



MEDIA CAMPAIGNS FOR SOCIAL CHANGE & ADVOCACY

Day 1: Introduction to campaigns &
social listening

Trainer:

Expertise:

- Anti-slavery,
- sexual rights
- and gender rights



Let's break the ice.





Camera on, mic off



Notebook and pen



OLA account



Mural



Smartphone

WHAT YOU NEED

AGENDA

DAY 1: Canvas 1 & 2



4 hours online
1 hour lunch break
1 hour assignment

Introduction to the Campaign Canvas

Campaign Vision & Scope

Context Analysis & Risk

Social listening: purpose & tools



Learning Objectives

Understanding how to use the campaign canvas

Being able to set the campaigns scope and vision

Conduct a context analysis in which the campaign will be operating.

Use social listening as a tool for tracking discussions and stakeholders




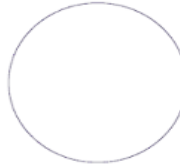










Campaign Canvas

This section will introduce the campaign canvas this course outlines. This canvas will help you organize and plan your campaign strategy

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. Campaign Objectives What is your campaign's purpose? What is your primary objective?
5. Campaign Strategy How will you reach your target audience? How will you engage with your audience?	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. Campaign Branding How will people recognise your campaign? Name: <input type="text"/> Slogan: <input type="text"/> Hashtags: <input type="text"/> Notes: <input type="text"/>	10. Monitoring and Evaluation How will you measure your campaign? How often will you check your campaign and make changes?
11. Reporting What does success look like? How will you report on progress?	12. Evaluation How will you evaluate the campaign's impact? What lessons learned will you take away?	13. Reflection What have you learned from this campaign? How will you apply these lessons to future campaigns?

CAMPAIGN CANVAS



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



CAMPAIGN CANVAS

Individual Canvases & Assignments to fill out on:



1. Campaign Vision & Scope What is the problem your campaign is addressing? 	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. Campaign Objectives What do you need to achieve? 	6. Campaign Strategy How will you achieve your objectives? 	7. SMART Goals Where are your SMART goals? <table border="1"><tr><td>1</td><td>2</td></tr><tr><td>3</td><td>4</td></tr></table>	1	2	3	4	8. Mobilisation What mobilisation tactics will you use? What are your calls to action?
1	2						
3	4						
9. Campaign Budget How much money do you need? 	10. Campaign Evaluation How will you measure success? 	11. Campaign Reporting How will you report on your progress? 	12. Reporting Outcomes What does success look like? What are your outcomes? 				



REFLECTION

Go to **menti.com**, enter the code **[7968143]** and answer the following questions:

What is your definition of a MEDIA campaign?

LEVELS OF CHANGE FOR A CAMPAIGN

INDIVIDUAL



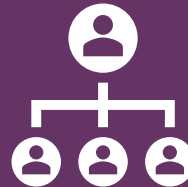
Individual beliefs, attitudes, and behaviours

INTERPERSONAL



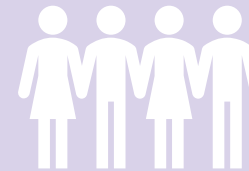
Relationships, interactions, and social networks

ORGANISATIONAL



Policies, practices and organisational structures

COMMUNITY



Building social capital, community org and civic participation

SOCIETAL



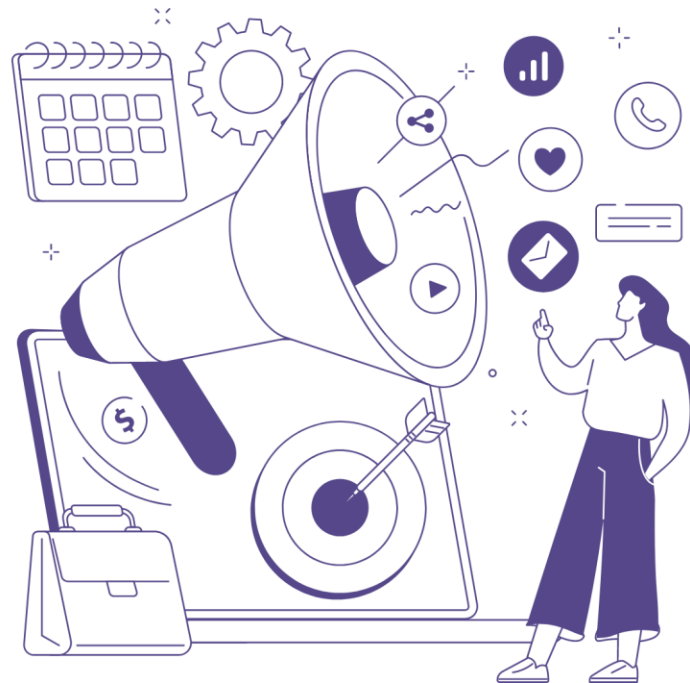
Laws, and policies. Advocating for legislative reform

Brainstorm session!



