GAME CHANGER

CAMPAIGN COMMUNICATION MANUAL

Radical Awareness Game Engagement (RAGE)

GAME CHANGER

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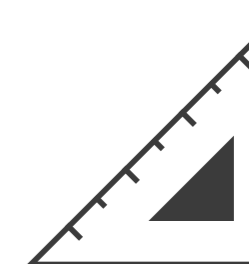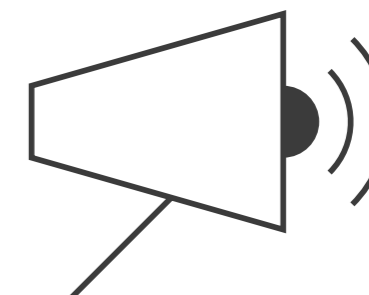
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PREFACE

This manual is dedicated to supporting low-budget **campaigns run by young activists and volunteers**, who we later refer to as **Ambassadors of Change** (AoC). These young people are aware of the problems of radicalisation appearing in the discourse within public spaces, in particular online, and want to make a difference through the campaigns they conduct. In all of their local and online campaign activities AoCs are intended to be supported by Non-Government Organizations (NGOs) at various stages of the campaign implementation process, from recruiting supporting volunteers to planning, conducting, monitoring or evaluating the campaigns. This manual is a guide on how to create and execute such campaigns in these circumstances and the tools presented here, while based on well-established standards and best practices, were chosen to be easily applicable by young teams with few resources. The manual is divided into four chapters as follows:

1. Communication Strategy
2. Planning Your Campaign
3. Creating Campaign Content
4. Monitoring and Evaluation while Running Your Campaign

The information and tools presented in these chapters can also serve other projects where young people conduct online and offline campaigns, or isolated activities which may be supported by organizations with different resources. Moreover, the methodology of this manual is complementary and consistent with the Evaluation Manual and we recommend using these two manuals together. At the same time, based on insights from various project stakeholders, we focused on making recommendations suitable for low-budget campaigns using free tools and basic unpaid analytics features on social media, with no marketing spending.

The manual was prepared in the course of the RAGE project by a transdisciplinary group of experts, scientists, social activists and practitioners well-versed in participatory processes research and practice whose key focus is on multiple positive applications of ICT and the many tools it offers, for better cooperation, **social inclusion and cohesion**.

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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. Usually campaigns, including online ones, are intense activities, which are resource- and time-consuming. In this chapter we present some fundamental concepts of effective communication. It is done in the context of one of the main challenges in contemporary public space -- radicalization of the discourse, and its far-reaching consequences. We present this problem and the related arguments in hope to provoke you to reflect on these issues, as they should not be taken lightly, and to give you inspiration , for further steps that is planning, creating, running, monitoring and evaluating your campaigns.

The nature of prejudice

In 1954, American psychologist Gordon Allport published the seminal book *The Nature of Prejudice*, where he described his now famous Scale of Prejudice and Discrimination. Allport wanted to understand the cognitive causes of the atrocities of WWII, where prejudice led to the persecution and extermination of millions of Jewish people and members of other social groups, like LGBTQIA individuals or persons with disabilities. To Allport, stereotypes were an example of a natural way our mind groups things and living beings into categories, however he also pointed to the negative side of that kind of categorization – the fact that stereotypes often divide people into "us vs. them" groups, contain incorrect information that negatively shapes our judgments of others and are the fuel of prejudice and discrimination. He also came up with a tool that, for decades, has helped social psychologists in describing the type and amount of prejudice in a given culture. This tool is the Scale of Prejudice and Discrimination.
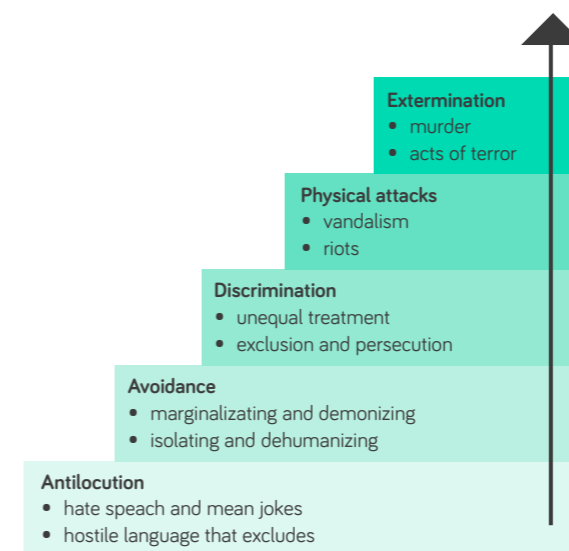
The Scale shows how the real, terrifying result of the extermination of people based on stereotypes is a direct consequence of various other types of behavior that may seem more benign or less large-scale in comparison. It also shows how campaigning against such behavior at an early level directly helps to prevent a further escalation of violence and persecution. **Extermination** is preceded by **physical attacks** against people categorized together through a stereotype, which happens after **discrimination**, where people are excluded from getting equal access to certain resources like employment, housing or education, based on their stereotypical attributes. Allport believed that discrimination comes after **avoidance**, where stereotypes lead some people to go out of their way to prevent interacting with or even seeing some individuals or groups. And finally, avoidance is caused by **antilocution** – using stereotype logic and discriminatory language in communication.

Allport's Scale of Prejudice and Discrimination is more than a tool for sociological analysis – it also shows the incredible potential of your campaigns for combatting stereotype logic and preventing other types of persecutive, desctructive behavior. Fighting against antilocution destroys the scale of violence that it may cause right at the base. By combating the age-old stereotype logic that leads us to assume irrelevant and often negative attributes about people because we feel they belong to a certain "type" or "group," you can build a model of thinking that helps to discuss important social issues without resorting to discriminatory language, "othering" and downplaying people's individuality in favor of generalization. However small it may sometimes seem, the impact of your message will grow in a snowball effect thanks to the way the internet can reach across old divides and retain the ideas you are trying to communicate to inspire others long after you've hit "Submit."

Limits to freedom of expression

The United Nations' International Bill of Human Rights is a document which states that everyone is equal in their dignity and rights just by virtue of being human, no matter where they live, who they are or what they do. Some of the inalienable human rights described there are things that everyone is entitled to, such as the right to education, to freedom of movement and residence, and to freedom of thought, conscience and belief. Other universal human rights define things nobody can be subjected to, such as being enslaved, tortured or prevented from getting married to a consenting partner.

While many of these rights are absolute, meaning that they cannot be taken away or limited, some may in fact sometimes be limited for legitimate purposes. For example, the right to freedom of movement and residence may

Extermination
- murder
- acts of terror

Physical attacks
- vandalism
- riots

Discrimination
- unequal treatment
- exclusion and persecution

Avoidance
- marginalizating and demonizing
- isolating and dehumanizing

Antilocution
- hate speech and mean jokes
- hostile language that excludes

Figure 1: Gordon Allport's Scale of Prejudice and Discrimination

be limited when someone needs to be detained following a criminal conviction. Freedom of expression is a human right that has often been limited in order to discriminate against individuals and groups whose opinions were considered unwanted by people in power. However, limits on freedom of expression have also been put in place in order to prevent such discrimination and persecution by combatting hate speech.

Hate speech involves self-expression that promotes hatred or violence against people based on some of their attributes, such as having a disability or a certain ethnic background. In order to distinguish between protective limitations and depriving people of a fundamental human right, anti-hate-speech laws carefully consider what constitutes hate speech and should be limited, and what are merely insults or unpopular views which do not incite hatred or violence based on people's attributes. If hate speech were to be left unchallenged, the messages it promotes would spread throughout the society and the victims of such abuse would be further discriminated against and abused, in time perhaps even physically. Negative feelings and attitudes could escalate far enough to even lead to hate crimes, as postulated by Allport.

Anti-hate-speech laws continually evolve as legislation recognizes more and more types of self-expression that incites hatred or violence against certain groups or individuals. Learn about the hate-speech laws in your country and don't be afraid to use them when you encounter hate speech. It may feel like you are limiting someone's freedom of expression, however hate-speech falls in a different category, as a criminal offence that incites intolerance and persecution, and as such, it is not considered an example of freedom of expression as defined by the International Bill of Human Rights.

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.

What is discriminatory language?

Discriminatory language is words or phrases that disparage or unequally value a person or a social group. Discriminatory language must be avoided because it's a barrier to communication, making people feel grossly misunderstood, excluded, ridiculed or even attacked by your message. While some types of discriminatory language, like racial epithets, may be easy to spot, you may sometimes find yourself saying something you didn't intend to be discriminatory because you weren't aware of how to phrase things correctly. This section will help you avoid that.

What type of discriminatory language to watch out for?

There are generally four types of discriminatory language:

1. Using stereotypes
Using stereotypes can be described in the following way: Focusing on someone's obvious features to categorize them as a member of a group, and then assuming additional facts about that person based on general ideas about this group that are almost always untrue. For example, you might assume that since Deaf people can't hear, they are not interested in music, but saying so would make some Deaf drummers feel left out. Certain stereotypes can also sound positive or neutral, like "the romantic French" or "the tech-phobic elderly," however they also exclude some of your audience by making them feel you are making assumptions about them based on other people's common ideas about a social group they belong to, without getting to know them or emphasizing their individuality.

2. Using the wrong terminology
Some terms that describe particular groups or their members may make these people feel misunderstood or even attacked. These can be things like racial epithets, but also less obvious terms, such as words used to refer to a social group that have been rejected by this group as discriminatory but still prevail among people who are not aware of the current, correct terms that the group prefers. For example, Deaf people prefer to see the word "Deaf" capitalized, since the lowercase "deaf" is actually a medical term that only refers to the degree of someone's hearing ability, while "Deaf" refers to a vibrant culture of people with its own language and history.

3. Using unnecessary labels
When you use unnecessary labels, you mention someone's characteristics when they are not relevant. For example, you could say "Our Snapchat person Mary, who has Down syndrome, came to help us after working for a recent presidential candidate." Mentioning that Mary has Down syndrome is not relevant to her position or her past experience. This can also take the form of a compliment. For example, if you say "Despite his age, our friend John is a great front-end engineer," that may sound positive, but in reality, you are also saying that you expected John to be unable to do front-end engineering work based on your assumptions about the abilities of people of his age, which is not relevant to the fact that John does great front-end work.

4. Making assumptions about your audience
Another example of discriminatory language is assuming that the people you're trying to reach with your message have certain beliefs, resources or characteristics that not all of them may in fact share. For example, when you ask your audience about where they purchased this year's Christmas gifts for their loved ones, you may exclude people who don't celebrate Christmas or can't afford to buy presents.

Inclusive language checklist

In the next section, you will find specific guidelines about how to avoid using discriminatory language when talking about selected communities, social groups and personal attributes that are especially vulnerable to discrimination. However, discriminatory language can refer to any individual and any social group beyond the ones described below. It's good to develop an internal filter for words and phrases that may unintentionally sound discriminatory, in order to spot these parts of your message and search for other, more inclusive ways of talking to your audience. This inclusive language checklist will help you make sure that your language choices do not exclude, harmfully misrepresent or demean any individuals or social groups.

Did I assume any attributes or characteristics follow from other attributes or characteristics?

Stereotypes group people based on an attribute, and then assume other characteristics about people with that attribute, such as behaviors, beliefs, personality traits, preferences or physical features. For example, we group people based on their gender identity as women, and then, we may assume that these people also share other traits: most or all women are emotional, sensitive, caring and empathic, care about their outward appearance, prefer the humanities to STEM subjects, avoid contact sports, and so on. Even though in time, modern science and rigorously collected data have revealed that such stereotypes are untrue and human beings are more diverse than our age-old stereotypes led us to believe, stereotypes still persist and warp our logic in ways we may not be aware of. For example, if someone told you that people with brown hair and dimples were excellent swimmers, had a talent for languages but not arts and crafts and preferred brightly colored cars over darkly colored ones, you'd probably laugh, because you'd see that those characteristics can't logically follow from the personal attributes of having brown hair and dimples. However, the same type of illogical association is what drives stereotypical thinking, the only difference being that those illogical ideas are repeated so often in our media and everyday conversations that we might never give them a second thought. Making sure to avoid using stereotypical thinking or "stereotype logic" will allow you to focus on people's individuality and capabilities rather than untrue generalizations, and this in turn will make your message more inclusive.

Take a minute to check your messages for "stereotype logic" that falls in either of these two categories:

1. Assumed additional attributes
Try to spot places where you assume that the people you are talking about have a specific attribute or engage in a specific type of behavior and where your assumption is not based on objective information like a scientific study, but on ideas that may seem obvious but nobody actually knows why. For example, it may seem obvious that cerebral palsy makes people unable to ever drive a car, but is that really true? (Hint: it's not).

2. Assumed uniformity
Similar to assuming people have additional attributes based on a stereotype, you may find the language you used unnecessarily generalizes across the members of a group you are talking about, making it seem that everybody in that group is the same. If you talk about "the blind," for example, it makes it seem like individuals who are blind are similar in an important way beyond their disability, and it also suggests that they all experience their disability in a similar way. While talking about groups of people with a shared attribute cannot be avoided, try to make sure you don't overgeneralize and that you use language that makes it clear you are talking about only one attribute instead of suggesting that attribute defines someone as a person.

3. Do any of the terms I used sound derogatory?
Some common terms and labels that refer to people may be derogatory even if you encounter them frequently. Language is slow to reflect social progress, so you may not be aware that certain words or phrases used to refer to members of a social group or people with a certain attribute are actually demeaning and discriminatory even though common usage may have made them seem neutral. Try to spot terms that refer to groups of people, especially vulnerable groups that are still fighting for empowerment and respect, and check with relevant stakeholders, for example representatives of these groups or organizations that represent their interests, in order to make sure the terminology you are using is accepted by the people you are referring to.

4. Do I sound neutral or judgmental?
Scan your language for where you are expressing an opinion about people with a certain attribute or their behaviors. Ask yourself whether adding a value judgment is necessary or relevant, and if it is not, remove any judgmental language, as it will be perceived as demeaning or discriminatory. For example, if you say "when organizing a big event, I guess sometimes you'll need to find a sign-language interpreter," the phrase "I guess" suggests that it's your opinion that the need to obtain a sign-language interpreter is not necessarily real or important. Since you can't really assume what the Deaf and hard-of-hearing attendees at an event will need, saying "I guess" is an irrelevant value judgment about what their needs and requirements would normally include, and as such, it discriminates against the Deaf and hard-of-hearing community by generalizing over the members of this community and assuming that they have similar wants and needs that we can judge, without taking account of their individuality and their ability and right to express their own needs and preferences. In this example, removing "I guess" would make your language neutral and focused on actual facts, that is, some events will need a sign-language interpreter (whereas, for example, screenings of closed-captioned movies may not).

Value judgments can often take the form of little jokes about the attributes of the members of a group. Examples include joking that gay males are the go-to experts for style and fashion advice or that Netflix would be foolish to advertise to blind people as they wouldn't be duped into paying for something they can't see. Even though such jokes may seem innocuous or even meant to sound positive, they are in fact based only on stereotype logic and make your message sound discriminatory, as it assumes additional attributes about the members of the group you're talking about and generalizes instead of taking account of individual differences.

Is there a reason I'm mentioning this attribute?

Personal attributes and labels should only be mentioned when relevant. Any attribute you mention suggests that anything else the person does should somehow be thought about in the context of the attribute you referred to. For example, you might say "our female programmer Jordan," with the intention of clarifying whether the gender-neutral name "Jordan" refers to a girl or a guy, however that fact is irrelevant if you are discussing Jordan's engineering work, not her gender identity. Additionally, any label will make people recall the associated stereotype and set off a series of additional conscious or unconscious assumptions based on stereotype logic: "It seems someone's trying to say that it's important to point out when an engineer is female. Does that mean there are few female engineers? Does that mean there's something about identifying as female that makes engineering work difficult or unwanted?" In some cases, personal attributes may be relevant – for example, when you talk about the first African American woman in space, it's relevant to mention her gender identity, as doing so brings to mind the important context of the history of the struggle of African American women against institutional discrimination in science and aeronautics. However, using labels and personal attributes should be avoided when they are irrelevant, as it perpetuates discriminatory stereotypical thinking.

Attributes especially vulnerable to discrimination

There are several types of personal characteristics and social groups that are especially vulnerable to discrimination. Below, you'll find some suggestions about how to phrase your communication to avoid using language that discriminates against them.

Gender and gender identity

There are multiple genders – female, nonbinary, male, hijra, etc. Depending on your culture and language, you may come across stereotypes, terms and even grammatical features that may discriminate against people based on their gender identity.

