



CAMPAIGNING FOR SOCIAL CHANCE AND ADVOCACY

Content Management &
Intro to Advocacy

Day 3

Canvas Parts 6 + 7 + 8



Camera on, mic off



Notebook and pen



OLA account

Mural



Smartphone



WHAT YOU NEED

RECAP AND REFLECTION





SMART Goals

Content Planning

Introduction to Advocacy

CASE STUDY

L for Love



**LOVE
MATTERS**

USER-GENERATED CONTENT



COMMUNITY



COST



AUTHENTICITY



FRESH
CONTENT



UGC BEST PRACTICES

1. Always request permission
2. Credit the original creator
3. Offer something of value in return
4. Provide clear guidelines on the kind of user-generated content you want



Aditi M

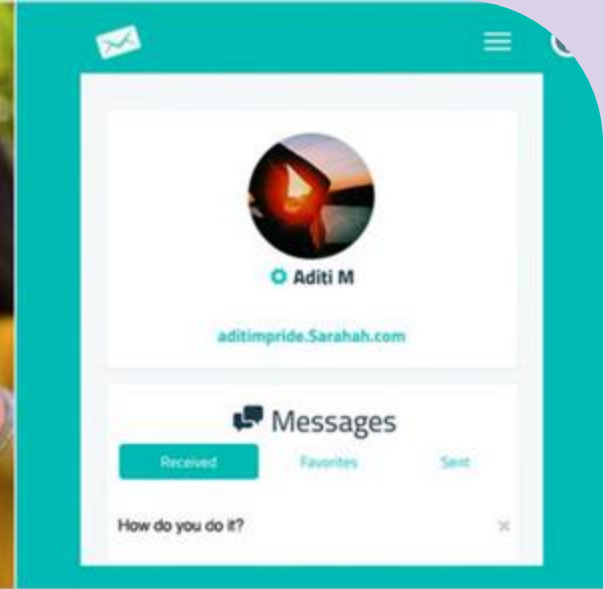
@AditiMPride



I've been receiving a lot of messages on Sarahah about my sexuality. My responses are coming soon. #StayTuned #LGBT #Pride #gaypride #gaypride2018

7:23 AM - Apr 12, 2018

13 See Aditi M's other Tweets



Aditi M

@AditiMPride



Was asked, like most #lesbians are: How do you do it?





**POSITIVE
IMAGES**



SMART Goals

Definition



SPECIFIC

What exactly do you want to achieve?

MEASURABLE

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

ATTAINABLE

What steps can you take to reach your goal? Outline the exact steps to accomplish your goal.

RELEVANT

How will meeting this goal help you? Does your goal relate to your mission?

TIME-BOUND

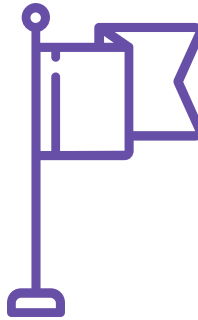
How long will it take to reach your goal?

AIM



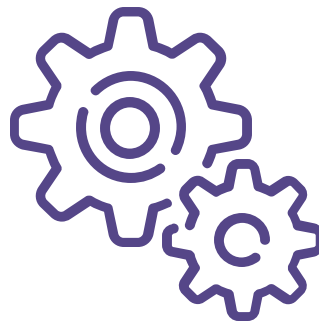
To persuade young girls who smoke because it makes them look sexy and attractive to boys that this can make them seem not fresh not clean and that boys will find them desirable if they don't smoke

GOALS



Spread a conversation among girls 15-17 via Youtube with 2000 views and 20 telephone calls in six months.

ACTIONS



- Develop hashtag branding
- Produce campaign landing page/channels
- train mentors to chat to girls
- Engage press interest in campaign
- Alert partners
- Plan an event
- Measure success through conversations

EXAMPLE

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

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

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

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

Relevant: the young girls in the video will be relevant for our 15-17-year-old target audience, the phone calls will help them quit smoking.

