



COUNTER & ALTERNATIVE NARRATIVES

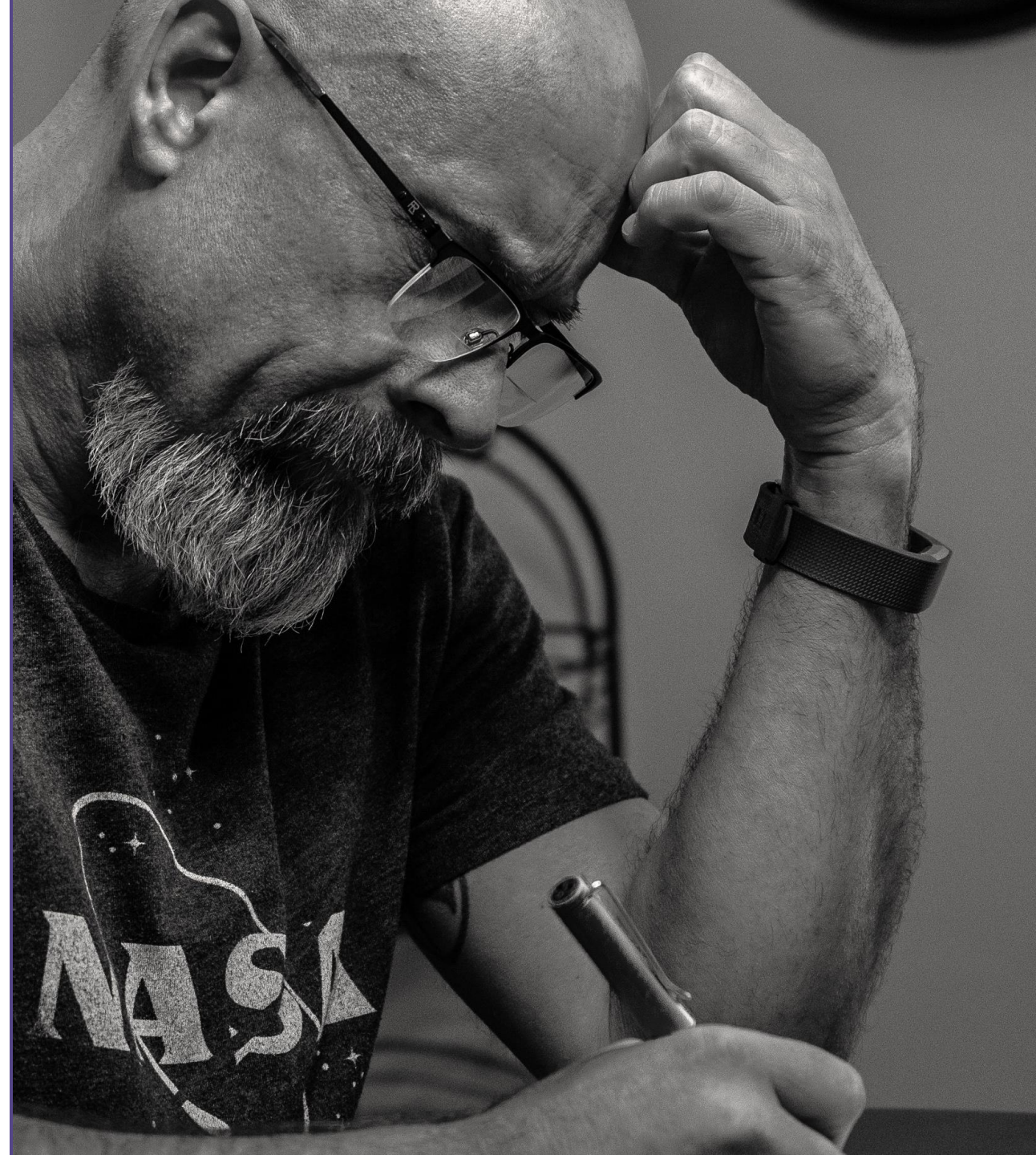
AGENDA DAY 12

Counter and alternative narratives

Practice: counter and create an alternative narrative in a piece of content

Prepare for your final assignment

RECAP AND REFLECTION





REFLECTION

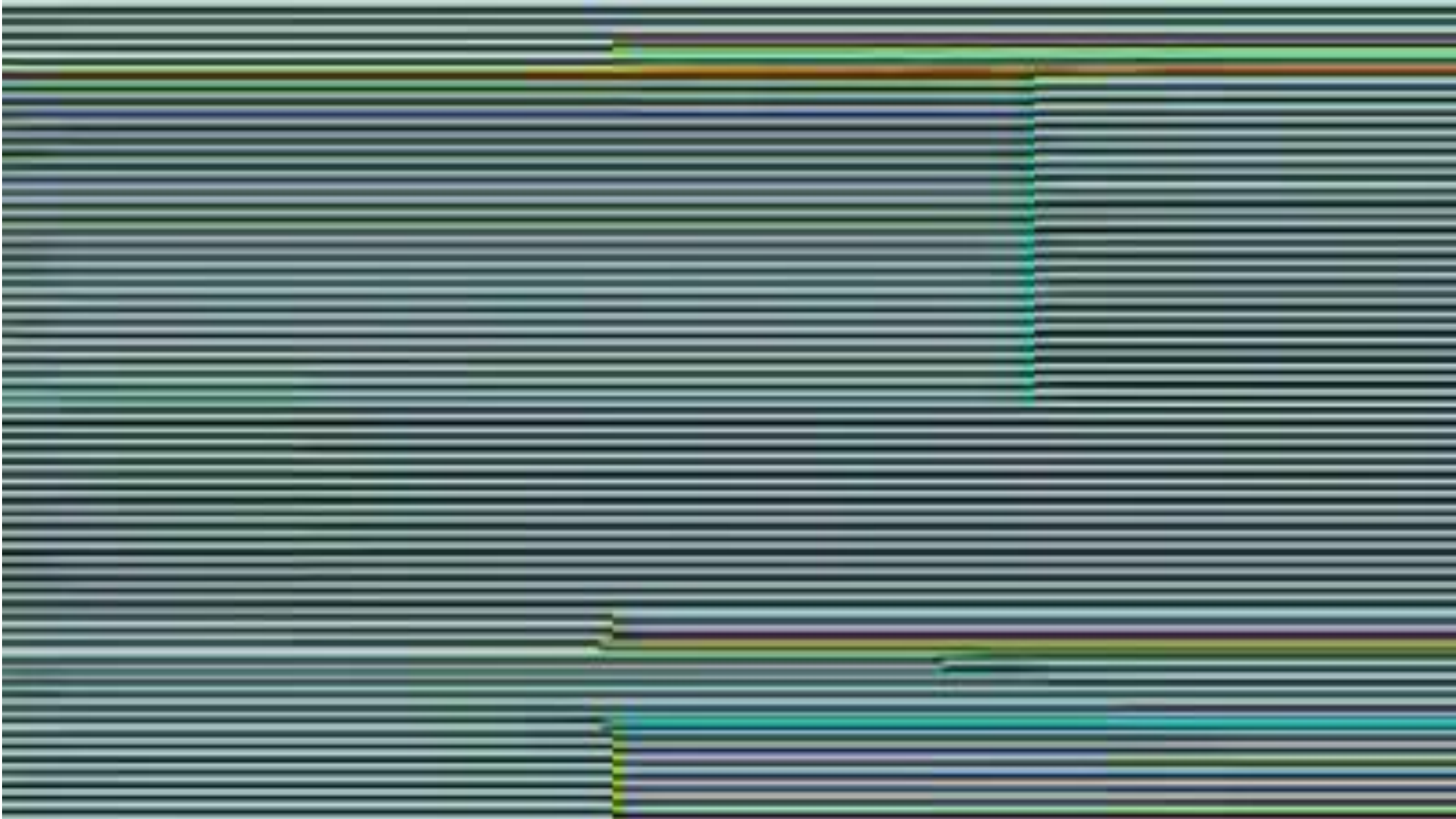
What is a narrative?

WHAT IS A NARRATIVE?

A story is simply, something that happens to someone that teaches us something.

Narrative can be defined as:

- “a system of stories that share themes, forms, and archetypes” or
- “a collection of stories told from a particular point of view”



What are counter and alternative narratives?

- Factual counter narratives
- Moral counter narratives
- Humour or sarcasm counter/alternative narratives
- Positive and alternative narratives

ALTERNATIVE NARRATIVE
EXIT DEUTSCHLAND'S TROJAN T-SHIRT



HUMOROUS COUNTER NARRATIVE
FAKERY CAKE NEWS



POSITIVE ALTERNATIVE NARRATIVE
VOTE YES IRELAND





 **GROUP EXERCISE**

Which type of narrative works best? Why?

