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NILE UNIVERSITY OF NIGERIA
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UN WOMEN

FOR ALL WOMEN AND GIRLS

2025

END DIGITAL VIOLENCE NAIJA

CAMPAIGN AND IMPACT ASSESSMENT REPORT

16 DAYS OF ACTIVISM ON ENDING DIGITAL VIOLENCE AGAINST ALL WOMEN AND GIRLS

IMPLEMENTED BY
UN WOMEN
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EXECUTIVE SUMMARY

The End Digital Violence Naija campaign was implemented during the 2025 16 Days of Activism Against Gender-Based Violence, aligning with UN Women's global theme "UNiTE to End Digital Violence Against All Women and Girls." The campaign combined a University Discussion Forum at Nile University of Nigeria with a coordinated digital advocacy campaign, aiming to address the growing prevalence of digital and technology-facilitated gender-based violence (digital GBV) among young people.

The campaign was designed to elevate student voices, strengthen understanding of digital GBV, promote peer accountability, increase awareness of reporting and support mechanisms, and amplify advocacy messages beyond the physical event space. A student-led discussion model, followed by expert responses, ensured that lived experiences shaped the conversation before solutions were proposed.

Using a mixed-methods approach, the impact assessment drew on pre-event and post-event surveys (203 and 193 respondents respectively), qualitative feedback, social media analytics from 106 campaign posts, an event narrative report, and the keynote address delivered by UN Women Nigeria. Findings indicate clear improvements in participants' understanding of digital GBV, stronger recognition of its seriousness, increased confidence to act and support peers, and improved awareness of reporting pathways.

The digital advocacy component significantly extended the campaign's reach, reinforcing key messages and positioning the conversation within a broader national and global context during the 16 Days of Activism. Qualitative feedback highlighted the importance of student-centred dialogue, particularly the impact of seeing young men hold one another accountable and young women speak openly without fear.

Overall, the campaign demonstrates the value of youth-centred, university-based approaches to preventing and responding to digital violence. While observed changes are reasonably associated with participation in the campaign, findings are best interpreted as evidence of contribution rather than sole attribution, given the broader advocacy environment during the 16 Days period.

Key recommendations include institutionalising digital safety education within universities, strengthening survivor-centred reporting mechanisms, sustaining peer-led accountability initiatives, and continuing to integrate digital advocacy with in-person engagement.

About the Campaign

End Digital Violence Naija is a youth-centred advocacy campaign focused on confronting the growing reality of digital and technology-facilitated gender-based violence. The campaign responds to the increasing ways digital tools are used to harass, intimidate, surveil, and silence women and girls—often with consequences that extend beyond online spaces into academic, social, and personal life.

The 2025 campaign was implemented during the 16 Days of Activism Against Gender-Based Violence, aligning with UN Women's global theme "UNiTE to End Digital Violence Against All Women and Girls." Within this framework, End Digital Violence Naija sought to localise a global call to action by centring young people and academic institutions as key drivers of change.

The campaign recognised that universities are not only spaces of learning, but also digital ecosystems where norms are formed, behaviours are reinforced, and silence around abuse can either be sustained or disrupted. By engaging students directly, the campaign aimed to challenge harmful norms, promote accountability, and encourage safer digital cultures on and beyond campus.
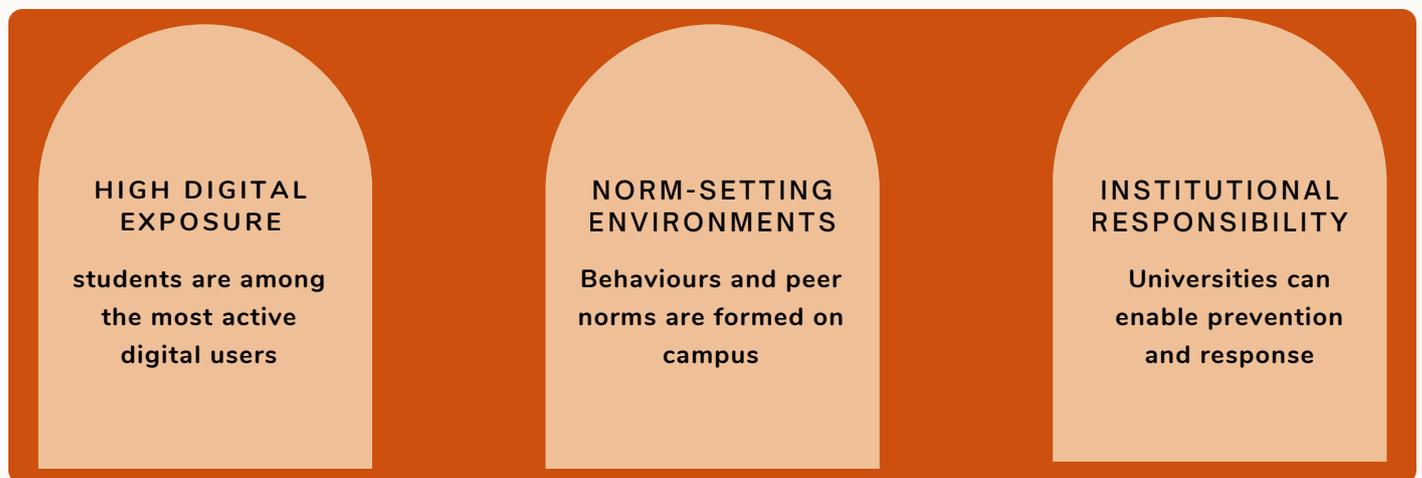
"1 in 3 women globally experience violence."