Time-Bound: it will be achieved within 6 months.



SMART Goals

Content Planning

Introduction to Advocacy

CONTENT PLANNING: WHY?

- ▶ Fewer mistakes, verified, proofread
- ▶ Less multitasking
- ▶ Ensure creativity
- ▶ Have consistency
- ▶ Run more than one campaign



CONTENT PLANNING TIMELINE

- ▶ Special days
- ▶ Events/Conferences
- ▶ Pillar content
- ▶ Schedule Posts



USE A CALENDAR

- ▶ Where? (What social network?)
- ▶ Content type (video, image, meme, text?)
- ▶ Topic
- ▶ Message
- ▶ Who is responsible?
- ▶ Date & Time
- ▶ Notes



CONTENT PLANNING

Where? (What Platform on or offline?)	Content medium + Format (video, image, meme, text?/discussion/drama/testimony)	Topic	Message	Who is responsible?	Date	Time	Notes
Monday							
Old Media	Video	Your Right to Take Action	Highlight on legal and policy provisions in support of victims of SGBV	Communications team			This content is going to be an opportunity to enlighten headporters as to their legal rights, what constitutes SGBV and the channels available for the, mto report cases.
Tuesday							
Old Media	Visuals	Right-based messages. Linkages to support systems	Contact details				The visuals will reduce the amount of text such that they are able to communicate to the users. This will acknowledge homogeneous characteristics and expand on them. Eg the style of dressing etc
Wednesday							
Old Media	Discussion	Speak Out When Abused	One on one discussion to empower head-potters to act to attain justice whenever they abused	Communication team			This discussion will create a room for the message to communicated in the local language which is best understood by the head-potters as a result of limited education
Thursday							
Old media	Radio	Action Against SGBV	A radio discussion with Social Justice officials talking about the action one can take to prevent	Communication team			Listening clubs will be created at the markets where the head potters work to ensure that they listen. The discussion will be geared towards educating the head potter girls on the action to take when the face abuse.

THINKING ACROSS PLATFORMS

Day	Timeline	Facebook	Facebook Groups	LinkedIN	Instagram
11 May		Award category nominees	Discussion on Categories and awards	Article: Blog Dr K on campaigns for change	Staff story: awards unboxing
12 May		Award Category Nominees			Democracy Now: Trending
13 May		Poll: who will win?	Scholarship opportunities IAF	Scholarship opportunities IAF (V)	
14 May	International Communication Awards 2020- GOAL VISIBILITY	Live event coverage	Watch Party with Celeb	Congratulations to winners on LinkedIn (Dr S)	Winner Photos. Backstage with hosts (story)
15 May		Highlights Reel Video			Infographic of the day -20
16 May		Live Discussion Winning Campaign		Promote Blog through network.	Whats a liberal? – Jenna talks to FNF (story)
17 May			Insider tips on campaigns from the winners		

How Much/Often Should I Post?

“A **blog** post lasts for **two years**,
a **Pinterest** post is valid for **4 months**,
YouTube videos last **20+ days**,
a **LinkedIn** post is good for **24 hours**,
an **Instagram** post will show up well for **21 hours**,
you can expect **Facebook** visibility to be about **5 hours** and
a tweet on **Twitter** has a lifespan of roughly **18 minutes.**”

TIMING YOUR CONTENT

- ▶ **Travel and tourism:** Friday, 9 a.m. to 1 p.m.
- ▶ **Media and entertainment:** Tuesday and Thursday, 12 to 3 p.m.
- ▶ **Food and beverage:** Friday, 12 p.m.
- ▶ **Retail:** Tuesday, Thursday, and Friday, 12 p.m.
- ▶ **Professional services:** Tuesday, Wednesday, and Friday, 9 or 10 a.m.
- ▶ **Non-profit:** Tuesday, 10 a.m. or 4 p.m.
- ▶ **Non-retail e-commerce:** Thursday, 4 or 9 p.m.
- ▶ **Pharma and healthcare:** Wednesday and Sunday, 9 a.m.
- ▶ **Personal care:** Thursday and Friday, 1, 2, or 3 p.m.
- ▶ **Technology:** Monday and Tuesday, 2 p.m.
- ▶ **Education:** Thursday, 4 or 5 p.m.