QUESTIONS



AGENDA

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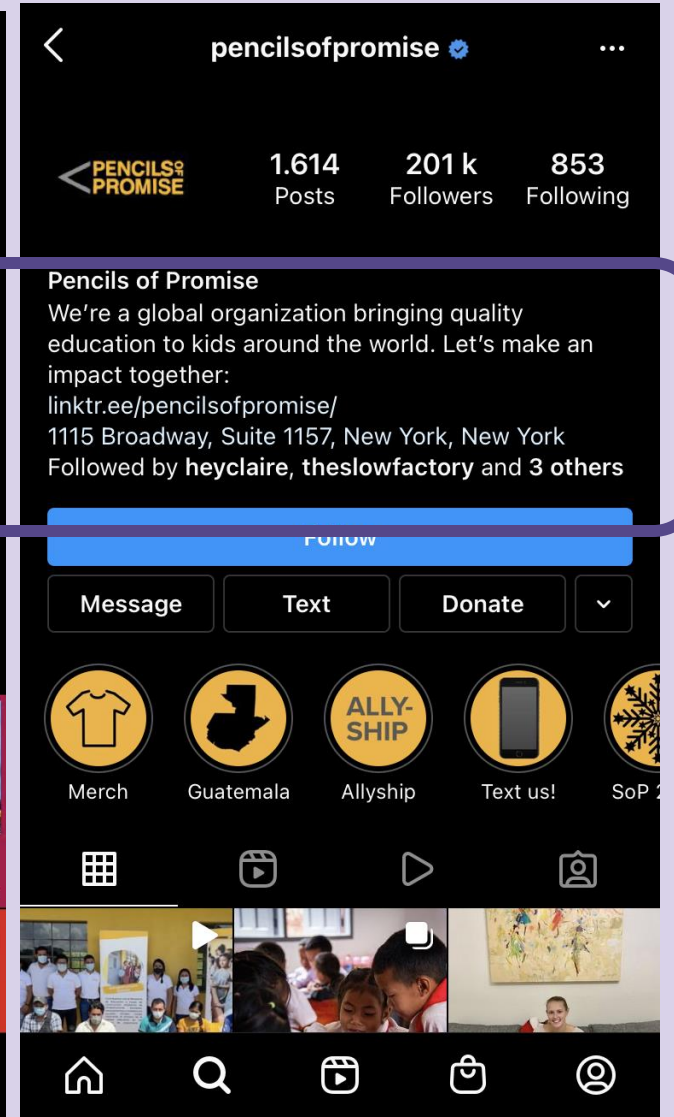
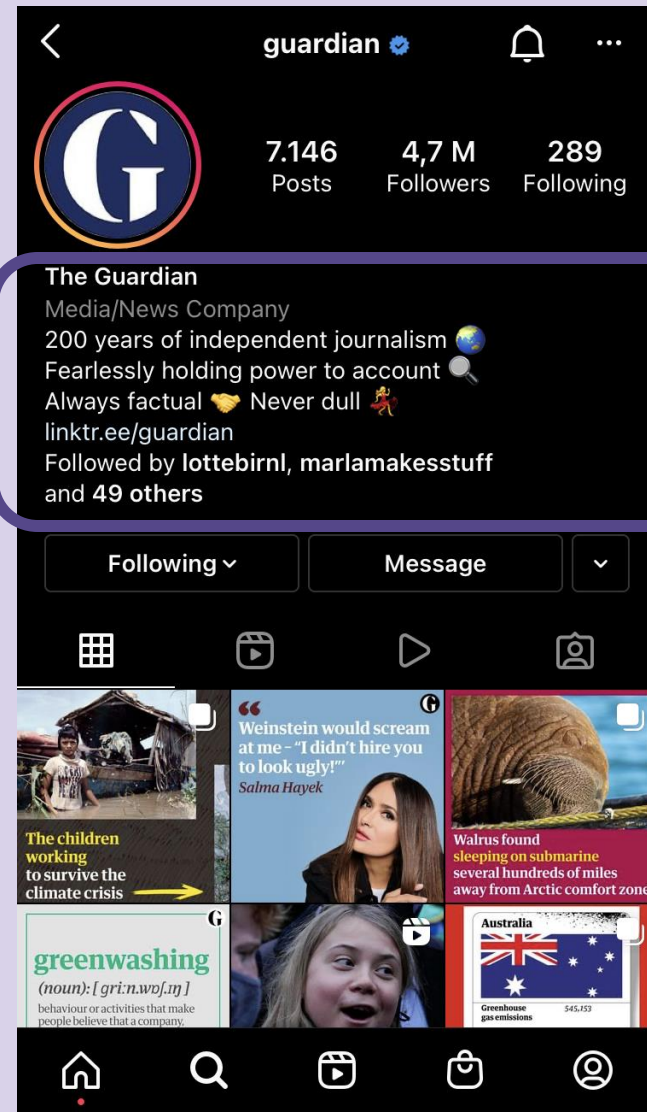
BEST PRACTICES FOR INSTAGRAM

1. Find your focus
2. Aim your content at a young audience
3. Use all the content types
4. Create mobile first
5. Swipe up
6. Put a face on your story
7. Use interactivity
8. Help people find you with geotags
9. Use highlights to intro new followers
10. Make sure you're posting enough

1

Find your focus

What is your unique selling point (USP)? What's your "thing?"



THE BIO



STYLE

Be authentic, concise and consistent. People need to know what to expect.



FORMAT

Punchy Headline.
Then, something that starts a conversation.
Include your location.
Call to action: link.