"Digital violence is one of the fastest-growing forms of abuse against women and girls."

Source: UN Women

Why Digital Violence, Why Universities

Universities are among the most digitally connected spaces shaping youth norms and behaviour.

Digital violence is one of the fastest-growing forms of gender-based violence, disproportionately affecting young women and girls. Practices such as online harassment, cyberstalking, image-based abuse, impersonation, and doxxing are often normalised as everyday online behaviour, allowing harm to persist unchecked. These abuses frequently spill into offline life, disrupting academic participation and wellbeing, while limited awareness of digital violence and reporting pathways continues to discourage survivors from seeking support.

HIGH DIGITAL EXPOSURE	NORM-SETTING ENVIRONMENTS	INSTITUTIONAL RESPONSIBILITY
students are among the most active digital users	Behaviours and peer norms are formed on campus	Universities can enable prevention and response

The End Digital Violence Naija campaign engaged students across multiple academic institutions, with Nile University of Nigeria serving as the host institution, alongside participation from the University of Abuja, Veritas University, and students from other universities including Bingham University and Ahmadu Bello University. This multi-institutional participation reflected the shared nature of digital risks across campuses and reinforced the relevance of a coordinated, student-centred response.

What We Set Out To Do

End Digital Violence Naija was designed as a purpose-driven campaign, not a one-off awareness event. Its objectives were intentionally framed to move participants from recognition of digital harm toward accountability, confidence, and action—both on campus and in digital spaces.

The campaign's objectives informed the structure of the University Discussion Forum and the accompanying digital advocacy activities.

The objectives were deliberately interlinked. Elevating student voices was not treated as an end in itself, but as a foundation for learning, accountability, and confidence. Similarly, digital advocacy was designed to reinforce—not replace—in-person dialogue.

Elevate Student Voices

Create safe spaces for students to speak from lived experience.

Increase Awareness of Digital GBV

Strengthen understanding of forms, consequences, and implications of digital violence.

Promote Accountability and Norm Change

Encourage peer accountability, particularly among boys and men, while affirming women's voices.

Strengthen Reporting Awareness and Amplify Advocacy Digitally

Improve knowledge of university-level and national reporting and support mechanisms, and extend conversations beyond the event through coordinated online engagement.

End Digital Violence Naija positions universities as:
- critical sites for early prevention,
- spaces where norms around acceptable behaviour are shaped, and
- institutions capable of modelling survivor-centred responses.

By engaging students within academic environments, the campaign recognised that universities are not only places where digital harm occurs, but also spaces with the potential to foster accountability, peer responsibility, and long-term culture change.

The Campaign in Practice

The End Digital Violence Naija campaign was implemented through three complementary components designed to combine awareness, dialogue, and creative engagement. These included a digital advocacy campaign, a University Discussion Forum hosted at Nile University of Nigeria, and a Creative Expression Challenge structured as a competition for students. Together, these components ensured that engagement occurred both online and on campus, and through multiple forms of participation.

The digital advocacy campaign amplified key messages on digital gender-based violence and extended visibility during the 16 Days of Activism. The University Discussion Forum anchored the campaign in student-led dialogue, beginning with lived experiences and followed by expert response. Complementing these, the Creative Expression Challenge provided a platform for students to articulate perspectives on digital violence through storytelling, poetry, film, and other creative forms, reinforcing youth agency and peer-led advocacy beyond conventional discussion formats.

