



TWEET-A-THON REPORT



Centre For Social Sensitivity and Action
Goa Institute of Management

TWEET-A-THON REPORT

The Centre for Social Sensitivity (CSSA) at GIM is committed to equity, inclusivity, and sustainability. Through collaborative, academic, and innovative activities, CSSA has always ensured to walk the talk by being socially responsible, sustainable, and inclusive.

One such event organized by CSSA and the SC, ST, DI committee was a tweet-a-thon in August 2021. Tweet-a-thon is a blend of two words, Tweet and Marathon. It is a campaign organized on Twitter, where people are encouraged to tweet on a particular theme or topic.

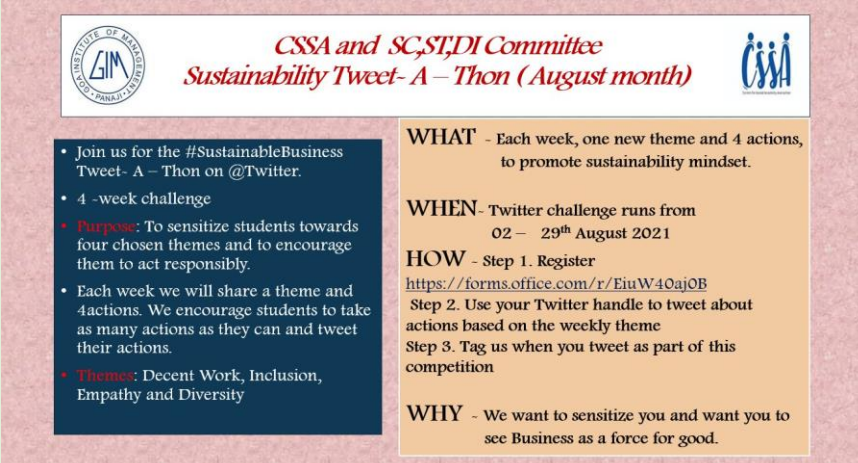
The tweet-a-thon organized by CSSA and SC, ST, DI committee was on Sustainable Business, where students were required to tweet their actions based on the themes and actions announced in the subsequent weeks. The activity was spread across four weeks, where each week had a specific theme on which students had to tweet. With the Decade of Action called by the UN, the tweet-a-thon attempted to accelerate and spread awareness on the SDGs 2030 Agenda.

Objectives of the tweet-a-thon organized by CSSA:

- To sensitize and create awareness among students on the four chosen themes.
- To encourage the students to see business as a force for good.
- To urge the students to act responsibly and promote a sustainability mindset.
- Highlight the importance of sustainability practices in their daily activities.

The campaign commenced in August 2021 and was spread over four weeks, with four themes each week. The Twitter challenge was based on the four themes of Decent Work, Inclusion, Empathy, and Diversity. A total of 17 students had registered for the event and tweeted actively for the campaign. Figure 1 is the poster of the Sustainability Tweet-A-Thon with the details of the campaign.

Figure 1: Sustainability Tweet-A-Thon Poster



The poster is titled "CSSA and SC,ST,DI Committee Sustainability Tweet- A – Thon (August month)". It features the GIM logo on the left and the CSSA logo on the right. The poster is divided into two main sections: a blue box on the left containing bullet points about the challenge and themes, and an orange box on the right containing details about the challenge's structure, registration, and purpose.

CSSA and SC,ST,DI Committee
Sustainability Tweet- A – Thon (August month)

WHAT - Each week, one new theme and 4 actions, to promote sustainability mindset.

WHEN- Twitter challenge runs from 02 – 29th August 2021

HOW - Step 1. Register <https://forms.office.com/r/EiuW4OajOB>
Step 2. Use your Twitter handle to tweet about actions based on the weekly theme
Step 3. Tag us when you tweet as part of this competition

WHY - We want to sensitize you and want you to see Business as a force for good.

- Join us for the #SustainableBusiness Tweet- A – Thon on @Twitter.
- 4 -week challenge
- **Purpose:** To sensitize students towards four chosen themes and to encourage them to act responsibly.
- Each week we will share a theme and 4actions. We encourage students to take as many actions as they can and tweet their actions.
- **Themes:** Decent Work, Inclusion, Empathy and Diversity

The steps of the Tweet-A-Thon

1. Students were asked to register for the campaign using Microsoft forms in July
2. Each week, a theme was announced, and on it, students had to use their Twitter handles to tweet about the actions, different frameworks, and practices.
3. While tweeting, they were informed about tagging @cssagim and @SCSTDI_GIM
4. Theme-wise, winners were announced weekly, and an overall winner was selected at the end of the Twitter campaign.