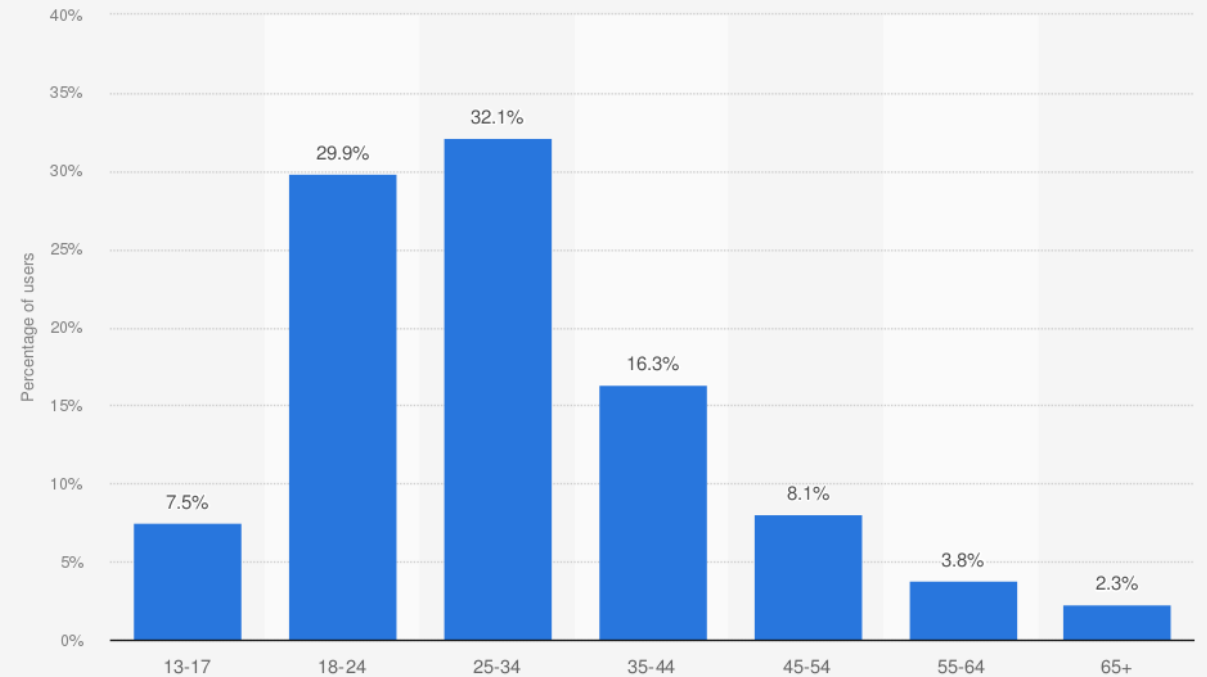
NUMBERS

Don't follow more people than follow you. People will think you're a bot.

2

Aim your
content at a
young audience

Distribution of Instagram users worldwide as of July 2021, by age group



Sources

Hootsuite; We Are Social; Instagram; DataReportal
© Statista 2021

Additional Information:

Worldwide; Instagram; DataReportal; July 2021; 13 years and older; based on addressable ad audience

3

Use all the content types

Photos, videos, stories, live.

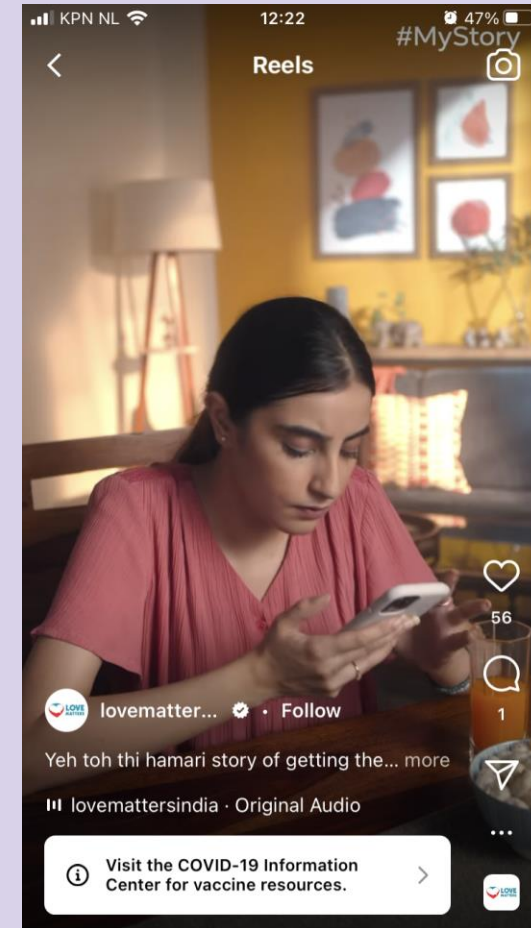
Maximize your chances of appearing on the explore page.