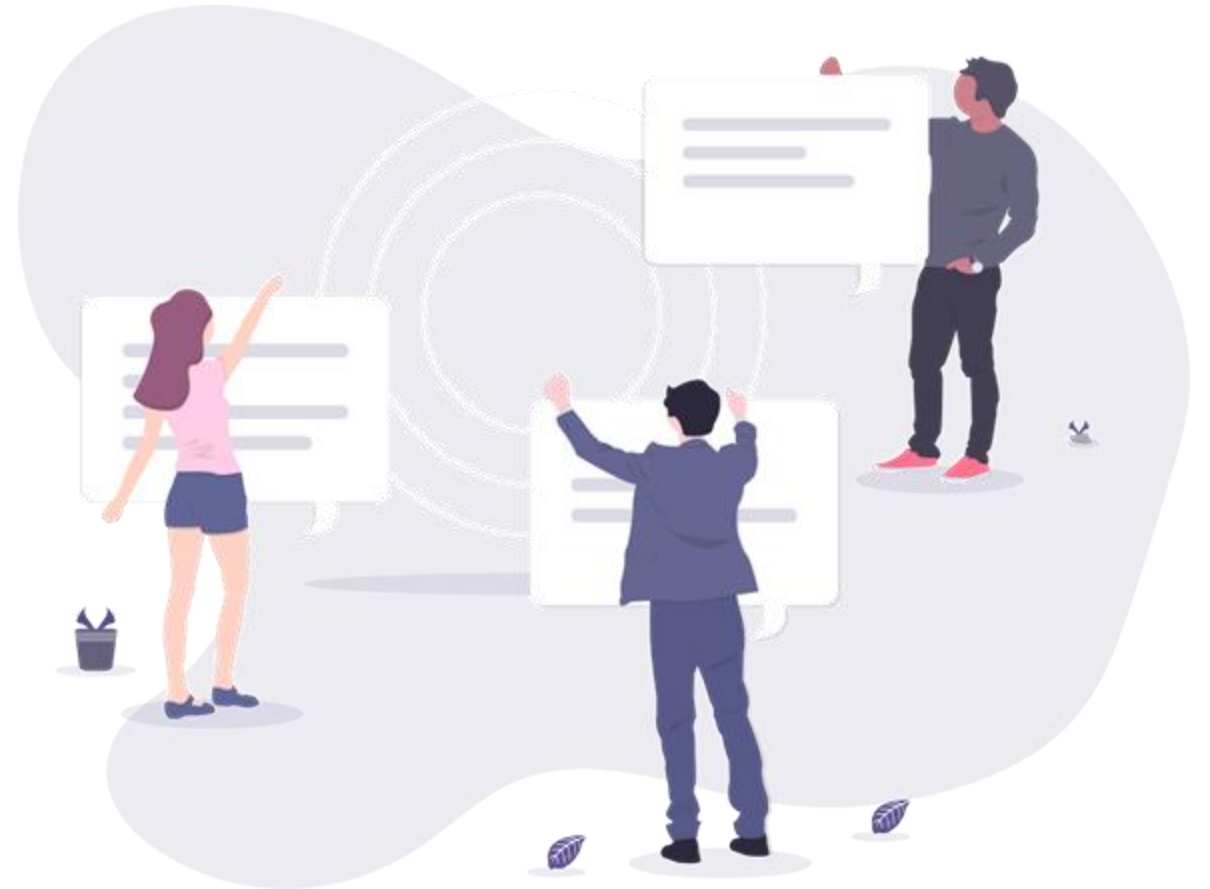
RESOURCES

- Team: who will create content and manage the engagement? Who will moderate?
- Budget
- Equipment
- Office space



GROUPWORK

- Fill content plan
- List the resources you will need for your campaign
- Insert them in block 6 of your campaign canvas



LUNCH BREAK

1 hour





SMART Goals

Content Planning

Introduction to Advocacy

The act of pleading or arguing in favor of something, such as a cause, idea or policy: active support.

