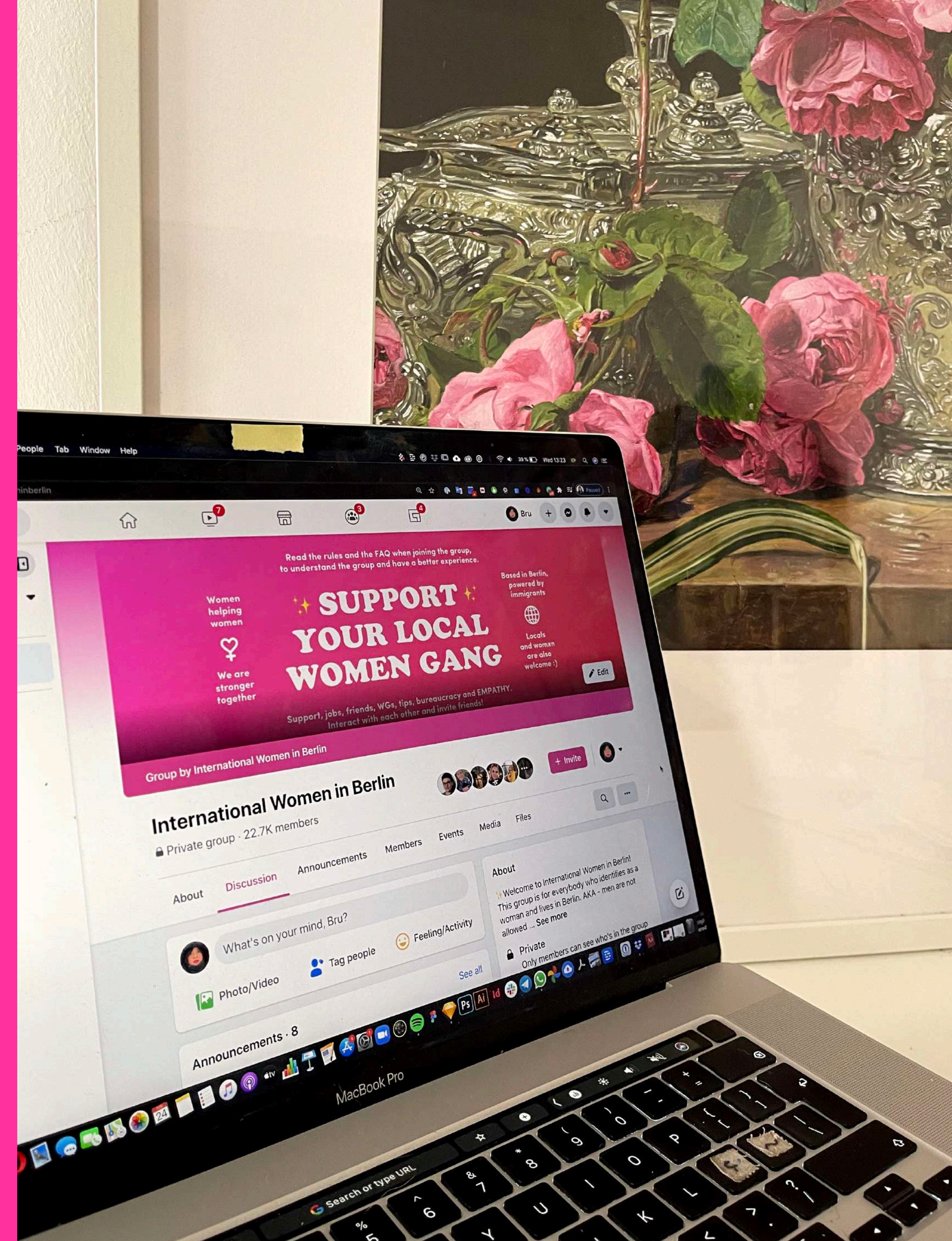


# International Women in Berlin



Award winning community of +30K international, expats and refugee women (cis, trans, femmes) living in Berlin





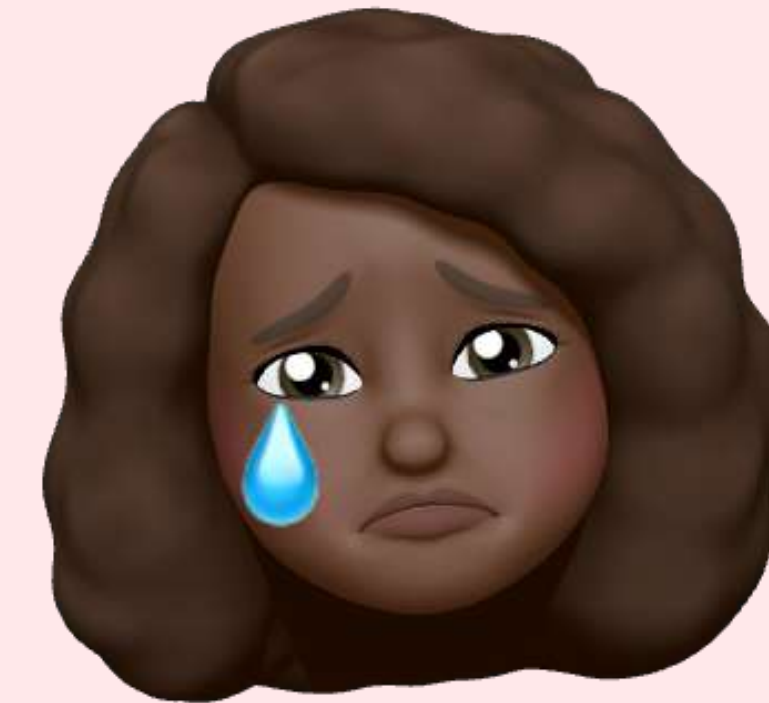
# We've noticed a problem...



In a big and international city, such as Berlin, there's a lack of space for self identified women to talk about their issues and questions.



Normally, the first place they look for help is inside online forums. But unfortunately in those spaces they get harassed by creeps and trolls.



Another issue those women face is missing a close circle of friends. And after the lockdown and during these Corona times, they are feeling more lonely and craving even more for a sense of community.

# And we provided a solution

## ✨ A supportive community ✨ International Women in Berlin

IWB provides a **safe space** where women can talk about their lives and ask for any kind of help – from dating, German courses to doctors and bureaucracy issues in Berlin.

IWB also provides online and offline spaces, where members can meet and **lift each other up**, so they **don't feel alone** in Berlin.





# 👋 Our Mission

**We help international women to navigate their lives better in Berlin. From dealing with German bureaucracy, to connecting to new people and making new friends. Online and offline.**

Manage group

International Women in Berlin

Private group

Community home

Overview

Admin tools

Admin Assist

Member requests

Badge requests

Membership questions

Pending posts

Potential spam

Scheduled posts

Activity log

Group rules

Flagged by Facebook

Member-reported content

Moderation alerts

Group Quality

Grow group

Settings

Read the rules and the FAQ when joining the group, to understand the group and have a better experience.

Women helping women

♀

We are stronger together

SUPPORT YOUR LOCAL WOMEN GANG

Support, jobs, friends, WGs, tips, bureaucracy and EMPATHY. Interact with each other and invite friends!

Based in Berlin, powered by immigrants

Locals and womxn are also welcome :)

Edit

Group by International Women in Berlin

International Women in Berlin

Private group · 30.0K members

Joined

+ Invite

AboutDiscussionFeaturedShopFeed channelsTopicsMembersEventsMediaMore

Write something...

ReelPhoto/videoPoll

Featured

Bru Na shared a post. 2 September at 10:10 · 🌟

Give us a follow on our Instagram

Events

1 upcoming event in your group.

IWB September Meet-Up

About

Welcome to International Women in Berlin! This group is for everybody who identifies as a woman and lives in Berlin. Here we want to have as cl... See more

Private

Visible

Berlin, Germany

Topics in this group



# 👉 Our Community Values

- **Empathetic:**  
Most members experienced trolls and aggressive language in other groups. That's not acceptable in our group and the members really appreciate that.
- **Sisterhood:**  
The feeling of having a space only for women where women help each other is highly valued among the members.
- **Helpful:**  
All posts made by members have helpful answers from other members
- **Empowering:**  
With the knowledge the members get inside the group, they feel they can navigate better in Berlin, using the info they get from the group

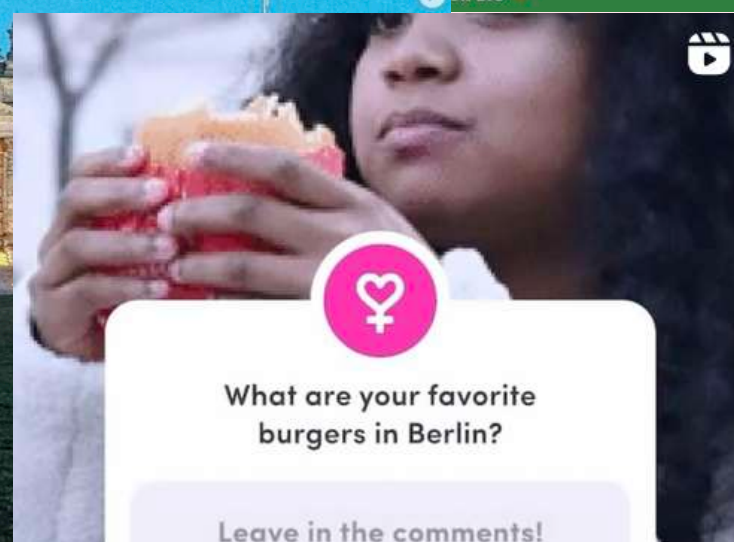
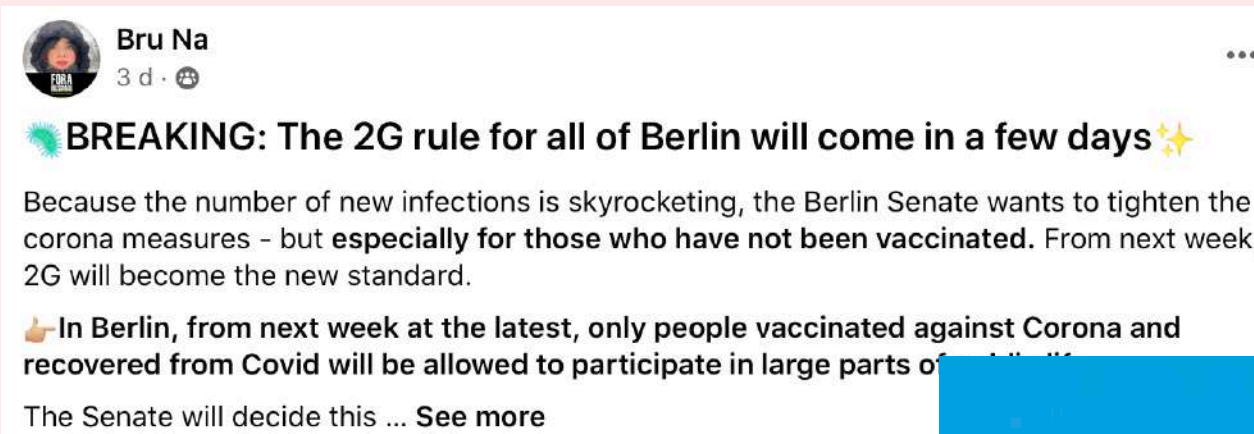