Posts



Stories



Reels

THE WAYS PEOPLE CONSUME CONTENT



ON THE GO

- Short sessions
- Unplanned
- Frequent
- Discovery and Connection



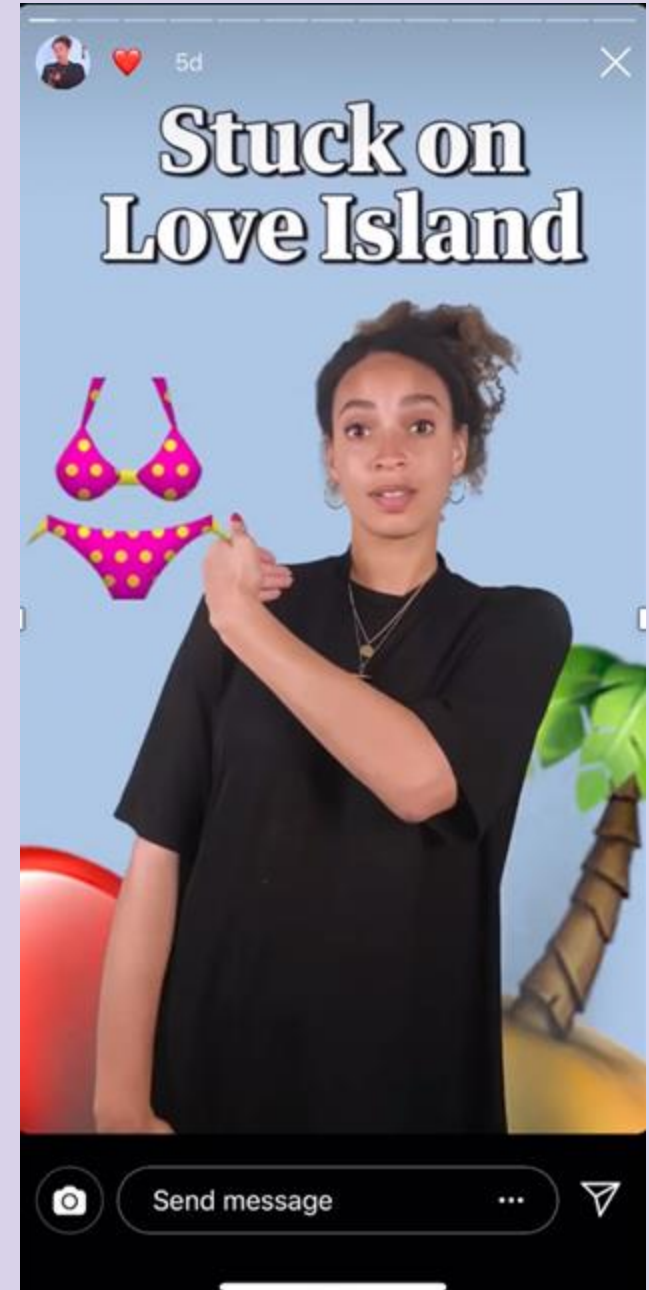
CAPTIVATED VIEWING

- Longer sessions
- Planned
- Intentional
- Relaxation and Entertainment

4

Create mobile first

You can do amazing things with just your phone!



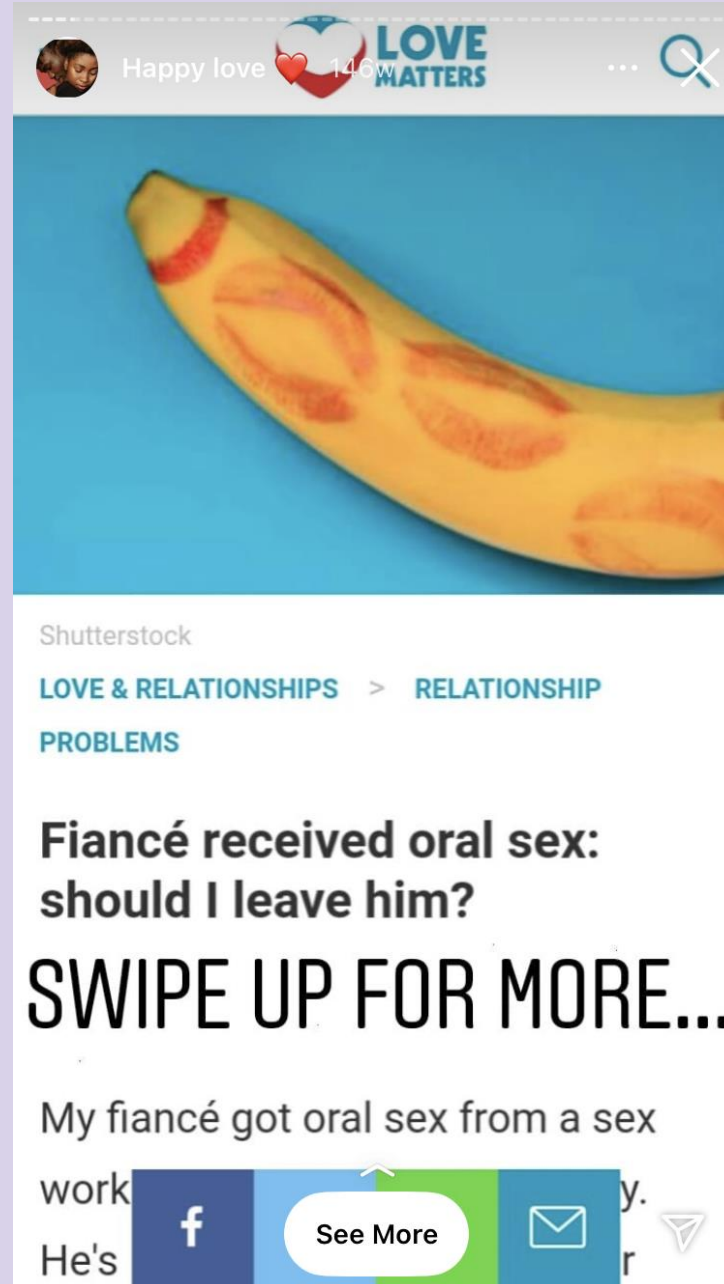
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Swipe up

Prompt deeper discoveries /
Link in Bio



SWIPE UP!