University Discussion Forum

The University Discussion Forum was hosted at Nile University of Nigeria and brought together undergraduate and postgraduate students, university leadership, partners, and subject-matter experts. The forum adopted a student-first structure, intentionally centring lived experiences before expert analysis.

The programme opened with a student-led panel, where participants shared experiences, observations, and concerns related to digital violence on campus and online. This was followed by an expert response session, featuring practitioners in digital rights, law, mental health, and development, who responded directly to issues raised by students.

This structure ensured that:

- student realities shaped the agenda,
- expert input was grounded in lived experience,
- and discussions moved beyond awareness toward accountability and action.

Student engagement during the forum was characterised by openness and reflection. Participants actively contributed during discussions, posed questions to experts, and engaged with one another's perspectives. Particularly notable were moments where students reflected on peer responsibility and accountability, reinforcing the campaign's emphasis on collective action rather than individual blame.

Panel Discussion II: Strategies and Challenges in Addressing Digital Violence

Following the student-led panel, a second discussion session brought together experts in digital rights, cybersecurity, psychology, and digital development to respond directly to issues raised by students. Moderated by Jemimah Michael, the discussion was structured as a responsive dialogue, ensuring that expert insights were grounded in the realities articulated by students.

Panelists emphasised that students are among the primary targets of digital violence, particularly within tertiary institutions where online engagement is high. They also highlighted that Nile University of Nigeria serves as the first home base for Digital Violence Clinics in Nigeria, marking an important step toward structured institutional response.

Discussions further underscored that digital violence affects both women and men, with practices such as catfishing identified as common across genders. At the same time, sociocultural barriers to reporting were noted as a key factor contributing to underreporting and prolonged harm for survivors.

Key Expert Contributions

Iyabawa Pyiki noted that an estimated 70 per cent of reported digital violence victims are from tertiary institutions, highlighting the urgency of university-based interventions. She called for early-response structures and clear, non-ambiguous legal frameworks to strengthen accountability.

Ruth, a cybersecurity analyst, emphasised that cybersecurity measures should be preventive rather than reactive, stressing that digital participation is a right, not a privilege, and that internet safety is a collective responsibility.

Lawson Omoniyin, a digital development practitioner, highlighted the importance of continuous training for staff and students, cautioning that policies should prioritise prevention without becoming oppressive and must remain survivor-centred.

From a psychosocial perspective, Dr. Ayotunde, a clinical psychologist, highlighted the emotional and psychological impacts of digital violence, including anxiety, withdrawal, and hypervigilance, noting that survivors can still seek justice even after prolonged silence.

Dr. Titus emphasised that confidentiality must be prioritised when handling digital violence cases, as breaches of trust can further harm survivors and deter reporting.

Overall, the expert panel reinforced student perspectives by situating lived experiences within legal, technical, and psychosocial frameworks, clarifying prevention and response options, and emphasising accountability, confidentiality, and survivor-centred practice. By responding directly to student-raised issues, the session translated dialogue into practical guidance and institutional action.

Digital Advocacy Campaign

Running alongside the physical forum was a coordinated digital advocacy campaign designed to amplify key messages, student voices, and calls to action throughout the 16 Days of Activism. The campaign was championed by 23 student volunteers, all under the age of 21, selected through a competitive application process that received 115 applications.
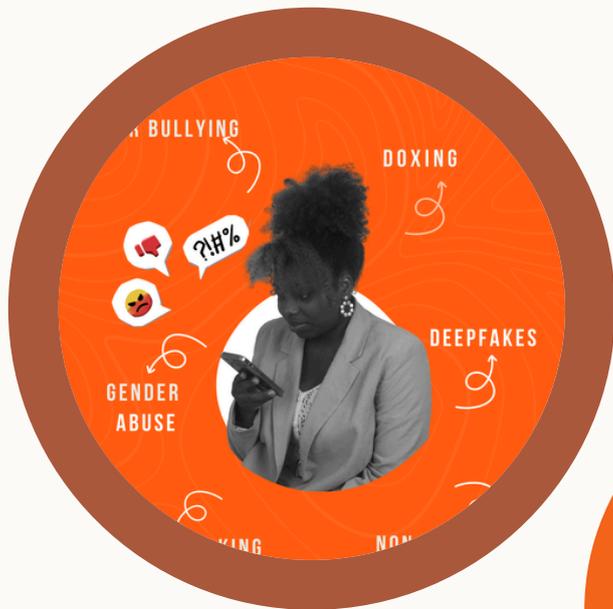
The volunteers were drawn from Nile University of Nigeria, Baze University, Veritas University, the University of Abuja, Ahmadu Bello University, and Bingham University, reflecting a diverse, multi-institutional student base. Through images, videos, reels, and text-based posts, the digital campaign extended conversations beyond the event venue, reinforced the seriousness of digital violence, and positioned End Digital Violence Naija within a broader national and global movement.

