

# Bak Bak Gang

385 → 1000 MEMBERS

A story of growth, interactions &  
more importantly - **GIRL TALK, GIRL LED!**

1st Mar 2020 - 5th May 2020



# INTRODUCTION to Bak Bak Gang

## About this group

### Description

[Edit](#)

Yeh group ONLY GIRLS ke liye hai!

Agar aapki umar 16 saal se upar hai toh aap bhi humari iss BakBak Gang mein shaamil ho sakti ho

Yahaan hum apni feelings share karte hain aur apni health se related doubts aur baatein share karte hain. Iss Gang mein hum sab friends hain aur ek doosre ko support karte hain! Toh no sharam aur no fikar! Chalo karein apni BakBak shuru?! 😊

P.S.- Aap yahaan sirf apni HEALTH aur ZINDAGI se related baatein share kar saktein hain!!

### TRANSLATION

*This group is ONLY for GIRLS!*

*If you are above the age of 16 then you can be a part of Bak Bak Gang*

*Here we share our feelings and also talk and clarify doubts around ones health. We are all friends and are here to support one another! So don't worry or feel shy! So lets start chatting?!*

*P.S: Here you can only speak about HEALTH and GENERAL LIFE experiences!!*



Facebook  
**GROUP**



Launched on  
**12th AUG'19**



**A SAFE SPACE** for  
open and honest  
SRH conversations



**ADMIN** and  
disciplinarian



Rani, Sweetie and Tannu, our  
much loved characters act as  
**MODERATORS**

# Knock KNOCK!

## Entry considerations



### ENTRY QUESTIONS

**Age** (we provide age brackets to choose from) and **Gender** (M/F) both have to be answered for entry to be permitted



### NO MALE PROFILES ALLOWED

We do not permit entry of men including men from within GEI



### OLDER THAN 6 MONTHS

Along with answering the entry questions, the **potential members FB profile** must be older than 6 months



### FB GROUP BEHAVIOUR

The potential members FB groups should not look to be over male skewed (these can be fake profile made by men and we prefer to be safe rather than sorry)

# Rules that are NOT meant to be broken!

## Group Rules from the Admins

- 1 Yes! GIRLS ONLY please!**  
Ye group sirf aur sirf ladkiyon ke liye hai. Ji ha!!!
- 2 Zaroori Baat- QUESTIONS ke ANSWERS dena Compulsory**  
Aapki request tabhi accept hogi jab aap puche gaye sawaalon ka jawaab denge. Toh us step ko miss mat kariyega!
- 3 PYAAR SE baat karein**  
Group mein sabhi ko apna dost samjhein aur sabhi se pyaar se baat karein.
- 4 Galat Bhaasha ya Gaaliyan NOT ALLOWED**  
Disagree karne mein koi buraai nahi, par galat bhaasha ya bure shabdon ka istemaal naa karein.
- 5 Apni PERSONAL INFO group mein na share karein**  
Apni personal information jaise ki phone number, address etc. group pe share bilkul naa karein. Yeh aapki safety ke liye hai.
- 6 SPAM NOT ALLOWED - no politics, no religion**  
Group me agar kisine Politics ya Religion se related ya koi post share kiya, toh hum usse Spam maanke DELETE / REMOVE karenge.
- 7 Mat karo koi bhi RULE BREAK**  
In rules ko follow na karne par aapko 3 warnings di jayengi, agar aap phir bhi koi rule break karte hain toh aapko group se hata diya jayega.
- 8 Awaaz uthaye, REPORT KAREIN!**  
Agar aapko kisi bhi member ka behaviour pareshaan kare to hume DM karke zarur inform karein.

