

HANDBOOK

Game Changer Training: Creating a Positive Change



GAME CHANGER

Training materials were prepared by the project partner, RNTC - Radio Netherlands Training Centre, within the project "Radical Awareness Game Engagement" funded by the European Union's Internal Security Fund — Police.

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Publication version: 1.1

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Project consortium consists of the following partner organizations:

LEADER:



PARTNERS:



This project was funded by the European Union's Internal Security Fund – Police

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CAMPAIGN SKILLS QUIZ

Answer the following questions to find out what kind of campaign expert you are:

- The last app you used on your phone is...
 - A news outlet, I need to stay up-to-date on what is happening in the world.
 - My e-mail or my calendar, I need to know what I have to do today.
 - Instagram, of course!
 - WhatsApp, I love to connect with people and exchange ideas.
 - A photo editing app, I never post anything without a quick edit.
- When I see an accident, I...
 - Try to figure out what happened.
 - Call the emergency services and ask people to help.
 - Take a picture for my socials.
 - Talk to bystanders to check if they're okay.
 - Think it is a flash-mob, or an art project.
- When I wake up, I...
 - Take the newspaper out of my dad's hands, so I can read it myself.
 - Look at my agenda and my schedule.
 - Check my phone for new likes and shares.
 - Grab a cup of coffee and have a nice conversation with my parents.
 - Grab my pencils and a piece of paper.
- My favourite class at school is...
 - History.
 - Science.
 - Drama.
 - Language.
 - Arts.
- In my free time I like to...
 - Volunteer.
 - Organise trips.
 - Shop.
 - Chat with friends.
 - Paint, design or edit things.
- In my community...
 - I know the problems and issues people are having.
 - I know all the best places to go.
 - I'm known for my style.
 - I like to know all my neighbours.
 - I put graffiti on abandoned buildings.

Your answers:



ANSWERS:

Look at your answers and identify the icon you scored most:



Mostly A: you are a **Radicalisation Spotter**. You watch the news every day and you can understand and analyse complex issues. We need you to understand why and how people adopt radical behaviour, and how we can change their narrative.



Mostly B: you are a **Coordinating Campaign Manager**. You are very organized, know how to plan things and to stick to deadlines. We need you to coordinate the campaign, keep the campaign running and keep track of the campaign goals and metrics.



Mostly C: you are a **Trendy Influencer**. Instagram is your second home and you know and understand all the new trendy platforms, and more important; you know what people like. We need you to use your influence in the campaign and create engaging content and stories.



Mostly D: you are a **Listening Dispute Solver**. You like to talk and listen to people and fully understand them, you don't judge and know how to resolve conflicts. We need you to understand the campaigns' audience fully, moderate and engage in a dialogue.



Mostly E: you are a **Creative Content Creator**. You are creative, love art and you know how to build memes, video's and stories from scratch. We need you to make the campaign attractive and engaging.

There are different roles in a campaign team, and every great campaign team consists of team members who have different skills. Sometimes you'll have two roles within a team, or two people working in the same role, but it is important to cover all the roles within one team.

Whenever you see your icon in this handbook, pay extra attention! The chapters linked to your icon are important for your role. But this doesn't mean that you don't have to pay attention to the other chapters, of course.

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1. WHAT IS RADICALISATION?



Radicalisation is a process of developing extreme or polar ideas. These polar ideas are based on differences between groups and ignore similarities, creating an 'us' vs. 'them' worldview. This can lead to negative thoughts about other groups, intolerance, hate speech and even violence. This is not to say that people with strong opinions are going to become terrorists or extremists. There is a big difference between activism and terrorism:

Activism: is action. It involves taking part in campaigns, spreading influence to bring political or social change. It is not violent. Forms of activism are protests, demonstrations, strikes and petitions.

Extremism: is the vocal or active opposition to fundamental values (democracy, the rule of law, individual liberty, and respect and tolerance for different faiths and beliefs). It is a polar point of view (extreme right or extreme left).

Terrorism: using violent action or intimidation, especially against civilians, to achieve political or social aims. Terrorism crosses the legal barrier.

Think about your own feelings. Sometimes things make you angry or upset.

But you don't always act on these feelings. It is okay to have strong feelings or to be angry, but it becomes dangerous when it turns into extremism or terrorism. Our goal is to stop people who have strong feelings or opinions about certain things to become extremists or violent.

Exercise:

How does ... make you feel?

Look at the following examples:

1. Trump,
2. Climate Change,
3. Brexit,
4. Veganism,
5. Eating Meat,
6. Online Trolling,
7. Hate Speech,
8. Freedom of Speech,
9. Inequality,
10. The European Union,
11. Populism,
12. Islam,
13. Christianity.

Place a marker of something you feel strongly about at the corresponding place on the thermometer:



2. WHY DO PEOPLE RADICALISE?



The reason people are open to radicalisation has to do with political and societal factors. It is about the feeling of oppression, poverty and exploitation. Experiencing a lack of recognition and reduced self-confidence. Radicalisation is just an escape that offers a simple solution. One big misunderstanding regarding radicalisation, is that it is purely based on religion or someone's belief.

It is important to recognise that there are different degrees and speeds of radicalisation. The process of radicalisation is linked to push and pull factors. These factors can come from the individual (e.g. depression), community (e.g. radical friends) or societal (e.g. discrimination) level and have an influence on the decisions people make. Understanding what factors are in play will help us with creating campaigns.

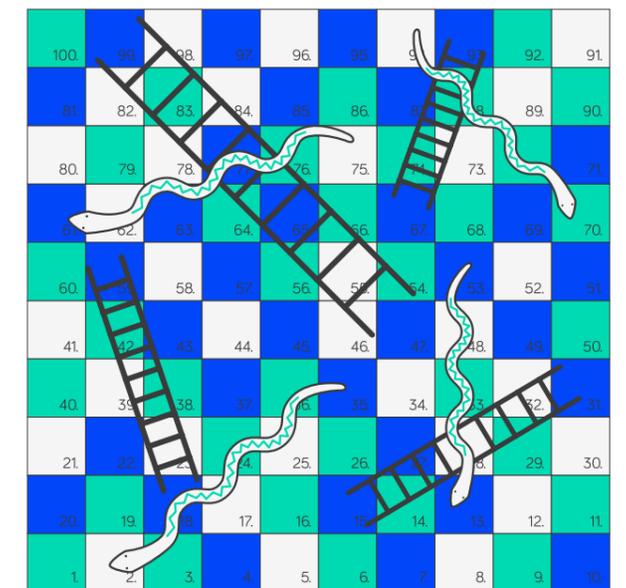
A push factor is forceful, it is a factor which relates to the context or situation a person is in. It is generally an issue or a problem which results in the push to radical behaviour.

For example:
Discrimination, frustration, exclusion, or poverty.
 Or in other words: *I should... I must... I need to... I feel forced to...*

A pull factor is something external, something that lures an individual into radical behaviour. It is generally a benefit, or reward that pulls people to radical behaviour.

For example:
Power, adventure, heroism, or a sense of belonging.
 Or in other words: *I'm inspired to... I want to... It's my choice to... It feels good to...*

Think about it as a game of snakes and ladders. Square 1 would in this case mean non-violent behaviour, and square 100 would mean a violent act. Push- and pull-factors force an individual to move up the board in the direction of violent behaviour. Certain push- or pull-factors may force people to suddenly move up quicker (by taking a ladder) than the other. But it is also common to stay in the middle, which means that people radicalise but never act on their radical ideas or commit an act of violence. In this game is up to us to make sure that people stop moving up the board or move down the board instead of up.



Why do we need campaigns?

A campaign is any series of actions or events that are meant to achieve a particular result, with a particular audience. You are all familiar with campaigns: like an advertising campaign of television commercials and Internet ads that tries to convince you to buy the new gaming console. Or a political campaign, with the goal to put a candidate in office. The goal of a campaign like "Black Lives Matters" is to raise awareness on institutionalised racism.

Campaigns are only ethical if they seek to remove the political impact of identity, not enforce them. Ethical campaigns are about seeing people as individuals, and not based on race, status or sex.

3. HOW TO ZERO IN ON AN AUDIENCE

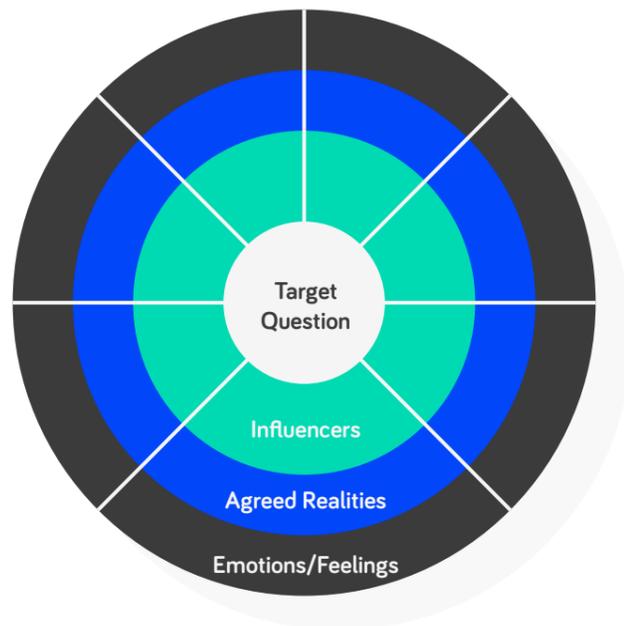


In order to build an effective campaign, you first must identify a target audience.

