GAME CHANGER

CAMPAIGN COMMUNICATION MANUAL

EXTENDED INDEX

A helpful summary of key concepts covered in this manual

Radical Awareness Game Engagement (RAGE)

GAM3 CHANG3R

Welcome to our **Campaign Communication Manual Extended Index!** Allow this Extended Index to serve as a guide through the full-length Communication Manual which we are confident will help lead to a more impactful, fruitful and overall thorough campaign.

Do not be intimidated by the size of our full-length version, rather use it as a reference to use as needed for various elements of your campaign. We encourage you to use this Extended Index to check what the most relevant elements of communication during a campaign are.

For those of you new to campaigning, remember, the first campaign may be the toughest, because much of this information is brand new to you. Be confident in your campaign, know the hardest post (or step) is the first and most importantly always create space and time to review your messaging and reflect on your campaign.

Project consortium consists of the following partner organizations:

LEADER:

techsoup EUROPE

PARTNERS:

rntc

artemis [GROUPE SOS]

FUNDACJA CIVIS POLONVS

IMPACT HUB Athens

EXPLOREIT

ΛΟΓΟΥ ΠΑΙΓΝΙΟΝ

CHAPTER 1: COMMUNICATION STRATEGY

Before you start any new project, or, in this case, campaign it is wise to first take a look at the context of what you want to do. Therefore in the first chapter we present some fundamental concepts of effective communication in the context of one of the main challenges in contemporary public space - radicalization of the discourse, and its far-reaching consequences to give you inspiration for further steps of campaign creation: planning, creating, running, monitoring and evaluating your campaigns.

If you want to find out more about:
- The nature of prejudice
- Gordon Allport's Scale of Prejudice and Discrimination
- Limits to freedom of expression in context of discrimination and hate speech

take a look at the full version of the manual (Chapter 1 – Communication Strategy)

Strategy for addressing ethical and gender issues in the campaigns

In social impact campaigns against hate speech it is doubly important to be aware of the language we are using, as instead of alleviating the problem we may unknowingly add to it. Unconscious biases, which may influence the way we speak and act without us being aware of it, especially under time pressure, affect even the best of people, which is why in running your campaign it is so important to review your messages before sending them out into the world, so that you can catch any potentially discriminatory content before it is out of your control.

Take a look at the full version to find out more about:
- What is discriminatory language?
- What type of discriminatory language to watch out for?

Four types of discriminatory language described in the chapter are related to:
- Using stereotypes
- Using the wrong terminology
- Using unnecessary labels
- Making assumptions about your audience

In the full manual you will also find an inclusive language checklist and some suggestions about how to phrase your communication to avoid using language that discriminates against gender and gender identity, age, disability, ethnicity and nationality, social status and class, beliefs, religious or otherwise.

Remaining aware of emotions and psychological processes

Based on scientific research we may say that the formation of long-lasting beliefs and attitudes is more stable and endures over time when based on factual arguments. However, eliciting emotions is still a powerful tool so we will look at some science-backed tips that psychology may provide to help us plan our communication strategy. Read this chapter to find out more about:
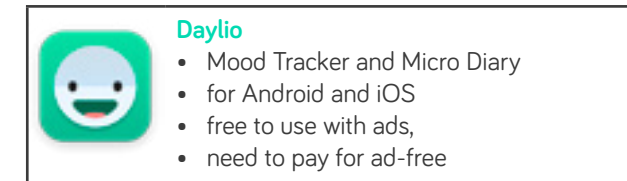- how not how not to scare your audience too much and do not make them think "it does not concern me", "this thing will never happen to me"
- what is cognitive dissonance?
- what is meant by social proof?
- how to use "Foot in the door" or "Door in the face" techniques and other useful ones.

Your wellbeing

When working for a good cause it is also important to take care of your own well-being. Social campaigns often include interaction with others, either direct or on social media. The more controversial your topic, the more likely you are to receive some aggressive or inappropriate comments that may be difficult to respond to if you are not prepared in advance.

In the full manual you will find some questions that might help you create and discuss an action plan for each scenario.

You may also try to use Daylio app to evaluate both the emotional impact and the practical value of the activities for the project team. Daylio will help to see the correlation between the conducted activities and emotional states.

Daylio
- Mood Tracker and Micro Diary
- for Android and iOS
- free to use with ads,
- need to pay for ad-free

For more details on this tool go to the chapter 4 of the full manual.