1. Stereotypes

Examples include "women are interested in fashion," "men prefer action movies" or "nonbinary people have leftist political views." Gender-based stereotypes may also include ideas about physical characteristics, such as "men are more athletic than women." Try to spot ideas that make it seem almost everybody with a certain gender identity is the same in terms of personality, preferences, types of behavior, physical features or beliefs.

2. Wording

Depending on your language, you may come across terms and expressions that unnecessarily assume the gender of the people you are referring to and express assumptions about their other characteristics based on their gender identity.

- **Words with a hidden story**
  Throughout history, people of certain gender identities were excluded from specific jobs or roles, and even though in some cultures, the social reality may have changed, some words with a hidden story of discrimination have survived. For example, "chairman" is a term that means "someone who heads a committee," but it also carries a hidden little story: "this is the type of job that a man does." Because in your communication, you don't wish to exclude people who don't agree with that assumption, or people who hold that job but are not men, you would use the term "executive," "char" or "chairperson" instead.

- **Terms behind the times**
  For many years, certain terms were used to discriminate against people with a certain gender identity, or to talk about their identity as if it was a medical issue. As the world becomes more aware of the wealth of gender expression, people have been able to find alternative terms that don't sound discriminatory. For example, "gender confirmation surgery," a term that refers to medical procedures that help some people express their gender identity, used to be referred to as "gender reassignment surgery," a term now rejected as it incorrectly suggested that patients made a choice to live as a different gender instead of seeking ways to reaffirm their permanent, true gender identity.

- **Unnecessary labels**
  Avoid labeling people's gender identity when it's not relevant. For example, saying something like "in this article, our transgender frontend engineer Chris talks about recruiting developers for your campaign" unnecessarily attracts attention to the fact that Chris is transgender, which would be relevant if Chris was talking about their experience as a transgender engineer, but not when Chris is discussing strategies for recruiting volunteer developers.

3. Grammar

In some languages, grammatical choices may also discriminate against people based on their gender identity.

- **Exclusive grammar**
  Just like with words about jobs and roles and obsolete terms related to gender identities, discriminatory language can sometimes pop up in the grammar itself.

For example, saying something like "how does a doctor get his medical license" suggests that it is normally expected for a doctor to be male, but rephrasing this as "how does a doctor get their medical license" leaves gender identity unstated, which doesn't exclude anyone in your audience.

Additionally, try to spot phrases and grammatical choices in your language that make assumptions about the gender identity of your audience. For example, if your language requires you to use a feminine or masculine verb form when you use an imperative sentence like "Sign up for our newsletter," you could try to rephrase the sentence until you find a version that doesn't specify gender – use the plural instead of the singular, make it a question, make it a label like "Newsletter sign-up button," and so on. Your communication is directed to people of any gender identity, so you should craft your grammar in a way that would not exclude anyone.

- **Pronouns**
  Pronouns are an important part of the way people express their gender identity. For example, in English, some non-binary people prefer that others use the pronoun "they" to refer to them, instead of "he" or "she." Always respect the pronoun choices of individuals you talk about, and ask about their preference if you are unsure.

4. Sexuality

The term "sexuality" refers to the way someone becomes attracted to others and the way they express that attraction and form relationships. Sexuality is often talked about in terms of sexual orientation, which categorizes people based on what kind of gender they are attracted to – for example, the term "gay" means someone is attracted to people of their own gender identity, and the term "pansexual" refers to someone who is attracted to people of any gender identity. Sexuality may also refer to the type of relationships someone prefers – for example, someone who is asexual but not aromantic will prefer to form romantic relationships without a sexual component, and someone who is bisexual and monogamous will prefer to be in a relationship with a single partner who is a man or a woman. Discriminatory language assumes people's other characteristics based on their sexuality and uses judgmental and derogatory terms when talking about sexuality and relationships.

5. Stereotypes

Stereotypes about sexual orientation assume that most or all people with a certain orientation also have other characteristics that are unrelated to it. Examples include "gay guys are not into sports," "heterosexuals discriminate against people of other orientations" or "lesbians don't make good parents." Sexuality-based stereotypes also refer to the types of relationships a person has; examples include "monogamous people feel constrained in their relationships" or "polyamorous people don't form lasting romantic bonds." Try to spot language that makes additional assumptions based on people's sexuality and make your message more inclusive by removing all such instances of stereotype logic.

6. Sexuality versus gender

Common stereotypes make assumptions about people's sexuality based on their gender identity, for example expecting that transgender people are normally straight or that genderqueer people are normally pansexual. Gender identity and sexuality are two separate characteristics, and making assumptions about someone's sexuality based on their gender identity is discriminatory because like all stereotypes, it excludes all of the people in your audience who don't conform to the given stereotype or find fault with the way your stereotype logic generalizes over everybody with a certain attribute without taking account of people's diversity.

7. Wording

Throughout history, various sexualities were discriminated against, victimized and treated as an illness or as a social issue, and this history of discrimination sometimes persists in certain terms used to refer to people's sexuality. When talking about sexuality, make sure you are using words that don't carry a negative judgment about people. For example, the term "homosexual" may be seen as discriminatory because it recalls the classification of non-straight people as individuals whose sexuality was seen as a medical or psychological issue, and the term "LGBT" may be seen as non-inclusive because it doesn't reflect the richness of human sexuality and gender identity as much as the more current and inclusive acronym "LGBTQIA." If you are unsure which words to use, reach out to an organization whose work focuses on fighting against the discrimination of people with the sexuality you want to talk about, and ask for help in choosing the correct, inclusive terminology.

Disability

Disability refers to certain attributes or a lack of certain attributes (for example, physical or intellectual attributes) that impair the way an individual can function in a society constructed for people whose attributes are different. For example, Deaf and hard-of-hearing people may encounter barriers to their social functioning when faced with information accessible only to hearing persons. While many people with a certain disability may share some characteristics related to their impairments in functioning, discriminatory language unnecessarily makes it seem like everybody with a certain disability has the same impairments, and it uses disparaging terms to refer to people with disabilities or unnecessarily emphasizes disabilities as someone's defining feature.

1. Stereotypes

Stereotypes about people with disabilities often make it seem like everybody with a certain disability shares the same attributes. This can mean things related to their disability, like assuming that all or most hard-of-hearing people read lips, or things unrelated to their disability, like assuming that all or most blind people like music.

2. Assuming the degree of disability

One special type of this kind of stereotype logic assumes that people with a disability have certain limitations where

it's in fact not true, such as saying that all or most people with Asperger's syndrome don't do well in jobs where they need to work directly with customers, or assuming that no people with Down's syndrome go to college.

3. Wording
Some ways of talking about people with disabilities may incorrectly define them through that single attribute and bring the focus away from their diversity and individuality. For example, saying "a disabled person" or "the disabled" instead of "a person with a disability" or "people with disabilities" paints disability as a defining characteristic and an attribute common to a whole group of people, which brings to mind stereotypical ideas about people with disabilities instead of treating them as equal.

Additionally, some terms which avoid referring to disability as such and instead rely on euphemisms, like "differently abled," "handicapable" or "physically challenged," may be seen as patronizing or condescending by many people with disabilities who feel that these terms portray disability as something negative or a burden, rather than talking about disability as a fact of life and focusing on societal barriers as the actual source of challenges for people with disabilities. Using neutral terms like "people with disabilities" makes it possible for everyone to feel included in your message, and it also shifts the focus to the individual capabilities of persons with disabilities rather than defining them through a single attribute.

4. Person-first vs identity-first
The expressions "disabled person" and "person with a disability" differ in emphasis – the first one makes it seem like "disability" is part of the person's identity, whereas the second one emphasizes the individual while treating their disability as a condition, not part of that person's identity. Some communities and individuals may prefer identity-first expressions because they feel that they suggest their disability is part of an empowering sense of identity rather than a demeaning medical label. For example, some people prefer to refer to themselves with the label "Autistic person" rather than "person with autism." If you are not sure about the preferred wording, reach out to organizations which represent the interests of the people with the disability you want to refer to and ask which phrasing is preferred in your language and culture.

5. Victims
Disability refers to long-lasting or permanent attributes, as opposed to temporary conditions such as an infection or disease. Language that treats disability as an illness rather than an attribute is discriminatory because it misrepresents persons with a disability as victims under a constant struggle with that attribute, while in fact what they struggle with are limitations to functioning fully in a society not completely adapted to their needs. For example, saying that a person "suffers from" a disability represents them as a victim of a terrible condition, whereas a phrase like "a person with a disability" suggests that their disability is only one of their many attributes.

More specific references to various tools and strategies that people with disabilities use to overcome the social barriers that they encounter can also be discriminatory, if they describe those tools and strategies as limitations or difficulties. For example, saying "a wheelchair-bound person" or "someone confined to a wheelchair" portrays the wheelchair as a hindrance rather than a tool that gives an individual more liberty of movement. Use neutral phrases that don't suggest that using assistive technologies or other solutions is a hindrance or limitation, for example "someone who uses a wheelchair" or "someone who uses a hearing aid."

6. Heroes
Referring to the lives of people with disabilities as inspirational, heroic or courageous just because of their disability is discriminatory because it incorrectly suggests that people with disabilities are to be celebrated for the ordinary things that they do in life rather than for their individual achievements that may or may not have anything to do with their disability. While portraying people with disabilities as inspirational just because they have a disability may seem positive or empowering, it in fact has the opposite effect, because it defines an individual through their disability, suggesting a degree of knowledge about how they feel about their lives and daily activities that is based on knowing one single attribute that they have.

Age

Just like attributes like gender identity or disability, someone's age should not be used to make stereotypical inferences about their other attributes. For example, don't assume that people over 60 don't know how to use social media or that people below 20 don't care about politics. Someone's age should also not be mentioned if it's not relevant, either by stating a number or using any other phrase that defines their age. For example, instead of saying "that young lady," use the person's name.

Compliments can also be discriminatory or patronizing if they highlight not only someone's achievement, but also mention their age. While referring to someone's age to emphasize they accomplished something that's normally beyond the reach of their peers may be seen as positive when talking about children and young teenagers, even this might be taken as condescending if the person you are writing about prefers to be celebrated for the quality of their achievements themselves, not because they were things done by a person of their age, which would otherwise have been considered less impressive. Highlighting someone's age to suggest they achieved more than a person of their age would be expected to may belittle the importance of their accomplishment and suggest that people of their age uniformly struggle with that sort of activity, an example of stereotype logic. If you feel you must mention someone's age, either specifically or by using adjectives like "young" or "older," always first ask the person you want to talk about if they are fine with it.

Ethnicity and nationality

Stereotypes about personal attributes like someone's ethnic background or nationality of origin are persistent and must be carefully avoided in all communication. Try to become sensitive about common stereotypes related to ethnicities and nationalities in your culture. Stereotype logic adds additional positive or negative attributes to these characteristics, and makes it sound like almost everybody with the given attribute is the same – some ethnicities and nationalities may be thought of as resourceful, lazy, good with computers, bad at sports, deeply religious, and so on. Remember that someone's nationality or ethnicity does not by itself lead to any other attributes or characteristics that you could assume about them.

Certain word choices may also discriminate against people based on their ethnic or national background. Discriminatory terms related to ethnicity and nationality must always be avoided, and if you are not sure which terms are fine to use, reach out to an organization that represents the interests of the ethnic group or nationality in your country. Do not mention someone's ethnic or national background if it's not relevant.

Social status and class

In many cultures, attributes like access to financial resources, ancestry and privilege are used to categorize people into social classes. Stereotype logic adds multiple other attributes to these characteristics, with ideas like "rich people are smarter" or "middle-class people have bigger families." Discriminatory language related to social status and class can also include using terms that demean people with the given attribute, as well as jokes based on stereotypical ideas about people with that attribute, such as the way they talk or what they wear.

Beliefs, religious or otherwise

Religious beliefs and political opinions are often used to stereotypically group people and add other attributes based on stereotype logic, positive or otherwise – "most or all Muslims are not feminists," "most or all people with right-wing views are homophobic," "most or all people with left-wing views care about the environment," and so on. Inclusive language doesn't assume additional attributes based on such beliefs, and focuses on individuality, without making it seem like most people with a certain belief also share other characteristics. Like with other groups vulnerable to discrimination, some terms in your language may be derogatory towards people with a certain belief. If you are not sure which terms are fine to use, reach out to an organization that represents people with a certain belief in your culture and ask for advice.

Remaining aware of emotions and psychological processes

In the context of social campaigns, unlike in marketing, it is often more effective to use arguments, rather than emotions to persuade others. 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.

First, we may be tempted to base our communication on a massage that we like or enjoy, but the effect of messages based on factual arguments is more stable and enduring compared to those based on aesthetics or humour. And although, from evaluative conditioning (linking, for example, a neutral brand with something positive that gives this brand a positive value in audience perspective), we know that something neutral can gain a new valence, this is not the main aim of a social campaigns. In short, in these it is best to use facts.

> ### How do We know it?
>
> Petty and Caciopo developed an elaboration likelihood model suggesting that we have two ways of changing our attitude: the central path, based on merit evaluation, facts and strong arguments and the peripheral path, based on impression and affective associations. It is worth to note that there are some important differences between people when using those styles. When we are more motivated and the cause seems important to us we tend to use the central path and thus, the change in our opinion is more stable.

In many campaigns the authors use fear to strengthen their message, and sometimes it is a good tool to change attitudes, but only in certain circumstances. When we are emotionally activated we are also more engaged and it easier for us to remember the content of a campaign. However, is true only when our emotional activation is moderated and we feel concerned, but not threatened by the message. If the message you convey is too threatening usually the audience may feel the need to preserve their well-being and to think "it does not concern me", "this thing will never happen to me". Therefore instead of increasing someone's engagement in the cause, we may actually get quite the opposite effect. In other words, no matter how tempting and brilliant it may look at first sight, the fear might make people feel totally not concerned.

Thus, before starting your campaign, it is important to evaluate emotions the message you are sending may elicit in your audience. Emotions are very complex processes and it is difficult to induce just the right level of emotional activation – you would probably need a team of psychologists, a lot of experience and testing to be able to do this consistently. First of all, make sure that your campaign is not too threatening to the audience. It is best to pretest the message on someone you know who has a similar opinion to

the target audience of your campaign. You can simply show them the content of your campaign and ask them how they feel about it. If your message is too strong, in terms of eliciting negative emotions, you might consider changing the tone of the message by adding humour. Another strategy to change the emotional impact of a message is by presenting it with precise causes of a given situation together with a direct solution to improve the situation. People feel less threatened when they understand the situation and when they know what to do to change it. However, you don't want to sound too patronizing, so this strategy also needs to be tested with your target audience.

> #### How do We know it?
>
> Chebat, Laroche, Badaura, Filiatrault (1995) ran and experiment where a bank manager showed the participants three versions of a message advertising a credit card:
> - a threatening one, where the manager explained that stealing cash is one of leading causes of murder,
> - one eliciting moderated fear, where suggesting that it is easier to lose cash than a credit card
> - one eliciting no fear at all, suggesting that credit cards are much more comfortable to use.
>
> The results suggest that the moderated activation of emotion resulted in better memorization of the message – emotional activation makes us more alert to the information – but only to a point. When the situation was too threatening and the bank manager mentioned murder, this effect did not work.

Below you may find some psychological processes and strategies to remain aware of when planning your campaign communication strategy.

Cognitive dissonance – described by Festinger (1957) who suggests that all people attempt to feel congruence between their opinions and actions. The discordance between the two causes cognitive dissonance and negative affect. Thus people feel driven to reduce this negative affect by decreasing the dissonance. All of us like to think that our actions rise from our convictions. Consequently, if we already did something against them, often later we may adjust our convictions to match our earlier action.

> #### How do We know it?
>
> In their experiment Ellion and Devine (1994) selected students who were strongly against raising the tuition fee for the upcoming semester. Under the cover story of helping their university administration, the researchers asked them to provide arguments for raising the tuition fee (so opposite to the participants' opinion). After writing this essay voluntarily, participants moderated their first opinion about being definitely against the increase of the tuition fee (to reduce the cognitive dissonance between their opinion and the action of writing the essay, that they could not change).

The concept of **social proof** was described by Cialdini (2001). He suggests that in an uncertain situation, when we don't know how to behave, we have a belief that the others know better and we tend to follow the majority.

> #### How do We know it?
>
> In one of his experiments Reingen was going from door to door requesting donations. He found out that in ambiguous situations people were more willing to donate money if the list of previous donors was longer (they believed that people from their neighborhood already supported this cause).