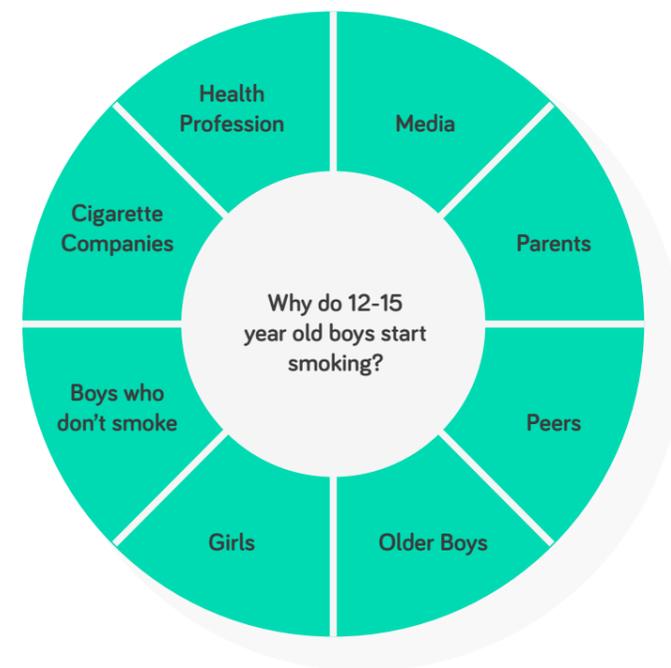
Who are you talking to? It may seem like a simple question, but it is one of the questions many communicators struggle to answer. Campaigners will often say “everyone” or spin out a very broad target audience statement. Knowing EXACTLY who you are speaking to is essential. With the rise of social media, it has become essential to reach your ideal target audience. This is called a micro target audience; an audience you can truly make an impact on to create behavioural change. To find this audience we must start with a **broad target audience**.

Typically, a broad target audience is based on Demographics and Geographical information such as: Age, Gender, Location, and Religion.

Once you have defined a broad target audience, the next step is to create a specific target audience. To do this we use the mapping technique. The technique was originally developed to move people to purchase products and services (traditional marketing). However, the map has applications for all communication including behavioural change through counter- and alternative narratives. Starting with a target question in which we identify a behaviour, we then examine the question through those that influence it, the beliefs about the behaviour (or attitude) and finally the emotional driver behind the audience’s behaviour.



The map uses several concentric circles from the Target Question. It consists, from the centre moving outward: a “Target question”, “Influencers” on the target audience, “Agreed Realities, and finally the “Emotions/Feelings” or “Emotional Payoff” for the behaviour.



The Target Question

At the center of the map is a Target Question. A target question is a question related to behaviour. It starts with WHY? The more specific the question is, the better your map will be.

Why does... Community + Freely Chosen Behaviour.

A community is a group of people who share a similar belief. “Teenagers”, “Mothers”, “Muslims” are all communities.

A freely chosen behaviour is any behaviour the audience does at will. The community is not forced to do it, they chose to do it. While many people think tradition and religion are not freely chosen behaviours, they are indeed. One may choose to celebrate religious festivals or observe religious traditions.

For example:

We want to build a campaign to get teenagers to stop smoking. A good target question would be:
Why do 12-15-year-old boys (=community) start smoking (=freely chosen behaviour)?

Examples of other target questions:

- Why do young men from Paris support PSG?*
- Why do Polish University students share fake news articles?*
- Why do Dutch teenagers smoke weed?*
- Why do older Greek men drink Ouzo?*

Influencers

In the second concentric circle, you should list the major communities of influencers that influence the behaviour or belief. These are people or things that the community you have placed in your target question are influenced by. Always include their peers (because of peer group pressure), but also think about status, the other gender, likeminded people and people with opposing views. They surely have an influence on your audience. Who are the experts for this group? Who are their celebrities? Each influencer gets their own slice of the map. If you know specific celebrities include them in **influencers**.

For example:

Cigarette companies want to sell cigarettes through their ads and try to influence young boys, but also girls and peers have an influence on the decisions 12-15-year-old boys make.



Agreed realities

An agreed reality is the belief that the community in the middle of the map has about how the influencers views their behaviour. Think about it as if you were looking from their point of view. It is not the reality of the influencer, but the reality the target question community has based on the influencer.

When examining **Agreed Realities**, always approach it from the perspective of the target group in the center of the map. It is good to use common phrases or slang words that your audience would use in explanation of their beliefs.

For example:

The smoking 12-15-year-old boys believe that girls think it is sexy and cool to smoke. Or cigarette companies make the boys believe that light cigarettes are better for them and that they can quit anytime. It doesn't matter whether this is true or not, the girls might believe something entirely different. But the boys believe that it is the truth, and that is what counts.



Emotional payoffs

Emotions are essential in understanding behaviour. It is not true that logic is responsible for our decision-making; rather it is emotion that is the biggest driver. It is therefore necessary to understand what our audience feels about the behaviour in relation to the influencer. In each slice of the map you should place a corresponding **Emotional Payoff**.

For example:

*The smoking 12-15-year-old boys believe that girls think that it is sexy and cool to smoke and they therefor **feel desired**. Or cigarette companies make the boys believe that light cigarettes are better for them and that they can quit anytime, and they therefor **feel in control**.*

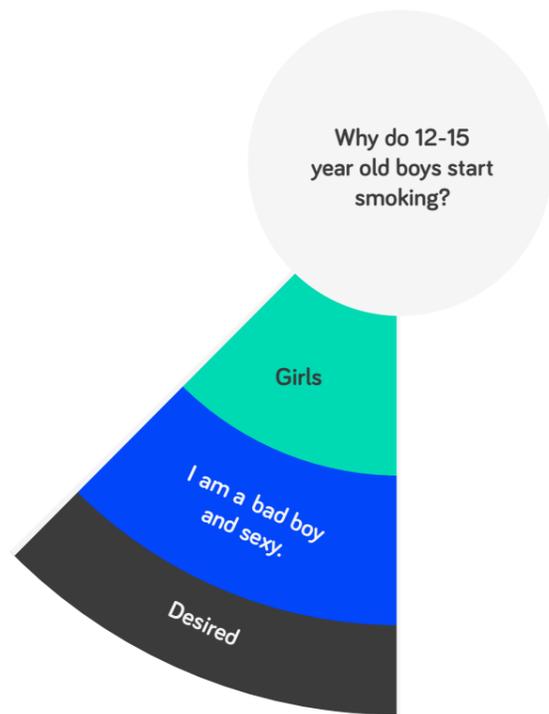
Target audience statement

A target audience statement is created by reading a wedge or slice of the map from the target question to the emotional payoffs. It does not assume that you will reach everyone, that's why we start the statement with the word 'some'. Each slice of the map will present you with a different target audience statement.

Some... **Community** + **Freely Chosen Behaviour** + **Influencer** + **Agreed reality** + **Emotional Payoff**.

For example:

Some... *12-15-year-old boys smoke* because they believe that *girls* think that *it is sexy and cool* and they therefore *feel desired*.



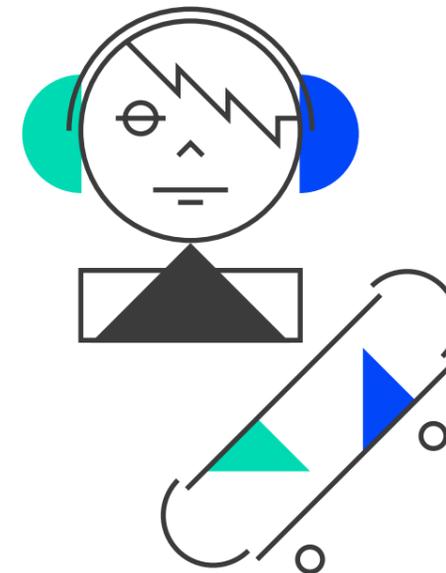
4. BUILD A PERSONA



Making a fictional persona can help you to get in the mindset of your target audience. It forces you to take a step in their shoes and think about the things he or she encounters in his or her day-to-day life. You can include the following information: Name, Age, Gender, Location, Ethnicity, Religion, Education and Income. Also ask the following questions: What does (s)he think about my topic? What other opinions does (s)he hear? How does (s)he act on his or her opinions? What are the grievances, values, interests and needs that feed into this behaviour? Does (s)he have hobbies, what kind of music does (s)he listen to, what is his or her favourite brand, and how would I recognise him or her on the street?

For example:

This is Tim, he is a 14-year-old boy. He lives in the city and comes from a middle class background. He listens to punk rock and often wears loose t-shirts, cut off jeans and Vans sneakers. He loves to skateboard and is secretly in love with one of the older girls who always hangs in the skatepark. He started smoking because he wanted to impress her, but she never really pays attention to him. He values friendship and would love to become a pro-skateboarder but isn't talented enough. That's why he works in a supermarket. During his breaks you can see him smoking next to the entrance while listening to Panic! at the Disco on his cracked iPhone 5.



Exercise:

Draw a picture of your persona in the window of block 2. The persona should be given a name and an identity.

Once completed introduce the character.