6

Put a face on it

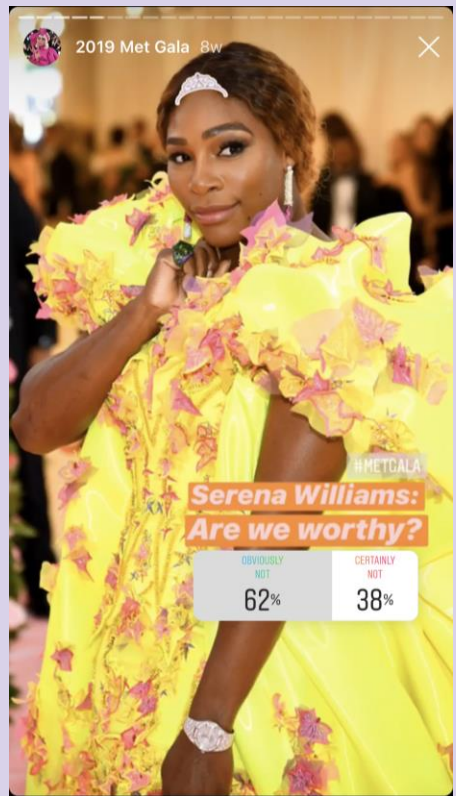
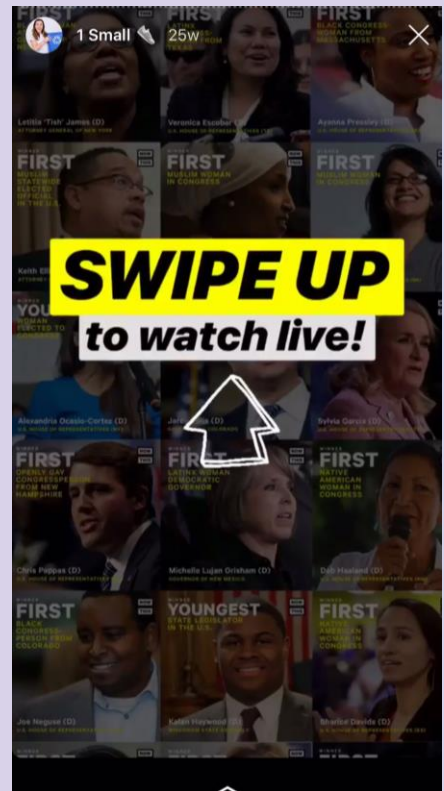
Humanize your content by highlighting volunteers, staff and those you serve.