## TRANSLATION

- 1. Yes! GIRLS ONLY please!**  
*This group is only for girls. Yup!!!*
- 2. Important point - Compulsory to ANSWER the QUESTIONS**  
*Your request will only be accepted when you answer both the questions during entry. So don't miss this step!*
- 3. SPEAK LOVINGLY**  
*Think of every member in the group as your friend and talk kindly to them.*
- 4. Abusing or foul language NOT ALLOWED**  
*There is nothing wrong in disagreement, but bad words and foul language should not be resorted to.*
- 5. Do not share your PERSONAL INFO**  
*Your personal information like phone number, address etc. should never be shared. This is for your safety.*
- 6. SPAM NOT ALLOWED - no politics, no religion**  
*If anyone shares or talks about Politics or Religion we will consider it Spam and will DELETE it.*
- 7. Do not break any of the RULES**  
*If any of the rules are broken, 3 warnings will be given post which we will remove you from the group*
- 8. Raise your voice, REPORT!**  
*If you find any members behaviour problematic definitely DM us*



All safeguarding policies  
are diligently followed



Regular spot  
checks are done

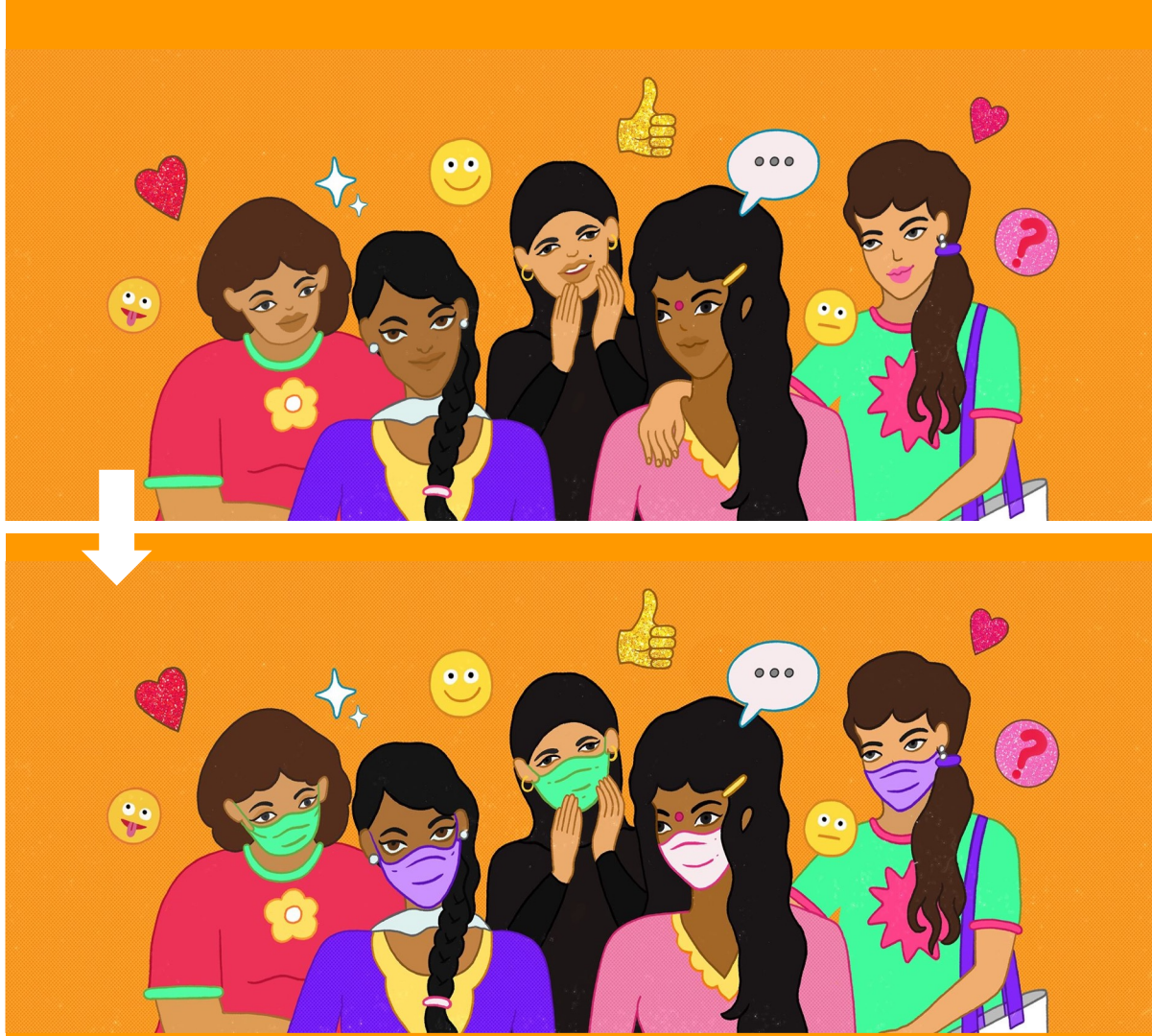


Constant vigilance  
around PII sharing

# Staying Agile

Ensuring that BBG not only stays with the times, but reflects the times as well.

Case in point, the Cover Photo updation post the lockdown



# Growth & GROWTH!

The 2 graphs give us a sense of the growth over 2 consecutive 2 month periods - 1st Jan to 29th Feb (on the left) & 1st Mar to 5th May (on the right)