5. WHAT ARE RADICAL NARRATIVES?



It is important to understand what kind of stories and narratives our audience responds to if we really want to comprehend why they might develop extreme thoughts. Narratives are a system, or collection of stories that all communicate the idea in different ways.

Propaganda is often used to create strong narratives. Propaganda is powerful because it is very simple. The message is comforting and offers a simplification of the world and shows 'good vs. evil', 'good vs. bad. This polarised worldview is the starting point for radicalisation because it creates an 'us vs. them'-divide. Propaganda is used to manipulate a target audience to believe in the divide and to amplify it. Propaganda often consists of six types of arguments and beliefs, creating a radical narrative:

1. **Injustice:** this activates feelings of frustration and moral outrage: 'There is something wrong/unjust in the world.'
2. There is a **collective enemy** that is responsible: this transfers responsibility 'We need to act or to fight the ones responsible.'
3. Create **stereotypes** that dehumanises the enemy: this inhibits empathy and activates feelings of hatred / desire for revenge 'they are evil and unjust'.
4. Constructing a **positive social identity:** this creates a desire to belong. 'If you're not with us, you're against us (thus, supporting the oppressors) because we are righteous and good.'
5. The belief that **violence or illegal action is the only effective method** to achieve a change. 'Violence is allowed against anyone who opposes us.'
6. Our actions create a positive **future state:** 'We are the leaders of a revolution.'

These narratives are extremely powerful and can move people towards violent behaviour.

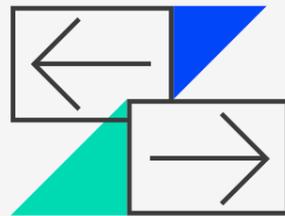
For example:

Even smokers can move towards a more radical narrative due to their smoking. They might think that the government is against them because they are increasing the tax on cigarettes (1. Injustice), blame everyone who is not smoking for ruining their lives (2. Collective enemy), see non-smokers as boring nobodies (3. Stereotypes), see themselves as cool rebels (4. Positive social identity), start smoking in places where it's not allowed (5. Illegal action) and hope for a society where you can smoke everywhere you want (6. Future state).

Exercise:

What are the extreme narratives for your target audience?

Insert this into block 3 of your Campaign Canvas.



6. WHERE TO FIND YOUR AUDIENCE



The internet is a big place and different groups of people use different parts of it around their own interests. Millennials like to use Facebook and Twitter, whereas younger people prefer Snapchat and Instagram. Consider the persona that was created earlier. Where would this person be found online and offline?

We often pick the platform we're most comfortable with or where we're already active. But when choosing the platform, it is important to use the platform your target audience is using. It makes no sense to reach out to older people through Snapchat or TikTok, or to launch a campaign on Twitter when your target audience is consuming memes and images.

Try to find your target audience online by infiltrating a Facebook group, visiting the page of a friend who might belong to your target audience, exploring a specific hashtag they use, or by going to a page popular amongst your target audience. Click on couple profiles or click on some links they shared and try to find accounts on different platforms.

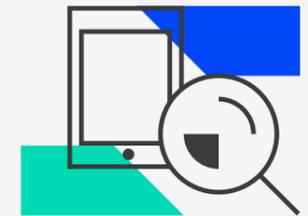
For example:

Tim loves to use snapchat to send videos of him skateboarding to his friends, but he's also watching tutorials on YouTube, and he uses Instagram to secretly look at the pictures of the girls he met at the skatepark.

Exercise:

Where can you find your audience and why are they there?

Put it in block 4 of the Campaign Canvas.



7. HOW TO PERSUADE



Persuasion is learning with an emotional dimension, altering current beliefs and emotional payoffs.

There are 3 elements necessary for persuasion:

1. **Credible source:** a person the audience trusts
2. **Logical approach:** presenting new knowledge, skills or attitudes in a way the audience understands
3. **Emotional appeal:** a negative or positive emotion to encourage their new knowledge, skills or attitudes.

Credible source

Credible sources are people that your audience trusts. Credible sources are broken down into 5 categories. They are placed in order of importance:

	Category	Description	Emotion
1.	People like us	These are family members, friends or peers. Depending on the context of your target audience, this is your community.	High
2.	Celebrities	Each community has their own celebrities. Celebrities are on a psychological level the aspirational versions of ourselves.	High
3.	Role models	People similar like us but have achieved success. A role model is usually community based. They are accessible, whereas celebrities are more distant.	Medium
4.	Community leaders	These include policemen, local politicians, religious leaders, etc. They are specific to the community.	Medium
5.	Experts	Experts rank low in the persuasive list due to their low emotional value. Experts use jargon and have a habit of superiority that the audience disengages with. This is not to say that they aren't important.	Low



PewDiePie (Felix Kjellberg) at PAX Prime 2015.

For example:

If you are a millennial gamer you will know the name **PewDiePie** (Felix Kjellberg), a Swedish YouTube celebrity. Starting in 2010 the young gamer would play and review games on his YouTube channel. His 60 Million following rely on him for candid opinion on new games. For the gaming community, PewDiePie started as a 'person like us' and is now a 'celebrity'. But for our skateboarding Tim, PewDiePie is probably not a credible source since he is only interested in skateboarding. So we'd probably have to look for pro-skateboarders.

Exercise:

Who influences your target audience? Look for specific names, groups and "influencers" across the online and offline spaces where they can be found.

Insert this into block 5 of your Campaign Canvas.



Logical Approach

Start at the logic of your audience, not your own. Look at what your target audience believes. By choosing an influencer and the agreed realities they are linked to, you can decide what you want to change.

To do this we first have to look at the existing logic you identified in your target audience map.

For example:

The logic of the smoking boys:

- I know when to quit.
- It is cool to smoke.
- I'm young so diseases don't affect me.
- People will like me if I smoke.

After identifying their logic, you should introduce a new logic to replace their old believe.

For example:

- Addiction is real, it will cost you a lot of money to stop smoking.
- People who can say no to temptations are the cool ones.
- Young people also get sick because of smoking, just look at your yellow teeth.
- People who smoke are annoying because they go outside the entire time, and they smell bad.

The new logic should be introduced by a credible source.

For example:

No boy wants to be perceived as weak or dirty by a girl. It's a powerful message, if we use girls to make them believe that it's dirty to smoke.

Emotional Appeal

To persuade you must activate emotions or feelings. Logic alone does not persuade. Emotion is a tremendous driver that alters our current understanding and is linked to the formation of memory. When you make important choices on a car, a home or a partner, it is usually not a logical decision.

When we understand what the audience's emotional payoffs are, we can examine alternatives that can challenge a fixed pattern of thinking. It is important to note that your persuasion must have a value shift. We are hardly encouraged

to accept new knowledge, skills or attitudes if we are not encouraged to do so. Encouragement either comes from a shift from a value to an opposite value (from positive to negative, or vice versa) or it can be an amplification of the value (positive to very positive, or negative to very negative). Values can be expressed as positive (+), very positive (++), negative (-) or, very negative (--).

Very positive [++]	Positive [+]	Negative [-]	Very Negative [--]
Excellent	Good	Bad	Awful
Cheerful	Joyful	Sad	Sorrowful
Adored	Loved	Disgusted	Hated
Overjoyed	Glad	Upset	Distraught
Gorgeous	Beautiful	Ugly	Hideous
Ecstatic	Happy	Unhappy	Miserable
Serene	Calm	Worried	Distressed
Energetic	Fresh	Tired	Exhausted
Intelligent	Clever	Stupid	Idiotic
Ferocious	Fierce	Afraid	Fearful
Tranquil	Peaceful	Angry	Furious
Exhilarating	Exciting	Boring	Dull
Effortless	Easy	Hard	Difficult

For example:

The smoking boys feel in control (+) because they think they can stop anytime. With our emotional appeal we should make them feel out of control (-) or make them feel in total control (++).

The smoking boys feel desired (+) because they think girls think that they are bad boys and sexy. With our emotional appeal we should make them feel ashamed (-) or admired (++).

Aim statement

Once you understand who you are talking to, the aim provides the "what to say". To create an aim you need your target audience statement, a credible source, logical approach and a new emotional appeal.

Your aim statement =

target audience statement + **credible source** + **logical approach** + **emotional appeal**

For example:

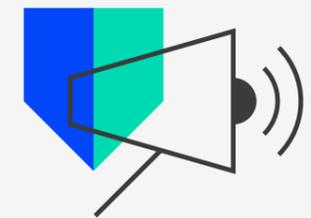
My aim is to persuade some 12-15-year-old boys who smoke because they believe that girls think that it is sexy and cool, and they therefor feel desired to believe that smoking makes them unattractive to girls who see them as dirty and weak and therefore feel ashamed.

In this example the girls are the credible source, they should convince the boys that smoking is dirty and for the weak (logical approach) and that they should feel ashamed (emotional appeal).

Exercise:

Develop an AIM statement for your campaign.

Insert this into block 6 of your Campaign Canvas.