7

Interactivity is your secret weapon

Drive engagement and not only passive views



8

Help people find you with geotags

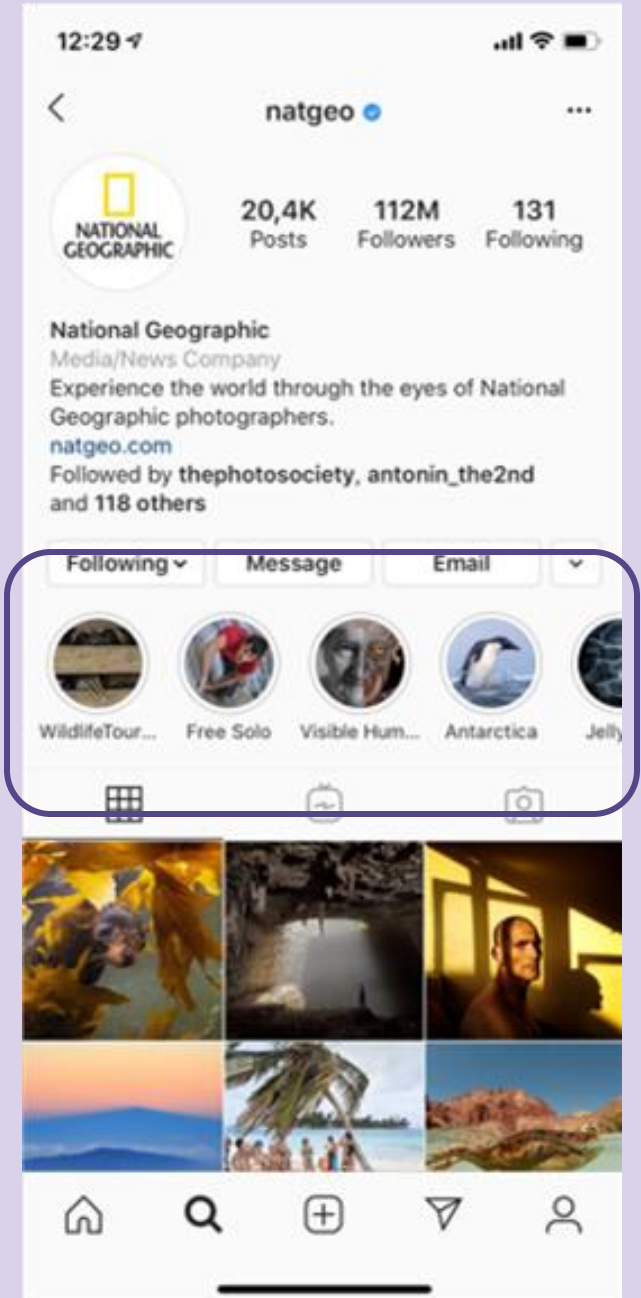
More specific: greater discovery



9

Use highlights to intro new followers

A way for them to discover what to expect



10

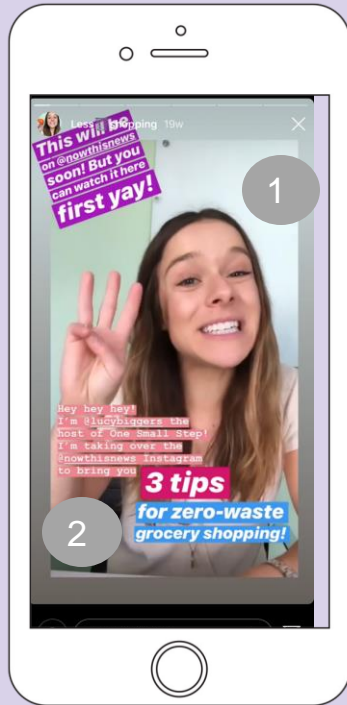
Make sure you're posting enough

The general trend is that more popular accounts also tend to post more

	Accounts with over 1 million followers	Accounts with under 1 million followers
Post more often to feed	4.3 posts/day	2.3 posts/day
Use stories regularly	4.1 stories/day	2.8 stories/day
Post more videos to feed	35.2%	32.0%

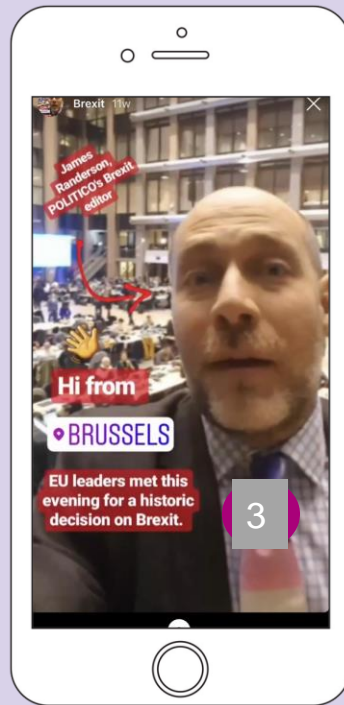
VISUALS: ANATOMY OF A GREAT INSTA STORY

INTRO

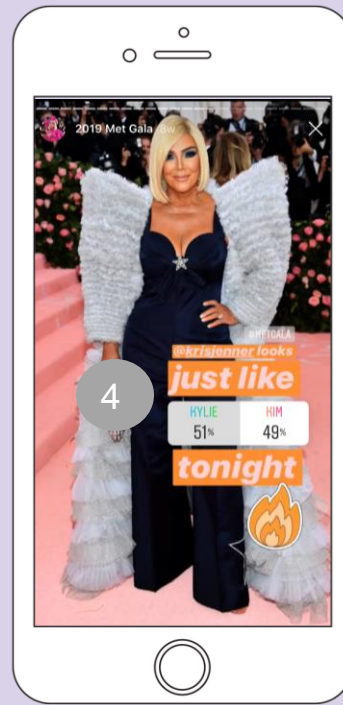


1. Selfie styled into
2. Short punchy display copy

3-6 POSTS



3. Location tags & hashtags

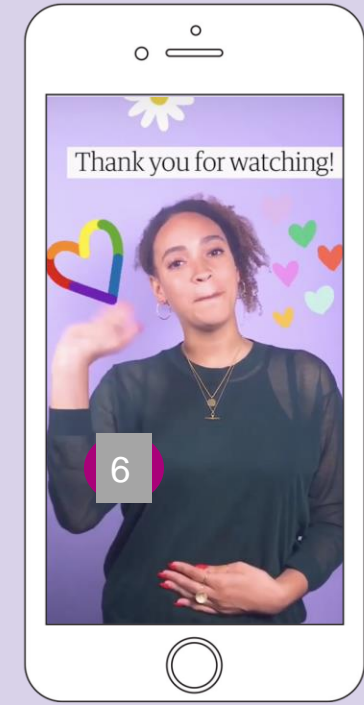


4. Use interactives: polls, stickers, sliders liberally



5. Mix up visuals: boomerang, video, picture, screengrabs

OUTRO



6. Embrace GIFs (the cool kids are)
7. Use Swipe Up for deeper discoveries.



GROUP EXERCISE

In groups, brainstorm and map a potential Instagram Story.