The group has consistently had an upwards growth pattern that sees an acceleration in the period of Mar to May

## TOTAL MEMBERS

Jan 1, 2020 - Feb 28, 2020

375 Members



vs.

Mar 1, 2020 - May 4, 2020

941 Members



## ACTIVE MEMBERS

Jan 1, 2020 - Feb 28, 2020

Members



vs.

Mar 1, 2020 - May 4, 2020

Members





# Scale of CHATTER!

Contrasting 1st Jan to 29th Feb & 1st Mar to 5th May

While the rapid increase in posts is very exciting, it is the scale of conversations overall - including reactions and comments - that shows just how much time the members are spending on the group

## POSTS



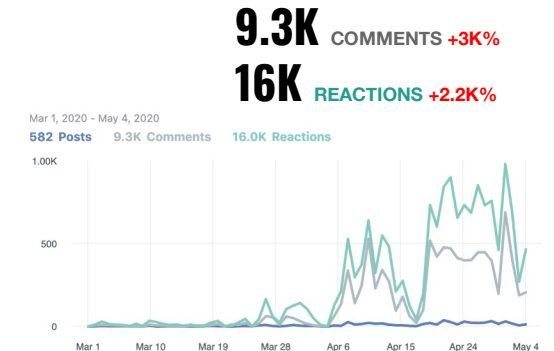
vs.



## POSTS, COMMENTS, REACTIONS



vs.



# All Day Everyday!

The contrast here is top to bottom. On the top is 1st Jan to 29th Feb and the bottom graph details out 1st Mar to 5th May

From a few days a week of hectic activity to almost everyday being BBG day!

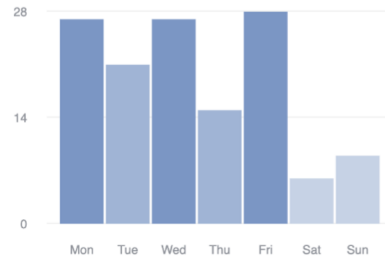
Thursday has been chosen as a sample of just how much members are spending their time on the group, even if it's not the most popular day!

## ACTIVITY

### Popular Days ?

Jan 1, 2020 - Feb 28, 2020

Posts, Comments and Reactions



### Popular Times ?

Thursday ▾

Jan 1, 2020 - Feb 28, 2020

Posts, Comments and Reactions

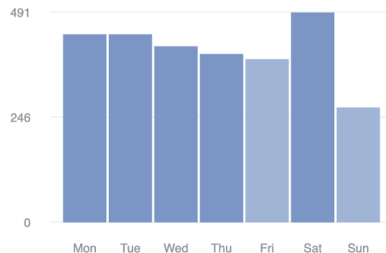


vs.

### Popular Days ?

Mar 1, 2020 - May 4, 2020

Posts, Comments and Reactions



### Popular Times ?

Thursday ▾

Mar 1, 2020 - May 4, 2020

Posts, Comments and Reactions











# The 'REAL LIFE' moderators

Happening organically, one of the most interesting trends is the rise of the girls as unofficial moderators of the group.