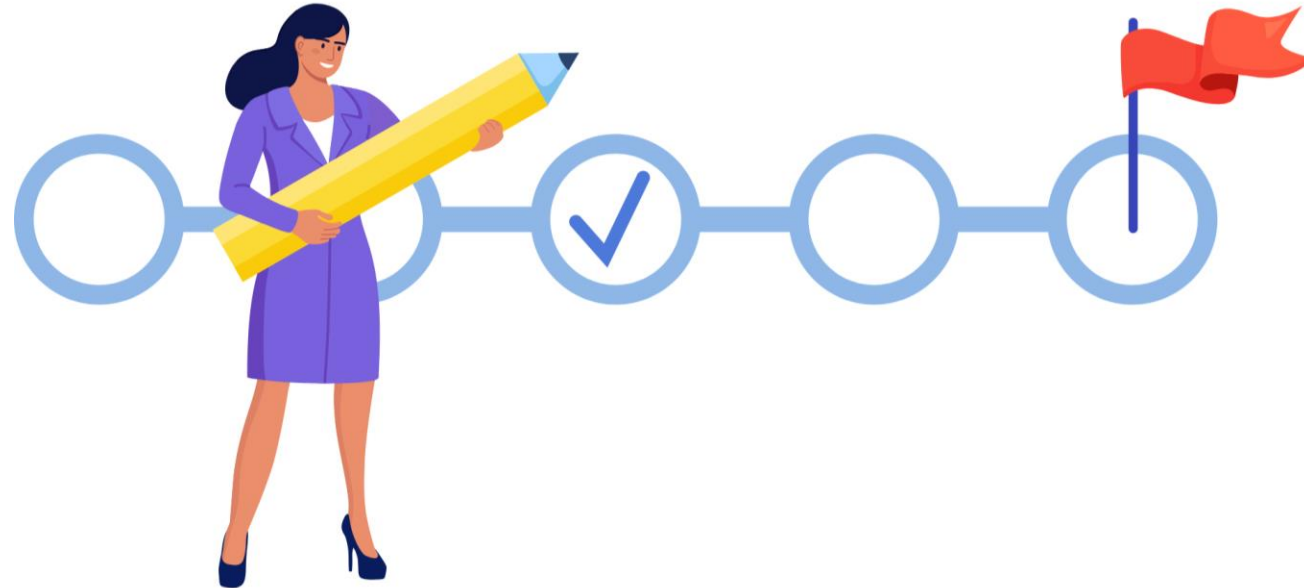
MEDIA CAMPAIGNS

Media campaigns for social change and advocacy are strategic efforts that aim to **raise awareness, promote dialogue, and mobilize public support** for a specific cause or issue. These campaigns utilize various **media channels and communication** tools to reach a wide audience and generate a desired impact. They are designed to influence public opinion, attitudes, and behavior, ultimately driving positive social change.



TIMELINE

Having a timeline for a media campaign, along **with baseline, midline, and endline** evaluations, is essential for effective planning, implementation, and assessment. A timeline provides a structured roadmap, ensuring that activities and milestones are organized and executed in a timely manner.



How should a campaign strategy build up look like?

Define the
cause

Set objectives

Identify Target
Audience

Craft key
messages (PA)

Choose media
channels

Develop
content

Implement
outreach
strategies

Monitor &
Evaluate

Foster
engagement

Sustain
momentum

STRATEGY

Vision & Scope



SCOPE

The scope defines the boundaries and scale of the media campaign. It outlines the target audience, geographic reach, and time frame for the campaign.



VISION

The desired long-term impact and ultimate goal of the media campaign. It encapsulates the positive social change the campaign seeks to achieve, serving as a rallying point for supporters and stakeholders



CAMPAIGN STRATEGY & VISION



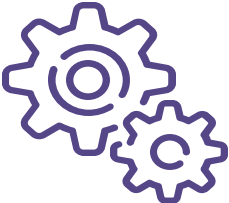
PROBLEM

What problem are you confronting?