# 👉 How we support our community

- **Education & Information:**

When you move to a new country, you get lost in all the new laws, bureaucracy and even cultural aspects of your new home. IWB shares constantly tips and facts about what's going on in Germany and. In Berlin. We also host workshops about different topics, to help our members.



- **Connecting & Networking:**

Most people who join the IWB group want to meet new people, because they feel lonely in Berlin. That's why we've been organising meet-ups every month where the members can connect with each other and be introduced to other Iwbies.





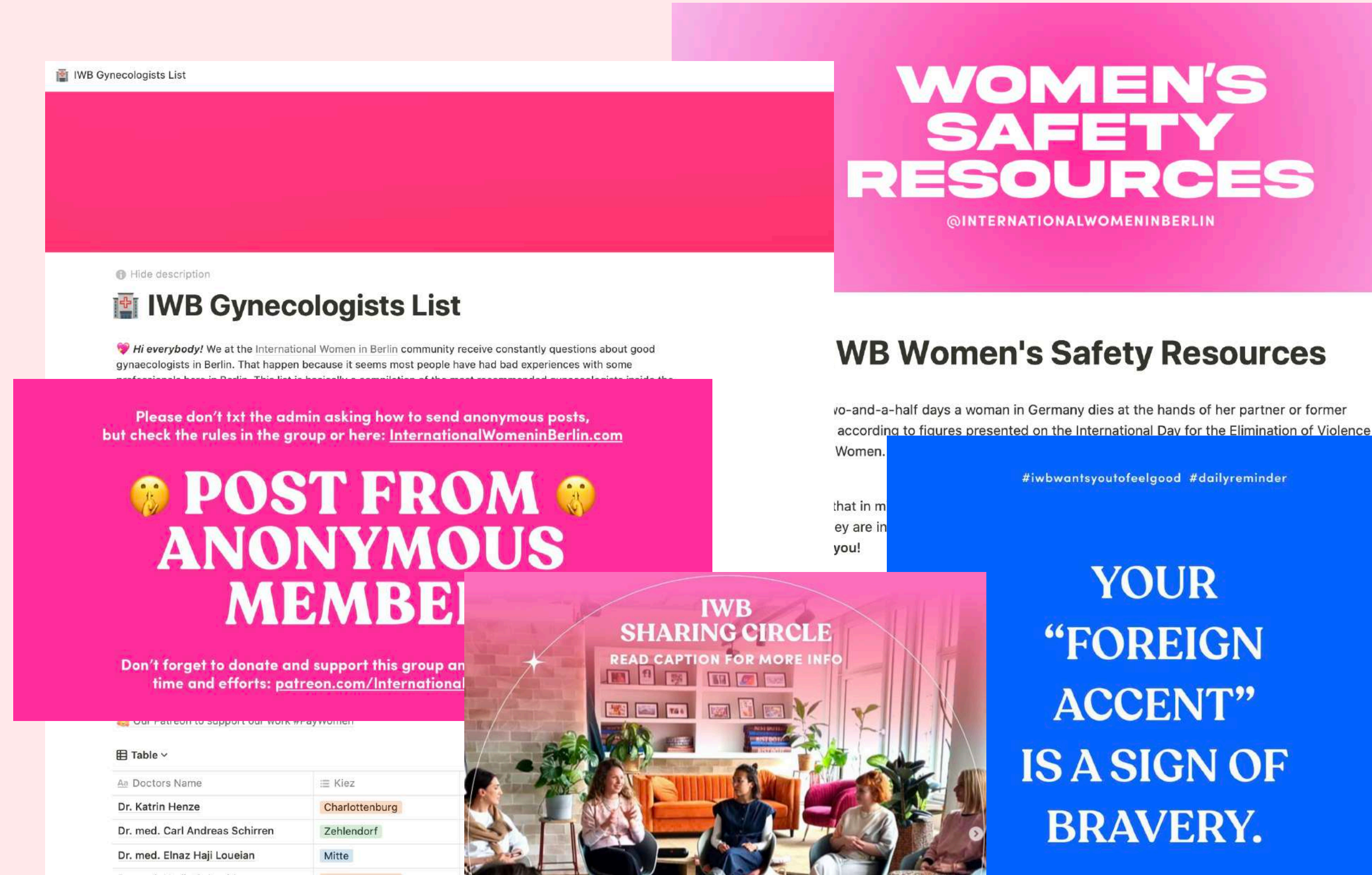
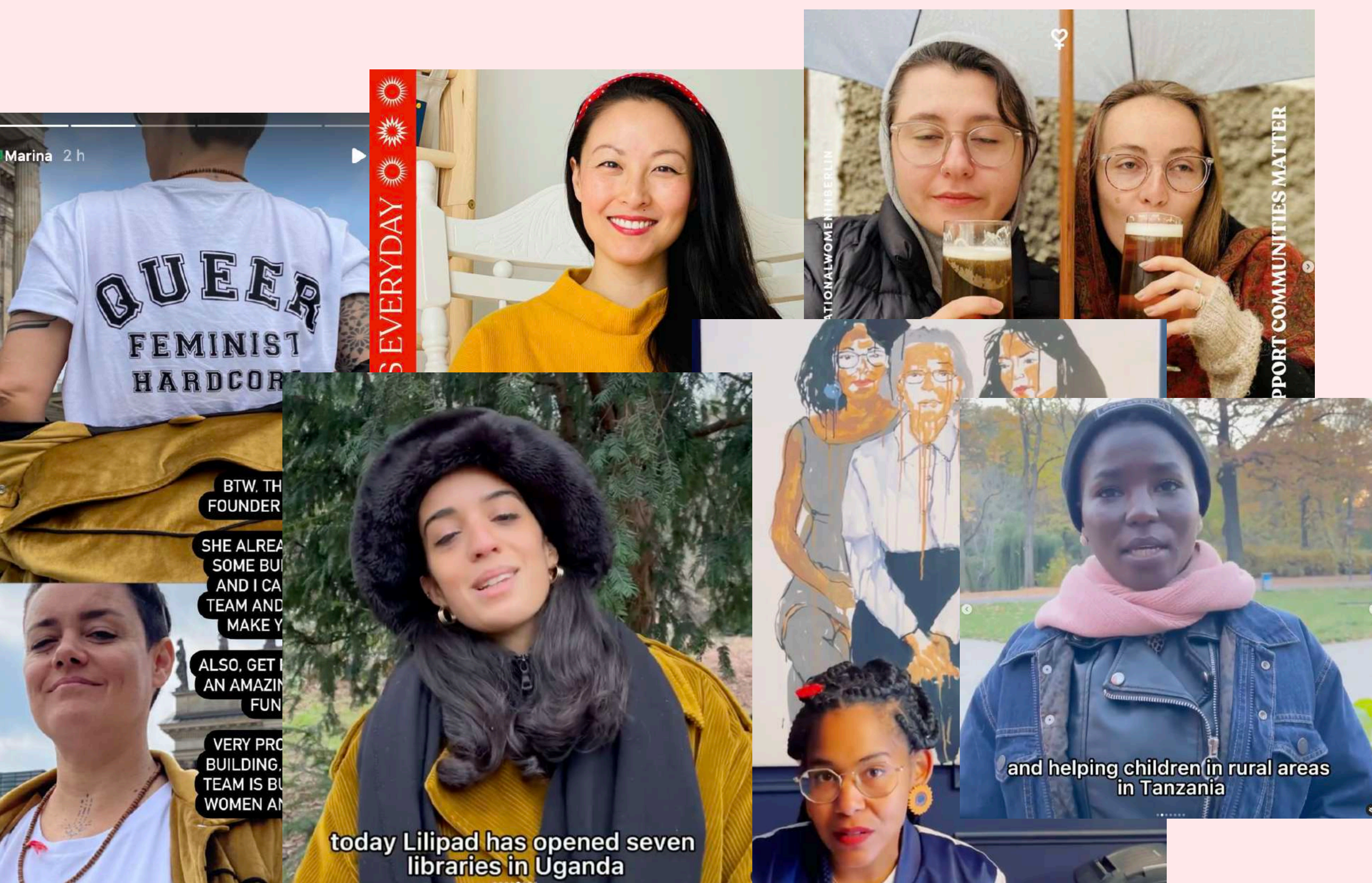
# 👉 How we support our community

- **Sharing Stories & Amplifying Voices:**

The feeling of having a space only for women where women help each other is highly valued among the members. We are using our group but mainly our Instagram (+6.6k followers – we started this account in March 2021) to share those stories.