Weekly theme details

Each week there were different sustainability themes based on which the students could tweet their actions any number of times throughout the week. The following shows the timeline of theme-wise campaigns.

02 August 2021 – 08 August 2021: Decent Work with the hashtag [#Act4DecentWork](#)

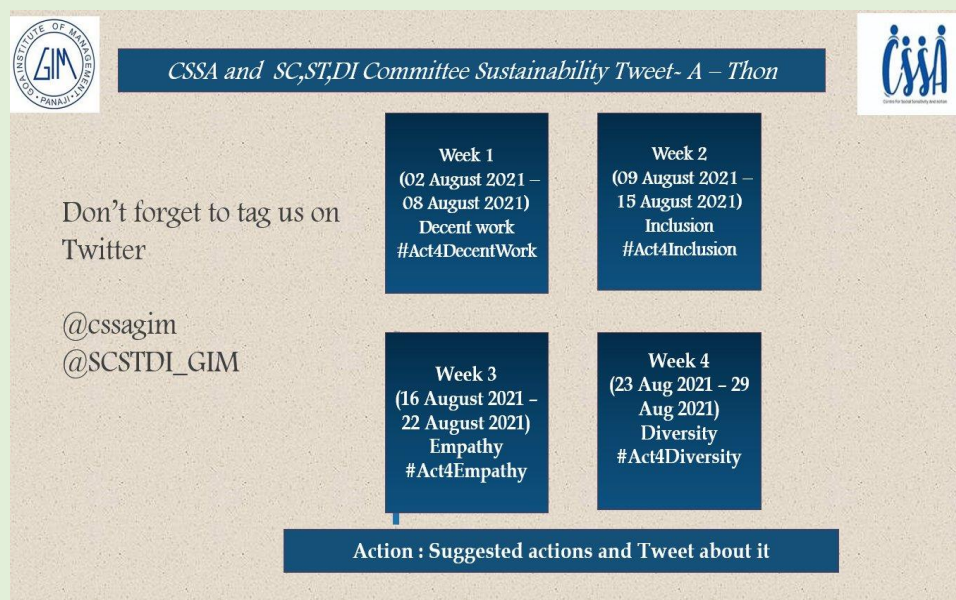
09 August 2021 – 15 August 2021: Inclusion with the hashtag [#Act4Inclusion](#)

16 August 2021 – 22 August 2021: Empathy with the hashtag [#Act4Empathy](#)

23 August 2021 – 29 August 2021: Diversity with the hashtag [#Act4Diversity](#)

Figure 2 is a snapshot of the timeline of each of the themes of the tweet-a-thon.

Figure2: Tweet-A-thon theme-based timeline



Analysis of the themes

The sub-themes for all the themes have been presented and put forward by following the below steps:

- Putting together all the tweets theme-wise in a single document.
- Reading all the tweets several times to understand tweets on each of the themes and making notes on each of them.
- Identified keywords and certain key ideas as well as opinions in each of the themes.
- Depending upon the keywords and ideas, the sub-themes were formulated and the analysis is as provided below.

The following section of the report consists of the minutiae of each of the themes and the analysis of the tweets tweeted by the students in each of the themes.

1. Decent Work

Decent work is one of the critical elements in reducing poverty and improving the country's economic growth. This can be done by creating decent jobs and improving the living standards of all. Decent work involves a productive working environment, receiving adequate income, job security, social protection, and the freedom to raise their concerns and participate in the decision-making process. It also ensures equal opportunities and inclusive policies for disabled men and women. With this in mind, Decent work was the first theme week one on which students were asked to tweet. Figure 3 is the announcement poster of the week one theme of Decent Work.

Some of the pointers on which students were encouraged to tweet were:

- What do you mean by Decent work?
- Find out Decent Work framework (national/international)
- Share one good practice of Decent work in any industry (preferably in India)
- How will you practice the idea of Decent Work in your workplace?

Figure 3: Week 1 Theme announcement poster



The 24 tweets done for the theme of Decent work were in the following sub-themes: Standards and Rights at Work, Economic/Social Progress, Covid-19 and the world of work, Social Security, Employment Creation and Enterprise development, Social Dialogue and also some tweets were discussions in General. Table 1 shows the sub-themes on which the students tweeted.