Online safety

Just like any type of online projects that aim to reach a large number of people, your campaigns risk attracting nefarious and potentially dangerous activity, such as hackers trying to take control of your accounts or steal your private information. This may happen for many reasons so if you think you have been hacked, you receive threats or are being stalked let the NGO you cooperated with know and report it to appropriate authorities or even straight to the police!

To minimize these risks read up on online safety and keep up with new threats that may overcome your security measures:
- Stay updated
- Use threat-protection software
- Be aware of spot phishing and impersonation attacks
- Don't share your private information
- Don't make your passwords easy to crack
- Use two-factor authentication
- Be careful about where you connect from
- Don't leave a trail of online breadcrumbs
- Be careful if you need to be anonymous

You can also read about what your device exposes without your knowledge

CHAPTER 2: PLANNING YOUR CAMPAIGN

In this chapter we present methods and tools useful in planning your campaign.

Campaign strategy

At the beginning of the planning stage you need to spend more time on putting together a coherent and consistent plan that will be your guiding light for all other steps in your journey towards the campaign launch. You may use the following GAMES tool to plan general things about your campaign, relating to your Goal, Audience, Messenger, Environment and Story. If you use the GAMES tool to plan your campaign you will be ready to compare your initial idea to your execution and final effects in detail by using the same tool to evaluate your campaign at various stages (for more information on this please refer to the Evaluation Manual).

In the full manual you will find more tools for:
- Planning initial research
- SMART & SWOT analysis

Check your facts

When preparing the campaign, it is crucial to know where to find reliable information about your topic. The task is not easy, especially when we don't have direct access to the information, and we have to rely on someone's interpretation of the data, facts, or statistics. In this chapter you will find several tips that might help you assess the credibility of the information you want to include in your campaign.
- Always check your sources.
- Remember that statistics are not 1 to 1 reflection of reality.
- One research study is usually not enough to be sure.
- Take both sides into account. We appear more credible if we cite the arguments for both sides instead of ignoring the arguments that do not agree with our hypothesis. Otherwise, people may get the impression that we are trying to manipulate them by omitting a part of the truth.
- Anonymous Authority and "American Scientist" is just a trick – if possible quote research directly, so that everyone can access the original article.
- Be clear and transparent.

You need to know more about the rules listed above - go to the full manual.

GAMES: planning tool

Goal
- What is your challenge?
- What is the core problem you are concerned with and what would be the ultimate change you want to see?
- What you need to do in order to get there?
- Why you are doing it?
- Why is the campaign needed?
- What is the campaign about?
- What you want to happen?
- What the audience is asked to do?

Audience
- Who is your audience?
- Who you are communicating with?
- Which social media is your audience in?
- What would be your audience's motivation to share your message with their friends?
- Would the audience be asked to comment and share their experiences?

Messenger
- Who can tell the story?
- What is the motivation of the messenger to deliver the message?
- Will the messenger also be the one who engages with the audience if they respond?
- Do you have delegated respondents, who will engage with your audience to discuss the message?

Environment
- What is the context?
- Where and when the message arrives?
- What else is going on then?
- What other communications will be delivered via this profile, if any?
- Is the campaign tied to any external events?

Story
- What is your story about?
- How do you tell your story?
- What media and modes of communication do you use? Do you use video or images?
- Did you leave yourself enough time to create them?
- What is the main short message that your audience should remember?
- What is the slogan?
- Do you have a hashtag people can share?
- What part of your story will motivate the audience to act?
- What will be the trigger?

Campaign goals

When choosing your exact campaign goals you can consider some of the approaches and methods mentioned below:

- Education and awareness raising about bullying, cyberbullying, derogatory speech and hate speech, isolation, exclusion, discrimination and radicalisation and making audience to consider the impact for whole society and every individual.
- Addressing the hate speech, discrimination and radicalisation manifestations already existing online (to recognize, report and react)
  - eg. by acting like #iamhere group in social media to nuance and balance the comment section full of harassment and bullying, writing comments that stand for freedom of speech, respect and the good conversation or writing a supportive answers to comments to help lift them up in the feed
- Building and expressing solidarity with victims
- Remembering victims of hate crimes, best relevant to your country or region/area
- Support to marginalized or vulnerable groups of young people (e.g. young refugees, LGBT +) and empowering and including them (e.g. by involving them in the process of developing narratives)
- Deconstruction, discreditation and demystification of hating, discriminating and extremist messages with facts.
- Offering a positive alternative message or narrative, emphasizing the human rights based approach, promoting culture of peace, equality, across national, cultural, social, religious, ethnic or organizational boundaries during the process of developing narratives
- And most of all, mobilizing and engaging others to do all these activities it with you
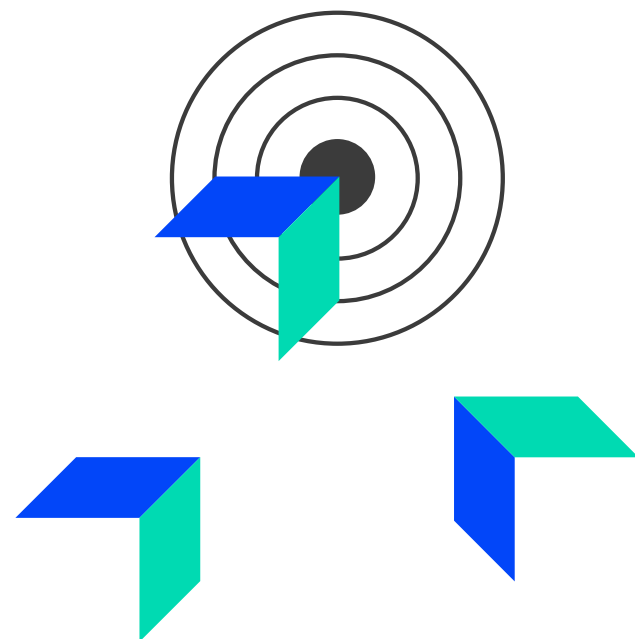
Campaign stakeholders

As campaigns are a form of communication, and this communication happens between people, the stakeholders, and understanding of their needs and skills, are what you should be very aware of when planning your campaign.

Finding your role

In the full manual you may read about the team roles to learn what awaits you during the campaign

Ambassadors of Change	NGOs
• Researchers	• Advisors
• Analysts	• Brainstorm facilitators
• Team leaders	• Resource gurus
• Recruiters	• Evaluators
• Organizers	• Discovery Facilitators
• Social media experts	• Re-alignment chefs
• Production managers	• Mediators:
• Artists	• Project advisors
• Writers	• Mentors
	• Education evaluators: Critical thinkers
	• Effects multiplier advisors
	• Safety officers

Audience of the campaign

Understanding the diverse audience groups for the campaign is the key to its success. We may create a beautiful narrative with striking images and execute it perfectly, but if it does not answer the needs of our audience then it will not succeed in its original goal.

Regardless of which group of stakeholders you decide to direct your campaign towards as your key target group, or perhaps a few of them if you also want to choose auxiliary target groups, it is important to imagine them: the way they think and act. In this chapter you will learn about how to do that.

Audience personas and stories

You may try to use the Xtensio online tool to help you create audience personas:

	Xtensio
	• User Persona Type Template
	• Web app

Tools for planning your campaign

Planning and running a campaign are tasks often too large to be done on your own. Besides, it is better to have transparency when working with other people, so that they can give you their insights and ideas at early stages of the planning process - this can prevent you from going too far in a questionable direction early on.

But for your team to help you, you need some collaborative tools to allow you to:

1. Share your materials in a format that many people can access and work on. Preferably you will use a tool that allows for collaborative editing and commenting.
2. Communicate with your team asynchronously and synchronously to react quickly when the campaign is live, but also to discuss the strategy and materials without the need to physically meet up.

To this end you can choose to use the tools you are probably already using, such as e-mail and common file formats or any of our favourite messaging platforms like Messenger, Line or Hangouts, but instead, you could use some tools that can make this collaboration even easier at every stage of running your campaign, such as Google Drive, Trello or Discord, which are described below.