Foot in the door technique was tested by Freedman and Fraser (1966). They suggested that if people already did agree to perform a small action for a cause, they will be more likely to accept a bigger, more time or energy consuming action for the same cause. The idea of cognitive dissonance applies in this case – if I accept to do something for a given cause, it is an important cause for me. Thus, if my opinions should be in accordance with my actions, I should also agree to spend some more time and energy on the same cause.

> #### How do We know it?
>
> In their experiment Freedman and Fraser ask inhabitants of California to put a large advertisement promoting safe driving in their front yard. In the group that was not contacted before by the experimenters fewer than 1 out of 5 of people agreed. In the second group, who one month earlier were asked to sign a petition promoting safe driving, more than half of the people agreed to do this.

Door in the face is opposite to foot in the door, but has similar consequences – it increases the engagement. Cialdini (2009) suggests that if the cause is important in one's perspective but the first request of action is exaggerated, the person will be more likely to accept the second, more reasonable request of action for the same cause than a person who was directly asked for the smaller favour.

> #### How do We know it?
>
> Cialdini in 1975 ran an experiment where he asked students to become volunteers for a zoo trip with juvenile delinquents. As the task appeared difficult and time consuming, only 16,7 percent agreed. This percentage increased to 50 if the students were previously asked, by the same experimenter, to spend two hours a week for two years in a juvenile delinquent detention center and they did not agree.

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. You might feel sad, angry or upset. So it is important to prepare possible answers in advance. First, think about the likely scenarios and then brainstorm with your team different possible answers, their good and bad sides, taking into account sticking to your campaign goals and what you are comfortable with. Below you will find some questions that might help you create and discuss an action plan for each scenario.

Moderation and rules of conduct
- Should there be a moderator for the discussion? If so, do you have conduct rules which are easily available to all participants? What rules do you need to keep the discussion civil? Who decided what these rules are? What happens when someone breaks the rules?

Personal remarks
- How will you react to a message that is addressed to you directly and that does not comment on the content, but is a personal remark? Does the person sending this message knows enough about you to express opinions? What is the purpose of sending this kind of message? How will you react to this kind of message?
- Should you make personal remarks, or respond to the content of the message/comment? What is the difference between sending negative personal feedback such as "You are not right" and making personal remarks, such as "What you are saying/writing is not right"? What are potential emotional consequences of receiving such messages?

Gaining credibility and support
- What is the value of responding with the information based on reliable sources (see the section Check your facts) and not with your personal opinions?
- In what cases you might use the "broken record" technique?
- Would you benefit from creating a support group or finding a contact person to support you in choosing the best reply or when you are feeling upset by a comment on social media?

> Broken record technique consists of repetitively using the same strong argument in response to someone who, in spite of your firm response, tries to convince you and seems to completely ignore your previous replies.

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. Even though your particular security needs will always depend on what devices and services you use and the extent of knowledge, resources and professionalism of your attackers - it is best to remember that no precautions will keep you safe from all threats, but there are still some general rules that will help you keep safe online.

Stay updated

Software updates on your computer or mobile device are very often released in order to patch newly discovered areas of vulnerability. Always keep up with the latest updates.

Use threat-protection software

Use antivirus, antimalware and firewall software on all of your devices. These tools, many of which are free to use, make it possible to avoid malicious software that may steal your information or take over access to your accounts.

Spot phishing and impersonation attacks

Phishing attacks usually take the form of a message that at first glance seems totally genuine and often appears to have come from a service that you use regularly. These messages require you to take some sort of action – download and open an attachment or click a certain link where you'll be asked to enter your personal information. Hackers use clever ways to make it seem like you are dealing with a legitimate message – for example, they may buy a domain like support.facbook.com and send their emails from there, in the hopes that most people won't notice the typo. When you get an unsolicited message that requires you to take some sort of action that may reveal any of your login information, or asks you to download and open something on your device, carefully check all the website addresses and other information that may reveal whether the source is legitimate. It never hurts to ask for confirmation and for some objective proof that the message is really what it claims to be. You can also try to check whether you're dealing with a phishing attack by doing some research on your own – for example, looking for the exact name of the website the message has come from often reveals that a real email of this type would have come from a different source.

Hackers also sometimes try to impersonate your personal connections – they may hack into someone's email or social media accounts and message you in order to manipulate you into giving them private information like your email password or sending them money. Sometimes, they even take the time to go through your messaging history with the person whom they will later try to impersonate in a more realistic way, copying the style they usually use when talking to you until your guard is down and they proceed to manipulate you further. If someone messages you to ask you for something unexpected, like saying that they lost their wallet while on vacation and they'd love if you could send them some money for a ticket back home, first make sure that the message is real using something that the hacker is likely not to have access to, for example by calling the person's phone to ask them if they really are in trouble.

Don't share your private information

The easiest way to hack someone's email is to ask them for their password, and many people actually fall for such "social engineering" attacks. Don't give away information that someone may use to pretend to be you and get access to your accounts. This information includes passwords and security codes, but also distinctive personal details like the name of your childhood pet or the street you grew up on.

Don't make your passwords easy to crack

Hackers may try to guess your passwords through social engineering or by using specialized computer software. Even though passwords are usually encoded so that even the administrators of computer systems cannot simply read them, hacking software can go through millions of common passwords in a very short time until it finds a match and breaks the encryption. Using a complex password makes it more likely these programs will fail. Another secure solution that may be easier to remember is to use a passphrase – a phrase you come up with that is not an easily guessed common expression, and which doesn't even have to make sense as long as you can easily remember it. Due to their length and unpredictability, passphrases are more likely to stump current hacking software than usual passwords.

Since passwords do sometimes get breached, it may also be a good idea to change your most important passwords every year. Many websites, like haveibeenpwned.com, also make it possible to look up your accounts in lists of email addresses that have been breached – if you find your account there, change your password immediately.

Use two-factor authentication

Where possible, make your accounts even harder to crack by enabling two-factor authentication, where you will need to additionally confirm your login using something other than your password, such as a code that gets texted to your phone. Even if a hacker has obtained your password, it will be much harder for them to get into your account if they also need to have access to that second step of authentication.

Be careful about where you connect from

Always be even more careful than usual when using public WiFi networks, such as at a café or a train station, as these networks are always more vulnerable to attack. Other people in your surroundings can also easily get access to your devices and private information simply by using the fact that they are physically close, like looking over your shoulder to see which keys you are tapping to enter your password or accessing your unlocked phone that you left on the table for what seemed like seconds when you went to pick up your order. Always keep your devices securely locked when not in use, and be aware of your surroundings when entering sensitive information like your usernames and passwords when other people may be looking.

Don't leave a trail of online breadcrumbs

One way that hackers can obtain access to your accounts is by correlating what they find out about you in one online location with information found elsewhere. For example, let's say you use the same password for a social media profile and for a user account that you use to play an obscure online game. The social media platform may have a lot of resources to run a robust security department that makes it hard to crack, but that game you play may not. If someone hacks your account there and is able to connect it with your social media profile, like by comparing the email addresses you used to log into both places, the first password they are going to try is the one you used for that game. For this reason, in addition to making your passwords hard to crack, try not to reuse passwords across multiple accounts. Applications called "password managers" can help you keep track of all of these individual passwords, as they only require you to remember one complex master password to unlock them and then fill in any other password for you automatically.

Be careful if you need to be anonymous

For many reasons, you may choose to present publicly to the world in some places online but remain an anonymous contributor in others – for example, if your online campaigns may expose you to a risk of harm and persecution. In such cases, be careful not to leave behind breadcrumbs that may allow people to connect your anonymous activity to your public persona. For example, let's say that you need to use a pseudonym for your online activism, and it's a pseudonym that you often use on the internet. Months after your potentially risky online activity has ended, you're chatting with people on a public website, as your public persona. Someone asks you if there are any online games that you'd be interested in playing together, and you respond by encouraging them to send you an invite in a game you like, and you share that pseudonym you used for your account there so they can reach you. That would make it easy to connect the dots and reveal that your public persona and whoever used that nickname were the same. The same applies to information about your offline life that can be used to connect your public and anonymous online identities, such as revealing the city where you live or the kind of music you're obsessed with.

What your device exposes without your knowledge

The device you use to access the internet also discloses a lot of identifiable details about you that you may not be aware of. The two most common examples of such breadcrumbs that make it possible to identify you across many places online or discover your personal information are your IP address and the Exif data in your photos. However, the methods used by people looking for your identity and location are not limited to these, and if your activity requires you to be sure that you will be anonymous for your safety you have to consult experts before taking any steps you want to take.

1. Your IP address
Your IP address is the string of numbers and dots that your device uses to identify itself when talking to other devices online when you connect via a given network, and much like a mailing address, it can be used not only to correlate your public and private activity, but even to find out where you live or go to school, by tracking the location of the given IP address you connected with. Ways to avoid exposing your IP address include using the Tor browser or a VPN service.

2. The Exif data in your photos
The content of your photos may obviously reveal personal information and other identifiable details – things like name-tags or street addresses captured accidentally in the background of a photo are just two common examples. However, your photos also contain less obvious details called metadata (or, sometimes, "Exif" data) – technical information about the photograph itself, such as the type of the phone with which you took the photo or even the GPS coordinates of where it was taken. Before you post your photos, use software that strips all the identifiable metadata from the image.

CHAPTER 2:
PLANNING YOUR CAMPAIGN

Thanks to the context outlined in the previous chapter, you should be more aware of the importance of campaigns combating hate speech, the mechanisms they may use as well as the potential traps of the intricacies of language. This will be very useful for planning the campaign.In this chapter we present methods and tools useful in planning your campaign.

Campaign strategy

To keep things simple we have one central tool for planning and evaluating the key aspects of the campaign: GAMES. Depending on your unique needs you may use this tool to either plan general things about your campaign, relating to your Goal, Audience, Messenger, Environment and Story, or you may want to go more in-depth to allow yourself to compare your initial idea to your execution and final effects in detail, thus being able to visualize your internal key performance indicators (KPIs) - in the Evaluation Manual you can find more information on indicators and measures of performance and success. At this point, instead of bothering about numbers and indicators it is best to spend more time on putting together a coherent and consistent plan that will be your guiding light for all the other steps in your journey towards the campaign launch.

GAMES: planning tool

Why to use it?

- Don't think of your communication strategy as a slogan you can repeat over and over. A campaign is more than creating short and memorable catchphrases and using catchwords. It consists of five pillars: your goal, audience, messenger, environment and story. These are intertwined to give you a coherent message. A message you, or someone else as the messenger, can present. One that your audience will understand and find appealing and one that will work towards your goal in your environment.

- You will use this tool also during the evaluation phase to see how well your plan and its execution are aligned, so make sure to keep your answers somewhere, where you can refer to them later.

How to use it?

- Use this tool, to help you formulate your campaign vision, including key information about your campaign. Please follow the five main pillars of a campaign to plan your actions; these are: goal, audience, messenger, environment and story. Find answers to key questions about them. In your answers try to be as specific as possible.

- You can fill out this chart individually and only later discuss your ideas, to see if all of your team members share the same vision.

- Do not be afraid if you do not know all the answers yet. In the next sections of this manual you will find information and tools that will help you arrive at the answers you need to run a successful campaign.

GAMES	PLANNING STAGE	YOUR ANSWERS
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?	

Approaching the problem you want to address in your campaign

As a starting point for research it is important to have a clearly defined issue which can be taken further, explored and critically engaged. Write out this issue here in one sentence, and be as specific as you can.

While these tool can help you in deciding what and how to research, the next section can help you recognize if your sources are reliable, and how to refer to them and gather arguments to give a fair research-backed representation of reality.

Planning initial research

Why to use it?

- Don't think of your communication strategy as a slogan you can repeat over and over. A campaign is more than creating short and memorable catchphrases and using catchwords. It consists of five pillars: your goal, audience, messenger, environment and story. These are intertwined to give you a coherent message. A message you, or someone else as the messenger, can present. One that your audience will understand and find appealing and one that will work towards your goal in your environment.

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- You can fill out this chart individually and only later discuss your ideas, to see if all of your team members share the same vision.

- Do not be afraid if you do not know all the answers yet. In the next sections of this manual you will find information and tools that will help you arrive at the answers you need to run a successful campaign.

Defining - What? Who? Why?

Is it limited in scope so that targeted research is possible?	
Is performing research within your reach in terms of geographical scope or quantity?	
Why is it important and why now? Explain why do you focus on this particular topic and why it is significant? Why did you choose this particular topic? Why it is worth exploring?	
Introduce and briefly describe the focus. You may also describe the scale of the problem that you want to tackle with your campaign	

Background information - where and when?

Has anyone addressed it before with a campaign?	
What approaches did they take towards it? Did they succeed?	
When did the problem emerge? You may also speculate about the reasons for changes over time.	
Discuss and explain why the topic you have selected is an issue of public concern.	
Outline the challenges that your topic brings to the public.	
List how the topic has been problematized, why and by whom	

Research methodology — how?

What kind of data do you want to gather? Why do you want to gather it?	
When can you gather it? Who can help you?	
What quantitative or qualitative methods can you use?	
Describe and analyse what has been said in relation to your topic in the research literature. You may use such resources as Google Scholar.	
You me also outline and critically discuss how the issue has been dealt so far: what works and what is missing and why?	
Investigate gaps in research – what is the literature not telling you and what would you like to know? How can you find out?	

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. Below 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. Internet, newspapers and social media are full of fake news and information that is being misinterpreted. It is a challenge to assess the credibility of information. One way to do it is to assess the reliability of the source providing this information or to check if multiple sources report, and in effect, corroborate this story. Moreover, there exist multiple fact-checking organizations, whose members devote their time to hunting down hoaxes and fake news on the Internet, so it may be good to find such an active group for your country and request their support.

Below are some characteristics of a **reliable source (newspaper, article, blog etc)**:
- Provides authors of the given article and their affiliations or field of expertise.
- Clearly states what is the source of information they provide, how it was obtained, separates facts which ought to be reported without bias, from opinions .
- Discloses conflicts of interest/ sponsorships.
- Has references to academic articles or publications of established institutions.
- Is published by the reliable journal/institution/ webpage (we know who is the owner, what is the main aim of given webpage, journal, blog, newspaper and how they verify their information).

Remember that statistics are not 1 to 1 reflection of reality. Very often the information is based on the evaluation of a representative group of given population. For example, if we would like to analyze whether teens in Europe like pink elephants, we would probably ask a representative group of teenagers, from each European country or, even better, region, representing different ethnic and social groups to state whether they like pink elephants. Based on this evaluation, let's say that 89 percent of teenagers in our survey say yes. The conclusion of this survey will be that 89 of European teenagers like pink elephants. Reading this we have to realize that this evaluation was not based on a survey that asked every single teenager whether they like pink elephants. Importantly, if we select a slightly different group, our results may vary. This difference should not be significant, as our group was selected to be representative. However, we should not be surprised if two or more surveys on the same subject present slightly different results. Thus, when cite a statistical results, let's not forget to also include the source (the authors and the year of the survey, research etc.).

One research is usually not enough to be sure. For example in current psychological research we are facing a replication crisis as many popular studies across the world are difficult or even impossible to replicate in other laboratories. This shows that the results of one study are not enough to prove anything – we need to replicate them to gain confidence in their findings. Another thing to be mindful of is **anecdotal evidence**. This term is used when someone tries to prove a general rule based on a single example, a little bit like saying that all old ladies love cats, because my aunt Maya loves them and she is pretty old.

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. This is especially important for groups that are not totally convinced by our arguments and remain undecided. Be also ready to question the credibility of the sources you use. How to do it? Evaluate not only the key finding of the research, but also the source and method of the research, statistic etc. Instead of ignoring the opposing arguments – use good counter arguments to challenge them.

Anonymous Authority and "American Scientist" is just a trick – if possible quote research directly, so that everyone can access to the original article. Quoting an anonymous figure of authority, a famous professor or research study, instead of naming the sources, strips the readers of the opportunity to check the reliability of the quoted facts.

Be clear and transparent. In many campaigns it is allowed to use various types of messages: your personal opinion, facts, hypothesis. The key to credibility is to be clear and upfront about the type of message you are providing and to inform the audience whether it is your personal opinion, your interpretation of the information provided by someone else (who?) or whether you are directly quoting a study, verifiable information, statistics etc.

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 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

Choosing what goal to pursue and what actions to take should be a group effort, because if your team chooses these goals with you they will be more motivated to participate and help achieve them.