The digital component functioned not as a standalone awareness effort, but as an extension of the campus dialogue, reinforcing messages around accountability, safety, and the seriousness of digital harm.

Creative Expression Challenge

As part of the End Digital Violence Naija campaign, a Creative Expression Challenge was launched to encourage young people to engage critically with digital gender-based violence through artistic and creative means. The challenge invited students to interpret themes of digital safety, accountability, and resistance to online abuse using creative formats.

Within one week, the challenge received 22 entries, shared primarily across Instagram, LinkedIn, and TikTok. Submissions reflected strong anti–digital violence messaging and demonstrated creativity across diverse art forms, including storytelling, poetry, short-form films and videos, and sculpting. The volume and quality of entries highlighted a high level of engagement and resonance with the campaign's core messages.

Recognition of Finalists

Finalists were recognised during the University Discussion Forum, reinforcing the campaign's emphasis on positive norms, visibility, and youth leadership. The finalists included:

- Habib Amaturrahman Musbahu, 300-level Public Health student
- Chidinma Bridget Onunkwor, 300-level Mechatronics Engineering student
- Agenyi Favour Eyikojonwa, final-year Nursing Science student, Bingham University

The finalists were awarded ₦250,000, ₦150,000, and ₦100,000 respectively by UN Women.

Contribution to Campaign Objectives

The Creative Expression Challenge complemented the discussion forum and digital advocacy efforts by providing alternative avenues for students to express perspectives on digital violence, amplifying campaign messages across digital platforms, and reinforcing youth agency and peer-led advocacy through creative storytelling.

By centring creativity as a tool for advocacy, the challenge extended the campaign's reach and deepened engagement beyond traditional dialogue formats.

Partnerships and Collaboration

The campaign was delivered through a collaborative partnership model:

Nile University of Nigeria provided institutional leadership and a platform for student engagement.

UN Women Nigeria anchored the initiative within global advocacy and policy frameworks.

- Tunani Initiative led youth engagement, coordination, and impact assessment.

The digital component functioned not as a standalone awareness effort, but as an extension of the campus dialogue, reinforcing messages around accountability, safety, and the seriousness of digital harm.

Who We Reached

The University Discussion Forum convened a broad cross-section of the Nile University community, reflecting strong student interest in conversations around digital safety, accountability, and reporting.

- **Pre-event (baseline) survey respondents: 203**
- **Post-event (endline) survey respondents: 193**
- **Primary audience: Undergraduate and postgraduate students**
- **Secondary audience: University staff, partners, and invited guests**

While demographic data (age and gender) recorded partial non-response and is therefore not over-analysed, participation levels indicate that the forum reached a critical mass of students capable of influencing peer dialogue and campus-level norms.

Beyond attendance, engagement was reflected in:

- active student participation during discussions,
- depth of questions posed to panelists,
- and reflective feedback captured through post-event tools.

> **"I DIDN'T JUST SIT AND LISTEN. I FELT LIKE MY OPINION ACTUALLY MATTERED IN THIS CONVERSATION."**
> **— UNDERGRADUATE STUDENT**

Digital Reach and Visibility

In parallel with the physical forum, the campaign leveraged digital platforms to amplify key messages and student voices throughout the 16 Days of Activism Against Gender-Based Violence.

- **Total digital content produced: 106 posts**
- **Formats: Images, short videos (including reels), and text-based posts**
- **Engagement indicators tracked: Views, impressions, likes, comments, shares, reposts**
- **Verification: Screenshots and platform analytics retained**

Together, the on-campus forum and digital advocacy efforts enabled the campaign to operate across multiple spaces where students learn, interact, and express themselves.

This dual approach ensured that:

- in-depth dialogue occurred within a trusted academic environment, and
- key messages were reinforced and amplified within digital spaces.

What Changed

The End Digital Violence Naija campaign was designed to move beyond awareness and contribute to measurable shifts in understanding, norms, confidence, and reporting awareness related to digital gender-based violence.

Changes presented in this section are based on a comparison of pre-event (baseline) and post-event (endline) survey responses, supported by qualitative feedback gathered during and after the forum. To assess changes in awareness, perceptions, and confidence related to digital gender-based violence, pre- and post-event surveys were administered to participants of the University Discussion Forum. The pre-event survey recorded 203 responses, while the post-event survey recorded 193 responses, forming the basis for the comparative analysis presented below.