8. WHAT ARE COUNTER & ALTERNATIVE NARRATIVES?



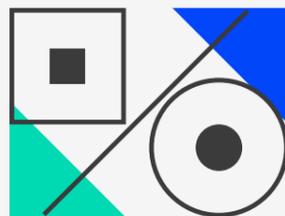
Countering messages radical groups are spreading will most likely play into their hands; it gives them extra proof that 'the rest' are against them and enhances the 'us vs. them'-divide. In order to avoid this, there needs to be a stronger approach, such as the four seen below. They show you different ways to create powerful and compelling stories to counter extremist narratives while using their own logic against them:

- **Factual counter-narratives:** Factual counter narratives point out flaws in the narrative of the extremist group. Fact-Checking can also be considered a factual counter-narrative since it points at the flaws in propaganda and disinformation.
Pro (+): You can tackle propaganda head-on and tactically respond to new ideas.
Con (-): People who are convinced of their worldview won't believe you.
- **Moral counter-narratives:** Pointing out violent action is not a moral way of achieving aims.
Pro (+): You can use religious leaders to spread your message.
Con (-): You must carefully segment your target audience.
- **Humour and sarcasm:** Using humour and sarcasm may be useful in de-legitimising narratives of violent extremists. It makes people who fear terrorist action, less fearful because they can laugh, which undermines the power of extremist groups.
Pro (+): Humour is a great way to change someone's thinking or behavior.
Con (-): You might offend someone and make the situation worse.
- **Positive / alternative narratives:** By creating proactive, positive and alternative narratives we can provide an alternative for grievances and feelings of injustice. This makes people feel empowered to stand up against radical ideas.
Pro (+): You can offer a positive personal dream that can be achieved or something that gives people significance or a sense of adventure and glory. You can offer the chance to create their own local initiatives or impacts. You can offer a group or collective that people can belong to.
Con (-): It is difficult to respond to propaganda pieces.

Exercise:

Based on the narratives of your audience, what alternate or counter narratives can you create?

Put them in block 7 of your campaign canvas.



9. KEY CAMPAIGN MESSAGE



The campaign message is vital for your campaign to be a success. It is the core message and your point of view that you want your audience to remember, and the main points of information that you want your audience to receive. One way of looking at it is like a debate that you are having with the audience. Therefore, it **must be clear, concise, logical, and identifiable**.

There are three main points the key campaign message needs:

Easy to understand: simple, easy to understand language, with minimal jargon and acronyms is the first step.

- **State the problem first:**
Sharing disinformation is dangerous

Positive: a positive, compelling message with meaningful information designed to stimulate action will help engage your audience.

- **Propose a solution:**
You can verify information easily.

Believable: if your audience believes your message, can actively relate to it, and remembers it, you are on the right track!

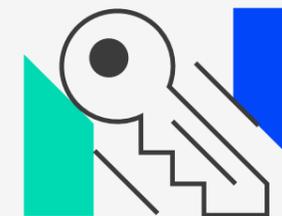
- **Invite a specific action:**
Stop the information epidemic from spreading.

Ensure that these points are all clear in your campaign message and you can start successfully building your campaign!

Exercise:

What is your key campaign message?

Put it in block 8 of your campaign canvas.



10. CREATE SMART GOALS



To achieve your big dreams we need many smaller, more precise goals. An easy way to do this is to divide your ambitions into SMART goals. If you work through SMART goals, you will achieve future goals quickly and in a structured way. SMART goals are an easy way to formulate the goals of your campaign. When you create SMART goals, you should think of five different elements.

They are:

Specific: What exactly do you want to achieve?

Measurable: Establish clear definitions to help you measure if you're reaching your goal.

Attainable: Can you take all steps you need to reach your goal?

Relevant: How will meeting this goal help you? Does your goal relate to your aim?

Time-Bound: How long will it take to reach your goal?

For example:

My aim is to persuade some 12-15-year-old boys who smoke, because they believe that girls think it is sexy and cool, and they therefore feel desired to believe that smoking makes them unattractive to girls who see them as dirty, weak and therefore feel ashamed.

To achieve this, we are going to make a video with a creative agency featuring young girls who show that smoking is dirty. This video will be shared on YouTube and will show a phone number people can call to find help to combat their addiction. The video should have at least 2000 views, and we want at least 20 phone calls, within 6 months.

The Goal is described in a SMART way, because it is:

Specific: *The success is specifically defined with 2000 views, and 20 phone calls.*

Measurable: *You can measure the amount of views and calls easily.*

Attainable: *We're working with a creative company who's going to produce the video, the YouTube channel and phone number are ready to go.*

Relevant: *The young girls in the video will be relevant for our 12-15-year-old target audience, the phone calls will help them quit smoking.*

Time-Bound: *It will be achieved within 6 months.*

11. DEFINE ACTIONS



Actions are even smaller than SMART goals. They describe the steps you need to take to achieve a goal. This will help you to define everything you need to do to achieve your goals.

For example:

We are going to make a video with a creative company featuring young girls who show that smoking is dirty. This video will be shared on YouTube and will show a phone number people can call to find help to combat their addiction.

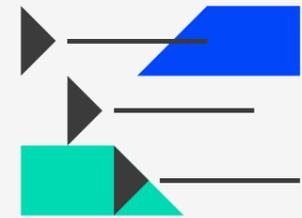
Some of the actions we need to take are:

- Find a creative agency to make the video
- Write a script with the creative agency
- Recruit the young girls for the video
- Edit the video to make it suitable for YouTube
- Set-Up a YouTube channel
- Set-Up the phone number
- Moderate the YouTube video
- Staff the phone line
- Write down the amount of phone calls
- Count the amount of views after 6 months

Exercise:

Define four SMART goals for your campaign and identify the specific actions you need to take to achieve your goals.

Put them in block 9 of your canvas.



12. RISKS



There are several risks in all campaigns. Thinking about what could go wrong, and how you can fix it, is essential before you launch a campaign. This is because when something bad does happen, you have anticipated it and then can deal with it in a calm manner. What would you do if internet trolls attack your campaign? What will you do when no one responds to your posts, endangering the goals you set for your campaign? What kind of moderation policy do you have (what kind of comments will you remove, and what not)? Can you stay safe, hosting an offline event? If you run a successful campaign you should anticipate some hateful comments. But don't freak out! It means that you reached someone on an emotional level, which -in itself- could be a success indicator. Trolls and hate comments are still annoying, so here are some tips on how to deal with trolls:

Who will deal with the risk?

First, you must decide how severe the risk is. We can label to risk from 1 – 5, with 1 being low risk, and 5 being high risk.

- **1-2 on the scale:** risk is low, you can deal with it yourself
- **3 on the scale:** risk is medium, speak to a teacher or an adult to help you decide how to handle the risk
- **4-5 on the scale:** risk is too high to deal with yourself, you need a specific strategy for how to handle this and you must seek help in doing so.

Report/Flag: your campaign could be at risk of hate speech, trolling, being hacked or physical threats. If you don't think a comment should be allowed on a platform you're active on, you can report or flag it and a moderator will look at it. If you think it is illegal content (like calls for violence, discrimination or terrorist propaganda) you should report it to the police.

To report a comment on your Facebook Page or someone else's Page or profile:

1. Go to the comment you want to report.
2. Click the three dots next to the comment.
3. Click Give feedback or report this comment.
4. To give feedback, click the option that best describes how this comment goes against our Community Standards. If you don't see any options that fit, click Something Else to search for more.
5. Depending on your feedback, you may then be able to submit a report to Facebook. For some types of content, we don't ask you to submit a report, but we use your feedback to help our systems learn.

To report an abusive or spam comment on Instagram:

1. Tap  below the post.
2. Swipe left over the comment (iPhone) or tap and hold the comment (Android) you'd like to report.
3. Tap  (iPhone) or  (Android).
4. Tap Spam or Scam or Abusive Content.
5. Select an option for why the comment is abusive.

What happens if YOU are reported?

Quite often you can appeal the decision. But you should also reach out to helpdesks/support and get in touch with the platform. You can avoid being reported by being careful with the language you use and the content you share.

Delete: If you don't want any vulgar language on your page you can delete the comment.

Hide: Another option is to hide the post. No one will be able to see the comment anymore, except for the author. (S)He will therefor never find out about your censorship.

Respond: You can respond to a comment if you think you can engage in a dialogue. Try to ask open-ended questions and don't be too defensive.

Block: You can also block an account to make sure that your annoying troll won't come back to haunt you.

Ignore: Sometimes it is best to 'not feed the troll', just ignore the comment and move on.

Counter: You can also use emotional messaging to counter a troll, but this could be very time-consuming, and it is difficult to really make an impact. Quite often you'll end up in a yes-vs-no game with no end in sight.

Resilience: Don't forget you can always just switch off your phone and not be involved anymore! Sometimes you need to take a break and take a step back – you don't have to be on top of things constantly campaigning all the time. That said, you must remember that if people are commenting heavily and you don't see it until it is too late, it could damage your campaign.

Safety First: To avoid the risk of being hacked, make sure to use a password manager and two factor authentication, changing up your passwords every few months.

Influencers: Although influencers are key to building a bigger following, they are also individuals who may not consistently align themselves with your message or your campaign. In their personal careers, they may end up engaging in an act that actually goes against the message of your campaign. If this occurs, you may need to disassociate yourself from them.

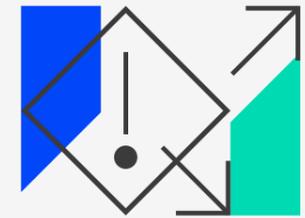
Negative backlash: Negative backlash is always bound to occur if you have a controversial message. To keep it to a minimum, make sure you have got feedback from a diverse group of people about your message and campaign before you launch. Figure out some potential arguments individuals may raise about your message, and come up with counter arguments to them.
Capacity: What happens if you end up going viral and you don't have the capacity to handle it? Try to bring more people on board if possible, or...