VISION

What is your vision of how the world will be, once the problem is resolved?



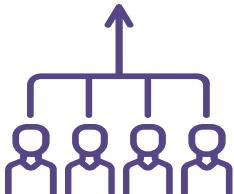
CHANGE

What changes would bring about this vision?



STAKEHOLDERS

Who is affected, positively or negatively, by the problem?



RELATIONSHIPS

How are these people or groups related to the problem and to each other?



TARGETS

If your campaign is successful, who will be affected?



GROUP REFLECTION

Go to this website and **discuss** the campaign: the problem it aims to tackle, the vision, scope, content strategies, stakeholders and targets.

<https://www.thisgirlcan.co.uk/about>

Case Study: #EndRevenge Porn



**LOVE
MATTERS**

1 in 4 young Indians
is a victim of revenge porn

Don't be one of them

Case Study: Love Matters

Main objectives

- Raise awareness + build knowledge + attitudes + of parents and young people on revenge porn
- Physical, psychological and emotional harm
- Awareness that these behaviors not parts of a healthy relationship

Secondary objectives

- Encourage parents to reflect on the fact that children can also be perpetrators and not just victims of revenge porn
- Increase public conversation on digital safety and healthy relationships

Setting clear goals and outcomes

Case Study: Love Matters

PROBLEM

- Raise awareness + build knowledge + attitudes + of parents and young people on revenge porn
- What constitutes physical, psychological and emotional harm
- Awareness that these behaviors not parts of a healthy relationship Increase knowledge and awareness of what constitutes online safety

VISION

TARGET AUDIENCE

Broad Sweep analysis for the campaign: wide sweeping overview of the scene you are looking at. **What is the extent of the campaign if successful?**

Case Study: Love Matters

INSIGHTS

- Self-blame / psychological harm
- focus on young people
- Use conversational language
- Clear call to action

AUDIENCE, PROFILE

- 15-35
- single young people
- unmarried young people
- Parents
- urban areas
- speaking English and Hindi

CONTEXT ANALYSIS:
understanding the problem of
IPV

XXX RevengePorn

▣ YOLO



GROUP ASSIGNMENT

Mapping

Together with your working group map out the following parts of your campaign: problem, vision, change and stakeholders.



Context Analysis

Performing a context analysis for a media campaign for social change involves **gathering information and assessing the external factors** that could impact the campaign's effectiveness and success.



- Allow campaigners and NGOs to **better understand** the socio-cultural, political, economic and geographic factors that give rise to a need.
- **Prioritize** interventions and potential programmatic entry points
- **Inform** project design, implementation and the monitoring and evaluation framework

WHY DO A CONTEXT ANALYSIS?

Context Analysis main areas

TOPIC

Gather background information: research, reports, studies related to the topic

STAKEHOLDERS

Identify Stakeholders: government agencies, organizations, community leaders, influencers, and affected communities

REGULATIONS

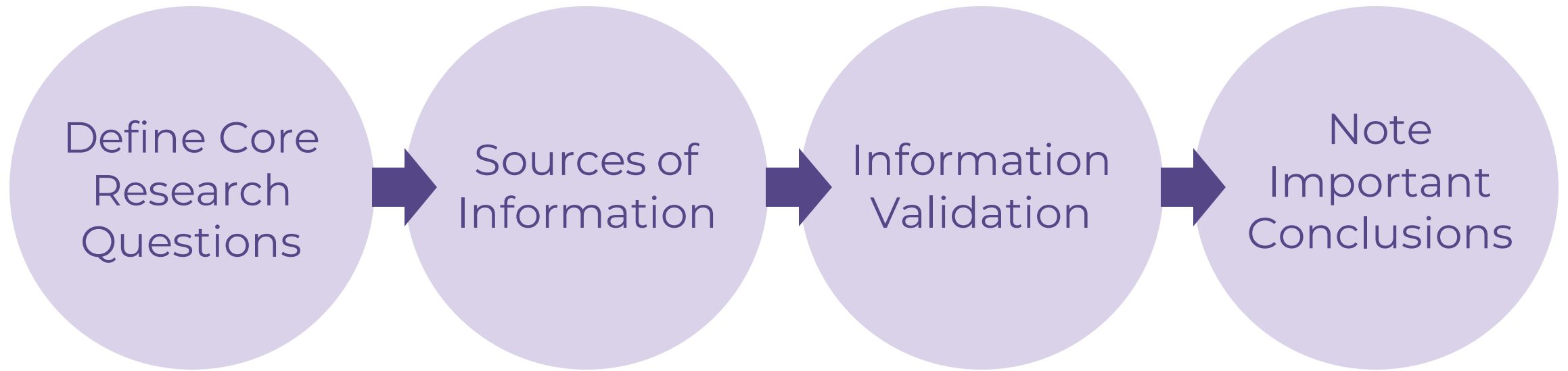
Analyse the Legal, Policy, and normative environment: existing laws, regulations, policies and practises