Attribution note:

Observed changes are reasonably associated with participation in the campaign, given the timing and alignment of content. However, findings should be interpreted as evidence of contribution rather than sole attribution, recognising the broader advocacy environment during the 16 Days of Activism.

Improved Understanding of Digital Gender-Based Violence

At baseline, while many participants recognised online harassment, understanding of digital gender-based violence as a broader concept was uneven. Certain forms of abuse—such as image-based abuse, impersonation, and online surveillance—were not consistently identified as violence (Figure 1).
Post-event findings indicate a clear shift:

- Participants demonstrated stronger recognition of the range and seriousness of digital GBV.
- Understanding moved from fragmented awareness to a more comprehensive framing of digital violence as a rights-based issue.

Student voice
"I used to think digital abuse was just insults online. I didn't realise how many things actually count as violence until today."
— Undergraduate student

Stronger Norms Around Seriousness and Harm

Baseline responses revealed that a minority of participants held neutral views about the seriousness of digital violence, reflecting broader tendencies to normalise online harm. Following the forum:

- Participants overwhelmingly affirmed that digital violence has real and lasting consequences.
- The perception of online abuse as trivial or separate from offline harm declined.

Student voice
"This made me realise that what happens online doesn't stay online. The impact is real."
— Female student participant

What Changed

Increased Confidence and Willingness to Act

At baseline, many students reported uncertainty about how to:

- protect themselves online, or
- intervene or support peers experiencing digital abuse.

Post-event results show:

- Increased confidence in managing personal digital safety.
- Greater stated willingness to support peers and speak up against harmful behaviour.

Student voice:
"I feel more confident now to call things out and support someone instead of staying silent because I'm unsure."
— Male undergraduate student

Improved Awareness of Reporting and Support Pathways

One of the most significant gaps identified at baseline was limited awareness of:

- university-level reporting mechanisms, and
- national support services related to digital GBV.

Post-event findings indicate:

- Clear improvement in participants' knowledge of where and how to report digital violence.

Increased recognition that digital abuse is reportable and subject to institutional and legal response.

Student voice:
"Before this forum, I honestly didn't know where to report digital abuse. Now I know support exists."
*— **Student participant***

Interpreting the Changes

Taken together, these findings suggest that the End Digital Violence Naija campaign contributed to:

- clearer understanding of digital GBV,
- stronger norms rejecting online abuse,
- increased confidence to act and support others,
- and improved readiness to seek or recommend reporting pathways.