While these categories can overlap, it is important to choose only a few of them so that your campaign goal remains achievable in a short time frame and on a small budget, or SMART, as explained below. When choosing a goal, try to choose some activities that can complement each other and that are somewhat related. So, if your goal is to address hate speech by exploring a different narrative on social media, you can at the same time raise awareness about the nature of hate speech and participate in efforts to report hate speech present in different media. To address these issues you can work with relevant stakeholders, from example people from the media or activist organizations.

SMART

To set better goals it is helpful to follow the SMART criteria to make sure that your plans are specific, measurable, achievable, relevant and time-bound. You can treat SMART as a checklist against which you test your goals, asking yourself each time "Is my goal SMART?" and if not, evaluating the problem in each case and either adjusting your goal, or taking the risk and keeping it as is.

Specific • Describe your goal in as much detail as you can. • Formulation of the objective should be unambiguous and leave no room for loose interpretation.
Measurable • Specify indicators to help measure your progress.
Achievable • Asses if you have the resources necessary to achieve this goal. • An overambitious goal undermines faith and motivation to achieve it.
Relevant • Your goal should be an important step forward and must be valuable to everyone in your team and to a community/group of your choice, that you want to help.
Time-bound • Set a time frame, without set deadlines there won't be a sense of need to action.

To evaluate if you have sufficient resources to achieve your goals and what risks come with them you can use further tools like from the Evaluation Manual, such as: Resource mapping and analysis, Getting to know your team, Risk map & risk analysis. You may also refer to the SWOT tool below.

SWOT

Why to use it?

- SWOT analysis is a form of brainstorming which aims to identify Strengths, Weaknesses, Opportunities and Threats — it is used for starting new initiatives, projects or even businesses therefore it is very useful for analysing possible project proposals and evaluating solutions.

How to use it?

- Take a set of post-its and write down all Strengths, Weaknesses, Opportunities and Threats that you can think of, then arrange them in based on which ones are the most likely to appear and think if you can reformulate your idea/campaign to avoid some of the threats or address the weaknesses, while also increasing the impact of its strengths and allowing for opportunities. This activity can be done individually or as a group.

S
Here list all strenghts of your campaign reffering especially to your internal capacity.

W
List all weakness, even potential that you see in your team or capacity to conduct the campaign.

O
Listening oportunities is useful to help you see chances for cooperation with others and ideas on how to develop your project further.

T
Threats have to be listed to understand external factors that pose a danger to the campaign and its success.

Figure 2: Explanation of SWOT Analysis - own elaboration

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. By stakeholders we understand all groups and people who have a stake, or an interest, in the campaign area, including activists (AoC), members of non-governmental organizations (NGOs), volunteers, members of the affected group, local communities, members of government organizations, etc. It is important to understand the term "stakeholder", also in relation to the terms "audience" and "target group" as these terms may coincide in diverse ways.

Finding your role

Read about the team roles below to learn what awaits you during the campaign, but don't fret - you don't have to do all these things by yourself. Still, in a small campaign one person may have to fulfill a few of these roles.

Name of the stakeholder	Ambassadors of Change	NGOs
Characteristics	• Young Activists and Campaigners	• Support for Ambassadors of Change
Goals	• successfully conduct the campaign • practice teamwork and build a team • learn and practice the skills necessary for conducting online campaigns	• successfully run the campaign with Ambassadors of Change • weigh the difficulty and time-commitment of the campaign and needed resources • expand their stakeholder networks

Roles		
	• **Researchers:** Look for the latest authentic materials, data, problems, concerns within the area and remember to use reliable sources • **Analysts:** Consider the goal of your campaign and try to use the tools described in this manual to plan it to address it using your resources available • **Team leaders:** Encourage your team members and other stakeholders to actively take part in the project • **Recruiters:** If you are missing some key competences, or even just free time, to conduct your campaign it is time to go recruiting! • **Organizers:** Planning and organizing the campaign is within the scope of your activities. Organizing such efforts is a valuable skill but it presents many challenges - however, there exist multiple tools that can help. • **Social media experts:** You may think you know how social media work, however, how they work from the point of view of the user is very different from what you learn as a content creator and campaign lead. • **Production managers:** You will be responsible for making sure all the content is created on time. • **Artists:** As an artist you will create content that others may find appealing enough to share and react to. There are many useful programs to help you, if you feel that you are not yet up to the task so don't despair! • **Writers:** If you can recognize good writing and bad writing you are already there! Anyone who can read and feel something can also write - as a writer of posts, and any other form that you want to use, you will have to put into words what you want others to understand and feel, but luckily you have your team to give you feedback	• **Advisors:** It may be hard for AoCs to find a social need within the problem area they can work for, that can be filled by creating a project. Encourage them and ask them questions which may help them see it. • **Brainstorm facilitators:** If you think they need it, help the AoCs generate a lot of ideas by using free-association or other brainstorming techniques • **Resource gurus:** Let the AoCs know where they can find some information and what resources are available to them. • **Evaluators:** (especially in terms of the campaign scope and achievability) • **Discovery Facilitators:** encouraging free-thinking • Re-alignment chefs: helping the AoCs stay on track, even when there are some difficulties and they may feel discouraged • **Mediators:** With difficult social problems there may be high emotions and it is important to get involved to help resolve a personal conflict before it escalates • **Project advisors:** There is a thin line between advising and suggesting - try to draw AoCs attention to a possible problem and give them small nudges rather than a ready solution. • **Mentors:** If the AoCs ask how to do something, give them an example of how this can be done in a different context or show them a strategy to work it out. • **Education evaluators:** Are they learning? If not, what can I do about it. • **Critical thinkers:** Consider the project and suggest improvements, ask aboutsolutions they have chosen and tell them how/where they could apply it. • **Effects multiplier advisors:** Monitor how and if the AoCs work post-campaign on the project and suggest some other options, alternatives. • **Safety officers:** ensure online and offline safety for Ambassadors of Change. It is important not only to provide tools, but first of all to create a space for youth in which they will feel empowered and safe. Youth have to take care of cyber-hygiene, that is well-being and safety online.
Needs	• receive support from the NGOs in terms of resources, advice, platform for the campaign, contacts with stakeholders • receive feedback from stakeholders and the NGO about the achievability and scope of the planned campaign • be heard about the problems the campaign can tackle and the fresh ideas presented • remain safe and anonymous online and offline, if needed	• understand points of view of the youth and the problems that are important for them • learn new things about social media that you can use in your own work • learn how to reach out to young audiences for your own campaigns • get in touch with new stakeholders who can help you in other projects

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.

Once you have pinpointed the goal of the campaign we encourage you to brainstorm with your team who are the possible stakeholders for this goal. Below we show you our ideas related to your audience. These groups are singled out, as they are either directly affected by hate speech, or they participate in it - yes, even observers are participants, as they ignore it rather than take a stand. Their reasons for this passive behaviour can be different, but this group is usually the greatest in terms of numbers, and they are the easiest to reach, because they do not have strong enough motivation to sway their actions either way, but they may discover it thanks to your campaign!

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. To do this, you can engage in a bit of a Role-Playing. Instead of picturing your audience group as a whole try to imagine a few users (you can even give them names and fun hobbies) - those imaginary people will represent this group, while at the same time they will help you plan your communications better. Thanks to this you will be addressing your messages to them, and not an unspecified crowd of people, who could be very different! Let's get started in the next section.

Name of the stakeholder	Targets of Haters and Radicals	Bystanders and Observers	Unaware Haters and Radical Idea Forwarders	Haters and Radicals
Short description	• people, or groups of people, who are targeted by hate speech or cyberbullying, either organized or individual	• people who try to ignore hate and radical content • people who are undecided are better targets of campaigns because it is easier to convince them to change their mind	• people who share online content which they do not recognise as harmful, radical, abusive or fake, they can be easily manipulated because they do not have the habits of thinking critically and checking their sources.	• people who create and disseminate hate speech or radical ideas online • people who share such content on purpose
Your example roles as campaigners	• give them the skills needed to increase their well-being online • help them see that they are not alone and report any abuse as well as encourage others to engage in debates to defend them.	• move them from the passive position of 'seeing-but- not-acting' to a position where they engage with the problem • create a call to action they can follow and give them arguments they can use to support their views • teach them to find more arguments on their own • have them practice empathy and think of themselves as parts of larger social circles	• make them aware of the impact of their messages and increase their responsibility in creating or sharing it with others • give them the ability to perceive prejudice, fake or bias in online content by analysing its discourse and spotting red flags • teach them to check their sources and recognize fake news	• make alternative narratives, counternarratives to their content • understand their motivations, which often may stem from fear perpetuated by unreliable media sources • offer alternative news sources
Benefits from involving them in planning & evaluation	• can ensure that the campaign speaks for them and is authentic in its key message	• can evaluate if the campaign touches their feelings and is convincing	• can help expose weak points of the campaign	• can help expose weak points of the campaign

Audience personas and stories

So, if your goals are clear and you are aware of different groups of stakeholders, now it's time to get to know your key audience. Of course, the best way to do that is to engage with them before your campaign and to cooperate with them throughout your campaign planning phase, however it may not always be possible.

An alternative is to create "audience personas", that is fictional characters, who nevertheless can help you understand the motivations and needs of your audience. However, you have to be aware that when you make the personas, you will be engaging in stereotypical thinking to some extent. Such generalizations may be useful for you, because they will help you understand the target groups a little bit better, but they are not on any level true, so you can never assume anything about individuals based on this tool - because "audience personas" are just that - a planning tool.

This tool is needed, because your campaign can not be addressed to everyone - messages that are often reach noone. People have very distinct identities and they react and share things they can identify with, or identify against - and you need active followers who will work towards your campaign goal. So, when making your personas, at least one for each of your audience groups (as explained above) try to be as specific as you can, make your fictional characters well-rounded and sharp - make them people you can imagine you are having a conversation with - because in your campaign this is exactly what you will be doing. Below see some simple examples and a tool that will help you create even more detailed and complex personas.

Tulla	• a 17-year-old girl from Helsinki • high school student
Interests and activities in free time	• Manga and Japanese coulture • chatting with friends online • swimming, cross-country skiing
Dreams	• to study art at Aalto University • to get a job as a designer
Fears	• global warming and climate crisis • having her freedom limited
Places of online activity	• Instagram, Pinterest, WhatsApp, YouTube, Facebook

Marcos	• a 15-year-old boy from Barcelona • high school student
Interests and activities in free time	• skateboarding and graffitti • listening to music and watching music videos • scrolling social media and chatting with friends online • playing online games
Dreams	• to travel around the world • to get a good job
Fears	• beeing unemployed or having a boring job in the future
Places of online activity	• YouTube, Discord, Facebook, Instagram, TripAdvisor

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

Xtensio
• User Persona Type Template
• Web app

Key Features:
• preset forms ready to fill in
• descriptions of fields when filling in forms

Characteristics:
• intuitive
• editing environment with different building blocks and the toolbar

What can you use it for?
• To create your campaign persona on a form ready to fill in.

Limitations:
• If you want to download your folio you need to buy export credits or subscription plan.
• Otherwise you can use it online and present to your team as full-screen digital slideshow or share a link to your folio.

Support:
• built-in Email & Chat Support
• help center page: help.xtensio.com/

Thematic tutorials:
• How To: Create A User Persona

Once you have a few personas, you can decide what the campaign needs to achieve to win their engagement.

Creating audience scenario

Why to use it?

- Just like user scenarios in designing websites, audience scenarios can be an amazing help in planning the campaign.

How to use it?

- Start with "high order story" and think about what is the general thing your audience member wants. Perhaps Josh would like to have a fun picture to share on his wall, but one that has some substance to it? Maybe Karen just wants a platform to share her concerns and ideas? Next, think of what it means to them, what are the things they "want" and "need", finally, decide what it means to you, in terms of what you need to provide. See the example below.

Notice that if you combine these stories, you may have a ready recipe for your campaign. In this case the conclusions together may point to create a comic strip, with beautiful art, that will explore the difficulties experienced by targets of abuse.

Audience scenario

| High order story	Story broken down into lower-order wants	Conclusions for you
As the member of the audience of the campaign I want to...		
Have interesting things to share with friends that will get a lot of likes	Visually attractive content Content that expresses how I feel Content that presents my chosen self-image to others Easy to consume bits of information	Design informative but beautiful short posts (no longer than one paragraph of text and a single image) Test the content with the audience
Interact with the other members of the audience in a meaningful way	Work in groups on projects, solve real problems, share opinions and succeed together	Create reflective posts which engage people's ' communicative and problem-solving skills
As a target of abuse the campaign is fighting against I want to...		
Be heard and understood	Tell what happens and how it makes me feel. See that others go through similar things. Be safe.	Provide a platform, and possibly anonymity, to people who are targets of abuse who want to tell their stories. Create fictional characters based on real experiences of people who are targets of abuse.
Not feel alone	Have people to interact with Form a few meaningful social relationships.	Focus on creating a community by engaging in discussions, contests and creating a group/common forum. Take the activities to the offline world and create events.

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 favorite 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.
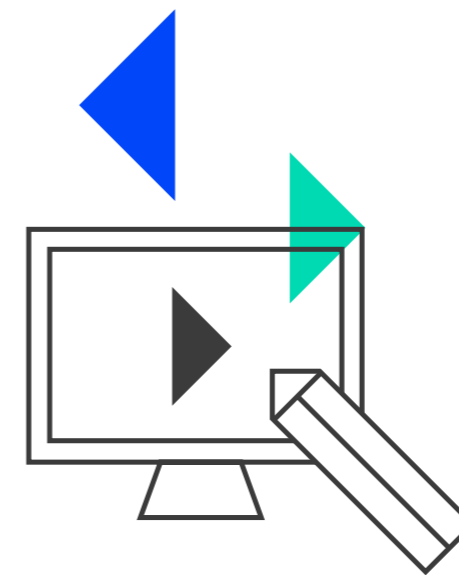
Google Drive & Docs
- file storage & sharing
- 15 GB for free
- more in paid plan or for nonprofits (need to apply for it)

Key Features:
- files storage and online access from any device
- different types of files and integrated with editors (docs, sheets, slides, forms)
- opening, importing, editing and converting all common file types
- sharing files and folders with others
- editing and commenting files with others
- searching for files by name and content

Characteristics:
- connected with google account
- secure access by login from multiple devices
- history of file changes
- available as an application for your phone

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

Other recommendations:
- If you do not have a Google account, and you do not want to create one there you can use Dropbox or any other file sharing service to collaborate with your team, but to do this you will need a Document Editing Suite, such as either the one by Microsoft, or a free solution, such as LibreOffice.

Limitations:
- You are limited by the storage space of 15 GB in the free version.
- Not all functions in Google Spreadsheets work the same as in Excel, so you may need to check how to use them.

Support:
- The documentation for Google Drive and Docs is extensive and there should be no problems using it.

Thematic tutorials:
- Google Drive tutorial: https://support.google.com/drive/?hl=en#topic=14940

Trello.com
- freemium
- available on Windows, Mac, Android, iOS, and Web-based

Key Features:
- shared boards with category headings and movable tasks
- ability to add deadlines
- ability to assign owners and members to tasks
- customizable labels for tasks
- ability to integrate with other services, for example GoogleDocs
- ability to add comments to tasks
- ability to add attachments and links to files
- creating checklists for tasks

Characteristics:
- attractive design with multiple colors
- clear and intuitive UI
- multiple customization features

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
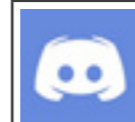
Limitations:
- team communication, as the comments section is hidden inside tasks and they leave a trail, for team communication it is better to use Discord or Slack

Support:
- Very useful help section with tutorials and key features explained: https://help.trello.com/article/734-how-to-use-trello-like-a-pro

Thematic tutorials:
- [e-book] Using Trello to Plan a Marketing Campaign
- [tutorial] Trello for Marketing
- [templates] Official Trello Template Gallery

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

Key Features:
- private servers
- channels
- private chats and video chats with users
- screen sharing
- group conversations
- sending attachments

Characteristics:
- pleasant interface with modern design

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

Other recommendations:
- Use discord as a messaging app for your team, so that you can keep personal communications separate from work communications to help you retain a good work-life balance.

Limitations:
- The app can be a bit heavy, so it may work slowly on your phone. In addition, the user interface takes some getting used to.
- The application looks like something used for gaming, however it is rather feature rich and reliable.

Thematic tutorials:
- [Post] Building a Discord Community
- [Post] Discord for business?

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.

Start with creative brainstorming

Creative Brainstorming

Why to use it?

- This brainstorming tool, inspired by the collection of brainstorming tactics from David Sherwin's "Creative Workshop" which were later adapted for the Alien Project, is useful in sparking creative conversations to collect ideas. Whether you need to find the best platform for your campaign or the most enticing idea for a comic book, a video or a series of posts brainstorming can help you.