- **Safe Space & Resources:**

Our community helps each other in the group's feed, but we also share anonymous posts, when some members feel a bit ashamed or uncomfortable to publish some posts under their own name. We also share helpful resources such as lists or recommended doctors, how to make free STI tests, mental health support, etc.

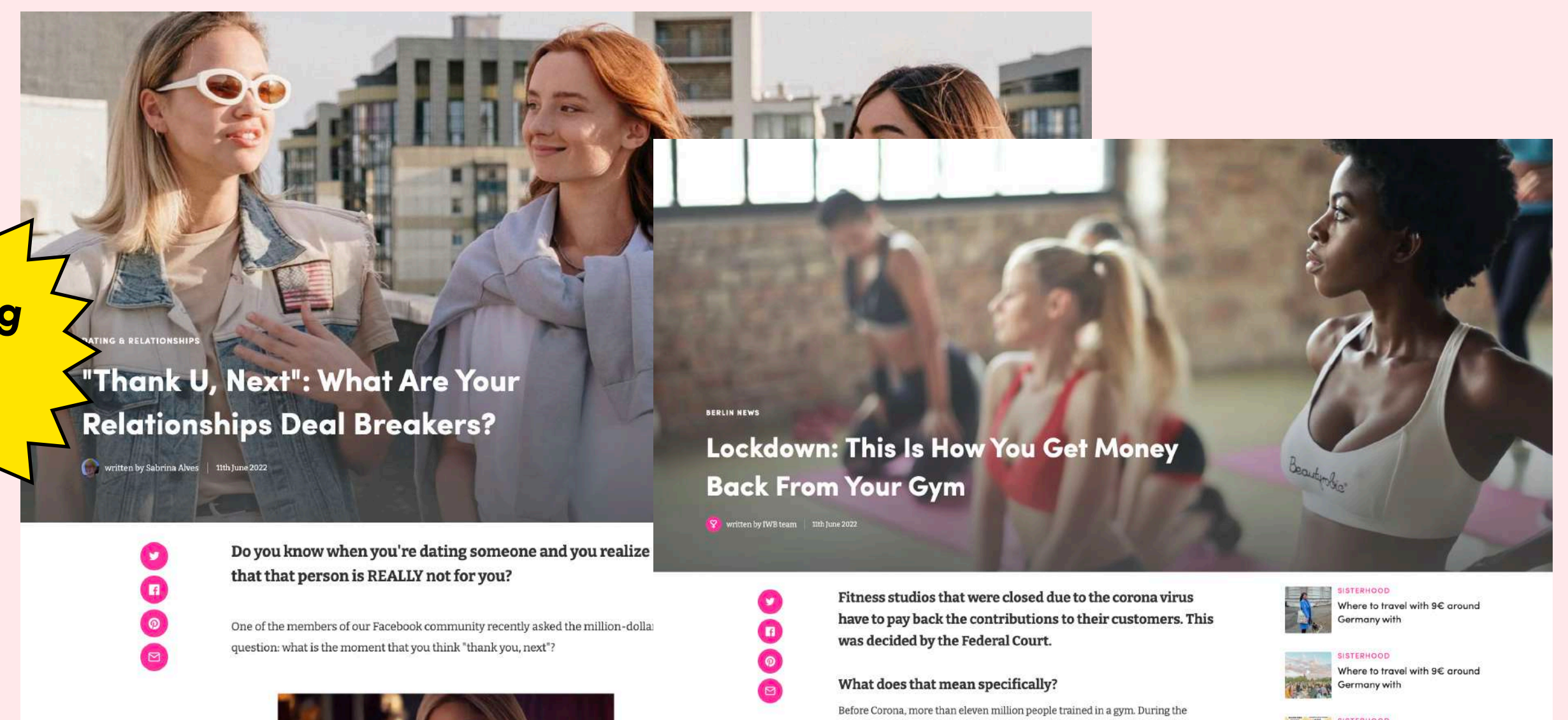
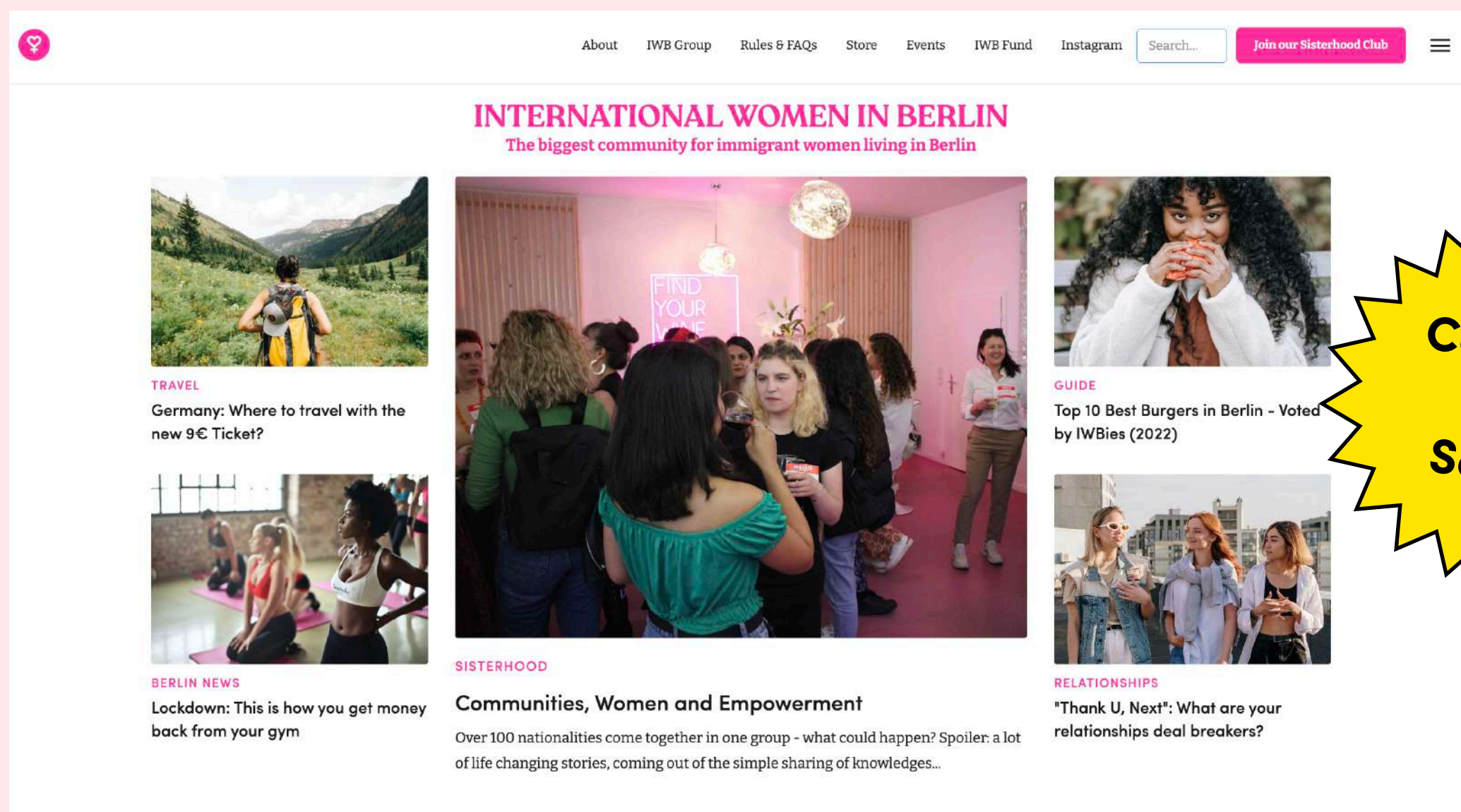
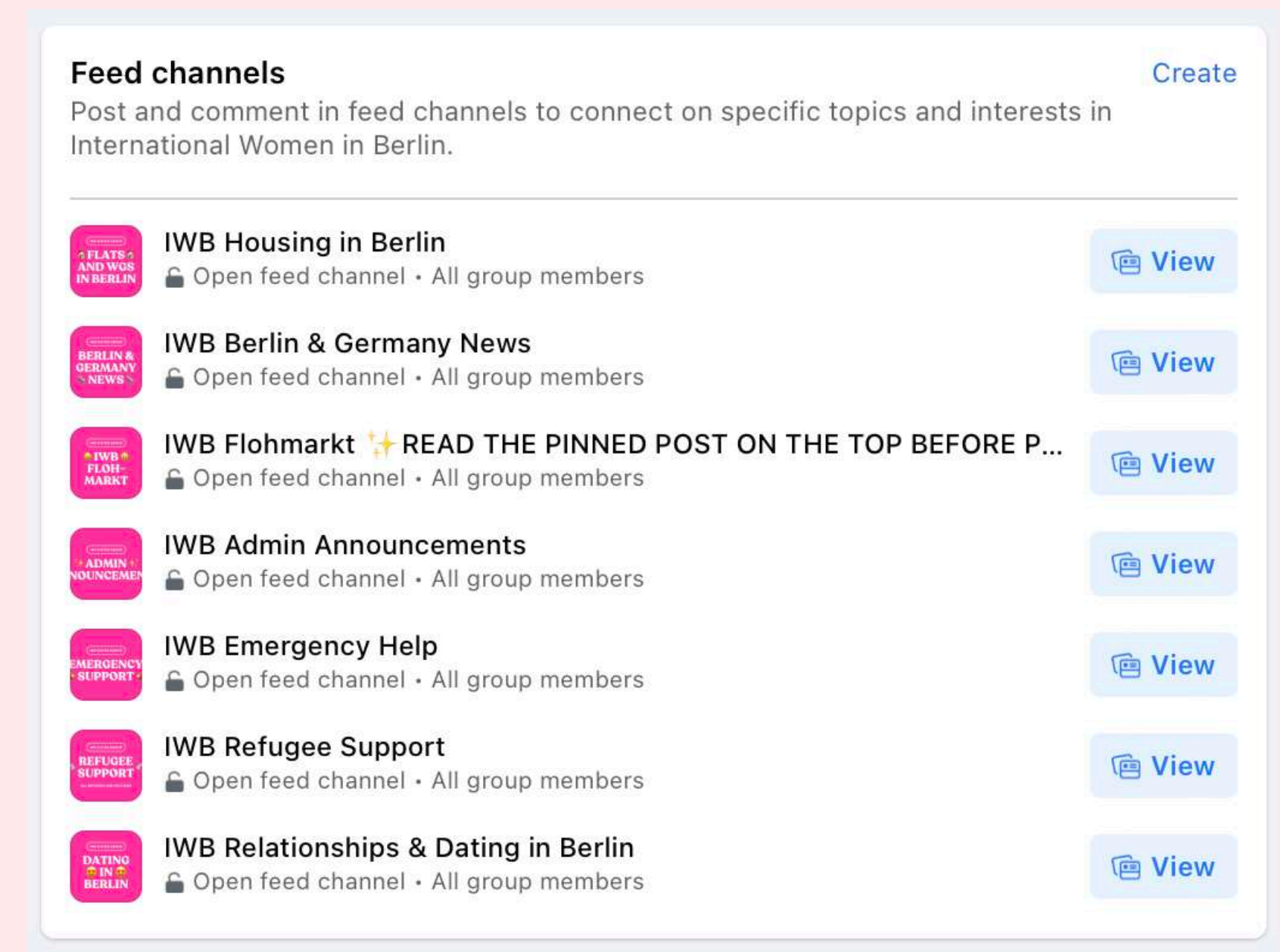