Seek Help: You can always ask for help when you're not sure on how to deal with a specific situation. Reach out to other campaigns like the 'no hate speech movement' or 'get the trolls out' and ask for advice.

Exercise:

Look at your campaign canvas and especially your AIM, narrative and goals. What kind of risks can you anticipate and how will you fix them?

Put them in block 10 of the canvas.



13. CALL TO ACTION!



A call to action aims to create behavioural change, which is the central focus of every successful campaign. You should instruct the audience how they should interact with the campaign, why your story is important and what difference it will make. An effective call to action can focus on the engagement you're looking for.

For example:

Subscribe now, like & comment, click here to read more, etc.

But you can also ask for more, you can ask for offline action or a better form of engagement.

For example:

Donate, Sign up for our event, Volunteer, etc.

In contrast to counter-narratives that often state what one should not do, extremists often have an effective call to action because they emphasise very practically what one should do. Positive goals that provide the audience with an alternative are often more effective: it should provide a call to action instead of a call to inaction. Here are a couple of tips on how to formulate a call to action:

1. Clearly communicated, coherent and logical
2. Simple, doable and short
3. Desirable and fun
4. Useful, valuable and rewarding

Don't tell people to stop doing something, but provide a fun alternative they should do.

For example:

'Call for Help' is a good call for action in the anti-smoking video, people will call the number and seek assistance. This is 'dating' engagement if they call in once and ask questions, or even as 'committing' engagement if they call in more often until they really stopped smoking.

Exercise:

Formulate a call to action for your campaign, also think of how you're going to measure that action.

Put it in block 11 of your canvas.



14. HOW WILL THEY RECOGNISE YOUR CAMPAIGN?



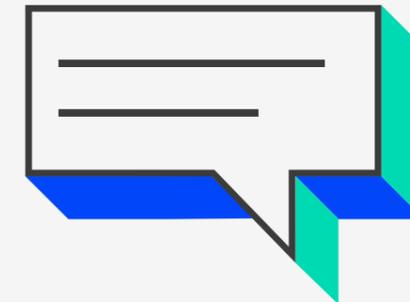
In order to make your campaign easily recognisable, you need to build an identity for it. This includes coming up with the following:

- **A name:** make sure it represents your campaign and can be easily linked to the message of your campaign. You could use a generator like [namelix.com](https://www.namelix.com) to find a name for your campaign.
- **A colour scheme:** a good colour scheme is extremely important as it is the first thing people will notice when they see your campaign.
- **Slogan:** a slogan can be used to make your message stick. Just think of 'Just do it' by Nike, 'Impossible is nothing' by Adidas, or 'I'm Loving it' by McDonalds. We can easily link these simple lines with the brands who use it.
- **Hashtags:** if your campaign is online, hashtags are an excellent way to grow and get noticed. Consider making one hashtag hyper local, one regional and one national (or international). You need to make sure the specific hashtag you want to use has not been used before, for example #loveislove is an international hashtag, but if you translate it into your own language then it might be available. *March For Our Lives* used a number of hashtags, such as #neveragain, #enoughisenough, and the hyper local hashtag, #parkland.
- **Bio:** be authentic in your bio, making sure to be short and concise, as people need to know what to expect. Have a punchy headline and perhaps include something that starts a conversation. Include your location and a call to action with a link.
- **Good visuals, wording and appropriate language**

Exercise:

Build your campaign identity.

Put it in block 12.



Campaign Recognition Tips

- **Be to the Point:** You should communicate the number one reason why you exist.
- **Be Memorable:** What's a catchy way to talk directly to your target audience?
- **Share Your Vision.**
- **Be Believable:** Something that is simple, true, and achievable.
- **Be funny, if you can.**
- **Finally, keep it consistent!**

15. WHAT DOES SUCCESS LOOK LIKE?



What are you measuring? It's easy to rely on web analytics tools to report the 'what' without applying your brain to understand the 'why' – and the 'what next'. Why does your campaign and content make a difference?

Take a close look at your campaign canvas, and at all the blocks you filled in. What is the change you want to achieve? How will your campaign contribute to that change? Is your AIM connected to your goals, to your narrative and to your calls to action? Does the engagement match with the change you want to make?

Is your campaign contributing to that particular result, with a particular audience you want to see? How do all of your actions, results and ambitions contribute to a wider social change? Small but tangible results can have an incredible impact. An open, non-polarised discussion on politics with classmates can reduce the chances of them becoming more radical. A school that starts with a recycling programme can contribute to reducing climate change. A friendly football match between different neighbourhoods can be the start of a more inclusive society. How will your campaign change the game?

For example:
The campaign to stop young boys from smoking had a clearly defined success (20 calls to the phone line). The video was designed to get young boys to call that number and seek help. The 2000 views for the video were only needed to drive engagement to the phone number. We can call that campaign successful if they indeed received 20 phone calls from their target audience within 6 months.

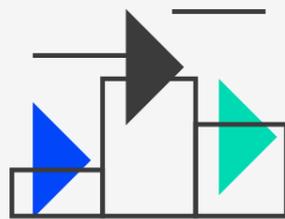
It is necessary to have a clear definition of success before you start. You'll use this as an indicator to make sure that the campaign is on track when you're running it.

For example:
If only 3 people called the phone line in the first 4 months because the video only had 350 views, the campaigners would know that the campaign is not on the right track. But they would still have time to make adjustments to make sure that the campaign is a success in the end.

Exercise:

What does success look like for your campaign?
 How are you going to measure this success?

Define your success and put it in block 13.



19. EVALUATION METRICS

Digital Analytics

The following metrics are recommended to use in order to measure the scope and reach of your campaign. Using web analytics and social media analytics, these metrics should be measured continuously throughout the campaign, and up to two weeks after the last campaign post in order to gain a quantitative analysis of your campaign. They can be split into two types of metrics, vanity metrics and impact metrics:

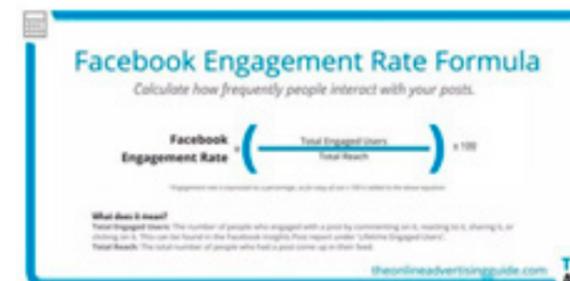
Vanity Metrics

- Number of social media reach of campaign posts
- Number of social media likes
- Number of social media comments
- Number of social media shares

Impact Metrics

- Engagement rate
- Number of users visiting the campaign website pages
- Price per Click

Here are some average engagement rates for Facebook and Instagram:



On the next page, you will find a table with examples of different metrics you can use to measure the scope and reach of your campaign. By using as many of them as possible, you will have a better understanding of how successful your campaign was. Make sure to stay up to date and on top of your measuring by keeping note weekly.

As mentioned previously, there is a difference between organic and paid posting. Measuring the difference between both could be helpful in order to show what you need to do to grow your platform.

**Impressions, either paid or organic, are the number of times your content is displayed, no matter if it was clicked or not. An impression means that content was delivered to someone's feed. A viewer does not have to engage with the post in order for it to count as an impression.*

***Conversion rate is the percentage of people who you can convert to get what them to do what you ask, for example, signing up to an email newsletter, or downloading a poster. They are calculated by simply taking the number of conversions and dividing that by the number of total interactions that can be tracked to a conversion during the same time period. For example, if you had 50 conversions from 1,000 interactions, your conversion rate would be 5%, since 50 ÷ 1,000 = 5%. A good conversion rate sits between 2% and 5%.*

Engagement	Week 1	Week 2	Week 3	...
Likes organic				
Likes paid				
Clicks				
Shares				
Comments				
Mentions				
Reach				
Followers				
Impressions organic*				
Impressions paid				
Average daily reach				
Rate				
Conversion rate**				
Engagement rate				
Content				
# posts total				
# videos total				
# links total				

Qualitative Analytics

Remember it is important to also have a qualitative content analysis of your campaign. How do people engage with the campaign? What are they saying in the social media comments on the posts? Can we identify some 'eye opening' moments or reactions? Can we identify a change in mindset? These sorts of conversation type questions will help you to create a fuller evaluation of your campaign, and are also known as **impact metrics**.

Creating an online survey using Survey Monkey, Google survey or a preferred survey tool, within a few days after the closure of the campaign can also be useful to measure the effects of your campaign on the user audience. Ask the audience if they have noticed the title of the campaign, or can recall a message from the campaign. Had they heard of the topic of the campaign before? Has their knowledge on the topic increased since seeing the campaign? Has the campaign changed their view on the topic? Include open questions as well, as these are great for gaining a better understanding of your campaign's impact and how to improve the campaign next time. Questions such as: could you give an example of how the campaign has influenced your perspective about the topic? Do you think there is anything lacking in this campaign? Keep the surveys short, so as to keep your audience engaged.

13. HOW TO MEASURE ENGAGEMENT

Different types of content will get a different type of engagement from your audience and will give you a different metric to measure. Some metrics are more valuable than others when it comes to assessing the success of your campaign.