How to use it?

- Regardless of the form of brainstorming you want to engage in, be it Verbal or Visual it is of key importance to first invite individual contributions from your team, and not to discuss them before all the ideas are gathered! The reason is, you want to encourage people to be creative without fearing judgment. So, first select a problem, idea you want input on from your team members and then have everybody write down, or draw, their ideas in silence. This way you will use your team's creative potential to the fullest.

Brainstorming Cheat-sheet

Verbal	Visual
Three-column list 1. list concepts and terms related to your idea/design concept 2. list keywords related to an idea from the first column 3. write an idea/design concept that would be a direct opposite of your concept Match three concepts together, one from each column, and sketch them, if you want.	**Free mind mapping** Quickly draw your central idea/question/problem/aspect in the middle and supplement it with as many connected ideas as you can, don't limit yourself or try to make a cohesive structure, let yourself represent the ideas visually, interconnect, cross out or make really far-fetched mind jumps.
Associations - Keywording Use a picture from a site visit/Google search of your key problem as the focal point and quickly jot down all the connotations you have when looking at it	**Associations - Mood mapping** Find a picture either from your site visit or via Google that represents the problem you want to explore. Next find pictures that are somehow related to it in your opinion to form a 'Mood Map'.
Neural network Write down the key keyword/phrase for the problem you are exploring. Now ask other students to give you random words and write them down around it leaving some space. Next try to find the things in the middle of this key problem and the words/things they have mentioned. Make an association path to connect each thing to another thing.	**Speed-sketching** Sketch a picture representing your idea then sketch pictures connected to each element of your idea then to each of these pictures, after five minutes swap your page with another member of your group and build upon their sketches adding new associations.
Opposites attract Write down a list of keywords. Next to each keyword write its direct opposite and one word which explains in what way this is an opposite. For example: Book — TV — medium, Job — Fun — enjoyment, speech — silence — presence	**Timeline for the future / Aspirations** Imagine your target group in future years, how has their situation improved gradually in relation to your problem? Draw a timeline and add ideas for future breakthroughs. **Timeline for the past / Longings** Imagine your target group in past years, how has their situation changed gradually in relation to your problem? Draw a timeline and add ideas for the past turning points.
Improvisation: Yes, and... Choose one possible solution and have each person describe an additional feature, but never disagree, no matter how silly or impossible it is just build upon the last suggestion adding it on.	**Sketch a journey** Quick sketch highlights of the problem on separate pieces of paper and group them together with what your groups came out. Try to name them and find solutions.
Mad Libs You know the problem now, try to fill out this paragraph in as many different ways as you can: My solution is _____ which is similar to _____ because _____ .	**Cartoon people** Draw some members of your target group doing something related to the problem and brainstorm what they could be saying within speech bubbles of your drawings.

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. The right mix of tools is important. Don't rely on only one channel. But you don't have to be everywhere. It is better to try to create an online community.

Facebook

- Facebook pages are best suited for social campaigns, however, it is best to conduct these campaigns on pages which already exist, so that you don't have to build your audience from scratch. As your page you can also create events, which can be either virtual or real, and in this way build communities. Groups, associated with pages, are the best for community building, however, the posts within groups may not achieve as much reach. For best results on Facebook you need to vary your content, not only post pictures and texts, but also videos, stories or even live videos that your audience can interact with in real time.
- In addition, you can also address online hate speech, discrimination and radicalisation manifestations by acting like #iamhere group to nuance and balance comment sections of existing pages, which are full of harassment and bullying. You can do this by writing comments that stand for freedom of speech, respect and good conversation or writing supportive answers to comments to help lift them up in the feed.

YouTube

- Video content one of the most important trends in social media. By video storytelling it is easier to evoke emotions and commitment. It is also the most shareable form of content.
- Use YouTube to create a channel for sharing your video content. On YouTube viewers can interact with you and with each other, commenting on videos, liking and sharing them, they can also subscribe to your channel to be updated.
- You can also use YouTube as hosting platform to upload and share videos on other social networks and websites as well.
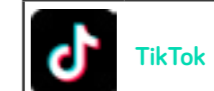
Instagram

- Instagram's feed is based on images so choose this channel if your message is built mainly on visual elements. You can also share video content on Instagram TV.
- Take advantage of short video / image content that expires after 24 hours (Instagram Stories) or of live video functionality (with the video disappearing immediately after ending). It is a less official video communication channel and you can apply it to keep in touch with your community in a more spontaneous way, without preparing fully professional content. Some stories you decide to keep could be added to Story Highlights on your profile.

Pinterest

- Pinterest's strength is sharing visual content and creating thematic boards, so if your campaign is heavily visual you may consider adding its content to Pinterest.

TikTok

- TikTok's platform is increasingly use for rising up social issues through creative short videos.
- You can use TikTok to share short video content (similar to Instagram Stories, but it doesn't expire after 24 hours).
- TikTok has a lot of interest but not a lot of content yet, so it is more probable (than in the case of Facebook, Youtube or Instagram) that algorithms pick your content to show on other people's feed (even if they do not follow you). You could have lots of views with very few followers. So on TikTok still it is more likely to go viral with your content.
- Remember that sometimes going viral may actually be harmful. For one, content that becomes viral is outside of our control and may be repurposed to carry different meanings we did not intend. Another issue is that audiences enjoy unique content, which is tailored to them and once it becomes mainstream it no longer holds the appeal of something only a selected group can enjoy, engage with and understand.

Reddit

- You can make posts about your campaign in the appropriate subreddits. If it is a video you can share it via r/videos, same with cartoons or pics. If your campaign is closely connected to your location and you are creating local events find the subreddit of your local community, such as your region or town. Additionally, there may already be subreddits devoted to your cause, so try to find them and browse the top content to see what other campaigns were conducted and if you can glimpse into the minds of your stakeholders based on what they share and how they comment. It is also possible that on such subreddits you could ask for feedback on your ideas and get quality replies to help you shape your campaign.

Twitter

- If you feel good with short forms you can create an account on Twitter and use tweets as your campaign content, but to win engagement there you will have to use the right hashtags and engage with the right users for example, by starting an online discussion or by asking questions. You may also retweet or reply to others' tweets related to your campaign topic, quote-tweeting information about your campaign to ensure it is seen.

Wordpress.com

- Regardless of social media presence websites are still crucial for a couple of reasons. First of all, they can serve as a hub of our activity, bringing together all the communication channels with links and selected feeds. They can also introduce the team and goals in a coherent and concise way, giving a complete picture of the campaign. It is a place the users can be directed towards from other channels. Next, they allow to store content and control the context it was created in, so that the original message is preserved, no matter what. Finally, they are, and will remain, in control of the campaign team, that is independent from dubious censorship algorithms of social media. When creating the website remember about two things: if you make it on wordpress.com it will be, by default, responsive, and thus, accessible via mobile - but if you add content like pictures make sure they scale well to different screen sizes! Most of web activity happens via mobile phones now, so it is very important to design the websites mobile first. Second, the website should be accessible to everybody. To achieve that, follow the guidelines on Web Accessibility; a quick reference is available here: https://www.w3.org/WAI/WCAG21/quickref/.
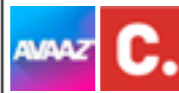
Avaaz.org / Change.org

- Use web platforms that give the possibility to run campaigns at the local, national, and international levels based on crowd-sourced power to create petitions one can sign.
- Anyone can start a petition for free, then share the petition with friends, family and other supporters. Your petition could reach new audiences like journalists who source stories and cover campaigns, decision makers who have the opportunity to respond to the petition and people who could donate to your cause.
- On the platform website you will find tips for creating effective petitions as well as petition creating form to fill in.

Tripadvisor

- You can add your event like city game in your town to Things to Do / Outdoor Activities section in your location.

Kickstarter.com / Indiegogo.com

- These crowdfunding platforms not only help people launch their products such as games, backpacks and newest and coolest tech gadgets, but also assist socially aware people with gathering money for their creative projects, such as documentaries, books and artistic pieces related to important social issues. Check especially the "Community Projects" section on IndieGoGo and Publishing, Film and Comics and Illustration on Kickstarter. Creating your campaign materials with the support of crowdfunding may be an option to consider if you have a clear and important message to share and need resources.

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 following reasons:

1. Even if you think that your profile is anonymous it is not a matter of if you have your address there or if you use a fake name. Even having shared places you go to, a map of your runs from Endomondo or some pictures where some local elements are visible you risk that your identity may be disclosed. You also may have some followers or friends who share their real credentials online, and based on their profiles a lot can be said about yours. Overall, we are often unaware of how much we share online and how much can be said about us based on some of the information if it is combined from many posts on the same account, or from different accounts using a similar username, by Internet stalkers or, worse, the collective effort of a highly motivated group with some technical skills.
2. It may limit the creativity of your campaign content, as you may be less willing to share some messages and you may censor yourself more, even uniwttingly.
3. If you do share something out of your usual circle of interests, you have to remember that almost nothing disappears on the internet, and that this content may be traceable to you forever - even if you later delete it. It is enough that someone takes a screenshot, or writes about it elsewhere.
4. You may attract attention to your profile and gain followers who will not go away once the campaign ends, and they will remain there to comment on the things you do in everyday life. Sometimes this can be positive, but often this attention may be unwanted or mean-spirited.
5. If you work as a team it is much better if several people have access to the account the campaign is run on, so that they can react quickly to what happens, be it comments or spam.
6. If you feel that you want to share the campaign with your friends, then nothing stops you from sharing the posts made from the campaign account on your private account.

We hope we convinced you not to use your personal account for running the campaign!
Regardless of the platform, you have to be creative and stand out from the online crowd. To attract the attention of your audience you should follow some key rules.

Devise a clear message

- Keep the entirety of your message short and simple and use short sentences. In communication simple is more effective. Long and deep message involve reflection, discussion, and are open to interpretation, and often they do not motivate to act.
- 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. It should be short, memorable and it does not have to stand on its own. It should be understood by people who know the context of the campaign. Remember to test it with your stakeholders!

Example message deconstruction:

Problem
- Children of immigrants do not integrate with local kids

Solution
- Inclusion in social events helps people integrate

Call to action
- Invite children of immigrants to your group of friends

Slogan
- Come join us!
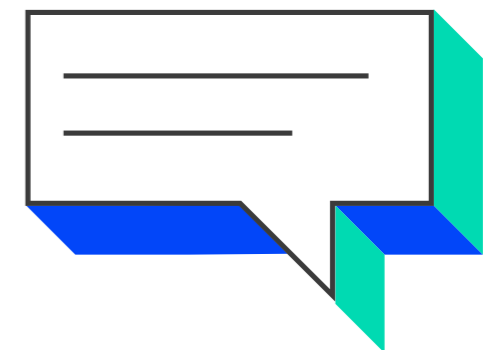
Tell stories

- Tell stories, about real people, or about characters who could be real. People are wired to remember stories better and stories are something they are willing to share with others (like myths, fairy-tales, urban myths, moral tales, jokes, or memes)
- Choose a story that resonates with your target audience! Think of how it is relevant to their experience and why they may find it important, interesting or fresh.
- You may choose an existing story, something the audience already knows and has feelings towards and base your campaign on it - it could be a fairy tale or an urban legend, or even something inspired by a book or a TV series.

<div style="border:1px solid blue;">

Visualizing your story structure

Deconstructing creative narratives was a favorite pastime of many great authors and academics. Luckily, you can benefit from their analysis by taking their hints on what constitutes an engaging narrative.
1. You may plot your story on a graph, to show its ups and downs. This is something Kurt Vonnegut proposed for analysing different narratives, but it can also be used for planning stories. Take a look at different story shapes here: https://tenderhuman.com/shapes-of-stories-infographic
2. Georges Polti, in the 19th century, focused on smaller story parts, that is dramatic situations, which he summarized into a list of 36 such devices, listed, for example, here: https://en.wikipedia.org/wiki/The_Thirty-Six_Dramatic_Situations.
3. In a different culture circle, Vladimir Propp analysed Russian folk and fairy tales and came up with a list of 31 functions, or structural elements that exist in their narratives. The list is available here: https://en.wikipedia.org/wiki/Vladimir_Propp

While these are effective in creating interest and conflict, you can check on the TV Tropes (https://tvtropes.org/pmwiki/pmwiki.php/Main/Tropes) website if they are not too tired, or stereotypical, as used in the current media narratives.

</div>

- Use active language (especially active verbs) and avoid passive voice at all costs!
- Avoid using too many adjectives, because they tend to lock interpretations - leave your stories open to the audiences' own experience.
- Show them things rather than tell straight up - if something is beautiful, don't say it is, show it through others' reactions. If a person is good, don't simply say they are good, but show them doing good things.
- Aim to engage your audiences' emotions, and choose which emotions you want to engage - it is best to aim for clear emotions at any point in the story, but they do not have to be extreme. You may choose acceptance or interest instead of admiration.
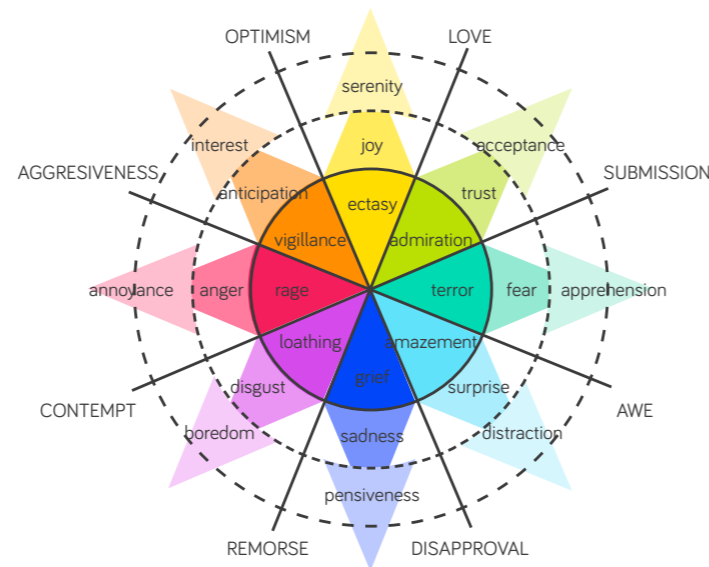

Figure 3: Plutchik's Wheel of Emotions.

- Apart from emotions, it is also useful to plan the tone of your story. Should it be dark or light? Light, easy to read or heavy and thought-provoking? The tonality of your campaign should strengthen your message and also suit to your role and your target group.

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Plan your story

</div>

Why to use it?

- To make engaging stories it is not enough to think of a plot and just wing the other parts. The story is made by believable characters who have their own unique motivations and who are driven by emotions - these are often connected to the problem/conflict shown in the story. Other elements such as setting, that is the location and time, as well as the tone have to create a consistent background for the characters who drive the events and display certain truths, that are close to the real experience of the world and consistent with human nature. To help you create such stories we devised a chart which you can use to plan your narratives.

How to use it?

- Once you have a general idea for your story try to develop it further by referring to this chart and filling it out. You can use brainstorming techniques to fill out the gaps in your narrative. Also remember that these elements do not have to be, or even should not be, explicitly told in your stories, you can keep them secret and just display their consequences, that is the characters' actions, the background events and the final resolution.

To help you plan your story, try to fill out this chart:

- Where and when does the story take place?
- What is the exact location and time?

- In one sentence, what is your story about?

- What are the emotions the story should evoke?
- Name them.

- What is the tone of the story?

- Who tells your story?

- Who is the protagonist? (main character) What is their motivation?

- Who are the other characters?
- What are their motivations?

- What other elements are important?
- Are there any external forces?

- What is the basic conflict/problem in the story?

- What is the solution to this conflict/problem?

- What did the characters learn or how did they change as a result?

- What is the moral message?
- What truth does it show about the world?

Manage the conversations

They key aim of such 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

Your campaign is not just a content-creating machine, it is a dialogue between you and your audience. But to keep them engaged you need to not only start it, but also answer and drive it! At the same time, being part of the dialogue keeps you in control of your content as you can steer towards your intended goal and interpretation of your message. To do this, sometimes you have to react fast!