American Heritage Dictionary

Advocacy is the act or process of supporting a cause or issue. An advocacy campaign is a set of target actions in support of a cause or action because we want:

- **To build support for that cause**
- **Influence others to support it**
- **Try to influence or change legislation that affects it.**

Advocacy is defined as the promotion of a cause or the influencing of policy, funding streams or other politically determined activity.

Advocates for Truth

Policy-advocacy, or work that seeks to change public policies and practices in ways that will have a positive impact on people's lives.

Pact - UNAIDS

Advocacy is an "ongoing process aiming at change of attitudes, actions, policies and laws by influencing the people with power, systems and structures at different levels for the betterment of those affected by the issues.

Advocacy is speaking up, drawing a community's attention to an important issue, and directing decisions makers towards a solution. Advocacy is working with other people and organisations to make a difference.

CEDPA - Centre for Development and Population Activities

WHAT IS ADVOCACY?





Go to **menti.com**,
enter the code
[27961956] and answer
the following question:
What's your preferred
definition of
advocacy?

EXERCISE: LEGITIMACY IN ADVOCACY



NELSON



FLORENCE



FACTORS THAT HELP PROVIDE LEGITIMACY IN ADVOCACY

- ▶ 1. The advocate has things in common with the people who will benefit from the advocacy change.
- ▶ 2. The advocate provides proof of support from the group who will benefit.
- ▶ 3. The advocate provides evidence to support their claim.
- ▶ 4. The advocate has close connections to the group who will benefit, so knows and understands the issues well.

ASSIGNMENT:

CAMPAIGN CANVAS



1. Campaign Vision & Scope What is the core problem your campaign is trying to address? What is the scope of your campaign?	2. Context Analysis What is the context you are operating in? What are the risks?	3. Target Audiences What is your target audience statement? What would a typical member of your audience look like? 	4. Persuasion and Story What are your audience's current narratives? Who are their influencers? What is your persuasive aim?
5. Content Creation What platforms will you use for your campaign? How will your audience engage with your content?	6. Content Management Who will create content and manage engagement? What resources do you need?	7. SMART Goals Where are your SMART goals? 	8. Mobilisation What mobilisation tactics will you use? What are your calls to action?
9. Key Partners Who are your key partners? How can they contribute to your campaign?	10. Campaign Branding How will people recognise your campaign? <input type="text"/> Name: <input type="text"/> Slogan: <input type="text"/> Hashtags: <input type="text"/> Design Notes:	11. Monitoring and Evaluation How will you measure your campaign? How often will you check your campaign and make changes?	12. Reporting Outcomes What does success look like? How will you showcase your outcomes?



5. Content Creation

What platforms will you use for your campaign?



How will your audience engage with your content?

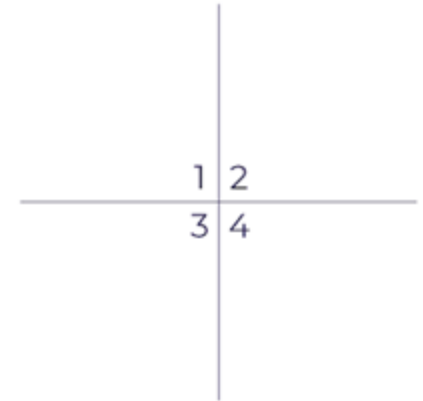
6. Content Management

Who will create content and manage engagement? What resources do you need?



7. SMART Goals

Where are your SMART goals?



QUESTIONS





THANK YOU

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