Table 1: Sub-Themes on Decent Work tweets

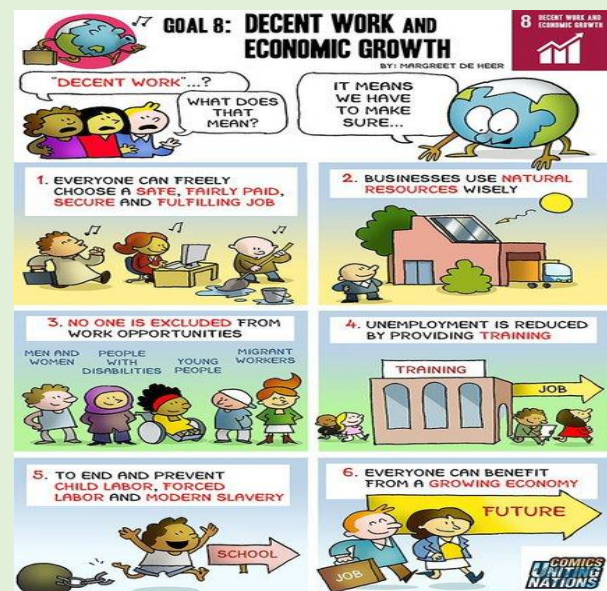
Decent Work	Standards and Rights at work
	Economic/Social Progress
	Covid-19 and the world of work
	Social Security
	Employment Creation and Enterprise development
	General discussions

Standards and Rights at Work

Labor standards and rights are essential in ensuring sustainable workplaces and protecting the employees. This deals with forced child labor, Discrimination at Work, and freedom of association.

Some tweets referenced these while they tweeted for the Decent Work Theme. Some also contained posters and infographics to reinforce their tweets.

T1: “Decent work opportunity should be a basic human right for all, but unfortunately, we have a long road to go for it to happen. Every single individual can contribute towards a better tomorrow.”



T2: “A very artistic yet powerful way of depicting what decent work means to us and how important it is for each individual, either working or non-working, to know their rights in the society.”

Economic/Social Progress

Economic and Social progress is one of the primary goals of decent work. With this in mind, the below includes the tweets which contain references to social/economic gain.

T1: “Decent work lies at the "heart of social progress"(as per ILO). An individual able to meet the basic needs of security, equality, and freedom of speech and expression can socially progress in the workplace.”

T2: “Economic growth and Decent Work go hand in hand!

Sustained economic growth is not only essential for sustainable development but also aids in the improvement of livelihood for the people (per @UNEP)”

Covid-19 and the world of work

Some economic tweets were directed at the relevance of decent work in the current scenario of the Covid-19 pandemic.



T1: “With WFH & online platforms becoming the new normal, due to the pandemic, protection of physical and mental health of workers, social security, & social dialogue needs to be addressed urgently by new work policies.”

T2: “Concrete strategies, & actions are the need of the hour to address the decent work deficits,

“

Health is a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity.

WORLD HEALTH ORGANIZATION

GRACIOUSQUOTES.COM

increasing poverty and unemployment due to the Covid-19 pandemic, and recover from the damage done.”

<https://www.nationalheraldindia.com/opinion/concrete-targeted-policies-and-actions-needed-to-address-impact-of-pandemic-on-informal-workers-women>

Social Security

Social security deals with any issues protecting the workers against any risk or different contingencies.

Some of the tweets that had reference to the social security dimension of decent work are as follows:

T1: “Decent work includes several factors which the people expect in their working place. Getting equal opportunities which are productive, security of their families, better income level.”



T2: For me, Decent work involves opportunities for work that is productive and delivers security in the workplace and protection for families, prospects for development, and equality of opportunity for all women and men.

Employment creation and enterprise development

Some essential attributes of decent work are employment opportunities, Remunerative employment, and conditions of work.

Some of the tweets which had reference to employment creation and enterprise development are:

T1: “History fact- Decent work is a term coined by International Labour Organisation(ILO) in June 1999 where it was described as 'not just creation of jobs but creations of jobs of acceptable quality.”

T2: “Safety isn't luxurious, it's precious. The employee isn't just a Resource, but a Human as well. Build a safer workplace for you, and me and for generations to come.”

T3: “Millions of people have sold themselves to capital, all credits to modern slavery.

Time won't return but, capital will. Provide your employees decent working time. Everyone has a family to spend time with.”

General discussions

These are the tweets on the general discussion on decent work. Some of the tweets were:

T1: “Do you know the four pillars of Decent work?

Here they are

1. Standards and rights at work.
2. Employment creation.
3. Social protection
4. Social Dialogue.”

T2: “Decent work framework consists of 10 substantive elements other than the four pillars.

