrieval and back up systems we have developed:

Photo library

This consists of some 2,500 quality images that we have edited, captioned and categorised. We plan to put the best of these on our website and to make them available for purchase along with our publications.

Database

This currently consists of over 3628 names. GL has a goal of increasing its contacts database by 500 every year through its workshops conducted regionally. The contacts database is only accessed internally and is constantly updated with new information coming from the difference workshops that GL holds.

List serve

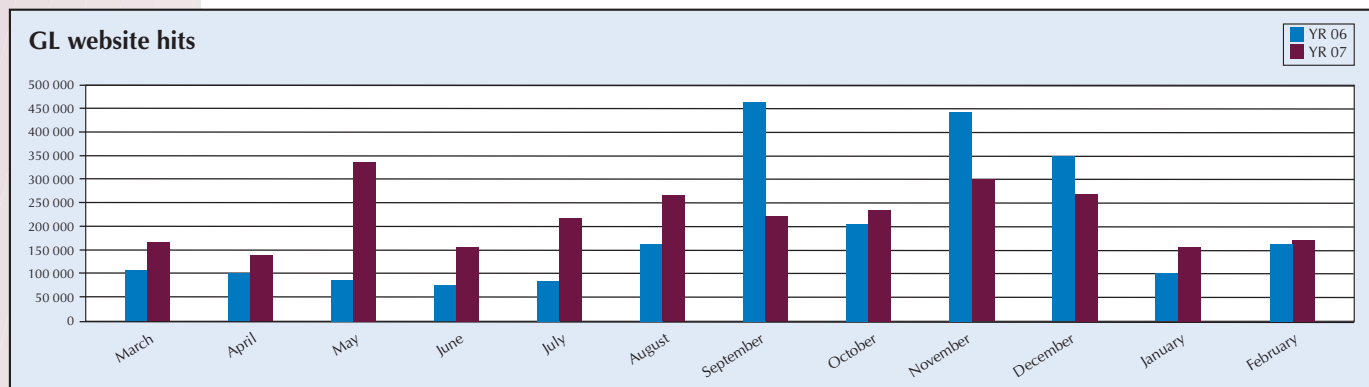
This is among the most useful Internet power tools. GL uses an electronic mailing list to disseminate its Opinion and Commentary Service and other pertinent information, often with links to the website. Currently, the total number of contacts on the mailing list is 2585. We have learnt to be selective in what we send out and how often we send this.

Website

The GL website is the window to our world. Recently renovated, the website contains comprehensive information on who we are and what we do. It also contains several tools and resources, including the Virtual Resource Centre (VRC) for Trainers (see training section). Interactive features include the electronic notice boards and the cyber dialogue chat room that is used in campaigns to get people from across the region (and even the globe) chatting to each other.

The simple content management system that we use enables staff to update their sections of the website. This forms part of every staff member's job description and performance agreement. Training and support are provided by our service provider, Content Africa.

The graph below shows that the GL website received 201559 hits in 2006/2007, compared to 190145, a six percent increase. There is still a tendency for the number of hits to peak during



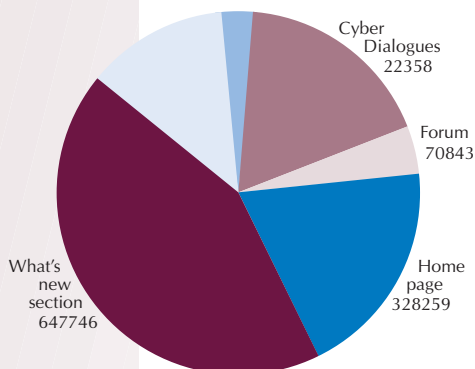
certain periods (for example the Sixteen Days of Activism in November/December when hits can go as high as 400,000 a month). But the more even spread of hits suggests that the website is being used more regularly and routinely than before.

It is encouraging that approximately half of all hits come from Africa. However, the fact that 80 percent of these are from South Africa points to the need to continue advocacy and capacity

around IT in all countries in the region.

With regard to what sections of the website are most accessed, it comes as little surprise (working in the media area!) that the "what's new" section draws most visitors. The cyber dialogues are also a popular feature.

A feature of our rejuvenated website is a feedback section. The selection of comments below shows that we seem to be hitting the right spot with users!



Some feedback on GL website

- A very interesting site with top design and contents!
- Your site is very convenient in navigation and has good design. Thanks!
- That was a very nice post, I'm proud of you!
- Very interesting and beautiful site. It has a lot and is full of information. Thanks.
- Your site was so interesting and informative I had to call a friend to tell her about it. Great work!
- This is a cool site! Thanks and wish you better luck! Brilliant and simple ideas
- Hi, nice site! Your hard work paid off
- Beautiful site; full of information. Thanks.
- I found it very interesting.
- Cool design, great info!