MEDIA

Assess Media Landscape: key media outlets, platforms, biases, and coverage of the social issue

This analysis will inform the campaign's strategies, messages, and approaches, leading to a more targeted, relevant, and impactful media campaign for social change.

THE 4 STEPS OF CONTEXT ANALYSIS





GROUP ACTIVITY

Take a moment with your group to review the research you have so far about the social issue you want to address and see if you are missing contextual information



- Misalignment with Target Audience
- Negative public perception
- Insufficient Resources
- Message Dilution or Misinterpretation
- Ethical Considerations
- Measure and Evaluation Challenges
- External Events and Influences

RISKS



CONSIDER POTENTIAL RISKS

- Is there any risk that the messages you are putting forward might damage the long-term reputation or relationships that your campaign or organization values?
- Could some parts of your content be skewed or used for political gain by some actors?
- Are these risks worth taking, or do you need to adjust some parts of the message or choice of activities and tools?

Social Listening

Social listening is a tool that enables organizations to **monitor** and analyse conversations, trends, and sentiment across various social media platforms and online channels. In the context of a media campaign it can prove to be useful in **supporting** the research and monitor of several stages.



SOCIAL LISTENING CAN HELP YOU IDENTIFY:



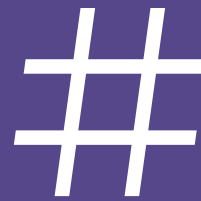
How visible you are on social media



The reach of your campaign



Opportunities for engagement



Trending Hashtags



Emerging trends



What are the conversations

HOW TO USE SOCIAL LISTENING TOOLS?

1. Identify relevant Key words or phrases
2. Monitor conversations & mentions
3. Analyse sentiment & themes
4. Identify Influencers & opinion leaders
5. Track campaign reach and engagement (#)
6. Respond & engage



QUERY WRITTING



- 1. Refine query parameters:** which social media platforms, timeframe, and geographical scope
- 2. Use Boolean Operations** (AND, OR, NOT) to narrow and filter your search
- 3. Monitor multiple data sources:** blogs, forums.
- 4. Analyse and refine:** iterative feedback cycle

BRAND24

It has a free trial of 14 days

The screenshot displays the BRAND24 dashboard with the following sections:

- The most popular mentions:**
 - 1. **erininthemorn** (tiktok.com) - 2023-05-20 18:54. Content: "Allyship with trans rights and bodily autonomy in Nebraska from Lizzo #trans #transgender #transr..."
 - 2. **mason_carlisle_author** (tiktok.com) - 2023-05-16 13:51. Content: "#stitch with @olivergdixon literally speechless but Trans rights are human rights and silence is..."
 - 3. **readwithrhy** (tiktok.com) - 2023-05-18 18:13. Content: "Danielle Smith and the UCP have made it very clear that they do not believe in trans rights. #tra..."
 - 4. **Liam Paschall on LinkedIn: #gend...** (linkedin.com) - 2023-05-16 16:30. Content: "Liam Paschall Liam Paschall is an Influencer LinkedIn Top LGBTQIA+ Voices Transgender Inclusion E..."
 - 5. **Amy Bloom on LinkedIn: Would you** (linkedin.com) - 2023-05-18 09:14. Content: "Would you like to learn more about 'Gender Dysphoria'? 'Criteria' and a personal story, below. ❤️..."
- Latest mentions:** (Empty)
- Summary:**

MENTIONS	SM REACH	INTERACTIONS	POSITIVE	NEGATIVE
1667	1.6 M	18 K	100	247
+1648 (+8674%)	+1.6 M (+8490%)	+18 K (+100%)	+100 (+100%)	+245 (+12250%)
- Mentions:** Line chart showing mentions from 22 Apr to 22 May. Y-axis ranges from 0 to 100.
- Social Media Reach:** Line chart showing reach from 22 Apr to 22 May. Y-axis ranges from 0 to 350,000.
- Top public profiles:**