# 👉 How we support our community

- **Organising and curating the best content:**  
During these 5 years of IWB community, a lot of good information has been shared, but unfortunately many posts get lost in the middle of the road. That's why we created sub groups to better organize the most popular topics among members.

As we have visits from at least 10k people per day, and we know these people like to read the posts inside the group, we are building a website where members will have access to the best posts of the group in article form.





# 👉 What members say about IWB



**Nevi Kol**

28 May 2020 · 🌐

(UPDATED: THANK YOU TO ALL YOU AMAZING WOMEN FOR YOUR LOVE AND KIND WORDS, WHO NEEDS THERAPY WHEN THERE IS THIS GROUP, IT MADE MY DAY FROM 0 TO AMAZING ❤️) SENDING MANY HUGS TO ALL !



**Serita Braxton**

This group has turned into such an amazing source of support. In a world filled with so much negativity it's nice to see what happens when we uplift, help, and encourage each other. It's basically a group chat of friends, some of which have never met. 😊



**Geane Pierosan**

Thank you Bruna Silva and groups members for this awesome group!



**Michalina Rajczyk-Szymczyk**

It's the best facebook community ever! Thank you Bruna for maintaining it 🙏



**Anvi Laghari**

1 March 2020 · 🌐

Just want to take a minute to thank Bruna for her dedication, commitment and kindness to this group. This is one of the most loving and supportive groups I have come across and I feel like I have a family here thanks to you wonderful ladies.

Thank you expecially to Bruna for all that she does to keep this community going and to weed out all the negativity.



**Ioana Cristina Casapu** ▶ International Women in Berlin ...

19 December 2019 · 🌐

Dear Ladies, dear [Bruna Silva](#),

This is a thank you note for the life changing capacity this group had and continues to have. I think I am not wrong to say that it has saved lives. That it has instilled strength, compassion, loving care, inspiration and no-nonsense advice, that it has set many of us on better paths in our lives (personal, professional or identity wise). This group reminds me of the compelling synergy communities such as Berlin Art Parasites, that I managed in the past, have created for the world. Many of us have emerged wiser and stronger from here. Many of us have simply faced the power and the grace to become...ourselves.

And that is a work of art, really. A woman's work.

Congratulations Bruna, and everyone, for your contribution. You helped save my life this year, and I will never forget that.

May you all have peaceful,loving holidays, and a bright, gentle journey into the new decade.

May we all.



**Le Letti** ✍️

Wow, this is so beautiful... it even made me tear a bit



I love this post and I love this community ❤️



**Julia Biondi**

3 November 2019 · 🌐

Hey Wonderful ladies,

First of all, I love this Group and all the support we can give to each other in here, so thank you for that 🙏💙



**Maggie Westby**

I truly love this group, and look forward to the positive and supportive collective that it sustains - it also keeps me connected to my favorite city that I'm trying desperately to make my permanent home. It bridges the divide and really brings light to my days - thank you so much Bruna for all you do!!!



**Chungfan Tsai** ✍️

even though i dont understand the language its written, i love how natural you look and make the reader feel, bruna, you truly are exuberating confidence, this group has honestly been my go to, even when i got nothing to say, just reading the supportive comments and humorous posts calms me down and brings me joy, i dont know if i can live without this group honestly. thank you for all the effort you made



**Katie Heller**

Such a fantastic group; I'm always amazed at the range of ways women - who don't know each other - help each other through this group. From questions about immigration, to housing, to advice on dating, to creating a way for newcomers to meet people in their neighborhoods - the group really provides an invaluable service to help women survive and thrive in Berlin!

Like Reply 1 w



**Sara Zuleyma**

The best thing about IWB is, it isn't limited by one/few topic/s, freedom of talking about anything we like!



**Sophie van der Meulen** ✍️

I love it! Thanks **Bru Na** for this amazing community and all that you do 🙏💖



## 👉 What members say about IWB

I actually always call it "My Ladies Group" when I talk about it to my partner. Same if I talk about it to other lady friends. It can sound like I am part of a club, but it really has been great. For me mainly where I can give me wisdom and knowledge of the city. I think I am more of the older women, so I like being the bigger sister to empower those who struggle. I am on happy baby hormones so right now cannot find anything negative. Just thank you for being so active on it, and making it the reason I go on facebook, I wouldn't really, unless I am promoting my band and music etc. Love to you Bruna and your team!

Is a really great female supportive group, incredibly helpful and with full of solidarity

group of awesome diverse and helpful ladies

An awesome group of womxn expats that supports each other!

It's super cool tbh!

Supportive, informative

I suggest it when ever i see a woman out there asking for advise. The group is amazing and super helpful <3

Very warm & inclusive - friendly group

It's a safe platform where womxn from all walks of life are able to seek for advices, recommendations and openly talk about any topic that is on their mind.

Thank you for having this group!

I think what you're doing is amazing!

Just thank you again. Keep in touch!