They are part of the top contributors and take the onus of almost everything - talking, answering doubts, maintaining discipline and even reporting content.

## TOP CONTRIBUTORS

These are the top contributors from the last 28 days.

1			22		888
2			32		622
3			34		404
4			18		356
5			36		244
6			11		364
7			3		399
8			16		241
9			10		214
10			17		156

## TOP POSTS

These are the top posts from the last 28 days.

	April 23, 2020 at 11:30 AM Sis.. Mene ki game ke liye bola tha to time ho gya ab start krte h .... Game ka naam h. Truth & Dare ab aap choose kro   31	212 Comments	Seen by 444
	April 11, 2020 at 9:38 PM Are suno na Sab log apni apni love story sunao na .... Dekhu to kiski kitni interesting h .....	119 Comments	Seen by 367
	May 5, 2020 at 8:15 AM Suru ho jao dear sisters Answer time 9 pm  44	172 Comments	Seen by 538
	May 1, 2020 at 11:16 AM Chalo aaj bat karte hai hmare periods ke bare mei ki hum ise lekar kitna open hai , To aap sab btao ki kya aap sab apne partner ( Husband , Boyfriend , male best friend ) se apne periods ke bare mei...    44	78 Comments	Seen by 491
	May 1, 2020 at 1:53 PM Bye bye My all dear sisters Main ye group chhod rhi hu ..... My all dear sisters kafi accha lga mujhe is group main but ab thoda uncomfortable feel hone lga h and ye group sirf physically and hum sis ki k...   28	100 Comments	Seen by 328
	April 26, 2020 at 8:41 AM Game tym. Sb yes bolo. M sbse kch ques puchungi  26	96 Comments	Seen by 337
	April 21, 2020 at 2:09 PM   26	94 Comments	Seen by 476
	April 22, 2020 at 1:11 PM 👧 girls' 🤗 hii karo ham is me se ek number dege 🤗 apko wo task karna hoga  26	93 Comments	Seen by 416
	May 3, 2020 at 5:50 PM Koi bata sakta h pyar kya h deffine kre Dekhti hu kon sahi bta ta h   27	92 Comments	Seen by 458

The growth can be attributed to two very clear realities aligning itself



**THE SWEET SPOT**

Converting BBG into a platform where

**GIRL TALK is now GIRL LED!**

A snapshot of the types of posts and conversations on the group. They range from jokes, to art, to hard core SRH!

A snapshot of the types of posts and conversations on the group. They range from jokes, to art, to hard core SRH!

The collage consists of numerous social media posts from Indian platforms. The posts are arranged in a grid-like fashion, overlapping slightly. The content is diverse, ranging from personal updates and health advice to social commentary and entertainment. The language is primarily Hindi, with some English text interspersed. The posts include text, images, and video thumbnails. Some posts are from verified accounts, while others are from regular users. The overall theme of the collage is social media activity and online communication.