10 substantive elements continued in comments!

Pic credit- Slideserve”



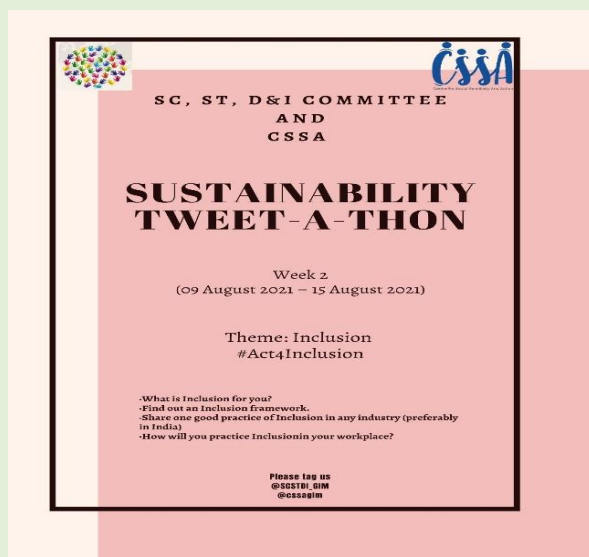
Decent Work Dimensions	Quality in Work Dimensions
1. Employment opportunities	1. Intricit job quality 2. Inclusion and access to the labour market 3. Diversity and non-discrimination
2. Unacceptable work	Implicitly included?
3. Adequate earninigs and productive work	4. Skills, lifelong training and career development
4. Decent hours	Implicitly included
5. Stability and security of work	5. Flexibility and security
6. Balancing work and family life	6. Work organisation and work-life balance
7. Fair treatment in employment	7. Gender equality
8. Safe work	8. Health and safety at work
9. Social protection	Implicitly included?
10. Social dialogue and workplace relations.	9. Social dialogue and worker involevement
10.+ Social and economic context	10. Overal work performance

IC/ILO2005 6

2. Inclusion

Inclusion focuses on not leaving behind people and aims to achieve an inclusive society that ensures respect for human rights, accepts and appreciates the cultural diversity, and strengthens the principles of equity and equality. Inclusion is promoted by social policies that strive to reduce inequality and create a tolerant society that embraces everyone. In this context, Inclusion was the second theme for tweet-a-thon. Figure 4 is the announcement poster of the week one theme of Inclusion.

Figure 4: Week 2 theme announcement poster



Some of the pointers on which students were encouraged to tweet were:

- What is inclusion for you?
- Find out an inclusion framework
- Share one good practice of Inclusion in any industry (preferably in India)
- How will you practice inclusion in your workplace?

The hashtag the students had to use while tweeting was #Inclusion.

Twelve tweets could be categorized into workplace inclusion, gender inclusion, and general discussion on inclusion. Table 2 shows the sub-themes of Inclusion.

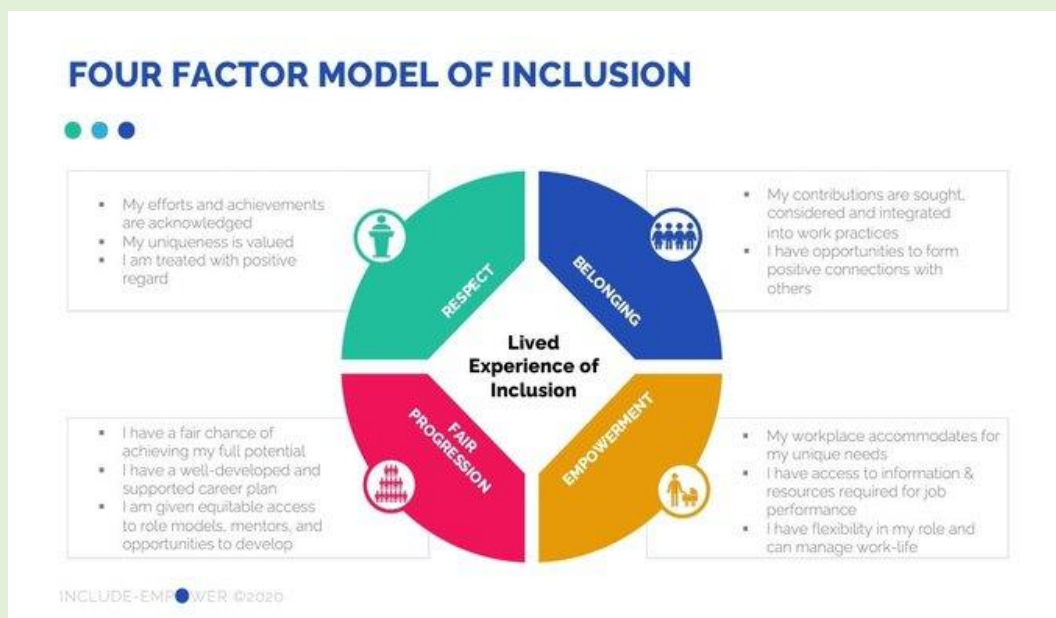
Inclusion	Workplace Inclusion
	Gender Inclusion
	General discussion on Inclusion