Peer2Peer review



**Listen to each other's
campaign pitch:**

**What feedback do you
have for her/him ?
How can they improve
their work?**



REFLECTION

Do you have any other **Instagram** or **TikTok** tips you'd like to share?

Would you like to reflect on any of the best practices?



AGENDA

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RECAP KEY CONCEPTS





KEY CONCEPTS

Disinformation

Propaganda and polarisation

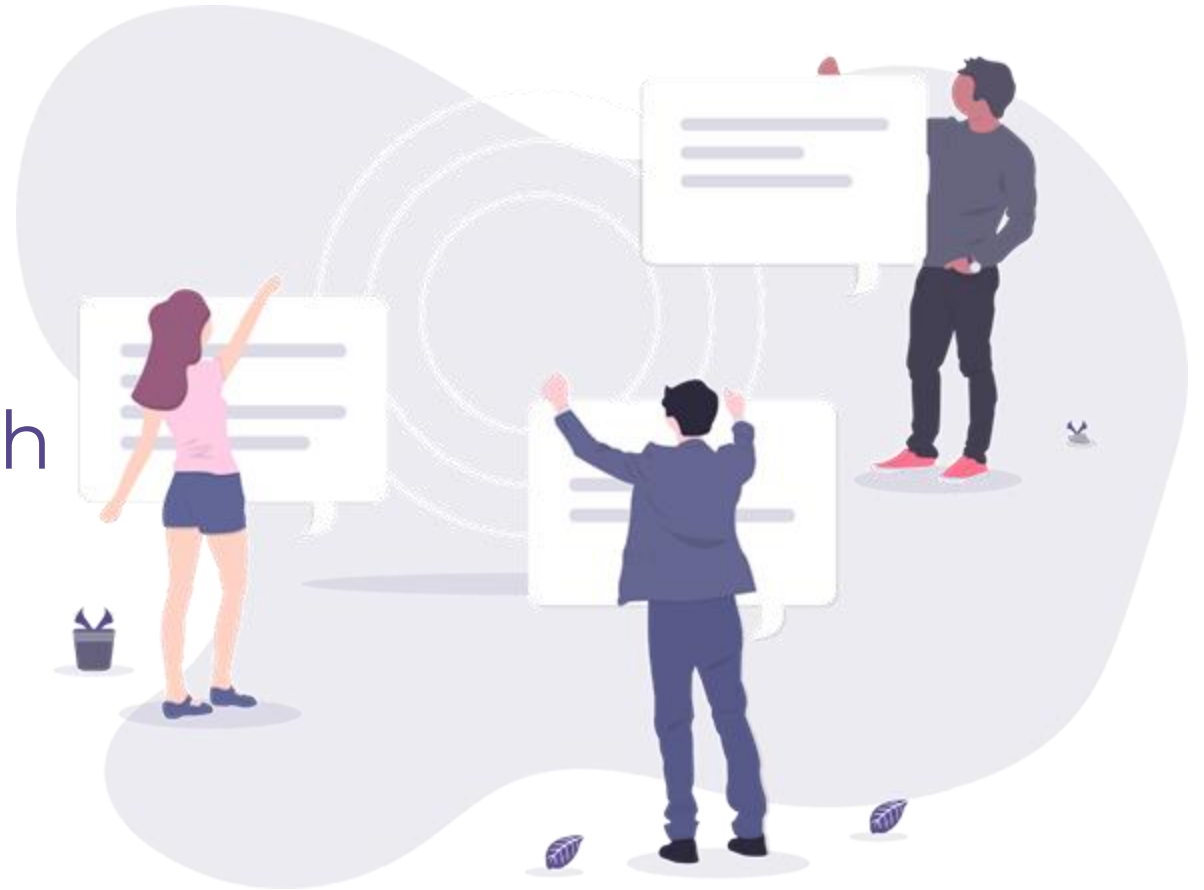
Verification

Counter and
alternative narratives

Amplification

FINAL ASSIGNMENT

Time to create a vlog and pitch your disinfo canvas!



FINAL ASSIGNMENT

Create a vlog!

Create a vlog based on:

- A **polarising topic**
- That has been **amplified** in your own country
- Use **verification techniques** to debunk the topic
- Include **counter/alternative narratives** (and persuasive techniques)
- Make sure you have a specific target audience, and the aim of your message is clear
- Video content should not exceed 1 – 2 minutes. Include statistics, images, music, where relevant.
- Prepare to present your disinfo canvas and vlog (max 10 min)

ASSIGNMENT

Time to create a vlog!

Create a factual, moral, humorous or positive alternative narrative for your case study of your choice. This could be to do with a propaganda issue and/or disinformation in your own country.

Think about persuasion & persuasive aims.

The vlog should be between 1 – 2 minutes long. Make sure to include statistics, images, and music.





EXAMPLE VLOG



REFLECTION

**What is your key
takeaway from this
session?**



THANK YOU!