Don't just respond

But just answering questions and monitoring if your message is not distorted is not enough. **You have to be proactive and provoke conversations! Ask follow-up questions, get your audience engaged, share research and data to challenge peoples' opinions.**

Recognize the tone and emotions of your audience

To be an effective communicator you have to not only understand what your audience says, but also why they say it, what are the emotions in their messages. To do this, sometimes "sentiment analysis" tools are used, but as they are language specific and complex, you can try to do it on your own. Does the message feel dry to you? Is it positive, or negative? Is it sarcasm? Sometimes it is difficult to tell, which is why it is best done in a team of three people, where two people mark the message, for example, as positive or negative in tone, and interpret why, and the third person breaks the ties in case of disagreements.
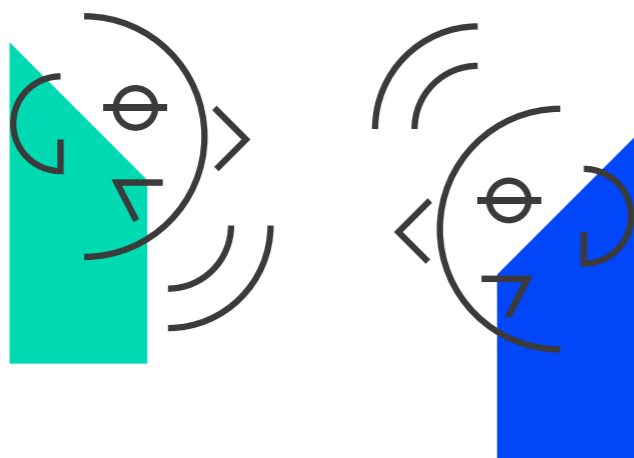
Managing Good Conversations

- If someone engages with your content in a positive manner you can invite them to learn more about the campaign by visiting your website, but don't be too pushy or ask them to share right away, as it may make them feel pressured.

- If someone is a regular commenter and engages with your content positively you can consider inviting them to take on the role of a moderator, or ask them if they would like to contribute to the campaign, for example by creating content, and ultimately, if they prove themselves, by joining your team.

Managing Difficult Conversations

- Remember that difficult conversations may be quite important to your campaign, and not because you stand a chance of convincing the person yoWu engage - most often you do not. It is because of the people who are passively watching, and who may be swayed by your point of view - if you present it in a convincing way. So yes, it is worth it to engage in public debates, as long as you think this is an opportunity for you to share data, clarify your points and make a compelling argument.

- Always make sure that the arguments appearing in the debate at no point include any of the key logical fallacies, which you can learn about here: https://the-bestschools.org/magazine/15-logical-fallacies-know/

Synergize your online and offline events

Events are what drives engagement, be it online, or offline, for example, people are more likely to subscribe to your channel if you ask them to. So, whatever you do, or plan to do, think of making it somewhat of an event, a thing that allows others to take action, or even encourages them to - information or arguments without any "calls to action" is bland and easily forgotten. The action can be as simple as liking something, or as effort-ful as attending a workshop or creating art. Taking actions in general is a great way to win people over, as they become invested in your message.

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. In this vein, below we suggest how you can supplement your online actions with some cool real life happenings. These are only some ideas, but your possibilities are endless! And remember, real life events are more newsworthy than online ones!

There are multiple other actions you can plan, be it a flash mob, a dance party, a shared meal, community cooking - really anything that will be well-suited to the wants of your target group. To get them engaged you have to create something appealing, that will encourage them to go out and join the other people who want to be engaged. This is a real step towards community building, and such events can create friendships which later become the backbone of your campaign - because who said that the campaign ought to include the same campaign team at the beginning, and at the end? Recruiting fresh blood is very important, as it keeps the motivation in the team higher and the ideas novel!

Let's get started!

Online event	Complementary real world event
- Create a group against the use of discriminatory language and share tips and hotspots there	- Workshop on what constitutes discriminatory language, how to recognize it and avoid it.
- Create a petition on Avaaz.org or Change.org	- Have a stand in a popular place to encourage people to sign the online petition.
- Edit Wikipedia to include more detailed information on your cause	- Have a Wikipedia editing event (Edit-a-thon) at a cafe where you suggest to the participants which pages they can improve and help them solve any technical issues
- Ask about places of interest to the community of your campaign followers in your city or town	- Organize an event, a city game or a roleplaying game based on these places.
- Give stakeholders the platform to share their experiences and take videos of them describing things important to them	- Organize a human library event (check out: https://humanlibrary.org/) during which the stakeholders can talk about the problems that interest them and their experience - real world contact creates shared empathy and helps break down stereotypes!
- Ask users to populate a hashtag you have created with content and make a contest out of it.	- During an offline event, something related to your cause, or just a friendly event such as a concert or a conference you can create a contest for people to submit photos from the event with quotes related to your campaign and to use your hashtag.
- Design a poster to share online.	- Ask the users to print the poster and share it at their schools or places of local activity. Of course, ask for permission to hang the poster if one is needed.
- Devise an art contest on an art site related to your campaign	- Create an exhibition of the art from this contest, for example at your local cafe, art gallery or even just your school.
- Engage your online community by preparing an event together, deciding on its rules and creating materials in your Facebook community group.	- Create a happening, artistic performance or start a socially impactful event (like a flash mob or guerilla marketing actions).

Be visual

Visual messages are easier to process than words, and they can more easily evoke emotions. They are accessible, sometimes even universally and across language barriers. Once people see an image, they are more likely to believe it and share it, if it appeals to them. Symbols are widely used to convey universal meanings, for example in the form of pictograms. Also company logos are simple examples of visuals that were constructed as symbols to attach strong associations with emotions, specific products or even slogans through the use of marketing campaigns. Most successful campaigns in general, including social campaigns, also rely on visuals. In your campaigns, as you do not have enough time to build up the meaning of your own symbol, you may attempt to use universally understood symbols to reach for meaning you want to convey, for example Amnesty International has a candle in its logo, which symbolizes hope and bringing light into darkness. Consistency and storytelling are also important, so the images you use must not be a random set of appealing imagery, but rather they have to tell the story you want to share.

Moreover, visuals are processed almost without our effort, so the messages conveyed visually have a greater chance of reaching the target audience at all. Because of the high speed of consumption of content today, it is even more important to keep the visual message simple and to just try to tell one thing through it - a clear message that is easily understood, best without words. And when choosing your imagery don't forget to tell a coherent story - your campaign should have an easily identifiable visual style, even if a lot of different people work on it. You can achieve that through the use of leading colors, or choosing a color palette to limit yourself to when you on the visual. Similarly with fonts, try to choose two fonts that complement each other, rather than many different fonts, because excess creates chaos and clutter. And very importantly - leave some space around your visual elements - let them breathe so that your audience does not feel overwhelmed.

Ways to get a photo

Take your own	Get one for free	Buy it
• You can always use your own photos. Nowadays it is quite easy. You have a near-professional camera in your smartphone and lots of free apps to improve the photos you take (for more see box below) • Remember that images of people (any recognisable person depicted in an image) are protected by privacy laws. When you take pictures with people you need model release. • Don't portray identifiable people in a bad light or in a way that is offensive. • Remember that properties or brands included in photos or illustrations are protected by copyright laws. • For example, you can take pictures of the Eiffel Tower because it is part of the public domain. But Eiffel Tower's lightning that you can see at night in Paris is covered by property rights and you can't use it for your picture.	• Use images only from free-photo stock websites. Always read the license rules on the stock site. • Allways credit photographer if it's possible, and, just to be safe, keep the screenshot from the stock site, with the name of the page, license details and the picture in question to be able to present it as proof that at the time of creating your content this picture was released under the license you used. • Remember that the responsibility always falls on the publisher, so when you use a photo in your online publication you are fully responsible for that usage (not the photographer, not the free stock photos website). • Lots of free photos websites do not check legal things and if the people who are uploading and sharing photos know something about copyright and licences. You never know if somebody marked images as Public Domain or Creative Commons Zero correctly. • If you need legal advice, you should contact an attorney.	• You can buy images from photo stock - they guarantee legally safe pictures rights but it could be quite expensive. • Alternatively, if you can afford some time to gather useful photos and elements a lot of stock sites and creative repositories offer a few free items every week to their users. For example, you can create a profile on: https://themeforest.net/ and https://creativemarket.com/free-goods to receive some good quality assets. However, remember that each asset, even downloaded from these sites, will have its own terms of use that you should read and follow.

Overview of copyright licenses

Public Domain	• Works in the Public Domain are often so old that copyright no longer applies to them. Alternatively, the author may have given up his/her copyright r There are also other legal reasons, for example, images of space taken by NASA belong to the Public Domain.
Creative Commons Zero CC0	• It is a Public-domain-equivalent license • You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking for permission. • For more visit Creative Commons website.
CC BY	• You may copy, distribute, display and perform the work and make derivative works and remixes based on it **only if you give the author attribution.**
CC NC	• You may copy, distribute, display, and perform the work and make derivative works and remixes based on it **only for non-commercial purposes.**
CC SA	• You may distribute derivative works **only under a license "not more restrictive" than the license of the original work.**
CC ND	• You may copy, distribute, display and perform **only verbatim copies of the work**, not derivative works and remixes based on it.
Free editorial use	• Mainly in use for the purpose of news reporting, criticism, education. It is very limited, usually allows only to support news articles, reviews and press releases.
Royalty Free	• Despite "free" in the name of this license, the asset is not for free - after the initial fee for usage permission, the buyer is allowed to use the photos or images in several projects (unlike Rights Managed licenses that allow one-time use).

The above list is not comprehensive, but it outlines the key information about most common licenses for the types of creative works you may need. If you encounter an unfamiliar license check its specific terms before using the work.

Free stock photography websites

Service	Terms of use from the services' websites at the time of writing (verify them online, as they may have been updated!)
Unsplash	**License:** *All photos published on Unsplash can be used for free. You can use them for commercial and noncommercial purposes. You do not need to ask permission from or provide credit to the photographer or Unsplash, although it is appreciated when possible.* You may also try: **Pablo** - a simple image editor that lets you make basic social media images in seconds. You can search through Pablo's huge library of royalty-free images from Unsplash. or **Unsplash Instant** extension for Chrome
Pexels	**License:** *All photos on Pexels are free to use.* *Attribution is not required. Giving credit to the photographer or Pexels is not necessary but always appreciated.* *You can modify the photos. Be creative and edit the photos as you like.* *Identifiable people may not appear in a bad light or in a way that is offensive.* *Don't sell unaltered copies of a photo, e.g. don't sell it as a stock photo, poster, print or on a physical product without adding any value.* *Don't imply endorsement of your product by people or brands on the image.* *Don't redistribute or sell the photos on other stock photo or wallpaper platforms*
Pixabay	**License:** *All content on Pixabay can be used for free for commercial and noncommercial use across print and digital, except in the cases mentioned in "What is not allowed".* *Attribution is not required. Giving credit to the contributor or Pixabay is not necessary but is always appreciated by our community.* *You can make modifications to content from Pixabay.* *Don't redistribute or sell someone else's Pixabay images or videos on other stock or wallpaper platforms.* *Don't sell unaltered copies of an image. e.g. sell an exact copy of a stock photo as a poster, print or on a physical product.* *Don't portray identifiable people in a bad light or in a way that is offensive.* *Don't use images with identifiable brands to create a misleading association with a product or service.*
Barnimages	**License:** *You are allowed to use any of the free images published in Barnimages collections for commercial and non-commercial purposes. However, the image copyright is still the property of its author. Images are not published under CC0 license, so the image copyright is still the property of its author.* *You cannot resell our photographs as prints, as photo stock (whether free or paid) or redistribute them anywhere else. You cannot claim the images as your own as well.*
Wikimedia Commons	*Files are available under licenses specified on their description page. All structured data from the file and property namespaces is available under the Creative Commons CC0 License; all unstructured text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply.*

Take pictures with your smartphone

It is possible to take great photos with your phone alone if you follow these rules:

- Always clean your phone lens before taking pictures, you will be surprised how often there are smudges which are difficult to see. Keeping the lens clean before taking pictures is an absolute must.
- Make use of natural light if you do not have professional equipment. The best light for taking photos is usually an hour after sunrise and an hour before sunset - this light is referred to as "the Golden Hour". Make your pictures both vertically and horizontally to see which version is better and to make sure you can later use them on different social media, which favor different formats.
- Take many photos, so that you have something to choose from. In this way you can also show different images on different social media and not bore your audience.
- Try different takes of the same scene, sometimes leaning down, crouching or taking a photo from the side can make a great difference.
- Choose a great background! This can be a nice unified color if you want to expose what is in the front, or an interesting graffiti wall. To further help the readability of your image you can use contrasting colors: if your main subject is light, show it on black background and vice versa.

Make videos

When looking at social media in the context of being visual in your campaigns it becomes evident that your content may be more attractive for online recipients if you make videos. So apart from taking your own photos (which may be more suitable for your campaign message - and that is okay) you can also create and publish well-made video content on social media, even if all you have is just your smartphone camera and free editing software. However, making a good video is a challenge, even for professionals. So, especially if you are not a pro yet, you may benefit from the following hints.

In filmmaking, just as in photography, it takes time to develop skills, but you can get a headstart with some basic concepts and principles of filmmaking, some of which apply also to photography, or still image stories in general.

At the beginning, ask yourself these basic questions in reference to the steps described in previous chapters:

- What will my video be about?
- Why do I want to tell this story?
- Who is it addressed to?
- How will I tell the story to viewers?

A motion picture is more than a bunch of pictures that are just animated (recorded or generated). Although in social media motion pictures, including animations are often used to illustrate your text message, like photos or still images, it is worth to remember, that a good video should always tell a story and be self-explanatory in different contexts (e.g. viewed directly from YouTube instead of being embedded in your page, as a part of a post or article). A structured narrative is the foundation of every decent film; therefore, event in a short clip, you will usually need an introduction, sometimes called as exposition or just the beginning, then the main or middle part, and an ending, which resolves the situation.

Also select main and secondary characters, describe their relationships, and encapsulate the entire narrative with an emotional layer. Then, based on their wants, needs and feelings leading to certain actions, create the appropriate plot. All of the above-mentioned elements help you form a coherent and engaging story. Try to experiment and combine different elements, e.g. interviews with experts and short story forms. Be brave and creative!

How to start?
Taking notes is an important part of the work of every filmmaker, including an amateur. Doing this will save you a lot of time later, at the stage of production and post-production. Even for the needs of short film forms, it is worth to create a script.

By working with a script, you gain a sense of control over what you do on the set when you start filming. The script will be a guide for you that will tell you which scenes to shoot. This is especially useful in case of unforeseen situations, such as, for example, a weather breakdown, when most of the already collected shots were filmed on sunny days. All you need to do is look at the script and go to the shots that were planned to follow, e.g. interviews with experts that were still to be recorded indoors. This will allow you to effectively manage your time and the people you work with.

The script is complemented by a storyboard, i.e. drawings of all the shots in your scenes. Storyboard lets you see the movie from the beginning to the end before you even film the first shot. It is much easier to get things right when you film than to correct them in post-production.
As we said above, filmmaking is challenging and it takes time to master it, so if possible find some experienced people to support your recordings (camera operator, editor). But we would like to encourage you to start on your own, even with your smartphone and without much experience.
Later in this section there are descriptions of tools that you may find useful to help you create visual content, including photos and video clips.

Tools for creating content

Canva
- graphic-design tool
- Web/Android/iOS
- Canva Free - with the functions described below
- Canva Pro - paid subscription (with more features like animations & gifs creation, more fonts, unlimited folders & priority support)
- Free subscriptions to Canva Pro for non-profits (need to apply for it)

Key Features:
- templates for social graphic (eg. Instagram post, Facebook post, YouTube thumbnail) design
- templates for logo, poster, logo, presentation, flyer, card, infographic, brochure, invitation, desktop wallpaper, book cover & bookmark, certificate, photo collage, media kit design & more
- access to photos (free & paid), vector images & illustrations, fonts, shapes, lines, frames, icons, charts, etc.
- uploading own images
- file management using folders
- team functionality

Characteristics:
- drag-and-drop format
- intuitive
- many language versions
- Design School with tutorials, basics of graphic design and a lot of inspiration

What can you use it for?
- Can be used for both web and print media design.

Other recommendations:
- Use the create team function to share designs and folders with your colleagues

Support:
- https://support.canva.com/

Thematic tutorials:
- https://designschool.canva.com/tutorials/
- https://www.canva.com/learn/

DesignBold
- graphic design tool
- Web app
- Free - with the functions described below
- Pro - paid subscription (with more features like unlimited personal storage, bigger image upload size, premium layouts, etc.)

Key Features:
- templates for social graphics design (like YouTube thumbnail, Facebook fanpage cover, Instagram story or post)
- templates for marketing materials (logo, flyer, posters, stickers), events & invitation cards, infographics, mind maps, etc.
- access to photos (free & paid), fonts, shapes, lines, frames, icons, charts and maps, etc.
- uploading own images
- file management using folders
- team functionality

Characteristics:
- drag-and-drop format
- intuitive
- DesignBold Academy provides critical knowledge on graphic design and printing, essential complementary know-hows on marketing and technology

What can you use it for?
- Can be used for both web and print media design.