For example:

A long discussion between people in the comment section gives you better insights than a simple like on a post. Or a 30-minute video that people watch till the end gives you a better chance to tell your story than a 3 second GIF. There are roughly 3 types of engagement (from good to best):

1. 'FLIRTING' engagement (GOOD)

This can be achieved with content that provokes an instant reaction, often emotional. This kind of engagement typically works with content that catches someone's eye and provokes a quick reaction. Only a short moment of attention is needed for this type of engagement, so there is only a small window of time to convey your message. There is a good chance that the message won't stick. Think about it as a quick flirt with someone you meet at a party.

Types of content suitable for this kind of engagement:

Photo, Poster, Image, Content Visualisation, Meme, GIF, Short Video, Short Comic, Short Story, Testimonies, Quote, Micro Blog, Comment piece.

What metrics to use to measure the impact of the content:

Like, Reaction, Share, Comment, View.

2. 'DATING' engagement (BETTER)

This type of engagement requires an element of participation from the audience and provides more opportunity for the message to resonate with your audience. The more time your audience spends interacting with your content, the more value. Think about it as dating; you've got some time to ask questions and check each other out.

Type of content: Quiz, Contest, Online Game, Tagging, Q&A, Long Video, Hashtag sharing, Photo gallery, Infographic, Competition, QR Code, Polls, FAQ.

Metrics: Hashtag shares, Participants, Page visits & duration, 30 second video view, Dialogue in comment section, Questions asked.

3. 'COMMITTING' engagement (BEST)

This kind of engagement demands the most time from your audience and provides the strongest chance for your message to resonate with your audience in a sustained way. This kind of engagement gives your audience the opportunity to participate (or get the feeling they are participating) and become part of your campaign. Think about it as a committed relationship; you invest in each other and hope to stay together until the end of times.

Type of content: Live video, Live Q&A, Long Video, Groups, Offline event or activity, Podcasts, User generated content, Vlog, Interviews.

Metrics: Long video views till the end, Active vlog followers, People interviewed, Live views, Questions asked, Amount of stories/content send in by audience, Active discussions in groups, Participants.

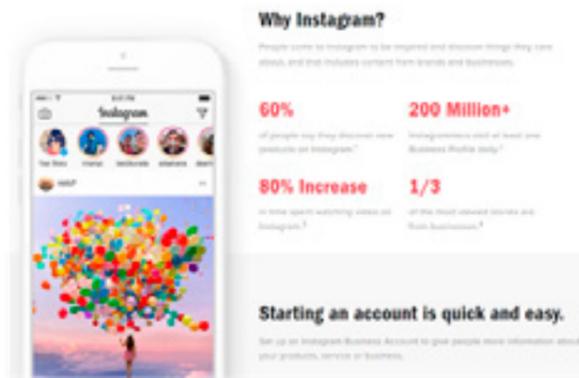
16. HOW TO SET UP YOUR SOCIAL MEDIA PAGE

INSTAGRAM

Getting started with Instagram

<https://business.instagram.com/getting-started/>

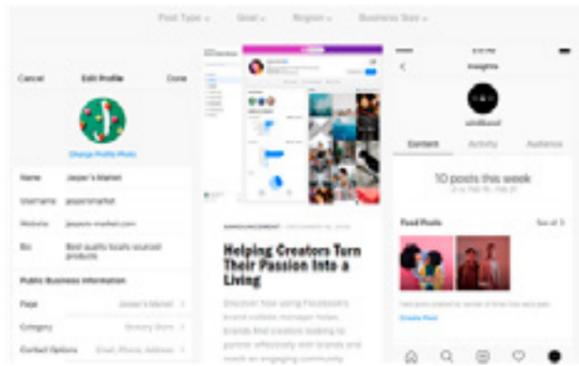
This step-by-step guide shows you exactly how to set up a business Instagram account, which is ideal for creating campaigns. A business account allows you to get insights into your followers and how they interact with your posts and stories, as well as gaining real-time metrics on how your stories and posts perform throughout the day. These insights and metrics are especially useful when evaluating your campaign. The guide also helps you to create Instagram content and use Instagram's apps to be creative.



Building up your business on Instagram

<https://business.instagram.com/blog>

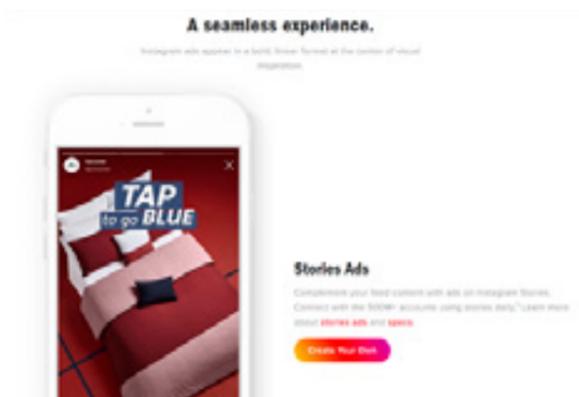
This blog is designed specifically to help inspire you in building your Instagram page, and increase the business potential of your page. It allows you to filter by post type, goal, region and business size, thus catering for all markets. Don't forget, if you have a private Instagram page, you can just switch it over to a business page as well! Just go to: Settings -> Account -> tap Switch to Professional Account -> tap Business.



Creating an ad

<https://business.instagram.com/advertising/>

Creating adverts on Instagram can help to drive awareness and boost your campaign to relevant viewers. This guide shows you the different types of adverts that are available on Instagram and the wide range of options to reach your target audience.

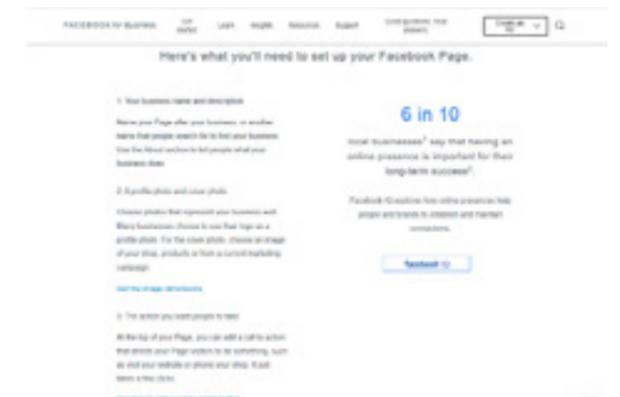


FACEBOOK

Creating a free Business Page

<https://www.facebook.com/business/pages/set-up>

This guide gives you all the details needed for setting up your Facebook page, then follows with examples of types of content to post and other methods for continually improving your Page through messaging and special features. Further links on this website show you how to convert an existing Facebook profile into a Page, advises you on how to manage your Page and provides step-by-step instructions on how to optimise your Page for engagement.



Growing your business on Facebook

<https://www.facebook.com/business>

Facebook provides free business tools and insights designed specifically to help grow your business (and campaign), which are explained here. The website includes a similar blog to the Building up your business on Instagram mentioned above. It also provides links on how to get started on Whatsapp and Messenger, as well as free online courses about ads and digital insights.



Creating an ad

<https://www.facebook.com/business/ads>

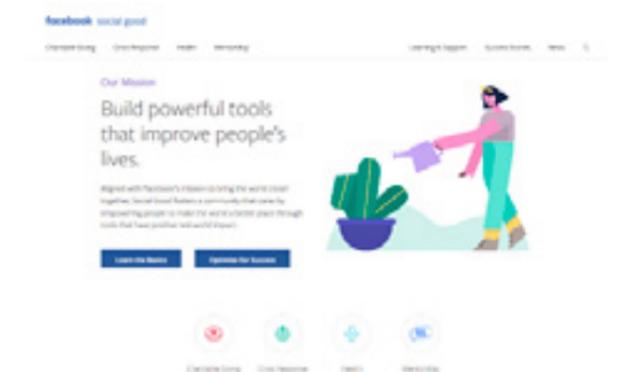
Just as on Instagram, this guide gives instructions to follow in creating your first advert. It helps you to define your theme and understand your target audience, all whilst being authentic.



Facebook for Social Good

<https://socialgood.fb.com/>

Facebook for Social Good provides useful additions to your Facebook Page if you are building a campaign with a particular impact. There are tools to help non-profits and supporters fundraise, tools to help reach relevant people affected by a crisis and health tools used to identify health emergencies. Further links show you how to add a donate button to your page and how to set up a number of different types of fundraisers.