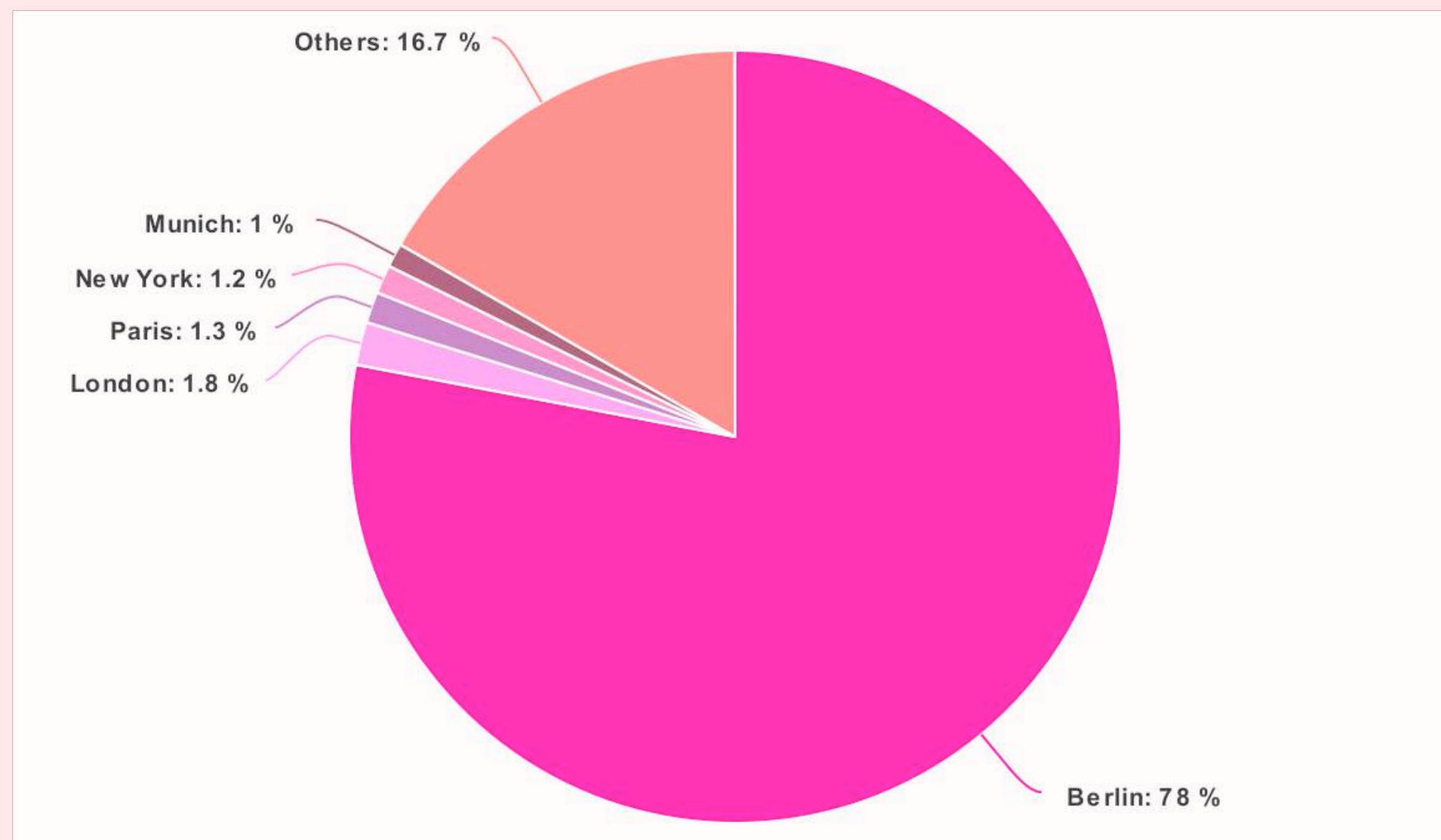
Most amazing group of women

friendly ,helpful ,supportive group of women



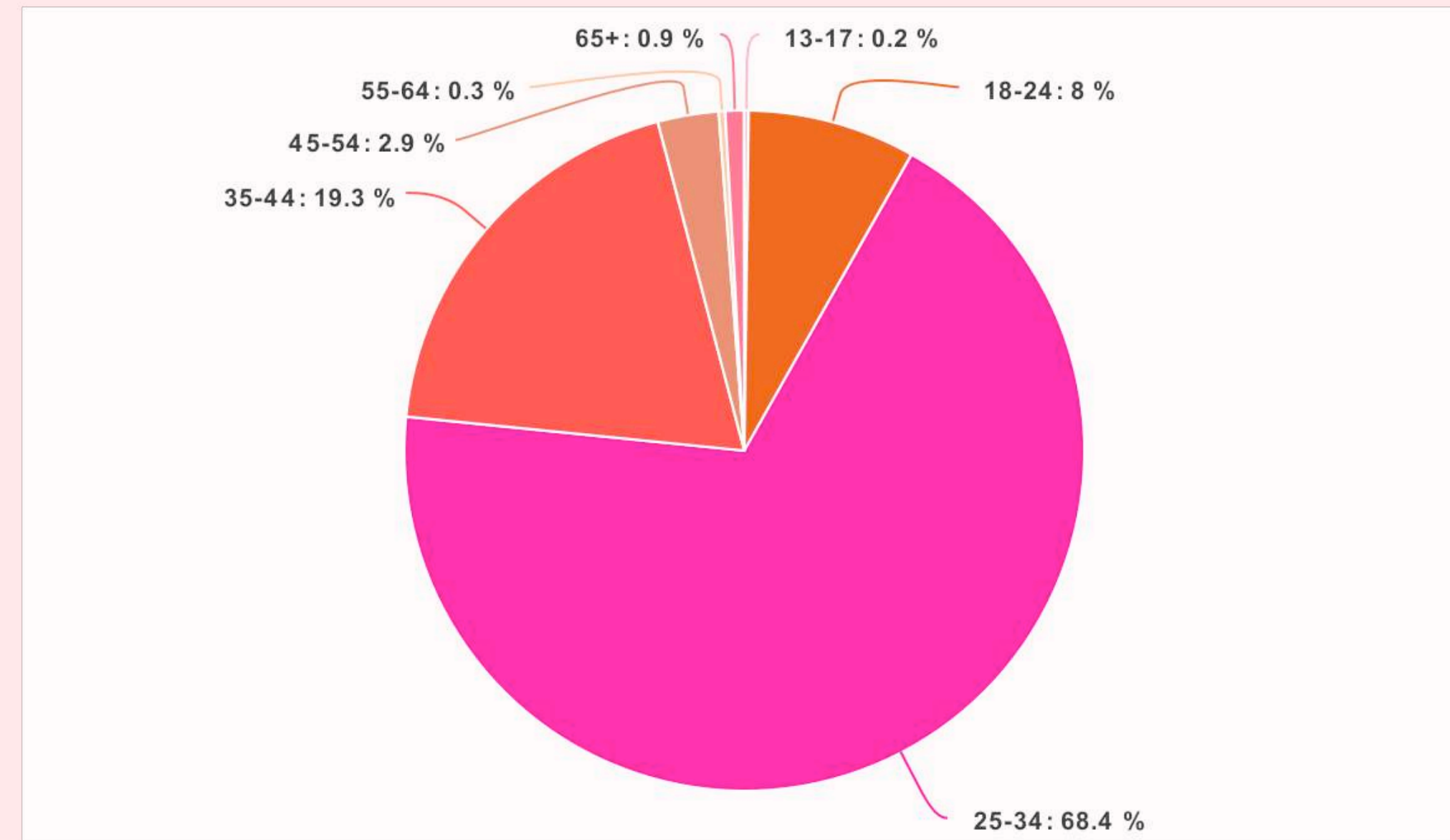
# 👉 Who the IWB members are

- Over 100 nationalities
- Very hyper-local group, with almost all members living in Berlin or trying to move to Berlin.
- The majority of members are in between 25 and 34 years old.
- They are mostly students, interns and full-time employees.



■ Berlin ■ London ■ Paris ■ New York ■ Munich ■ Others

meta-chart.com



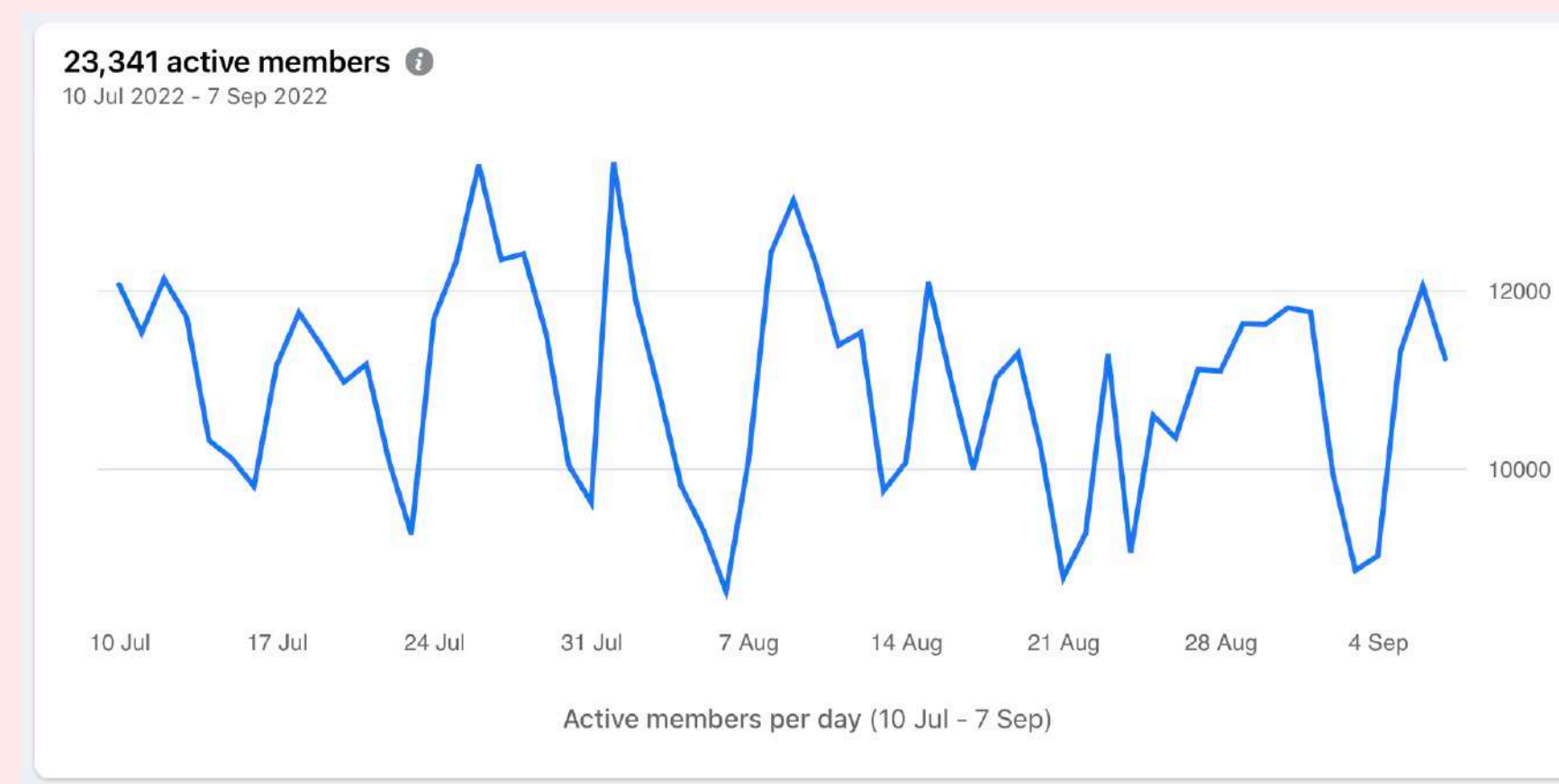
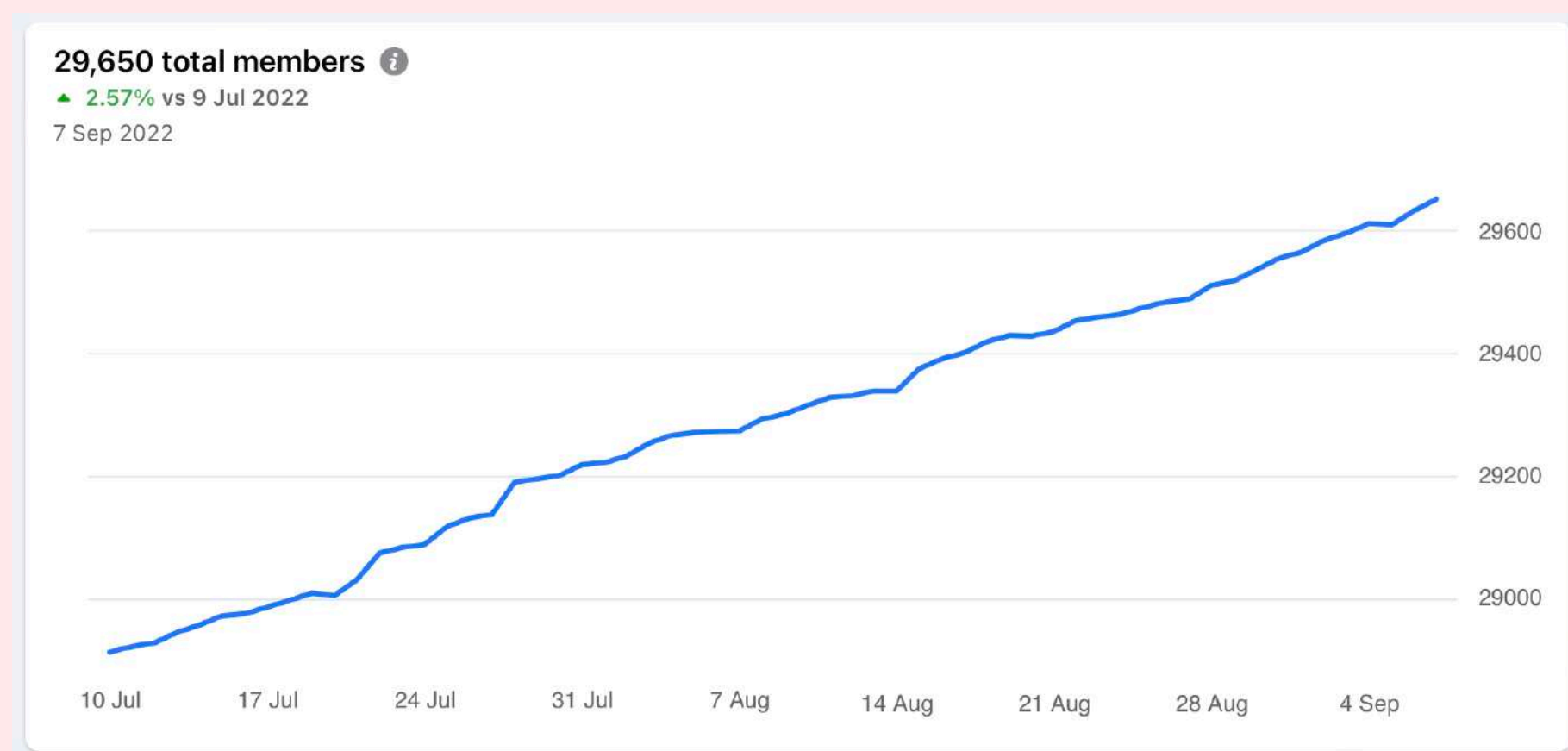
■ 13-17 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