Campaign insight:
 Changes were strongest where learning was paired with dialogue and peer accountability, reinforcing the value of student-led formats supported by expert response.
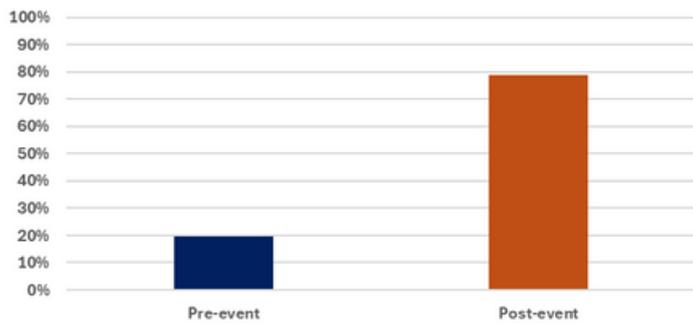
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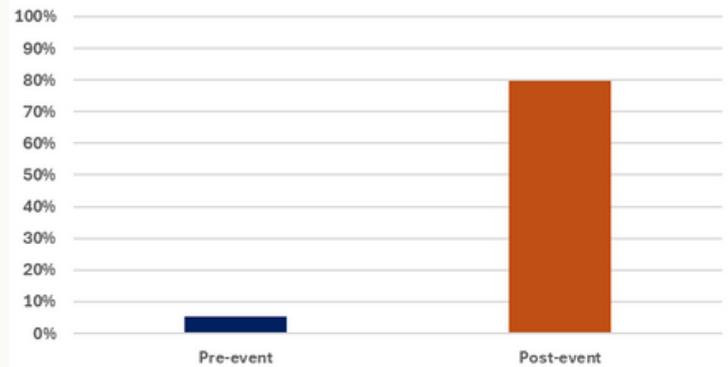## Understanding of Digital Gender-Based Violence
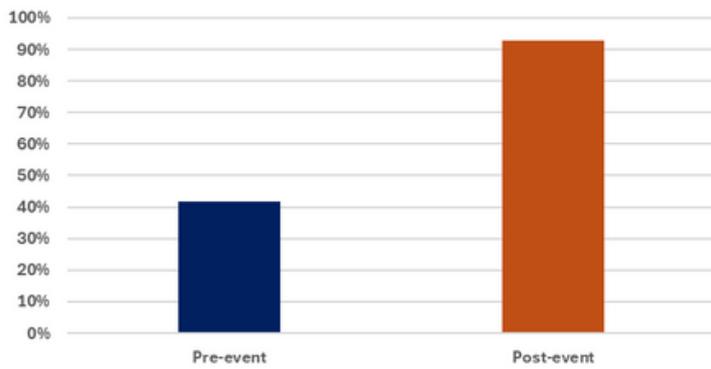
Respondents who reject the idea that digital violence is "less serious" than offline violence
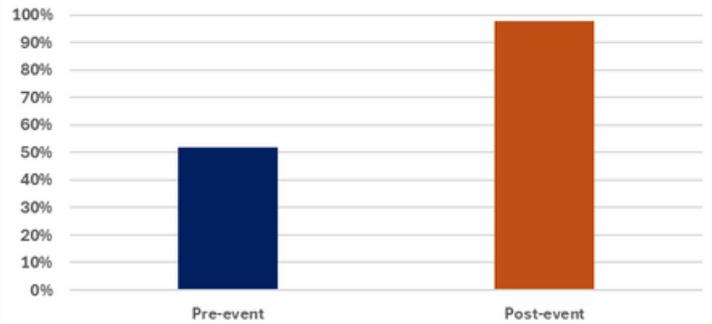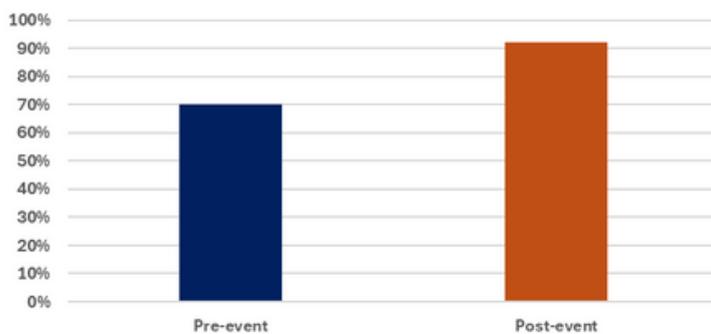

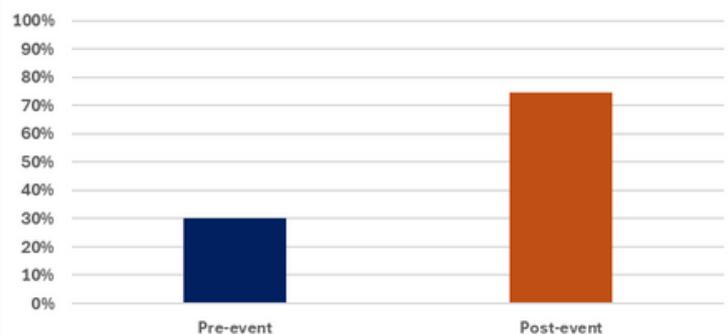## Respondents who know how and where to report digital violence

Awareness of National Support Services

Respondents Willingness to Support or Intervene in their ability to stay safe online

Respondents confident in their ability to stay safe online

Digital Campaign Impact

The digital advocacy component of End Digital Violence Naija was designed to amplify on-campus conversations, extend reach beyond the physical forum, and situate student voices within wider national and global discourse during the 16 Days of Activism Against Gender-Based Violence.

Rather than functioning as a standalone activity, the digital campaign operated as an extension of the university discussion, reinforcing key messages and maintaining visibility across the campaign period.

Digital Strategy and Content Approach

Digital content was developed and disseminated before, during, and after the University Discussion Forum to sustain momentum and maximise visibility. Content deliberately balanced campaign messaging with student-centred narratives, ensuring that advocacy remained grounded in lived experience.

Content formats included:

- short videos and reels capturing reflections and key moments,
- image-based posts reinforcing campaign identity and institutional support,
- text-based posts providing context on digital GBV and calls to action.

Messaging aligned with global UNiTE and 16 Days of Activism themes, ensuring consistency with international advocacy while remaining locally relevant.

Reach and Visibility

The digital advocacy component of End Digital Violence Naija was designed to amplify on-campus dialogue, extend the campaign's reach beyond the physical forum, and sustain visibility throughout the 16 Days of Activism Against Gender-Based Violence.