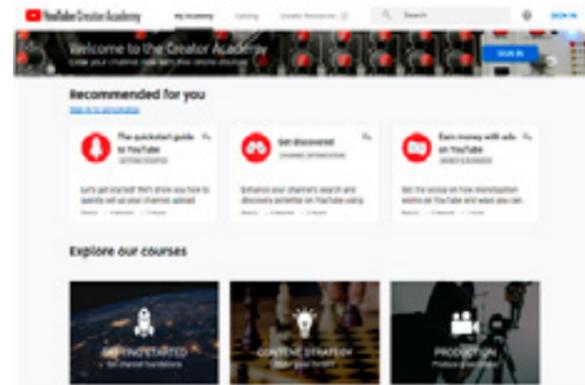


YOUTUBE

YouTube Creator Academy

<https://creatoracademy.youtube.com/page/home>

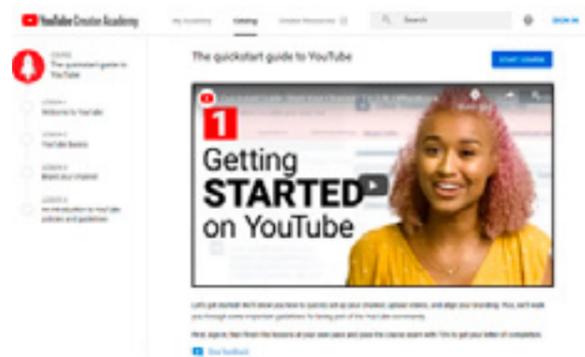
What better way to learn how to use YouTube than to watch YouTube tutorials! The Creator Academy provides free online courses for someone just starting out on YouTube and wanting to grow their channel. From videos on content strategy, to how to earn money on YouTube (which can be extremely difficult to do), there are plenty of popular lessons for you to look at to help build your campaign.



Getting started on YouTube

<https://creatoracademy.youtube.com/page/course/bootcamp-foundations?hl=en>

These four introductory lessons will guide you in setting up your channel and becoming part of the YouTube community. The lessons take two hours altogether.



TWITTER

Getting started on Twitter

<https://help.twitter.com/en/twitter-guide>

This guide identifies the key elements of Twitter that you need to understand to get started: tweet, retweet, follow, search and hashtag.



Twitter for Business

<https://business.twitter.com/>

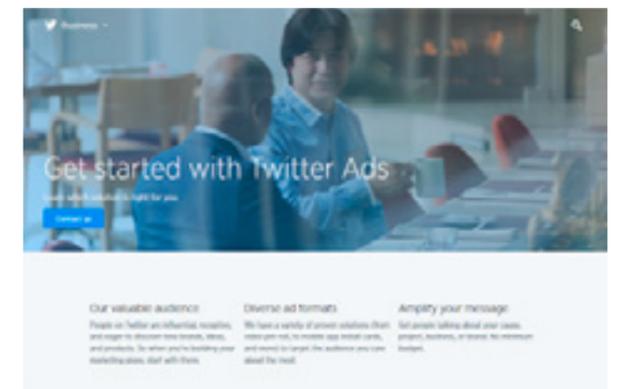
Including some statistics on the power of the platform, this website assists you with solutions to fit your goals. It helps you to get started with Twitter ads and interest-based targeting. It also provides further links to articles that help you to 'get better at Twitter' and other resources and guides to be used for improvements.



Get started with Twitter Ads

<https://business.twitter.com/en/solutions/twitter-ads.html>

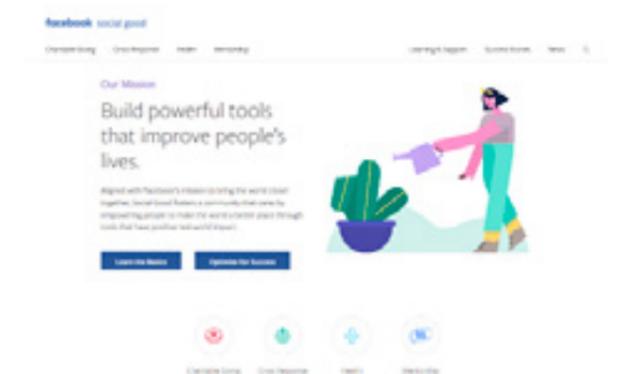
According to Twitter, creating an ad on their site is easy, so long as you have an objective and a target audience. This site talks you through the steps of creating a Twitter Ad.



Facebook for Social Good

<https://socialgood.fb.com/>

Facebook for Social Good provides useful additions to your Facebook Page if you are building a campaign with a particular impact. There are tools to help non-profits and supporters fundraise, tools to help reach relevant people affected by a crisis and health tools used to identify health emergencies. Further links show you how to add a donate button to your page and how to set up a number of different types of fundraisers.



17. CONTENT PLANNING

It is often good to prepare content in advance. Take the time one day to prepare some content for the rest of the month and create a library of things you can post. Doing so can help you to:

- Maintain a consistent posting schedule
- Avoid last minute panic when you have nothing to post
- Keep up to date with your community
- Free up time for you to engage, analyse and iterate
- Have fewer mistakes; time to verify and proofread
- Avoid multitasking
- Ensure creativity

Creating a content calendar will help you stick to your social media plan. The following are recommended elements to include in your content calendar:

- **Day** - This tells you which day of the week the content will be published
- **Date** - This tells you the date the content will be published
- **Topic** - This tells you the topic of the content piece - very useful when trying to ensure your content strategy is dynamic and diverse (it's easy to accidentally be repetitive)
- **Message** - This is the copy of your post - be sure to spell check
- **Notes** - This section is where you can include reminders, hashtags or anything else that you might need to remember when it comes to publishing your content

Here is an example you can use:

Where? (what social network?)	Content type (video, image, meme, text?)	Topic	Message	Who is responsible?	Date	Time	Notes
Monday							
Tuesday							

There are a number of different ways to keep your followers engaged on social media. Try to include some of the following:

- Sharing third party content (news articles, videos etc)
- Keeping up with memes
- Polls
- Events (short term - momentum)
- Co creation hackathons
- Throwback Thursdays

Here are some free tools to use to that will help you build content:

- Video: YouTube, clipchamp, kizoa, Apps
- Images: Paint, Canva, Pablo, Infogr.am, Piktochart, Apps, Meme Generator
- Audio: Audacity, Garageband, Traverso, Apps
- Memes: ImgFlip, Kapwing, Giphy, Apps

Scheduling posts

If you are unsure when the best time to post your content is, start by experimenting with different times and days to see what works best. You should be posting at least three times within the work week - for example, Monday, Wednesday and Friday. Once you have been posting for some time already, you can check your social media analytics to help you decide the best day and time to post. From here, you can use your content calendar and schedule posts in advance. Scheduling your content is a smart way to achieve your aims.

How to schedule posts on Facebook:

Go to your Page -> Click Publishing Tools at the top. If you don't see Publishing Tools, click More -> Click + Create in the top right -> Write your post -> Click Share now next to Boost Post -> Select Schedule -> Below Publication, select the date and time when you want the post to publish -> Click Schedule.

Facebook now has a new Creator Studio, which can also be used on Instagram. This is useful not only just for scheduling posts, but also checking their analytics.

Hootsuite is a third-party scheduling website, which is especially convenient for scheduling posts on Twitter.

Organic vs Paid posting

In order to grow your audience, you may choose to pay for your posts on social media. The following show the difference between organic posting and paid posting:

ORGANIC

- Using the basic features of any social media platform
- Usually free
- The impressions you get for your posts are natural - which means the ones who can see your post are people who follow you and their friends (when your fans share your posts to their own timeline).

PAID

- Paying to "boost" your content
- Your content is pushed to a group of audiences under a certain demographic.
- Often this payment is on a per-click basis, or what is called CPC (cost-per-click) in the online marketing world.
- Common platforms include Facebook Ads, Twitter Ads, and LinkedIn Ads.

18. HOW TO BUILD A DIGITAL COMMUNITY

The key to building an online community is **engagement**. Engage with your followers by replying to their comments, following people back and answering their questions.

Facebook Page vs Group

A **Facebook page** is a non-personal profile page that can be run by multiple people. Your personal profile will not be visible to members. A Facebook page's purpose is to connect with an audience, with the page taking the lead and having control over what appears. Some of the main features of a Facebook page includes:

- Profile information on a brand or company, including a description, contact information, location, and operating hours.
- Posts that can be promoted or boosted with money.
- Analytics tab that tracks follower engagement and post reach.
- A page is **always public**.

A **Facebook group** is a hub for discussion and sharing information with a group of people interested in the same topic, through interaction between members. Your personal profile **will** be visible to group members as you are listed as an administrator. Some of the main features of a Facebook group includes:

- Basic group info, such as a group description.
- The ability to set group rules.
- Moderating tools for admin.
- Optional short surveys for people requesting to join the group.
- A built-in events calendar for the group.
- No analytics!
- A group **can be public or private**, depending on the level of privacy you choose.

There are advantages and disadvantages of both groups and pages. Which one you choose to use will depend on which features benefit you and your cause the most. Whichever one you choose, make sure to moderate them often so as to keep them secure.

Tips and tricks to build a bigger following

- **Influencers:** influencers were mentioned in the second concentric circle earlier. Creating an alliance with influencers can be a great way to build your following, as they may already have a big following they can promote you to.
- **Follow back:** following your followers back will keep them engaged.
- **Follow similar pages:** following similar pages will help for them to follow you as well. You can also follow the followers from those pages!