Other recommendations:
- If you use create team function it will be easier to share design and folders with your colleagues.

Support:
- https://www.designbold.com/support

Thematic tutorials:
- A Step-By-Step Guide To DesignBold
- DesignBold Academy

Paint.net
- image and photo editing software
- for Windows (freeware

Key Features:
- editing multiple images at once
- layers
- effects
- unlimited history (undo and redo)

Characteristics:
- lightweight
- easy to use user interface
- supports multiple file formats

What can you use it for?
- All image editing needs, including: creating posters, graphics and banners with multiple layers, that combine different images and texts.

Other recommendations:
- Install the feature-rich BoltBait's Plugin Pack

Limitations:
- Digital painting (poor brush selection, better to use **Krita**)
- Large graphics that need to be scalable (it is not a vector tool, better to use **Inkscape**)
- Infographics (not many ready shapes, all has to be done manually, better to use **Canva**)

Support:
- Active forum community: https://forums.getpaint.net/

Thematic tutorials:
- PDF: Editing photos to create poster effects

Adobe Lightroom Mobile
- photo editor mobile app
- Android/iOS
- basic options - for free
- more options (like selective adjustments) with paid Creative Cloud plan

Key Features:
- image editing tools like sliders and filters
- camera app with exposure, timer and instant presets

Characteristics:
- quite intuitive
- allow to undo changes or to fully reset an image to its original state
- you can compare before and after versions of your photo as you edit

What can you use it for?
- to improve light and color
- to change size, crop and rotate
- to use some filters (eg. monochrome or vintage)

Other recommendations:
- Create albums to organize your photos.

Limitations:
- The free version allows you to edit photos only on mobile devices.
- The desktop version is paid.

Support:
- Frequently asked questions about Lightroom for mobile

Thematic tutorials:
- Get started with Lightroom for mobile (Android)
- Get started with Lightroom for mobile (iOS)

Adobe Photoshop Express
- photo and collage edition
- Android/iOS/Windows

Key Features:
- adjusting contrast and exposure
- eye-catching effects, borders, stickers and text styles
- collages layouts

Characteristics:
- intuitive and easy to use
- a lot of functions and options
- many language versions

What can you use it for?
- To edit images in more creative way.
- To create collages.
- To post directly to social sites or share images by email or messaging apps.

Other recommendations:
- Use inbuilt feature to fit image size to various social media.

Thematic tutorials:
- Get started quickly with in-app tutorials.
- Tutorial: Using Photoshop Express

OpenShot Video Editor
- video editing program
- open source and free
- for Windows, Mac and Linux

Key Features:
- support for many video, audio, and image formats
- desktop integration (drag and drop support)
- unlimited tracks / layers
- clip resizing, scaling, trimming, snapping, rotation, and cutting
- video effects, like brightness, gamma, hue, greyscale, chroma key transitions, animation
- speed changes features
- audio mixing and editing built-in features
- video transitions with real-time previews
- built-in title editor

Characteristics:
- intuitive interface based a timeline
- cross-platform (you can save a video project in one OS, and open it on another)
- many language versions
- is being developed, so new functionalities appear from time to time

What can you use it for?
- Useful for editing videos on your laptop and desktop.

Other recommendations:
- Make sure you have enough processing power on your device, as video editing can be a resource heavy task.

Thematic tutorials:
- OpenShot User Guide
- Video Tutorials
- Screenshots

You can also try:
- Microsoft built-in Windows Photo and Movie Editor
- iMovie on your Mac

Free Video Flip and Rotate
- for simple video editing for Windows
- free

Key Features:
7 rotate and flip options:
- rotate video 90° CCW;
- rotate video 180°;
- rotate video 90° CW;
- flip video vertically;
- flip video horizontally;
- flip video vertically and rotate 90° CCW;
- flip video vertically and rotate 90° CW.
- converting to AVI, GIF, MKV and MP4

Characteristics:
- intuitive interface
- It is a great addition to other editing programs which may lack this feature.

What can you use it for?
- Use this application, for example, if you need the character who originally glanced right to look in the opposite direction.
- You can also use it to make gifs, as it allows you to export your video in the GIF format.

Thematic tutorials:
- How to use Free Video Flip and Rotate

Video Stabilize
- image stabilization program
- Web app
- free

Key Features:
- stabilizing video footage which is a bit shaky.

Characteristics:
- intuitive interface
- web app (so you don't need to install anything)

What can you use it for?
- for simple image stabilization as a complement to the editing program.

Other recommendations:
- It is worthwhile to trim the video before stabilizing the image, because larger files take longer to process.

Limitations:
- The application has additional functions, i.e.f image cropping, rotating, or cutting the video. However, due to the time needed to wait when processing , use web applications only as a last resort.

FilmoraGo
- video editing mobile app
- Android/iOS

Key Features:
- selecting photos and videos from your device or from your Google, Facebook, Instagram account.
- several preset themes
- possibility to add music (from our own device or from the app library)
- several preset types of transitions between videos or images
- edit tools like adding subtitles, voiceover, filters, titles, overlays and elements, rotating, adjusting, changing duration or seed (slowing down or speeding up)
- saving files to device gallery
- instantly sharing on Instagram, Facebook, YouTube, Vimeo, WhatsApp, Tumblr or email.

Characteristics:
- intuitive interface with some built-in tips
- few easy steps to create a movie
- preview clips in real-time

What can you use it for?
- To edit and share video directly from your smartphone.

Other recommendations:
- Fit your video to popular ratios choose square 1:1 for Instagram or cinema's classic 16:9 for Youtube.

Limitations:
- Adds its logo on the end of your video (but no watermark on the video itself).
- No time limit for your clip.

Support:
- Filmorago FAQ

Thematic tutorials:
- Filmora Learning Center

Filmora FREE Online Meme Maker
- web app

Key Features:
- uploading images, GIFs, or videos from computer or by pasting in a link
- adding text and editing the text font, color, size and position
- export as a PNG, JPG, GIF, or MP4 file

Characteristics:
- online generator
- intuitive with built in instruction
- no watermark

What can you use it for?
- To make photo and video memes.

Other recommendations:
- While creating memes can be quite effective in reaching a larger audience you should be mindful of the message you are conveying. Most memes are brief and are made with the intention to be funny, thus shareable. However, short messages and humour both encourage the use of cognitive shortcuts, such as simplifications and stereotypes. Moreover, if your message is serious or even grim, using humour may be ethically questionable. Most of all, make sure that your message does no harm, neither to the stakeholders, nor those who are pictured. You can view the story of Andras Arato, who, for him almost overnight, became a meme, as a cautionary tale.

Limitations:
- Maximum upload file size: 50MB.

Thematic tutorials:
- Easy Steps to Create a Meme

Unfold
- toolkit for storytellers
- Android/iOS

Key Features:
- various templates
- selecting photos and videos from your device
- editing tools like:
  - text box
  - background colors
  - stickers: graphics, GIFs, animated text and emoji
  - duplicating or changing slides orders
- preview option
- saving files to device gallery
- instantly sharing on Instagram and Facebook
- built-in camera app with filters and effects

Characteristics:
- intuitive interface
- no email, Instagram or Facebook login required

What can you use it for?
- To create, edit and share stories on Instagram, Snapchat, WhatsApp, Facebook, Pinterest, Tik Tok

Other recommendations:
- Highlight your best Instagram stories, don't let them disappear after 24-hours. Design a story cover with Canva.

Limitations:
- Many templates, stickers, fonts are available only in the paid option, but the free version is enough to create some interesting projects.

Support:
- How to use Free Video Flip and Rotate

Google Photos
- free with a Google account

Key Features:
- unlimited storage for compressed photos
- automatic synchronization
- shared albums
- creating videos from pictures with sorting, music and duration for each picture
- creating gifs
- editing photos
- automated suggestions of fun effects
- sorting by date, location and objects visible in the photos

Characteristics:
- clean and intuitive, both on the computer and mobile

What can you use it for?
- Share the photos taken with your team, but if you want to edit them further make sure that you do not compress them in the options.
- Create simple gifs and movies from your photos.

Other recommendations:
- If you have little time you have the option here to create a movie from a set of photos or short clips with transitions.

Limitations:
- The suggested filters often are very unnatural and it is better to use other apps.

Social media tips and tricks for running campaign

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

Instagram

Types of content:
- photo or video with captions on feed
- Stories
- video (IGTV)
- live video

Ways of getting audience & engagement:

Write engaging captions:
- tell stories but keep them short, more than 125 characters requires your audience to tap 'more' to read the whole post.
- encourage people to take action, ask them questions. They can leave their answers in the post's comments, or even message you.
- use hashtags (see below)

Use Instagram stories to share images and videos
- add text, stickers and animated GIF to your stories
- use the question sticker for Q&A sessions
- use the poll sticker to find out more about your audience
- use the quiz sticker to create multiple-choice questions

Try to react to most comments, if you don't want to use full-length written responses to every comment use emoji or just give likes

Recommendations:
- Use the Professional Account to have access to Instagram's built-in analytic tool (Instagram Insights).

Limitations:
- One of the greatest challenges in achieving a larger reach is growing your audience from scratch. Thus, it is much better to have an NGO or another entity, such as a famous blogger or an organization to host your campaign as they have an existing profile with some devoted followers who may share the new content. However, there is a potential pitfall here, as their following may not match your audiences' intended profile.

Useful apps (described in apps section) :
- graphic-design tools (Canva, DesignBold)
- photo editors (Adobe Lightroom Mobile, Adobe Photoshop Express)
- video editors (OpenShot, FilmoraGo)
- toolkit for storytellers (Unfold)

Using hashtags (best practices)

1. To come up with ideas for your hashtags you can either browse the profiles of similar campaigns or use a generation tool like this one: https://seekmetrics.com/
2. When you search for a hashtag (on Instagram), you can see how many times it has been used.
3. Create campaign' hashtag and encourage your audience to use it when they post something about you, so their followers may tap the hashtag and see other posts about your campaign.
4. Create a hashtag for your events and also encourage your audience to use it.
5. Did you know that you can use hashtags with acronyms or with emojis?
6. Have between 3-7 hashtags total, unless you want to post them in the first comment of your post, instead of within your caption. If you have too many hashtags in your caption it can look messy.
7. Don't only use the most popular hashtags, because you will be competing with a lot of other posts, and you may be competing for the wrong (too general) audience. Try to find some cool niche hashtags you can populate and drive their popularity in this way. By using less popular hashtags you will also be more likely to reach your target group.
8. Use hashtags of different popularity, have at least one niche hashtag with fewer than a thousand followers and one very popular with millions of posts, but also aim for something in-between.
9. Mix up your hashtags and don't always use the same ones! Vary them depending on what you post. If you keep using the same hashtags you will keep reaching the same audience.
10. To learn which hashtags work best for you look at how each of your posts is performing, use Instagram analytic tool - tap 'View Insights' on your post to see impressions from hashtags

Built-in tools:
- Photo editor (see below)
- Insights (analytic tool)
- Creator Studio

If you want to know more:
- Get The Latest From Instagram

Instagram built-in photo editor
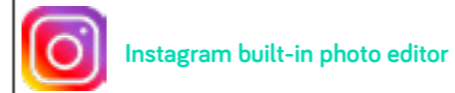
Key Features:
- image editing tools like sliders
- preset filters

Write engaging captions:
- intuitive and easy to use directly in the Instagram application
- possibility to move the slider on the scale while previewing the changes in real time
- In preview mode, a mark (a grey dot) will appear under each effect applied to the photo.

What can you use it for?:
- to adjust your image
- to change brightness, contrast, structure, warmth, saturation, sharpen
- to add colors, highlights, shadows, fade
- to use some filters

Other recommendations:
- A correctly taken photo after a small correction in Instagram (i.e. by no more than 20%) takes on better quality.

Limitations:
- Adjust - Every zoom during the framing process is associated with a loss of image quality.
- Tilt shift - This option does not work very precisely. Often the background is blurred uniformly, which looks quite artificial. It is better to use this option sparingly and only on special occasions. For example, when there is something in the background that distracts you from the main subject in the frame.

Facebook

Types of content:
- posts text / photo / video / links
- live video / story
- check in / feeling / activity
- pages / groups / events

Ways of getting audience & engagement:
- Educate & engage your community about your cause on the Facebook Page and in Facebook Groups you can run (groups can be public, closed or secret).
- Invite Friends to like your Page, Ask them to share and like your posts it will make your Page more visible on others people feed.
- Post on your Page regularly. Use a variety of post types (photos, videos, text), subjects (news, quotes, calls to action, updates on events), and original and shared content (links to articles, individual's posts).
- Some posts are more important than others so you can use Pin to Top feature to make them show up at the top of the Page.
- Make eye-catching posts.
- Infographics and images can help to quickly communicate data and complex ideas.
- Videos are few times more engaging than other types of posts on Facebook. For example you can make and publish a short video recap of your offline event.
- Add links to posts to send people to your website.

Recommendations:
- Use the Facebook Page instead of simple user profile to have access to the built-in analytic tool. Moreover, user profiles which do not represent individuals but a cause or a business are being blocked by Facebook.

Limitations:
- One of the greatest challenges in achieving a larger reach is growing your audience from scratch. Thus, it is much better to have an NGO or another entity, such as a famous blogger or an organization to host your campaign as they have an existing profile with some devoted followers who may share the new content. However, there is a potential pitfall here, as their following may not match your audiences' intended profile.

Useful apps (described in apps section) :
- graphic-design tools (Canva, DesignBold)
- photo editors (Adobe Lightroom Mobile, Adobe Photoshop Express)
- video editors (OpenShot, FilmoraGo)
- toolkit for storytellers (Unfold)
- meme maker (online tool by Filmora)

Built-in tools:
- Insights (analytic tool)
- Publishing Tool
- Creator Studio

If you want to know more:
- Facebook social good
- Facebook for business

Types of content:
- video
- live streaming

Ways of getting audience & engagement:
- use playlists, links, cards, and end screens to suggest the next video
- use catchy keywords for titles and descriptions
- do not mislead viewers by in descriptions or and do not create clickbaity titles or thumbnails
- ask viewers to like and share your video and to subscribe your channel (it's best to do it in the most interesting moment of your video)
- add new videos on a regular schedule
- popular formats on YouTube are for example challenges or lists
- try to develop a series of videos that are organically connected

Recommendations:
- Create a thematic channel for your campaign, or use an established channel which can later create a playlist of all of your campaign videos.

Limitations:
- One of the greatest challenges in achieving a larger reach is growing your audience from scratch. Thus, it is much better to have an NGO or another entity, such as a famous blogger or an organization to host your campaign as they have an existing profile with some devoted followers who may share the new content. However, there is a potential pitfall here, as their following may not match your audiences' intended profile.

Useful apps (described in apps section):
- graphic-design tools to make YouTube thumbnail (Canva, DesignBold)
- video editors (OpenShot, FilmoraGo)

Built-in tools:
- YouTube Studio - to do some quick fixes like adding or editing end screen, cutting unwanted sections of your video before or after publishing
- YouTube Audio Library - to acquire music and sound effects
- YouTube Analytics - to check traffic sources
- YouTube Translation - to reach an international audience

Built-in tools:
- Photo editor (see below)
- Insights (analytic tool)
- Creator Studio

If you want to know more:
- YouTube Creator Academy

Wordpress.com
- a platform for building websites, portals or online stores
- free to use with basic themes and functions
- (enough to run a campaign)

Key Features:
- step by step creator
- hosted and maintained by the service, so no need for private hosting
- comes with a free domain
- ability to customize themes
- ability to add blog posts, pages and other content
- multiple widgets to extend the functionality

Characteristics:
- intuitive interface
- great support
- easy to use with no technical knowledge required

What can you use it for?
- You can use it to create the website of your campaign - it is important because this way you retain full control over the place where your campaign materials are stored and shared, and there is a digital trace of you posting them at a certain time. If for some reason you lose access to your campaign wall on social media, or it is blocked because of reports about inappropriate content this can be the platform where you continue your work. Moreover, it will stay there after your campaign has concluded.

Other recommendations:
- If you feel that you would like to have more control over your website, and that you are ready to delve deeper, and spend some money on hosting you can choose to use a private installation of Wordpress which you can get from wordpress.org

Limitations:
- If you need your website to be heavily customized you may want to create a self-hosted one from an installation available at wordpress.org, but first check what wordpress.com has to offer, you may be surprised!

Support:
- Great forums with Happiness Engineers who will help you solve any issues you may have.