Workplace inclusion

Inclusion at the workplace is one of the most important keys to the well-being of the employees. Inclusion creates employee engagement and a sense of belonging. It is also the most crucial feature to retain employees and to have successful talent. If the employees do not feel appreciated and not considered, they will eventually leave the organization.

A few tweets were intended to reiterate the importance of inclusion in the workplace. Some examples of the same are as follows,

T1: Inclusion in the workplace, to me, means ensuring that all employees feel a sense of belonging, can freely express their opinions, and are respected within the organization.



T2: When your employees feel they have to hide or mask core parts of themselves at work, it can (ultimately) take a toll on employee retention and turnover rates. Inclusive cultures help them feel valued and proud of their culture.



T3: Came up with a small presentation on how organizations/ individuals can strive to make the workplace a more inclusive one.



Gender Inclusion

Gender inclusion is a term that ensures equality. It's the notion that all services, opportunities, and establishments are open to all people and that gender stereotypes do not define societal roles and expectations. This is when people of all genders have equal opportunities and equality in decision-making and economic participation.

The tweets that had references to Gender Inclusion are as follows,

T1: My idea of a decent workplace will include an all 'inclusive employee base" where not only women but people from LGBTQ communities would also be provided equal work and growth opportunities!



General Discussion on Inclusion

These tweets included general definitions and parameters on which the tweets were made. This also includes some action point recommendations for inculcating inclusivity.

Some of the examples of such tweets are as follows:



T1: An inclusive society is where everybody is equal and supported to access the means to make decisions and be able to participate in society regardless of their race, gender, age, disability etc. Types of inclusion are Social, Economic & Political.

T2: #Inclusion and empowerment go hand in hand



3. Empathy

Empathy is the capacity or ability to emotionally understand what other people are going through or in short, the ability to think in other people's shoes. It is experiencing what the other person feels from their frame of reference. It plays a major role in maintaining relationships in a community and ensures success in both our personal and professional lives; it helps to build social connections.

The relevance of empathy in a social world encouraged CSSA to include Empathy as one of the themes to the Tweet-a-thon. Figure 5 is the announcement poster of the week three theme of Empathy.

Some of the pointers on which students were encouraged to treat were:

- What is Empathy for you?
- Find out Empathy framework or Empathy & business connection.
- Share one good practice of Empathy in a business context and how you will practice Empathy in your workplace

The hashtag they included while tweeting was #Empathy.

Figure 5: Week 5 Theme announcement poster



9 tweets were tweeted in the following sub-themes: Empathy at Workplace, Empathy through service or example, and general discussion on the definition of Empathy. Table 3 shows the sub-themes on which the participants tweeted.

Table 3: Sub-themes on Empathy tweets

Empathy	Empathy at workplace
	Empathy through services or examples
	General discussion on Empathy

Empathy at Workplace

These were tweets on how empathy is essential in workplaces and organizations for employee welfare. Empathy at the workplace means that people are able to establish true empathetic connections with each other which helps in enhancing their overall performance.

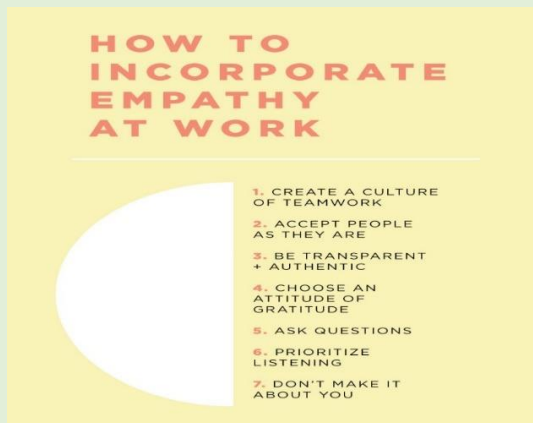
Some of the tweets under this theme were:

T1: “In today's increasingly competitive business landscape, retaining high skilled workers is paramount. Organizations that don't prioritize empathy will inadvertently lose out in this race”

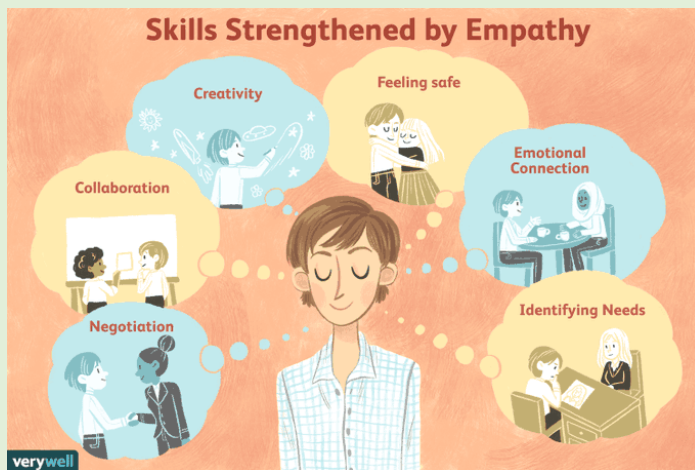
Image: <http://businesssolver.com>



T2: “#Empathy can be learnt and should be incorporated at work. This can be achieved through coaching, training and development opportunities and initiatives.”



T3: “Empathy can show deep respect for co-workers and show that you care, as opposed to just going by rules and regulations. An empathic leadership style can make everyone feel like a team and increase productivity, morale, and loyalty.”



Empathy through services or examples

These are the tweets that demonstrated what empathy is through their individual services and taking examples from the real world.

Some example tweets are as follows:

T1: “What's Empathy?

Put yourself in shoes of an afghan, who is literally climbing on a plane to get away from her own homeland, and if you get the urge to do something about it then that feeling is called Empathy.”



T2: “Volunteering at the South Goa District Hospital & managing the Covid 19 testing center during the ongoing pandemic is my commitment towards #Empathy through service”



General discussion on empathy

General discussions included tweets on definitions of empathy, what empathy meant for individuals, and also on different types of empathy.

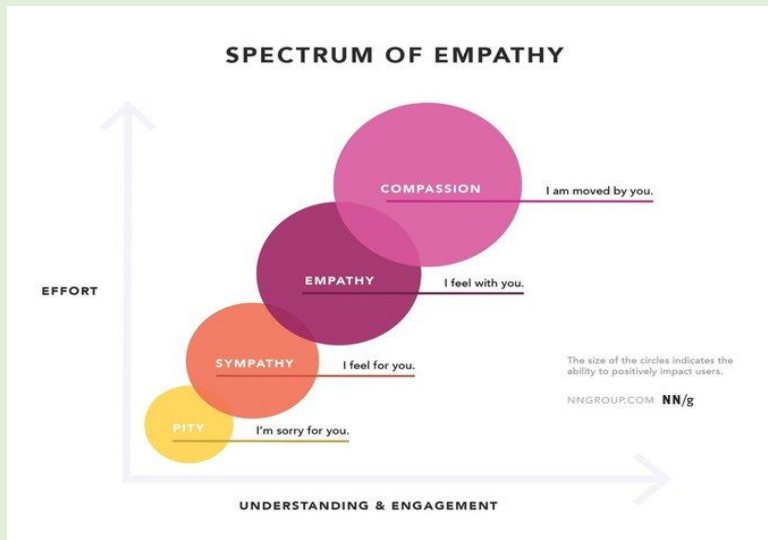
Some of the tweets are:

T1: “Empathy is the ability to understand another's situations, feelings, and motives. It is particularly crucial in the business context as it enables greater rapport within teams - ultimately leading to better performance.”



T2: “The spectrum of empathy includes pity, sympathy, empathy, and compassion. Pity and sympathy require little to no effort or

understanding, while empathy and compassion require effort to understand and engagement to produce a positive change.”



4. Diversity

Diversity is what makes each one of us unique and different from each other. It can include backgrounds, culture, personality, life experiences, and beliefs. This combination contributes to individual thoughts and perspectives that then constitute the larger society. Each individual needs to learn to respect and accept the diversity that exists in the world. With this in mind, Diversity was the tweet-a-thon theme for the last week. Figure 4 is the announcement poster of the week one theme of Diversity.

