Toolkit – Communication and Collaboration

How to campaign?

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Authors:	S. Mandis, P. Chatzimichail, OBESSU			
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Toolkit - Communication and Collaboration

This section of the toolkit aims to help teachers while creating social media campaigns with students.

It includes:

A brief description of a campaign

Development and execution of a campaign - step by step

Examples of relevant campaigns

Tips and tricks

What is a campaign?

A campaign is a coordinated series of activities aimed at reaching a specific goal.

Development of a campaign

Identify the topic

The following questions can help engage the students and contextualize the activity.

The topic at large is Digital Health Literacy but you can decide to focus on one specific aspect. The sections of the Bliss MOOC are a good place to start.

- What are we campaigning for?
- In what context?
- Why is this topic/cause important?

Who is the target audience?

You may choose any target audience for your campaign. Here are some examples:

- School students aged 14 to 19
- Your local school community (staff, teachers, students, etc.)
- Parents of school students

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- Ministries of Education
- Civil society in your area
- School leaders
- School student organizations
- School boards

TIP: 'Consider the 'Whole School Approach' and strive to engage other actors of the school ecosystem, not just the obvious targets, such as students and educators.

What is the message of your campaign? Define

Pick a maximum of 3 main messages. These will be the pillars of your campaign.

What is the campaign/cause? Communicate effectively

Draft a brief paragraph describing your campaign. Use the following guiding questions.

- What are you campaigning for?

- What is your ultimate goal?

- Why is this campaign/cause important to your supporters and your shared goals?=

- Are there links to news articles or related organizations to contextualize the campaign/cause?

- What do you want your supporters to do? What are instructions and best practices for supporters to engage with and use the toolkit?

- Who should people contact for more information or questions about the campaign/cause or toolkit?

Tip: keep the paragraph concise but make sure that this paragraph allows someone that has never heard of your campaign to understand what you are trying to achieve, why, how and include a call to action!

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Content

What kind of materials do you plan to produce? Some options are:

Articles (long or short?) (both printed or digital)

Videos (both shown in person or uploaded online)

Posters (both physical or digital)

Stickers (both physical or digitally on Instagram Stories)

Flyers (both physical or digital)

Banners (both physical or digital)

Tutorials (both in person or online)

Guide and/or toolkit (both printed or digital)

Platform

You can conduct your campaign fully online, fully in person or choose a hybrid approach.

If you choose to conduct your campaign in person you can set up a physical space (a desk in your hall, a dedicated room, a stand during your school assemblies or breaks)

If you choose an online or hybrid approach, on what social media platforms are you going to share your campaign?

Instagram

Facebook

Linkedin

Newsletter (internal or external?)

Whatsapp community

Telegram

School board

You may:

Contact your school and use their social media channel(s)

or

Create ad hoc social media accounts

This gives you more flexibility but it also requires you to start from zero followers/subscribers!

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Tip: Keep in mind your target audience when picking platforms.

Content Calendar

Outline a content calendar detailing what content will be posted on each platform, including the Launch week, the frequency and timing of posts.

Find here a template to help you plan 📅

📗 **BLISS_Content Calendar Template**

Impact

Monitor your reach and the interactions with your audience.

> x : impressions on Facebook
> x : individuals reached overall by the campaign material
> x : views of campaign videos
> x : likes on Facebook page
> x: signatures collected

Takeaways

At the end of your campaign gather the team and discuss the process.

> Did you reach your goal?
> Review the response/interaction of your audience.
> Did you end up reaching your initial target audience? What other groups interacted with the campaign material?

Useful tools/software for beginners in graphic design

Canva
https://www.canva.com/en_gb/

Picmonkey
https://www.picmonkey.com/

GIMP
https://www.gimp.org/

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VECTR

https://vectr.com/

Examples of relevant campaigns

WHO's campaign toolkit
https://www.who.int/campaigns/world-health-day/2022/campaign-toolkit

What the Fake
https://www.campaigntoolkit.org/casestudies/what-the-fake/

Fact Check
https://www.factcheck.org/