	Google Drive & Docs
	• file storage & sharing
	• 15 GB for free
	• more in paid plan or for non-profits (need to apply for it)

What can you use it for?
- Here you can create and store all the charts and tables proposed in this manual in addition to your campaign materials, content, photos and plans.
- To create your own tools for any additional purposes, such as checklists, budget spreadsheets and so on you can use the excellent template library available here: https://docs.google.com/document/u/0/?ftv=1&tgif=c
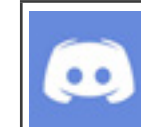
	Trello.com
	• freemium
	• available on Windows, Mac, Android, iOS, and Web-based

What can you use it for?
- planning all aspects of the campaign
- assigning campaign tasks to owners and teams
- monitoring deadlines
- team feedback sessions by pinning items to be evaluated
- sharing resources and research with other team members

	Discord
	• VoIP application and digital distribution platform
	• freeware
	• Android/iOS/Windows/Linux

What can you use it for?
- You can create your own server and invite your team to join it. Within you can create thematic channels, post stickies, grant permissions and have a quick way to message other members

CHAPTER 3:
CREATING CAMPAIGN CONTENT

After a careful planning stage based on the extended context of your campaign presented in previous chapters now we may focus on creating the actual campaign content. Let's walk through the main steps of this process.

Choose your online platforms

Now that you have chosen the main goal of your campaign and, hopefully, learned a little bit about its stakeholders, including the audience and took steps to plan your activities it is time for creating the campaign content. Campaign message can be distributed through words, images, videos and music. The medium is as important as the story and it will heavily depend on which online platform or platforms you have chosen to engage on – in this chapter you will find out more about their characteristics to help you choose the best mix of:

- Facebook
- YouTube
- Instagram
- Pinterest
- TikTok
- Reddit
- Twitter
- Wordpress.com
- Avaaz.org
- Change.org
- TripAdvisor
- Kickstarter.com
- Indiegogo.com

Make an account

Even though the first impulse may be to use your personal account, especially on Facebook or Instagram, since you already have some followers, this is something we strongly urge you not to do for the reasons elaborated on in the full manual.

Devise a clear message

- Keep the entirety of your message short and simple and use short sentences.
- Include the problem you want to address in your campaign in a way that shows it is important, but without exaggerating it, as exaggerated problems may seem too scary or funny and are easy to dismiss.
- Propose a solution to your problem that is rational and achievable.
- Have a clear call to action that your audience can restate easily after they have read your story.
- To this, you can add a slogan, which will express the attitude that is to be presented through the elements below.

Tell stories

- Tell stories, about real people, or about characters who could be real.
- Choose a story that resonates with your target audience!

- You may choose an existing story, something the audience already knows and has feelings towards and base your campaign on it.
- Use active language (especially active verbs) and avoid passive voice at all costs!
- Avoid using too many adjectives
- Show them things rather than tell straight up.
- Aim to engage your audiences' emotions and choose which emotions you want to engage.

Plan your story

To help you plan your story, try to fill out the chart which can be found on page…

Manage the conversations

The key aim of your campaigns is to get reactions, and sometimes these reactions will be positive and great, but sometimes they will be difficult, and both of these events should be treated as opportunities for growth and creating mutual understanding.
- Don't just post
- Don't just respond
- Recognize the tone and emotions of your audience

to find out more about how to manage Conversations, especially difficult ones go to the full version of the manual.

Synergize your online and offline events

Whatever your online activities, there is always something you can organize to complement them offline! Many people engage in online communities because they give them the chance to meet like-minded people during offline events, and to learn some new things.
There are multiple actions you can plan, some of them you can find in the full version of the manual.

Be visual

Visual messages are easier to process than words, and they can more easily evoke emotions.
Moreover, visuals are processed almost without our effort, so the messages conveyed visually have a greater chance of reaching the target audience at all.
In the full manual you will find more about:
- Ways to get a good photo (you can take your own, get one for free or buy it)
- Copyright licenses
- Free stock photography websites
- Taking pictures with your smartphone
- Making videos
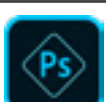
Choose tools for creating content

Below there is a list of recommended tools useful for creating campaign content. Their key features and some tips on how to use them you will find in the full version of the manual. There are also links to support sections and tutorials.

|	
Canva	• graphic-design tool • Web/Android/iOS
DesignBold	• graphic design tool • Web app
Paint.net	• image and photo editing software • for Windows (freeware)
Adobe Lightroom Mobile	• photo editor mobile app • Android/iOS
Adobe Photoshop Express	• photo and collage edition • Android/iOS/Windows
OpenShot Video Editor	• video editing program • open source and free • for Windows, Mac and Linux
Free Video Flip and Rotate	• for simple video editing for Windows • free
Video Stabilize	• image stabilization program • free Web app
FilmoraGo	• video editing mobile app • Android/iOS
Filmora FREE Online Meme Maker	• web app
Unfold	• toolkit for storytellers • Android/iOS
Google Photos	• free with a Google account

Learn social media tips and tricks for running your campaign

In this chapter you can find a list of social media platforms which you can use in your campaign with some selected examples and detailed tips and tricks on how to use them to run your campaign, for example, what to avoid and what they are best for.