Figure 4: Week 4 theme announcement poster



Some of the pointers on which participants were encouraged to tweet were:

- What is diversity for you?
- Find out a Diversity framework
- Share one good practice of Diversity in any industry (preferably in India)
- How will you practice Diversity in your workplace?

There were six tweets, which were in the following sub-themes: Diversity at the workplace, Diversity in the society, and General definitions on Diversity. Table 4 shows the sub-themes on which the participants tweeted.

Table 4: Sub-themes on Diversity tweets

Diversity	Diversity at workplace
	Diversity in the society
	General definition of Diversity

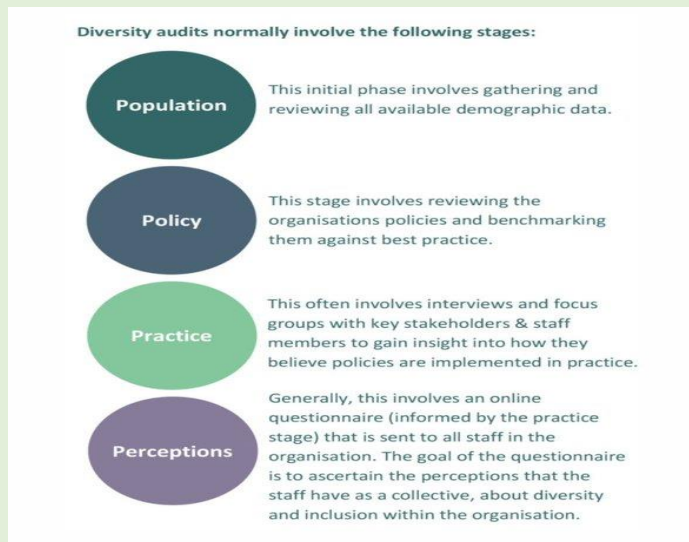
Diversity at Workplace

Diversity at the workplace means an organization that intentionally employs a workforce with different characteristics, culture, background etc. The tweets under this sub-theme included how diversity is practiced in different organizations and the importance of diversity at workplaces. It also included tweets about the impact of diversity on businesses.

Some examples of tweets in the sub-theme are:

T1: “For a business to thrive financially and culturally, fostering a positive work environment is of priority. The importance of practicing diversity at the workplace has been rightly shown in this video created by @HoffsTech’
<https://www.youtube.com/watch?v=Pn6WzHw7gHY&feature=youtu.be>

T2: “A #Diversity audit process involves different stages and may include diversity diagnostic surveys, bespoke diversity research and supplier diversity audits”



Diversity in the Society

Diversity in the society means unique differences of each individual seen in a particular society in the case of religion, culture, language, country, economic status, etc. It helps in driving creativity and innovation in the world.

An example tweet under the sub-theme of Diversity in the Society is given as follows:

T1:” Without being diverse one is in danger of losing identity. In a diverse society where different elements of society are interdependent owing to the unique quality that individuals maintain, diversity becomes the reason for unity among them.”

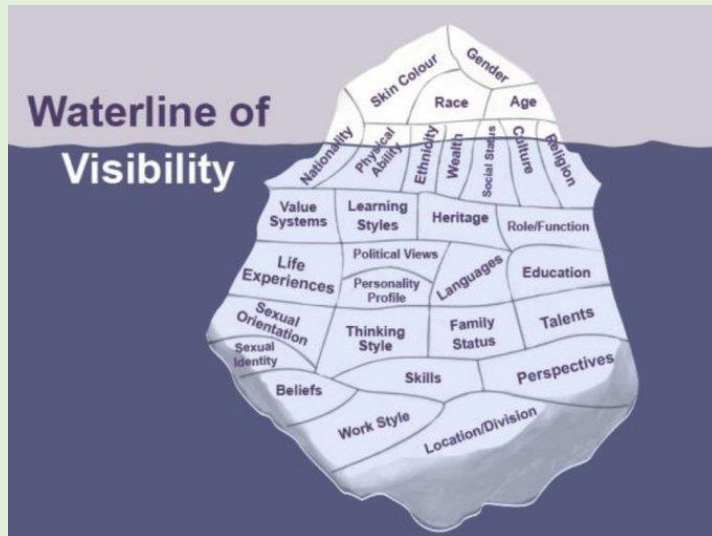


General Definition of Diversity

These were tweets made on general discussions and definitions of diversity in different contexts.

Some of the tweets are as given below:

T1: “The #Diversity Iceberg is a strong reminder that there is more to diversity than meets the eye!”