Thematic tutorials:
- [Official guide] Wordpress support section

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

NNow 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. To do this, you have to take all the previous elements and make them into actionable to-do lists for the people in your team.

What actions will you take and when? By now, you should have all the specifics, so it is time to jot them down somewhere where you can share them with your team, and oversee these actions as they are completed.

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.

Chain Task: Post campaign content to Facebook Page

1. Create Facebook Page and fill out its details and cover (Monday, 25th of July) - Chris
2. Post the first post (Monday, 25th of July) - Mark
3. Invite friends to like the page (Monday, 25th of July) - Judith
4. Post the second post (Wednesday, 27th of July) - Mark
5. Post the third post (Friday, 29th of July) - Janet
and so on.

As you can see, even for a fraction of the campaign, such lists can be quite extensive and the more information they have, the less readable they are. It would be a tedious task to write it all down and it would be difficult to adjust deadlines and people responsible on the go. 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.

Planning your tasks and time - best practices

- If a task feels like it is too big and daunting try to break it into smaller sub-tasks. Every task can be broken into sub-tasks, even one that feels like it is something you can do in one sitting - it is nice to check an item on your list as done and move on! So, if you need to draw a comic strip, you can break down your task into each individual drawing, or, first creating a sketch, then coloring it, and adding final touches
- If you find it hard to start your work on a task because it is large, or difficult you can prepare your work environment one day, including doing some research, finding examples of similar things and creating an empty document, so that it is easier to start work the next day. You can plan this as two separate actions on consecutive days.
- To plan what you have to do to achieve your goal it is often easier to plan backwards from your deadline. So… if you want to post a video, first you have to make it, to make it you need to set the time of the shooting, to set the time you need the place and actors and a camera operator, for this, you need to recruit some people, and to know what to shoot you need to make a script. This way you will be sure you did not omit any crucial elements of your plan.
- You likely have a lot to do every day and adding the campaign tasks to your schedule can be challenging, this is why try to plan a maximum of three things you can do every day. This way you won't be overwhelmed and you will be systematic in your work.

Om the next page find a few hints on how to follow the SMART criteria, explained in Chapter 2, when formulating your goals and tasks during your campaign. This will help you make them clear and avoid any misunderstandings between your team members while **making sure everyone is exactly on the same page regarding the specific workload and time frame of what is requested of them!** For each criterion we give you well-phrased and poorly-phrased examples of a task and a goal that you can read to better understand what it is about and how to apply the SMART criteria in your specific case.

Specific	**e.g. Did you choose the specific platform?** Poor example: Post the comic strip to social media. Good example: Post the first comic strip to the Campaign Facebook Page. **e.g. Did you use concise language and avoid generalizations?** Poor example: Make young people be more accepting of immigrants. Good example: Make people aged 15-25 in Gdańsk more accepting of immigrants from Ukraine.
Measurable	**e.g. How will you know if you achieved the goal?** Poor example: Regularly post photos to Instagram. Good example: Post photos to Instagram at least once every two days for the next two months. **e.g. Did you say how many messages you will prepare?** Poor example: We will tell our story through a series of comics. Good example: We will make 3 comics, each tackling different issue related to immigration: education, socializing and language.
Achievable	**e.g. Do you have the skills and knowledge to perform the task in your timeframe?** Poor example: Mark will create an analytics report of the performance of the campaign on all social media we used after the first week and present recommendations. Good example: After one week Mark will gather data from in-built analytics of social media used to brainstorm with the team which posts perform better. **e.g. Is your campaign something you can do with your resources?** Poor example: We will make a movie about immigration. Good example: We will create channel on YouTube where we post short video clips of interviews with migrants from our network, who agree to participate.
Relevant	**e.g. Is the action necessary for your campaign, or does it simply add to your workload and eat up your resources?** Poor example: Take professional photos of your team before the launch of the campaign to present them on the website. Good example: Ask the team to provide the photos they like so that you may choose a good photo for each person that will work with the photos of others, and if necessary, use them in grayscale to help visual consistency. **e.g. Will your planned action relevant to your campaign goal?** Poor example: Organizing a clothes donation event for the homeless because you assumed it will be useful. Good example: Asking the homeless about their needs and organizing a donation based on these, for example, for sanitary products.
Time-bound	**e.g. Is there a specific deadline for each task?** Poor example: Answer comments under the posts we make. Good example: Answer all comments no later than 12 hours after the users post them. **e.g. Did you specify a timeframe for each task? Are you able to create a timeline for your campaign based on your answers? How long will the campaign be? How long each step will last?** Poor example: We will make 3 comic strips in the first quarter of the year. Good example: We will make the first comic strip before the end of the month, to test it with our target audience first - we plan to show it to them on the 25th of February, and we have discussed this timeframe with all the people involved.

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. In addition, during the campaign, monitor its course, use the built-in social media analytical tools, check the keywords and hashtags through which the audience gets to you. You can also set up Google Alerts https://www.google.com/alerts to track most important keywords and hashtags for your campaign. Depending on the social media platforms you use, you can also view the analytics to see the performance of the things you have shared. Analyze the reactions of the recipients and the comments left behind (professionals in large campaigns use sentiment analytics), but at this level you can do it by yourself. Make changes if something doesn't work the way you want and check the effects of the changes

Below, you can find some more recommendations of apps that can help keep you on track when you plan your campaign, and happy too!
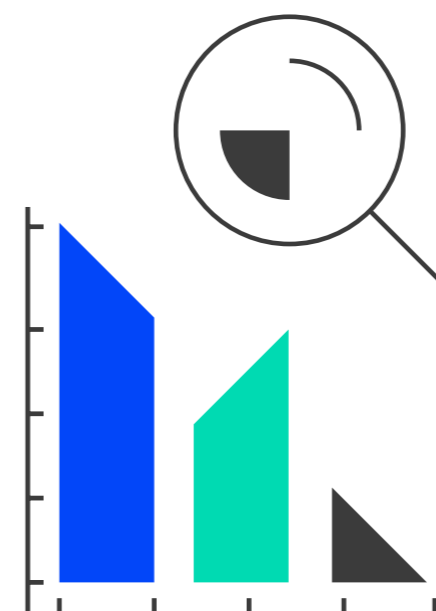
Google Keep
- note-taking service
- free with a Google account
- app for browsers and smartphones

Key Features:
- creating text notes with titles and to add clickable links, graphics
- turning notes into checklists
- adding reminders and places to notes
- organizing notes with self-defined labels
- pinning the most important notes to appear on top of the screen
- taking notes as drawings
- sharing notes with other users

Characteristics:
- clear UI interface with multiple colors to code your notes
- ability to add widgets to your phone home screen
- dark theme and light themes

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

Other recommendations:
- You can create the notes using the Eisenhower's Important/Urgent matrix to prioritize your actions. To do this create labels or notes for "Important and Urgent", "Important, but not Urgent", "Not Important but Urgent" and "Not important and not Urgent".

Limitations:
- Viewing all of your notes at once can get messy, and there is no way to hide additional information (as in Trello). This is why Google Keep is best used for very small teams or for individual use.

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

Key Features:
- tracking actions (habits) and viewing their score
- detailed graphs and statistics
- planning flexible schedules for the actions you want to track
- setting reminders for actions

Characteristics:
- clear UI interface
- ability to add one-action widgets to your phone home screen

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.

Other recommendations:
- It is a very good tool for tracking, especially repetitive, actions, even though it was meant to track and reinforce habits.

Limitations:
- Don't use it for collaborative tasks, as it is a personal tool that is meant to be used by one person, to track collaborative tasks you can use **Google Keep** instead.

Daylio
- Mood Tracker and Micro Diary
- for Android and iOS
- free to use with ads

Key Features:
- Mood tracking with journal entries
- Associating moods with activities
- Goals and streaks
- Reminders
- Privacy features (pin or fingerprint lock)
- Overview of moods in the calendar

Characteristics:
- Intuitive
- Customizable: allows for full customization of moods, activities, goals and color schemes (with a dark theme available)
- Provides rich analytics and statistics

Why to use it?
- During the campaign, it is also important to take care of your own wellbeing. 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. You might feel sad, angry or upset.

What can you use it for?
- To evaluate both the emotional impact and the practical value of the activities for the project team, they can be asked to use Daylio app and monitor the activities they conduct within and outside of the campaign. **Daylio will help to see the correlation between the conducted activities and emotional states.**
- Daylio allows to record activities and moods and features statistics and a calendar.
- It will help you to track and understand your moods better and discuss them with your team members. It is good for tracking mood changes over time and associating them with life events and activities. It can be used to monitor how lifestyle changes and activities you conduct affect your perceived well-being.
- This tool is particularly valuable to those members of the team who are dealing with the direct communication with campaign audience, and thus, might need support in certain circumstances. Using the app might make sharing emotions and feelings easier, even for those who usually don't do it spontaneously.

Other recommendations:
- Record moods right after campaign activities or events even a few times a day to realize how they affect your well-being.
- **It is also advisable to meet once every week to discuss this reflective activity and share how you see the experiences later in terms of the learning, their importance and your well-being.**

What not to use it for?
- The application does not work well as a full journal because it does not allow to add photos, audio and video notes to entries

Support:
- Reddit: [Active Subreddit for Daylio with tips on making the best of using it](#)

Thematic tutorials:
- Article: [How to use Daylio as a Mobile Life Journal](#)

GAMES part 1:
Formative evaluation of campaign communication strategy tool

Why to use it?
- Use this tool, to help you evaluate your campaign vision, including key information about your campaign. This is the same tool that you have used during the initial campaign planning phase.
- You will use this tool also during the evaluation phase to see how well your plan and its execution are aligned, so make sure to keep your answers somewhere, where you can refer to them later.

How to use it?
- Find your answers from the planning phase and jot them down in the chart below. Then, fill out the formative evaluation part and check if these two parts are well-aligned. You can use it individually in a written format one by one, to see if all of your team members share the same vision.

GAMES part 2:
Ongoing evaluation of campaign communication strategy tool

Why to use it?
- This tool was used as a basic tool at the beginning of the evalutation process. Use it again to help evaluate if your campaign vision is in alignment with your actions, including key information about your campaign

How to use it?
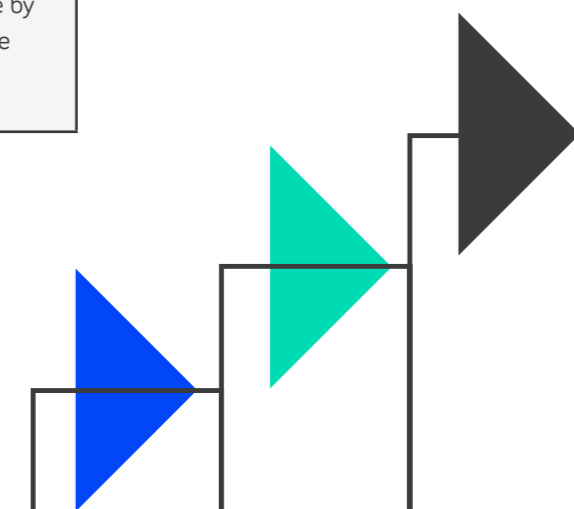- You can use it individually in a written format one by one, to see if your team members share the same vision.

GAMES part 3:
Summative evaluation of campaign communication strategy

Why to use it?
- Parallel to the first tool in this evaluation manual now discuss how and to what extent you managed to meet your objectives.

How to use it?
- Think of the answers individually and then discuss them during a team meeting.

GAMES	PLANNING STAGE	YOUR ANSWERS
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?	

GAMES	FORMATIVE EVALUATION	YOUR ANSWERS

Goal	• Follow SMART criteria to evaluate your goal. Is your goal:
	  - Specific?
	  - Measurable?
	  - Achievable?
	  - Relevant?
	  - Time-Bound?
	If the answers are not clear, review your goal.
	
	• What is your call to action?
	• Is it realistic?	

Audience	• Do you know your audience fully? • Can you estimate the total size of your target audience and define how many of them in numbers or in terms of a percentage that you could to reach? Is it realistic? • Do you have 'audience persona', (prototype of the person whom your campaign targets)? • Do you have a member of the audience to help you evaluate your campaign communication plan?	
Messenger	• Is your messenger credible voice for your target audience? • Why should your audience trust them? How will they establish their credibility? • Did you check with relevant number of people from the target audience how they perceive your messenger?	
Environment	• Have you checked if the message does not interfere with other running campaigns? • Have you checked if the timing of the campaign communications is optimal for its goal? Is it when the audience is active on this media?	
Story	• Does your message use the vocabulary used by your audience? Did you verify this language with someone from your audience? • Does your message fit with the goal of the campaign? • Does it follow guidelines for non discriminatory language? • Did you check your intended hashtag and slogan to see if no other campaigns use the same one?	

This is the space to include the answers you agreed on previously (with any modifications resulting from the previous evaluation), so that you may compare them to the current reality of your campaign.

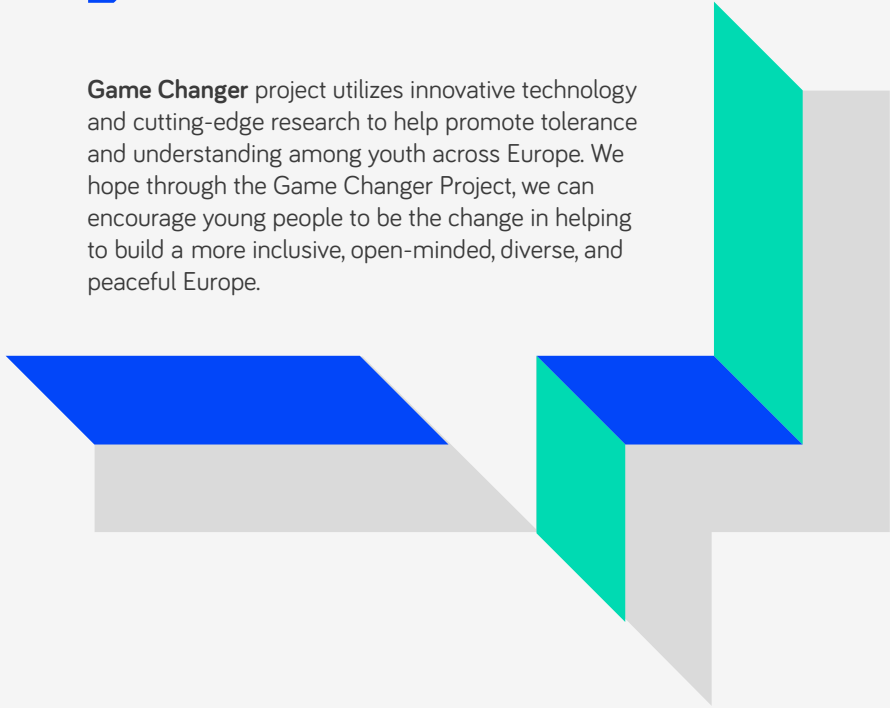| GAMES	PLANNING STAGE	ON GOING EVALUATION

Goal		• Follow SMART criteria to evaluate your goal. Is your goal:
		  – Specific?
		  – Measurable?
		  – Achievable?
		  – Relevant?
		  – Time-Bound?
		If the answers are not clear, review your goal.
		
		• What is your call to action?
		• Is it realistic?

Audience		• Are people from your target group watching/reading your campaign content? • Check your web and social media and analytics reports • Is your messenger accepted and believed by your target group? • Analyse reactions in social media (likes and comments).
Messenger		• Is your messenger accepted and believed by your target group? • Analyse reactions in social media (likes and comments).
Environment		• Is the context different or still the same? • What else is going on?
Story		• Do your audience understand what you want from them? • Are you getting any action from your audience? • Create Google alerts and hashtags to follow. • Analyse reactions in social media (likes, comments and shares of your content).

This is the space to include the answers you agreed on previously (with any modifications resulting from the previous evaluation), so that you may compare them to the current reality of your campaign.

GAMES	PLANNING STAGE	EX POST EVALUATION
Goal		• Did you achieve your goal? • Did you communicate your message clearly? • Was there a clear call to action that the audience were to respond to? • What was it? • What did your audience do?
Audience		• Did you reach your target audience? • Which social media you used? • Which were the most relevant to reach the target audience? • Which were the most relevant to engage the target audience? • What kinds of messages were the most engaging?
Messenger		• Did you choose the right messenger? • Was the messenger engaged? • If not, why not?
Environment		• How receptive was the environment to your message? • Were there any messages that interfered with your campaign?
Story		• If you were to create the campaign today would you have chosen the same story to tell? The same slogan? If not, how and why would it be different? • Did the call to action lead your audience to the required action?

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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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