Digital engagement is therefore interpreted as evidence of reach, visibility, and resonance, complementing — but not replacing — the learning and outcome measures captured through surveys and qualitative feedback.

METRIC	RESULT
Campaign Duration	16 Days
Total digital posting	106
Total video views	26,862
Total reel impressions	28,088
Total engagements (likes, comments, shares, reposts	5,219
Likes	4,148
Comments	494
Shares	381
Reposts	190

Data source: Social Media Impressions Report (campaign log and platform analytics)

These figures indicate substantial visibility and interaction across digital platforms during the campaign period, particularly for video-based content.

Digital Engagement Patterns and Insights

Content Mix and Engagement Patterns

The campaign employed a mix of videos/reels, images, and text-based posts, with video content forming the backbone of the digital strategy.

Analysis of engagement patterns shows that:

- Video and reel content generated the majority of views and impressions, accounting for over 26,000 views and 28,000 impressions.
- Engagement through likes, comments, shares, and reposts suggests active interaction rather than passive consumption.
- Comments and reposts, while smaller in absolute number, indicate resonance with campaign messages and willingness to amplify content.

Interpretive insight:
Content featuring student voices and forum moments generated higher interaction, reinforcing the value of youth-centred narratives in digital advocacy.

Interpreting Digital Impact

Digital metrics are treated as indicators of campaign reach and agenda-setting, not as direct measures of learning or behaviour change. Changes in understanding, confidence, norms, and reporting awareness are assessed through survey and qualitative data presented in Section 6.

Attribution note:
Digital engagement reflects exposure and resonance with campaign messaging. Observed online activity cannot be attributed solely to the campaign and should be understood within the broader advocacy environment of the 16 Days of Activism.

Timing and Comparative Insight

Engagement levels were observed to peak around the period of the University Discussion Forum, suggesting a clear link between offline activity and online visibility.

Comparative insight:
Digital engagement intensified during the forum window, indicating that in-person dialogue and institutional events played a catalytic role in driving online attention and interaction.

This pattern highlights the effectiveness of integrating physical events with coordinated digital amplification.

What This Means for Future Campaigns

The digital component of End Digital Violence Naija demonstrates that:

- Coordinated digital advocacy can significantly extend the reach of campus-based interventions.
- Video-led content is particularly effective for visibility and engagement.
- Offline events provide critical momentum for online engagement.

Future campaigns can build on this approach by continuing to align student-led forums with structured digital amplification.

STUDENT VOICES AND QUALITATIVE IMPACT

Many students—particularly young women —described the forum as one of the few spaces where experiences of digital harm were acknowledged without minimisation. The student-led format was repeatedly cited as enabling openness and trust.

This sense of validation reinforced the campaign's emphasis on centring student voices as a foundation for learning, accountability, and action.

VOICE, VISIBILITY, AND VALIDATION

Many students—particularly young women—described the forum as one of the few spaces where experiences of digital harm were acknowledged without minimisation. The student-led format was repeatedly cited as enabling openness and trust.

This sense of validation reinforced the campaign's emphasis on centring student voices as a foundation for learning, accountability, and action.

TESTIMONIALS

"Hearing other students speak made me realise I wasn't alone. It felt safe to finally talk about these experiences."
— **Female undergraduate student**

"This was the first time I saw people openly talk about digital abuse without laughing it off. It made the issue feel real and serious."
— **Student participant**

"Listening to other students share their experiences made me realise that what I went through wasn't my fault, and that many people face similar issues."
— **Female undergraduate student**

"Knowing that others had similar experiences gave me confidence to think about speaking up and seeking help if it happens again."
— **Female student participant**

VOICE, VISIBILITY, AND VALIDATION

A recurring theme across discussions was the importance of peer accountability, especially among male students. Participants noted that seeing boys and men challenge harmful behaviours and narratives among themselves shifted how responsibility for digital violence was understood.

These moments were frequently referenced as evidence that norm change is possible when conversations are framed around collective responsibility rather than blame.

TESTIMONIALS

""Seeing male students challenge each other's behaviour made me realise that ending digital violence is everyone's responsibility, not just women's."
— Student participant

""It was encouraging to see men speak up and correct each other. It changed how I see accountability in these conversations."
— Undergraduate student

"I now feel more confident to speak up or support someone instead of staying silent because I don't know what to do."
— Male undergraduate student

FROM AWARENESS TO CONFIDENCE

Qualitative feedback also reinforced survey findings on increased confidence to act. Students described feeling better equipped to respond to digital violence—both personally and when supporting peers.