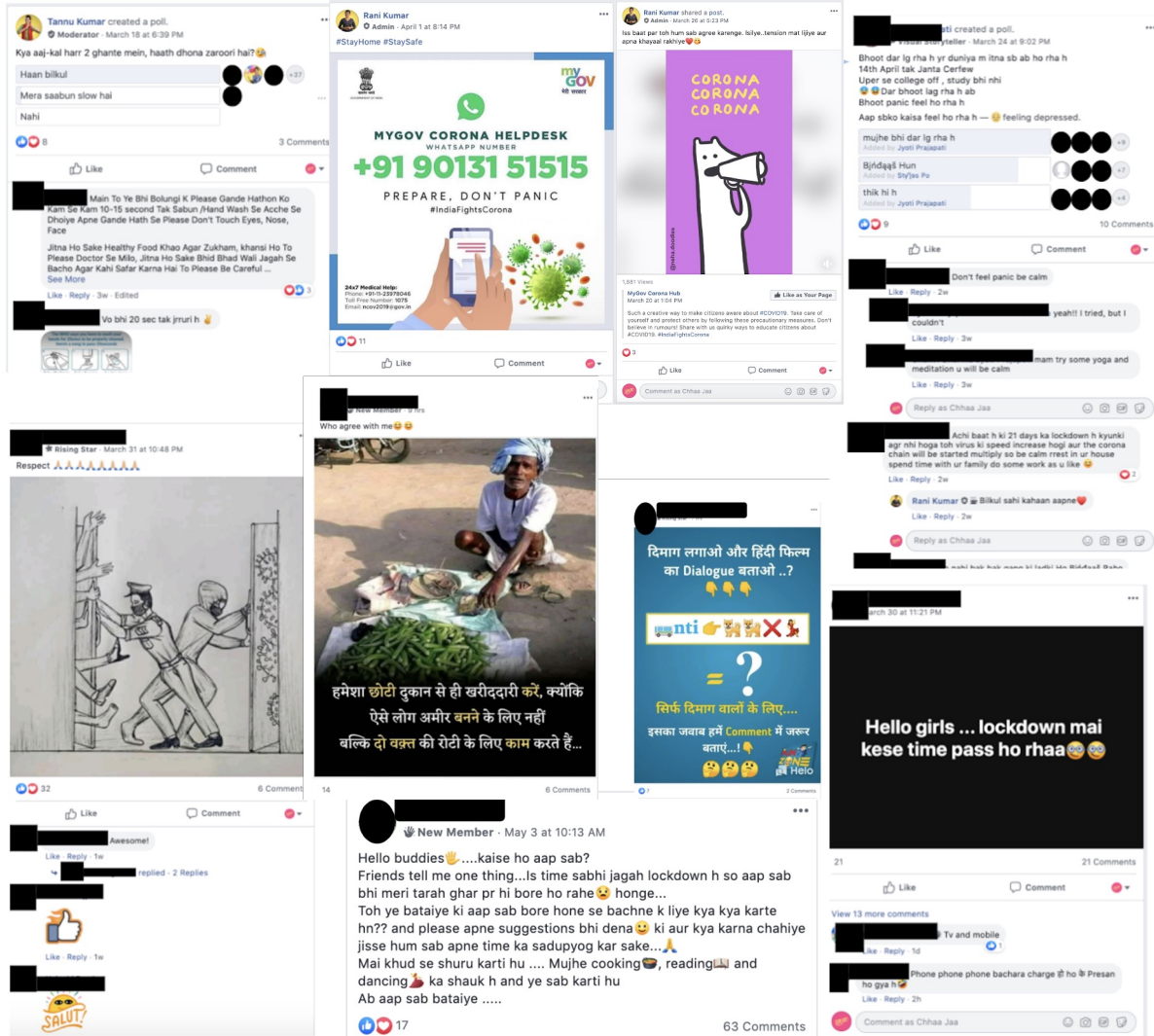
# COVID TIME!

With the pandemic being on everyone's mind, we saw girls begin their journey with a

lack of awareness (moderators were posting the need to be safe and wash hands)

→ sheer panic (lasted for 2 days)