meta-chart.com



## 👉 Who the IWB members are

- People who join the group are interested in having a good life in Berlin. 30 to 50 new women request to join the group, everyday.
- They look for jobs, housing and bureaucracy tips. But also they want to know about fun things to do in Berlin, dating and even self esteem boost and mental health support.
- The growth of the group is pretty steady and most members invite their friends to join the group. That happens because they trust the group as a helpful resource.
- We have a monthly rate of above 23k active members and 6,610 IG followers (we started our IG on March 2021)
- Daily engagement in between +9k and +13k and a 2.94 % engagement rate on Instagram.

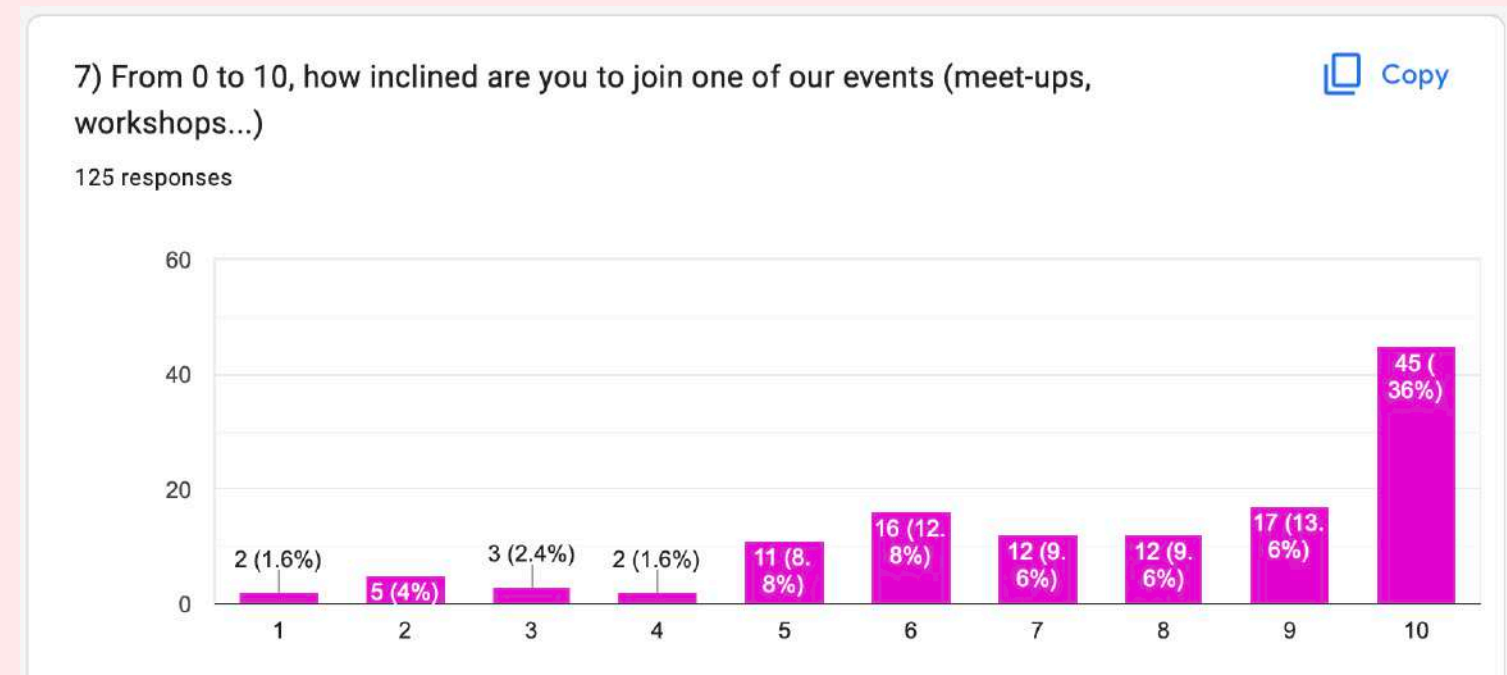
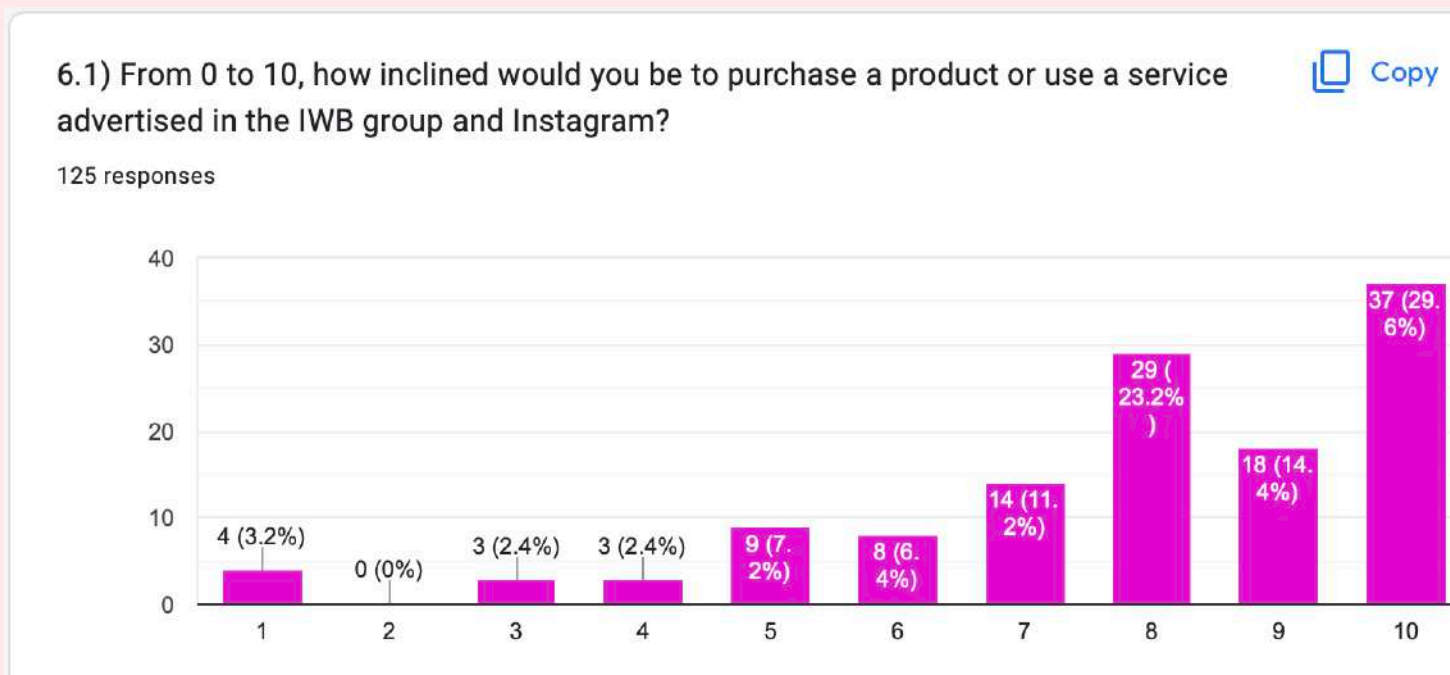
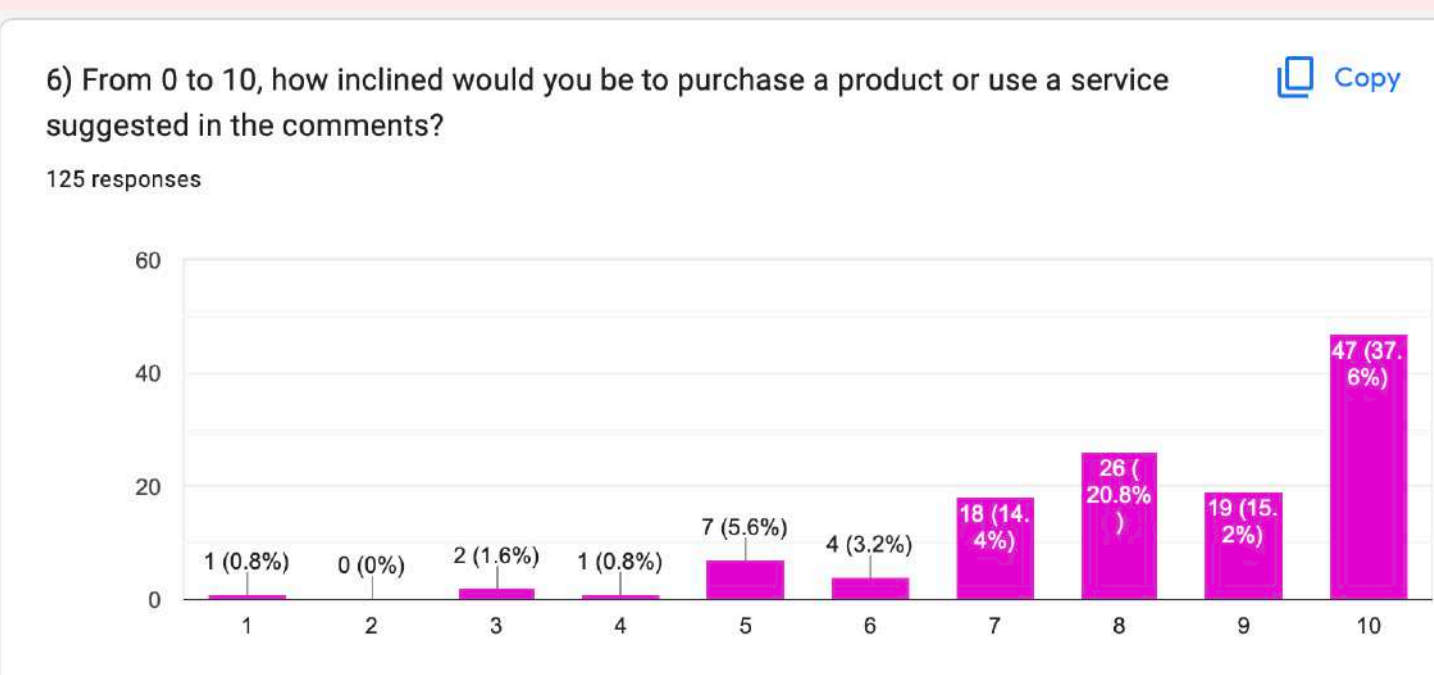
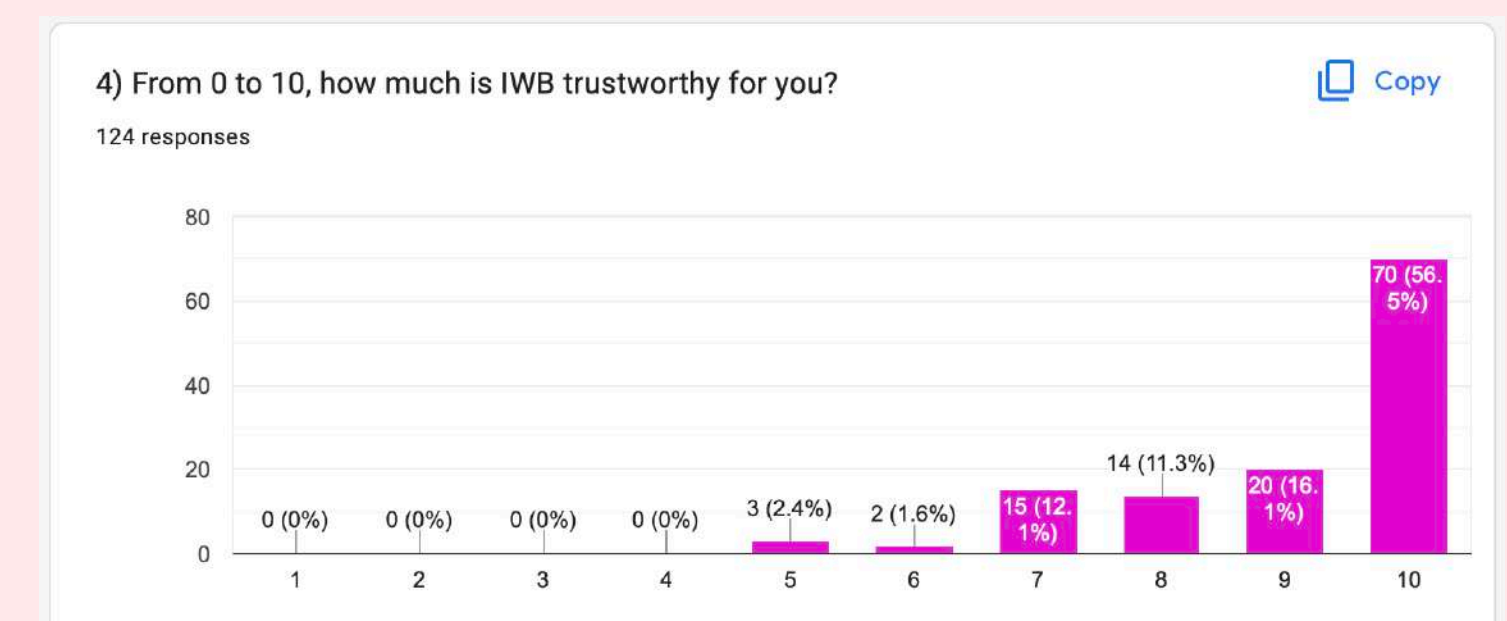
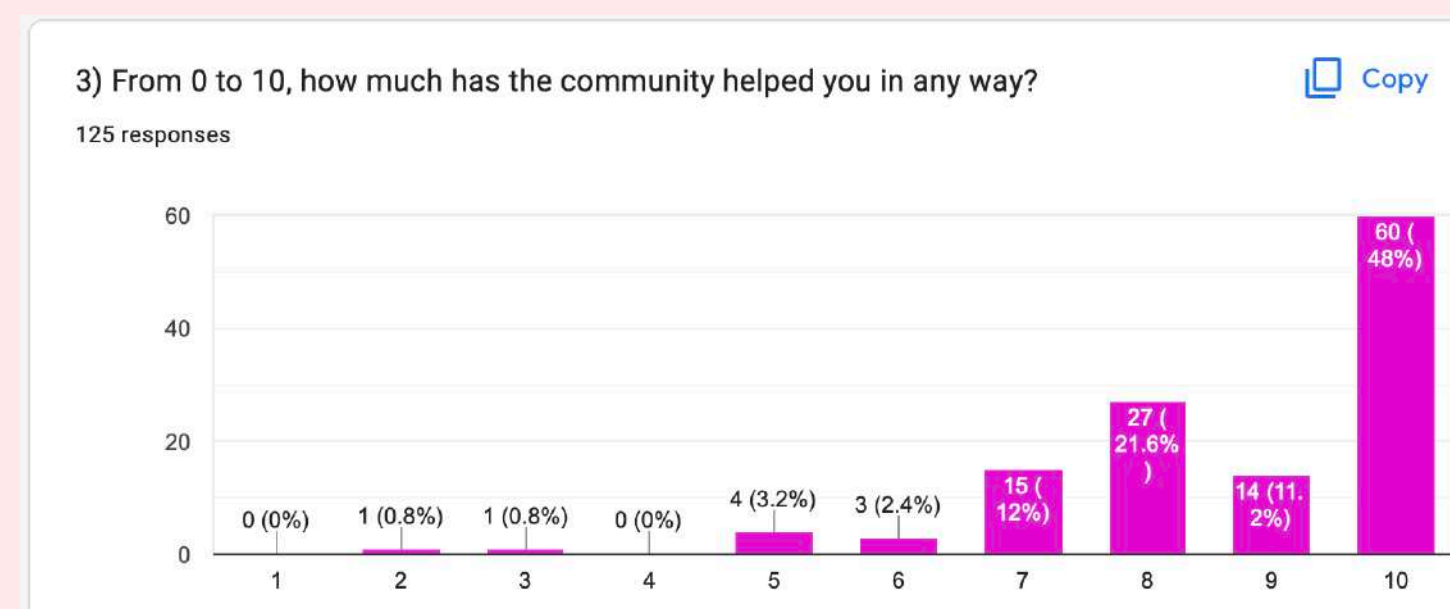
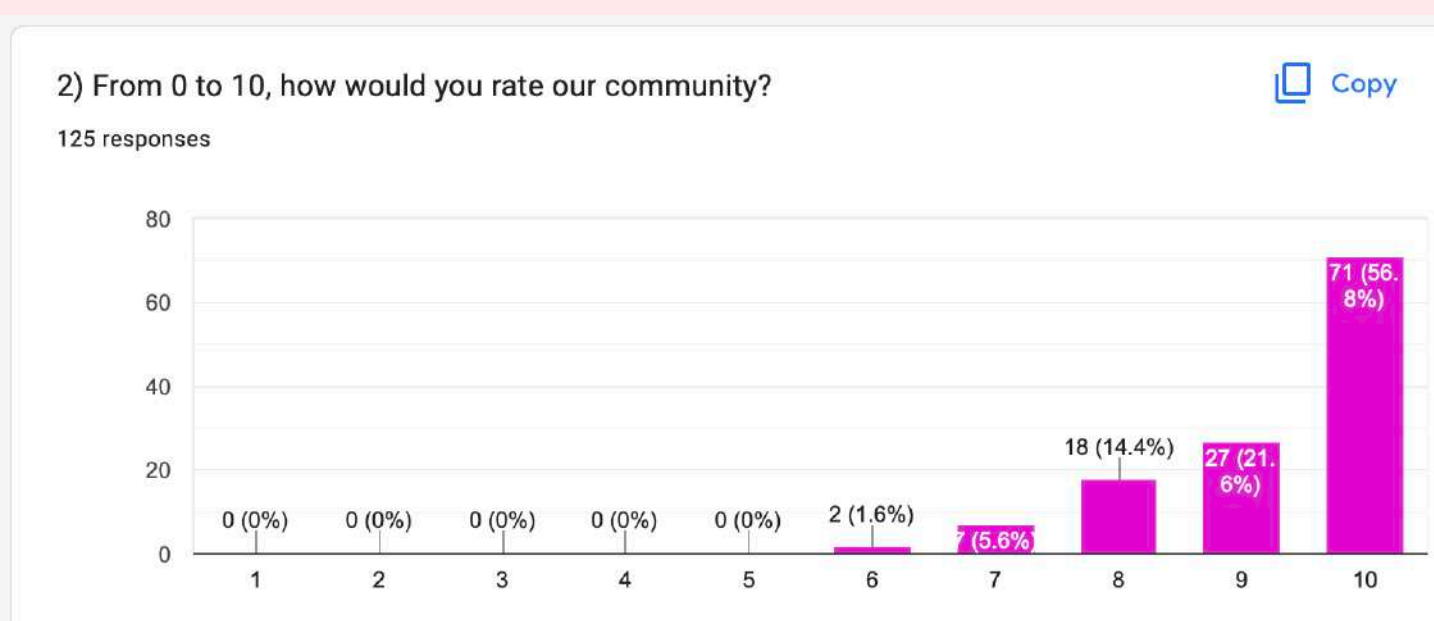