This shift from uncertainty to confidence underscores the importance of pairing awareness with practical guidance and dialogue.

TESTIMONIALS

"The conversation moved me from just knowing about the issue to feeling like I can actually do something if I see it happening."
– Student participant

"I'm leaving this forum with more confidence – not just in understanding digital violence, but in knowing how to support someone else if they need help."
– Undergraduate student

"Before this session, I knew digital abuse was wrong, but I didn't feel confident about what to do. Now I feel more prepared to respond instead of freezing or ignoring it."
– Undergraduate student

UNDERSTANDING REPORTING AS POSSIBLE AND LEGITIMATE

For many participants, learning that digital abuse is reportable—and that support mechanisms exist—was a turning point. This was particularly significant given the baseline gaps identified in reporting awareness.

These reflections highlight the value of explicitly addressing reporting pathways within prevention and advocacy efforts.

TESTIMONIALS

"Before this forum, I honestly didn't know where to report digital abuse. Now I know it's possible and that help exists."
– Student participant

Institutional Commitment and Partnerships

Addressing digital gender-based violence within university settings requires both student engagement and institutional support. The End Digital Violence Naija campaign benefited from visible commitment and collaboration across academic and civil society actors.

Institutional Commitment

The University Discussion Forum hosted at Nile University of Nigeria demonstrated institutional willingness to engage with sensitive issues around digital safety and gender-based violence. By supporting a student-led format and open dialogue, the university reinforced the message that digital violence is a matter of student wellbeing and institutional responsibility.

Participants noted that institutional presence:

- legitimised conversations on digital violence, and
- encouraged openness and participation among students.

Partnerships

The campaign was delivered through collaboration between:

- UN Women Nigeria, providing alignment with global advocacy and policy frameworks;
- Tunani Initiative, leading youth engagement, coordination, and impact assessment; and
- academic and civil society contributors offering legal, psychosocial, and digital rights expertise.

This partnership model strengthened credibility and ensured that student voices were supported by expert insight.

End Digital Violence Naija
Campaign & Impact Report

WHAT WE LEARNED

The campaign generated several lessons relevant for future university-based interventions on digital gender-based violence. These insights draw from participant feedback, implementation experience, and observed engagement patterns, offering guidance on how universities can more effectively design, deliver, and sustain student-centred initiatives on digital safety.

1

Student-led dialogue deepens engagement.

Beginning the forum with student voices created a sense of relevance and trust that encouraged open participation. When students spoke from lived experience, discussions felt safer and more grounded, making participants more willing to listen, reflect, and contribute meaningfully.

2

Accountability resonates more than awareness alone.

While awareness of digital violence is important, discussions that emphasised peer responsibility generated deeper engagement. Framing digital safety as a shared obligation—particularly through moments where boys and men held one another accountable—shifted conversations from sympathy to action and norm change.

3

Clear reporting information is critical

Baseline findings revealed limited awareness of reporting and support mechanisms for digital violence. Explicit discussion of reporting pathways during the forum addressed this gap, helping students understand that digital abuse is both reportable and deserving of institutional response.

4

Digital advocacy amplifies, but does not replace, dialogue

The digital campaign extended the reach and visibility of the forum, but meaningful shifts in understanding and confidence were driven primarily by in-person interaction. Online engagement was most effective when it reinforced conversations already taking place within the university setting.

Conclusion

The End Digital Violence Naija campaign demonstrates that student-centred dialogue, institutional engagement, and coordinated digital advocacy can meaningfully contribute to addressing digital gender-based violence within university settings. Evidence from the discussion forum, surveys, qualitative feedback, and digital engagement shows measurable progress in understanding, confidence, and awareness of reporting pathways among participants.

While the campaign does not claim to resolve digital violence in isolation, it highlights the role universities can play as critical spaces for prevention, norm-setting, and accountability when students are engaged as partners rather than passive audiences. The alignment of in-person dialogue with digital amplification further illustrates how campus-based interventions can resonate beyond physical spaces during moments of global advocacy such as the 16 Days of Activism.

In closing, the campaign underscores three enduring imperatives:
- Digital gender-based violence must be treated as a matter of student wellbeing and rights, not merely online conduct.
- Institutional commitment, alongside student leadership, is essential for sustained impact.
- Evidence-informed, student-led approaches offer a credible pathway toward safer digital environments.

Together, these reflections position End Digital Violence Naija as a foundation for continued engagement and action within universities and beyond.