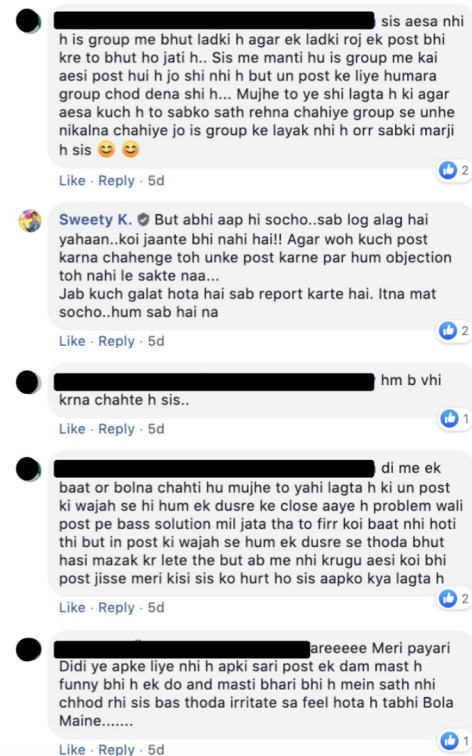
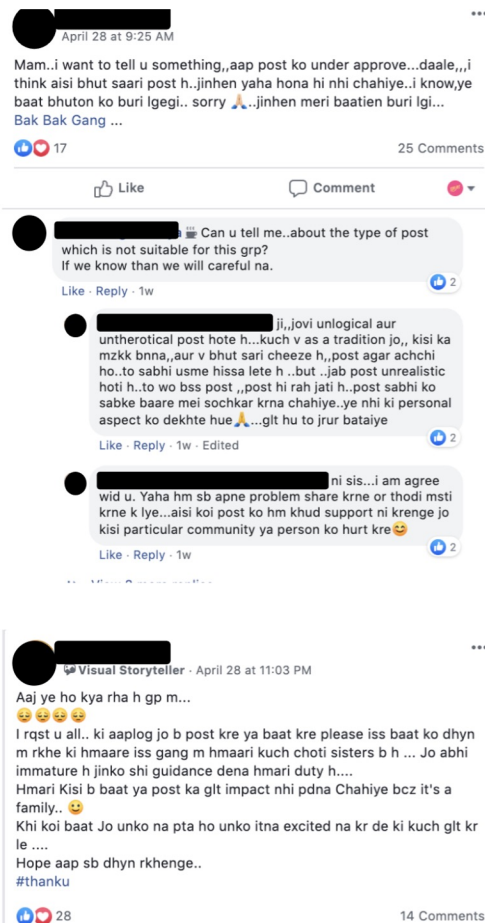
→ a shift in attitude where the panic died down and instead, they began to prop each other up with games, art, stories and so on!



# Some tight PATROLLING!

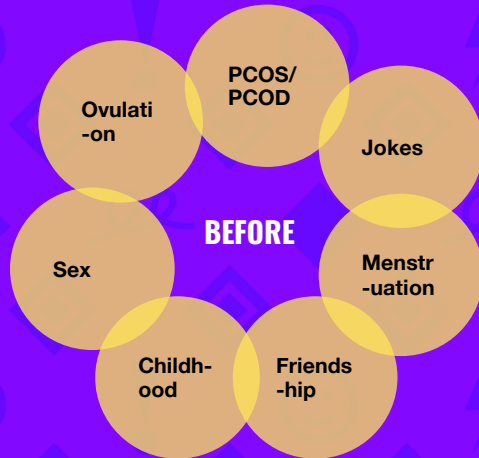
It's not just Chhaa Jaa or the moderators that are now actively keeping the community safe...

Girls have begun to openly talk about what makes them uncomfortable, they call out the 'fakesters' and they band together when they feel anyone is feeling threatened or creeped out!





ALL these conversations have led to the topics covered exploding  
not just in scale, but in depth as well! Converting BBG into a  
**TRUE BLUE, GIRLS ONLY SRH SAFE SPACE**



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# A look under THE HOOD!

An overview of how we keep BBG up  
and running (as smoothly as possible)