- **Be consistent:** post consistently so that your followers can remain engaged.
- **Hashtags:** using hashtags that relate to your content can help individuals to find your page. You can use hashtag generator sites that show the top hashtags for your topic as well.
- **Link in bio:** in order to drive traffic to your website, create posts on Instagram with more information on your website. Include the link in your bio and direct followers there through your post.
- **Engage with your audience!**

Campaign activity ideas

You previously came up with your SMART goals. Now, take a look at those goals again and see what type of campaign activities would help to achieve those goals. Here are some ideas you could use:

Offline

Lecture • Press conference • Drawing contest • Exhibition • Demonstration by bicycle • Rally • Discussion about X at a school • Theatre • Sport against X • Poems against X • Poetry competition/ poetry slam • Role game • Photo exhibition • Round table • Showing documentaries • Conference • Slide show • Party • Poster design competition • School visits • Media release • Info stand in university • Display posters in your city/university/school • March • Panel • Essay competition • Worship service • Interactive learning experience • Specially produced broadcasts • Discussion with victims/survivors • Postcard-campaign • Open forum • Public brainstorming • Educational sessions • Dramatic and musical presentations • Info stand in city centre • Special programme at your local radio • Distribution of leaflets/posters in the streets • Organise a lunchtime discussion at your school • Debate • Pub quiz fundraiser • Workshop • Street parade • Ask X to tell their story • Invite local influencers to participate in your event • Display/exhibition in local library • Paint a community mural • Training course • Film/video evening and discussion afterwards • Special e-mail newsletter

Online

Hashtag sharing • Distribute a media release • Online petitions • Data gathering / data visualisation hackathons • Surveys • Challenges (TikTok) • Crowdsourcing • Live from X • Online interviews • Online discussion groups • Open forums • Memes • Virtual talks • Webinars • Zoom workshops • User Generated Content • Online concerts • Online protest • Banner Changes (Equal Campaign) • Join the community online • Download posters, print them, place them • Virtual Reality Exhibitions

INSPIRATION: #IT GETS BETTER

In 2010, Dan Savage and his partner, Terry Miller, uttered three words that would give rise to a global movement focused on empowerment of LGBTQ+ youth — it gets better. What began as a wildly successful social media campaign to provide hope and encouragement to young LGBTQ+ people has evolved into a major, multi-media platform capable of reaching millions of young people every year through inspiring media programming, a growing network of international affiliates, and access to an arsenal of community-based service providers.

They asked people to share their stories based on the following guide lines:

- Tell us about a time where you felt different and potentially alone, for being who you are.
- How did you find resources and other people who could support you?
- Tell us about one person who helped change your life.
- What advice do you have for a young person who may feel isolated and scared for being LGBTQ+?

- Be positive! Remind LGBTQ+ youth that they are unique, that they should be proud of who they are, and that if they are struggling, there is a community available that is there to support them.
- Emphasize individual and collective responsibility for supporting the well-being of LGBTQ+ people.
- Use an end-card letting LGBTQ+ young people know there are resources available to them at www.itgetsbetter.org/get-help

The results:

- Over 60.000 people have shared their It Gets Better story.
- 625.674 have pledged to help It Gets Better.
- Celebrities and influencers (like Barack Obama) should be added as an intro to the vide.



SEE VIDEO:



SEE VIDEO:



INSPIRATION: EXIT-GERMANY

EXIT-Germany is an initiative assisting individuals, who want to leave the extreme right-wing movement and start a new life. EXIT-Germany helps individuals who want to leave right-wing radical groups to develop new perspectives outside the right-wing environment. They arrange contacts, provide practical aid and answer questions regarding personal safety, social problems and individual reappraisal. EXIT-Germany does not actively search for dropouts; the initiative to leave the scene comes from individuals themselves. Anyone can contact them via phone, e-mail, text message and/or letters.

EXIT-Germany relies on innovative communication strategies to reach its target group, and constantly designs new campaigns, such as the Trojan T-Shirt. A t-shirt was distributed, free of charge, at a neo-nazi concert. After the people washed the shirts at home, a secret message was revealed, urging people to reach out to Exit-Germany:



SEE VIDEO:



Or the 'Nazis against Nazis' walkathon. For decades, far-right extremists have marched through Wunsiedel in Bavaria every year, to the despair of those who live there. Exit-Germany, the organisers of Rechts gegen Rechts (Right against Right) took a different approach. Without the marchers' knowledge, local residents and businesses sponsored the 250 participants of the march on 15 November in what was dubbed Germany's "most involuntary walkathon". For every metre they walked, €10 went to the programme:



SEE VIDEO:



INSPIRATION: BE THE CHANGE NZ

The anti-bullying foundation's research shows that one in three children are directly involved in bullying as a perpetrator, victim or both. Children have the greatest power to change this figure as young people have a 50% better chance at stopping or preventing a bully's behaviour than a teacher or parent.

"It's using peer pressure in a positive way." Children can have "awesome control" over their peers as they're more likely to listen to them than an adult. "It is as simple as saying 'hey, dude that's not cool.'" Children could do it with a friend to help them feel safe and supported.

More than 60% of bullying happens when adults are not present, which is why children need to be empowered to be "upstanders, a person who stands up for victims, rather than bystanders". Most bullies stop aggressive behaviour within 10 seconds, when either a victim or a bystander tells the perpetrator to stop in a strong and powerful voice. If a child is being bullied, they should say "stop" in a firm voice, don't engage with the bully, walk away, find a safe place and tell an adult.

With their campaign they call on young people to make a positive change in their direct environment.

INSPIRATION: SOUTH-AFRICAN ANTI-SMOKING AD

The campaign we used as an example in this handbook is inspired by a real campaign run in South-Africa in 2003. The goal of the video was to show that smoking is a filthy habit. Peers (people like us) and attractive girls were shown picking their noses.



SEE WEBSITE:



WATCH MOVIE:



INSPIRATION: MOMONDO, THE DNA JOURNEY BY ANCESTRY

A group of people discuss how they believe they are 100% from their own country, which they believe to be the best country and dislike certain other countries. They take a DNA test to find out where they actually come from and are extremely surprised to see they are all from multiple countries, including countries they said they disliked. One woman says that the DNA test should be compulsory to prevent extremism in the world, as no one will think there is a pure race. The video even finds that two of the people in the group are cousins. Ancestry says they aim to help show the world that there are more things uniting us than dividing us. The video has over 4 million views



SEE VIDEO:



INSPIRATION: RECIFE SPORT CLUB, BRAZIL

Recife Sport Club has some of the most passionate fans in the world. Doador Sport is the first organ donor card for a sports team. 51,000 Recife Sport Club fans signed up for the donor card, resulting in a rise of 54% in organ donations. The waiting list for heart and corneal transplants fell to 0.



SEE VIDEO:



INSPIRATION: FAKERY, CAKE NEWS

Fakery put out a fake news story about Jamie Oliver coming to Bulgaria. They made cupcakes supposedly created by Jamie Oliver and had people taste them. The cupcakes tasted disgusting however, and were used to show that fake news leaves a bad taste.



SEE VIDEO:



INSPIRATION: ENGLISH DISCO LOVERS

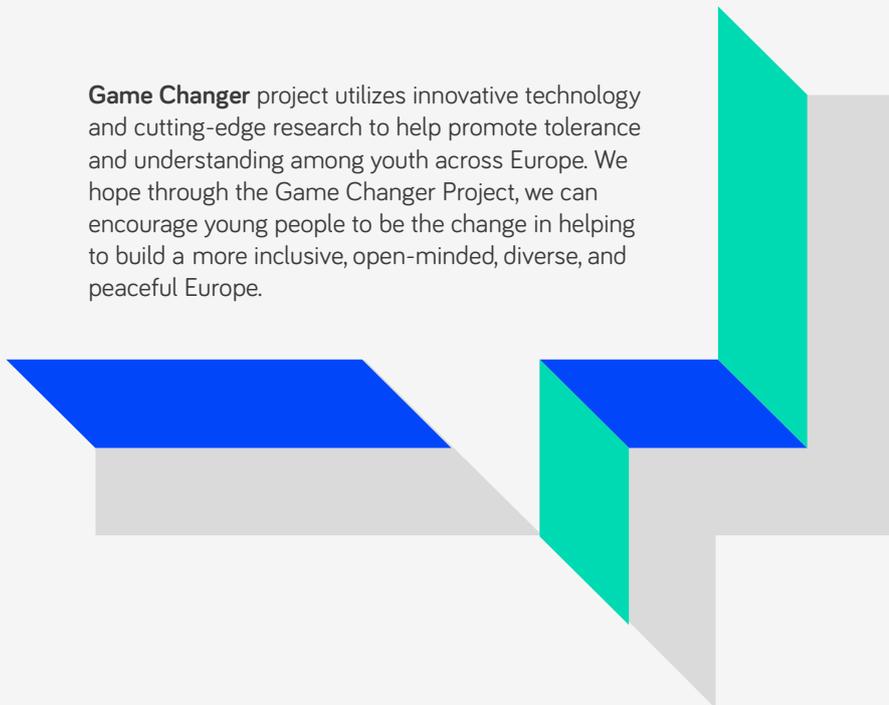
The English Disco Lovers is a digital disruption campaign that aims to reclaim the acronym "EDL" from the English Defence League a far-right anti-Muslim movement based in the UK. It is a "Google bomb" campaign that utilises search engine optimisation (SEO) to try and outrank the English Defence League in web searches and on social media. The group also holds offline events to raise awareness about far-right extremism and promote their message of "one world, one race, one disco." They have 61,386 likes on their Facebook page.



SEE FACEBOOK:



Game Changer project utilizes innovative technology and cutting-edge research to help promote tolerance and understanding among youth across Europe. We hope through the Game Changer Project, we can encourage young people to be the change in helping to build a more inclusive, open-minded, diverse, and peaceful Europe.



This project was funded by the European Union's Internal Security Fund – Police

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