# 👉 Who the IWB members are

We ran an internal survey, with 125 random people within our community.  
Here are some important answers about the behaviours of our audience.

This research basically shows us how much our audience trusts our community and the IWB brand.





# 👉 Who the IWB members are

Here are 3 personas that exemplifies most of the members inside the IWB community



**Maria, 25**

From Latin America, a newcomer who just started her internship. Also just adopted a new dog and is searching for a new WG. She is struggling with learning German and is dealing with some visa issues. She wants to make new friends in Berlin and travel around Europe.



**Laura, 29**

From the UK, has a full-time job and is trying to get a promotion. Love going to bars, nightclubs and cultural events with friends. Is struggling to find a long-term relationship and is sad about some of her friends who left Berlin. Also, she would love to find a flat for herself.



**Magdalena, 33**

From Poland, just had her first baby with her German husband. She's on maternity leave and loves going to cafes and parks. Wants to go back to sports or dancing, just to move her body. Feels a bit alone and would love to connect to other new moms in town.



# 👋 Who is behind IWB

Hello, my name is Bruna!

I'm a Brazilian designer who came to Berlin a couple of years ago to start a new life in a city where we can find all kinds of people and possibilities to get what you want in life.

Or that's what I thought.

Yes, Berlin can be an amazing city to fulfill your dreams. But that can be extremely hard when you don't know anybody in the city. **It's pretty hard to make friends and network in a new city.** And as a woman, sometimes you don't feel that safe to go alone to some places and just talk to strangers.

**I felt that.** And all the women in this city who I talked to went through that kind of experience as well. Based on that, I created a Facebook Group in 2017 to connect self-identified women in Berlin.

During the last years, I've seen a lot of sisterhood and women empowerment inside the group. I've seen members inviting their friends to our community, witnessed new friendships being built, women getting jobs and housing from contacts they made inside IWB, getting their visa status sorted out and a lot of people being nice and helping each other.







The IWB Team

With the growth of the community, I heard the member's feedback and what would help them to achieve success in Berlin. We started organising events and workshops. We started sharing info about Berlin and Germany, and much more.

The more people would join us, the more work we had to deal with. That's why **IWB isn't only a FB group anymore, but a whole project to support a community in various ways.**

To keep helping our community of immigrant women, some members are voluntarily helping with some tasks related to the IWB project. Which is amazing, but unfortunately not enough.

**That's why IWB is searching for partners and sponsors that could help our project to grow and make much more impact in the lives of women living in Berlin.**

✨Support IWB✨  
✨Support your local women gang✨



# 🏆 Smart Hero Award

For all the efforts and the trust of our community, IWB got the best online community in Germany award, from Smart Hero – a partnership between Meta and Digital Chancen Stiftung.

The Smart Hero Award is the first and only award for commitment and social media in Germany. For almost 10 years, the award celebrates people who stand up for a diverse, sustainable and fair society through creative ideas with social media.



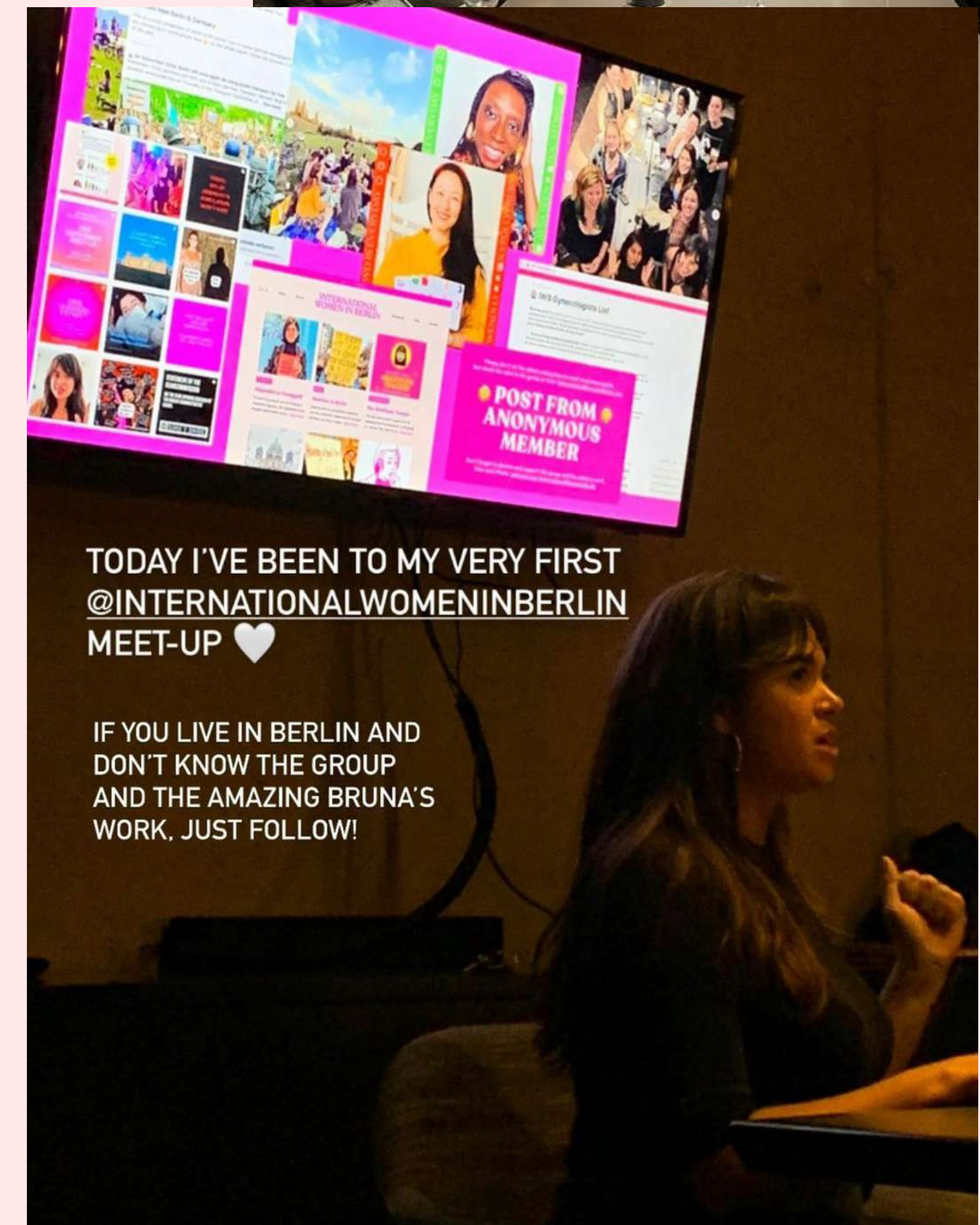


# 👉 Collaboration Ideas

We are open to project collaboration with brands, but here are some starting ideas:

- **Sponsorship:** We are looking for brands to sponsor us monthly for all the work done in the background of the IWB Project. In return, we will give you constant exposure to our social media.
- **Branded content ads:** Posts in our media, talking about your business.
- **Speaking Engagement:** The IWB founder, Bruna Silva, is being paid to talk about topics such as sisterhood, immigration, changing careers, mental health, and everything related to the IWB ecosystem
- **Events Sponsorship:** We organise regular meet-ups and we need sponsors for our foods, drinks and also some free goodies for our guests.
- **Product Partnership:** we are searching for brands that would be willing to give us some free goodies so we can give them away to our audience, in prize draws contests.

Let's have a talk about how could we collaborate in different ways!





Would you like to collaborate with us?  
Or know more about us?

We would love to hear from you!

✉ [internationalwomeninberlin@gmail.com](mailto:internationalwomeninberlin@gmail.com)

f [facebook.com/groups/internationalwomeninberlin](https://facebook.com/groups/internationalwomeninberlin)

📷 [instagram.com/internationalwomeninberlin](https://instagram.com/internationalwomeninberlin)

🌐 [www.internationalwomeninberlin.com](http://www.internationalwomeninberlin.com)

Thank you for  
your attention!