First up, the team that runs it →



## MODERATOR & VOICE

SOCIAL MEDIA MODERATOR



MARKETING LEAD



SOCIAL MEDIA PLANNER



CONTENT LEAD



PROGRAMME MANAGER



SAFEGUARDING MANAGER



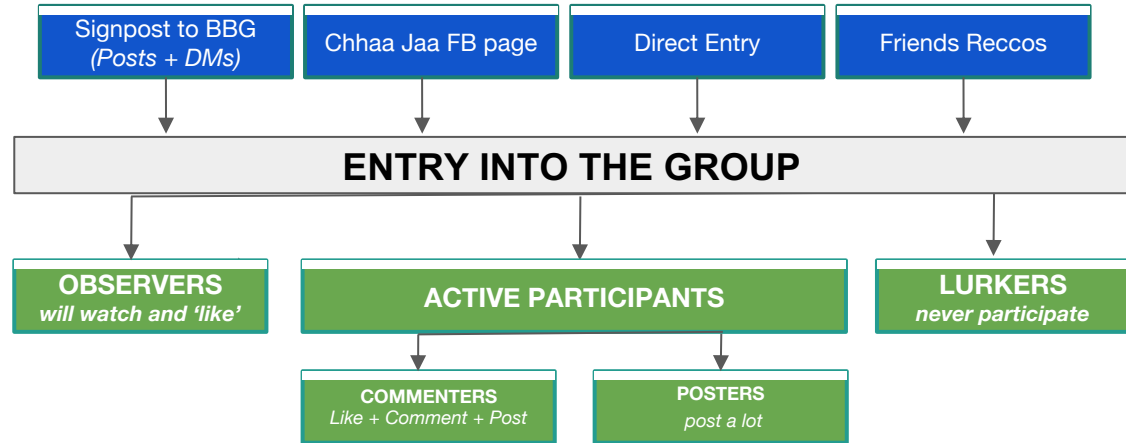
TEGA LEAD

## 24X7 SUPPORT & PLANNING

← REQUIREMENT SPECIFIC SUPPORT →

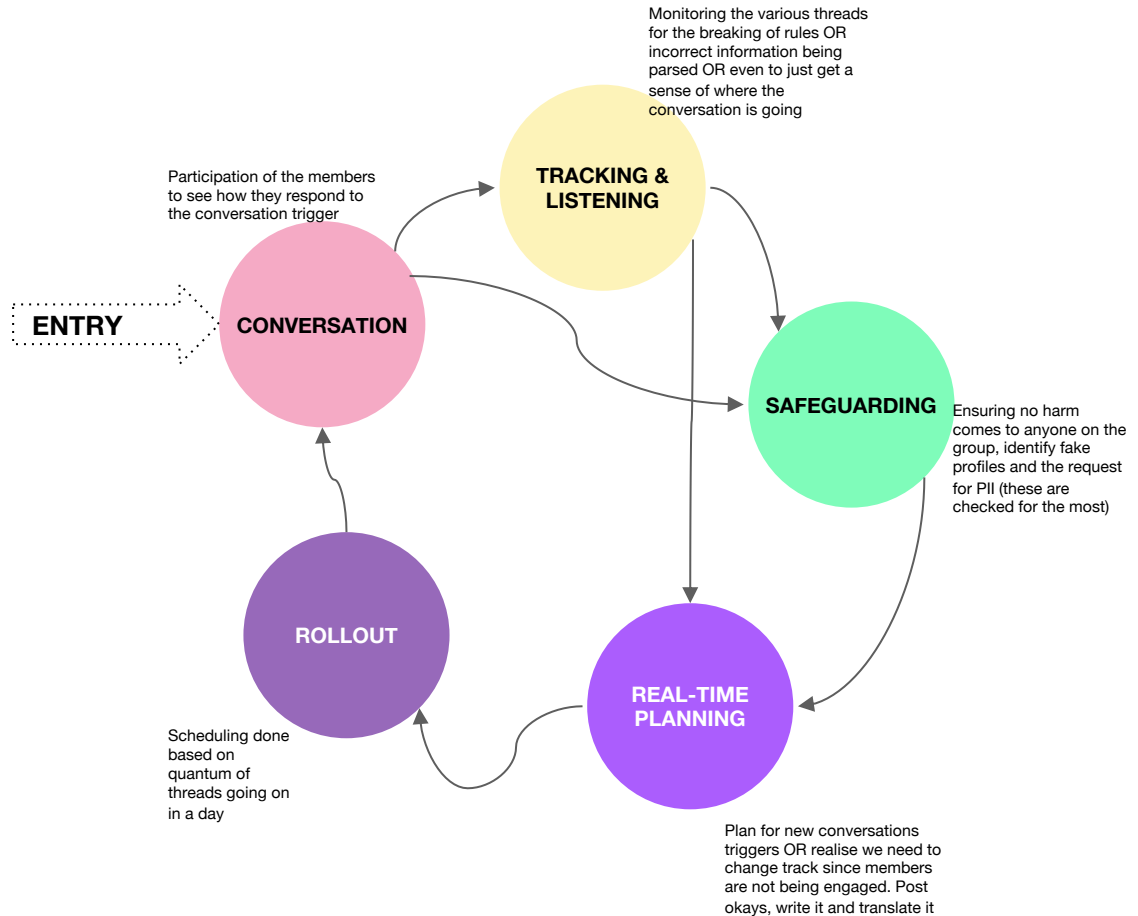
# User JOURNEY

A snapshot of the members journey into and within BBG

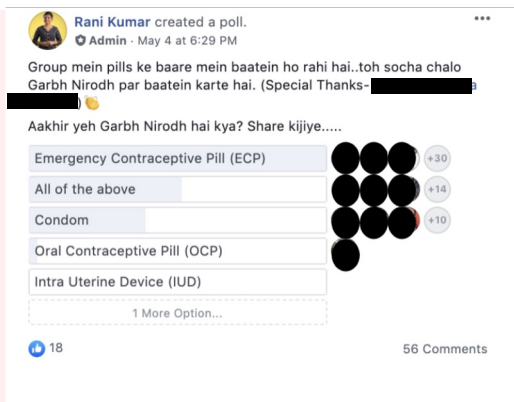


# Managing BBG

This is a mix of patience, impulse and strategy



# THE NEXT 3-6 MONTHS



**SRH**  
PUNCH

## HARD SRH CONVERSATIONS

*Making top contributors into co-moderators*

We have already begun this! With the members already taking the lead on SRH topics like sexual health, contraception, vaginal health, we will use the themes and create polls, quizzes and information heavy conversations.

Overtime these could also be extended to service recos, reviews and so on.



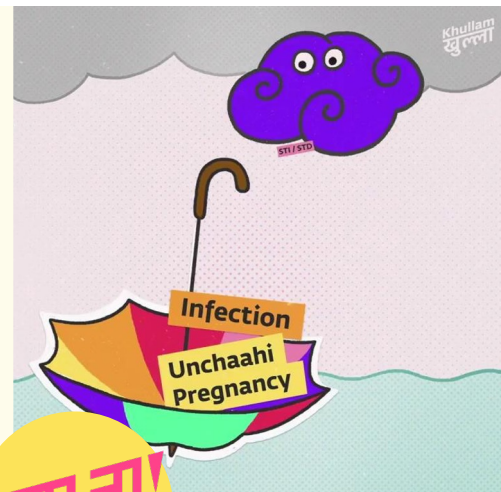
**TEGA**

## WORKING WITH TEGA

*As researchers & conversation starters*

Identifying a way to incorporate and use BBG as a space for research, without upending the balance of organic conversations.