In full manual we focus on:
- Facebook
- YouTube
- Instagram
- Wordpress.com

For more details take a look at the full version of the manual.
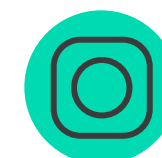
CHAPTER 4:
MONITORING AND EVALUATING WHILE RUNNING YOUR CAMPAIGN

After having created the campaign content you may plan the launch of your campaign and monitor and evaluate the way you run it. In this chapter you can find essential information on methods and tools for running, monitoring and evaluating your campaign. Even more information on monitoring and evaluation is in the Evaluation Manual.

Stick to your plan and track your progress

Now that you have your goals, know your audience, have a plan of what kind of story you want to tell through your content and where you want to share it, it is time to try to bring it all together and prepare to run the campaign.

One way to do this is to create to-do lists for each "chain task" broken down into smaller "sub-tasks" with dates and people responsible.

Luckily, there are useful tools for this, such as Trello. When you have all the actions and associated to-do's written down with specific dates and the people who are responsible for the task (personal accountability is important!), you can start to execute your initial plan and to run other aspects of your campaign.

Additionally, you can use Google Keep to keep track of your personal actions in much the same way. Below are a few more tips for organizing your to-do lists and work.

Here, you will also find a few hints on how to follow the SMART criteria

Tools for monitoring and evaluation

To successfully run your campaign, it is necessary to monitor your actions and evaluate their consequences. To do that refer to the Campaign Evaluation Manual for a set of useful tools or use the tools listed below.

Google Keep
- note-taking service
- free with a Google account
- app for browsers and smartphones

What can you use it for?
- You can use Google Keep to gather materials and research, but also to plan your actions as checklists and to keep track of things that have to be done with your team
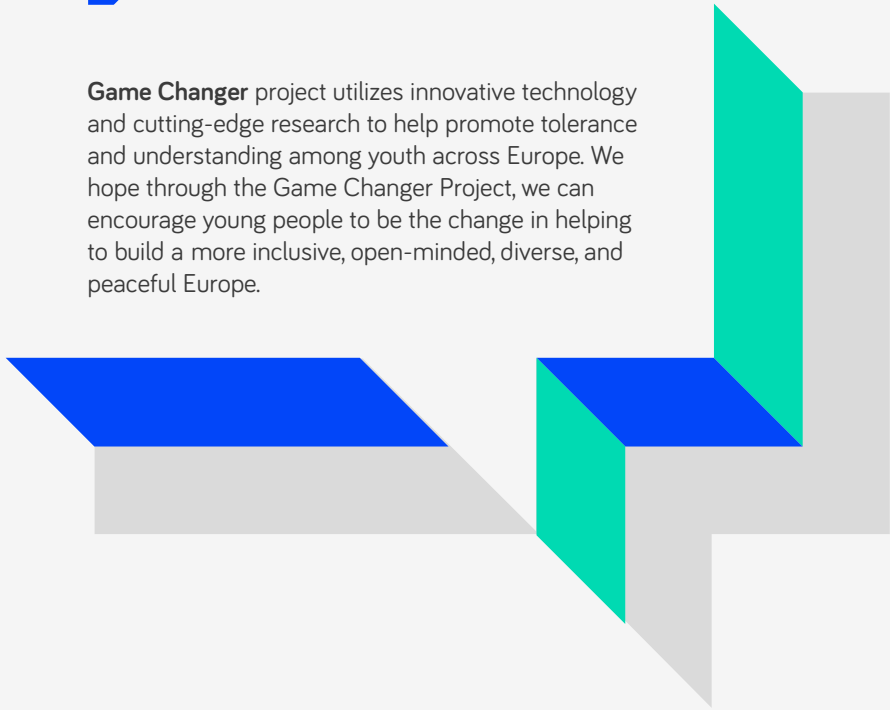

Loop
- Habit Tracker
- app for Android
- free with no ads

What can you use it for?
- You can use it to track repetitive actions that you should take during the course of your campaign. Because the app allows for setting reminders you will remember if you have checked your campaign page, posted something, replied to comments or private messages.
- In addition to your streak you will see some key statistics connected to how often you managed to meet your goal in relation to the schedule you set for yourself.

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.

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