T2: “D - Different
I - Individuals
V - Valuing
E - Each Other
R - Regardless of
S - Skin(color)
I - Intellect
T - Talent Or
Y - Years(Age)”

Winner Details

Each week we had announced theme-wise winners and also overall winners announced at the end of the four weeks. The winner details along with their Twitter handles are as follows:

Theme wise winner details:

Week 1 – #Act4DecentWork

Winner: Akshay Yadav (@AkshayY12809906)

Runner Up: Vinella Gomes (@GomesVinella)

Special Mention: Manjari Rawat (@ManjariRawat03)

Week 2 – #Act4Inclusion

There were three joint winners for the second week.

Winner: Sarthak Bal (@Sarthakbal007)

Winner: Anirudh Behera (@AnirudhBehera5)

Winner: Vinella Gomes (@GomesVinella)

Week 3 - #Act4Empathy

Winner: Vinella Gomes (@GomesVinella)

Runner up: Sarthak Bal (@Sarthakbal007)

Runner up: Akshay Yadav (@AkshayY12809906)

Runner up: Prasad Chavan (@PrassadChavan)

Week 4 - #ActforDiversity

Winner: Vinella Gomes (@GomesVinella)

Runner up: Sarthak Bal (@Sarthakbal007)

Runner up: Akshay Yadav (@AkshayY12809906)

Special Mention: Anirudh Behera (@AnirudhBehera5)

Overall winners

The overall winners' details for all the four themes are as follows:

Winners:

Vinella Gomes (@GomesVinella)

Sarthak Bal (@Sarthakbal007)

Akshay Yadav (@AkshayY12809906)

Runner up : Anirudh Behera (@AnirudhBehera5)

Special Mention: Manjari Rawat (@ManjariRawat03)

Impact the Tweetathon created

We had captured feedback from the students once the Tweetathon was completed. The majority of the students found it informative and exciting as they learned more about the themes and their importance in the workplace. The students also mentioned that Tweetathon was a great platform to learn about practices around the chosen themes. The responses to the feedback are as follows.

The majority of the students actively participated throughout the Tweetathon by tweeting throughout the four weeks on all four themes.

All the students mentioned that they had learned a lot during the four weeks; it helped create awareness among them and indicated that they would take these practices, along with them, to their workplaces.

Conclusion

Overall, the tweet-a-thon helped create awareness of various frameworks in the four themes and how different organizations practice Decent Work, Inclusion, Empathy, and Diversity. It is by creating awareness and consciousness among students and taking it forward by practicing responsibility in their daily lives and workplaces.

The objective of organizing the Tweetathon was to create awareness and instill in students the importance of SDGs and related themes in their daily lives as well as in their workplaces. It successfully could achieve these objectives and the students, as well as the audience could learn and would execute these frameworks and practices in their workplaces, in the future.

ABOUT GOA INSTITUTE OF MANAGEMENT (GIM)

GIM is a leading business school focused on transforming and improving management education in India. GIM is rated among the top 4 Best B-Schools for the world in the Positive Impact Rating 2021. Established in 1993, with Late Fr. Romuald D'Souza as the founding director, the institute currently offers full time and part-time PGDM programs, Healthcare Management (HCM), Big-Data Analytics (BDA), Banking, Insurance and Financial Services (BIFS), and Fellowship Program in Management (FPM).

The institute believes in the holistic development of the students and has been instrumental in shaping future leaders. GIM is a member of the United Nations Global Compact (UNGC) Network India (GCNI), United Nations Sustainable Development Solutions Network (UNSDSN), Global Business School Network (GBSN), and a signatory of the United Nations Principles for Responsible Management Education (PRME).

The vision of GIM is to be a preeminent business school at the forefront of management education and research and to create transformative leaders focused on responsible, ethical and sustainable business practices. The mission of GIM is to develop responsible and agile leaders at the forefront of cutting-edge business practices.

ABOUT CENTRE FOR SOCIAL SENSITIVITY AND ACTION (CSSA)

The Centre for Social Sensitivity and Action (CSSA) is one of the Centres of Excellence at Goa Institute of Management (GIM) which contributes to the community as well as the institute through various research, training, workshops, academic, and community-based activities, and prepares future leaders to respond to the complex sustainability challenges faced by business and society. CSSA was established in 2013 and acts as a bridge between the Goa Institute of Management (GIM) and society.

All the activities are undertaken by CSSA align with the ethos of the UN Sustainable Development Goals (SDGs) and Principles for Responsible Management Education (PRME) initiative which promotes responsible management education.

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