To utilise the ease that TEGAs will bring and the change of tone and pace that we hope to see!



**छाजा!**

## CROSS SHARING CONTENT

*Selective pieces only*

As of now we have refrained from sharing Chhaa Jaa's content on BBG to ensure it doesn't become a branded platform and instead encourages organic, girl-led conversations.

We will begin to start cross-sharing in a light touch way, especially creatives and posts we've designed to land a message

Seeing BBG hit its stride and become  
peer moderated in certain ways, is thrilling!

For Chhaa Jaa, this is our **golden goose**!

**But CAUTION is ESSENTIAL**

IT IS **NOT**  
**SOCIAL MEDIA**

**BRAND-LED**  
COMMUNITIES  
USUALLY **FAIL**

**FORCED**  
CONVERSATIONS  
**DO NOT WORK**

IT HAS **JUST**  
**BEGUN** TO GROW &  
SCALE

Ending on a good note

# A LOOK AT OUR GOALS

**FEB 2020**

● BBG ***actively run by girls*** with minimum contribution from Chhaa Jaa & moderators

● Sangeeta to ***share her stories willingly and proactively***

● ***1000 members by the end of AMPLIFY***

● Continue to be her safe space and ***build the power of solidarity and sisterhood***

● Normalising services ***conversations, reviews and recommendations***

fin.