Profile	Voice Share	Influence
MSNBC	43.0%	678 K
CBS News	13.1%	206 K
erininthemorn	9.8%	155 K
- The most influential sites:** (Empty)
- Stats:**

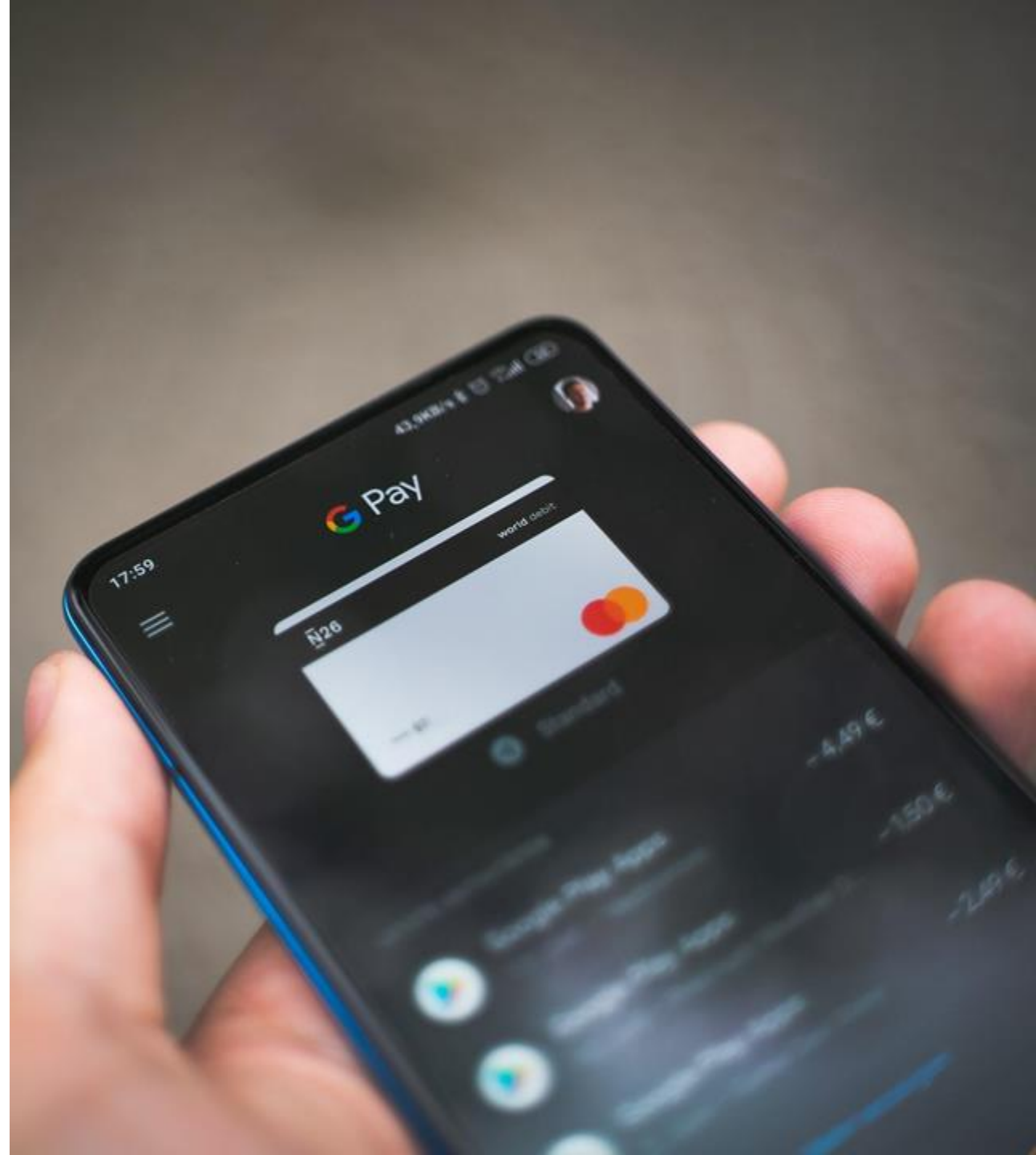
1469	+9693%	NON-SOCIAL MENTIONS
198	+4850%	SOCIAL MEDIA MENTIONS
187	+4575%	(Category not specified)
- Sources:**

717	+6418%	NEWS
442	+14633%	WEB
184	+4500%	(Category not specified)



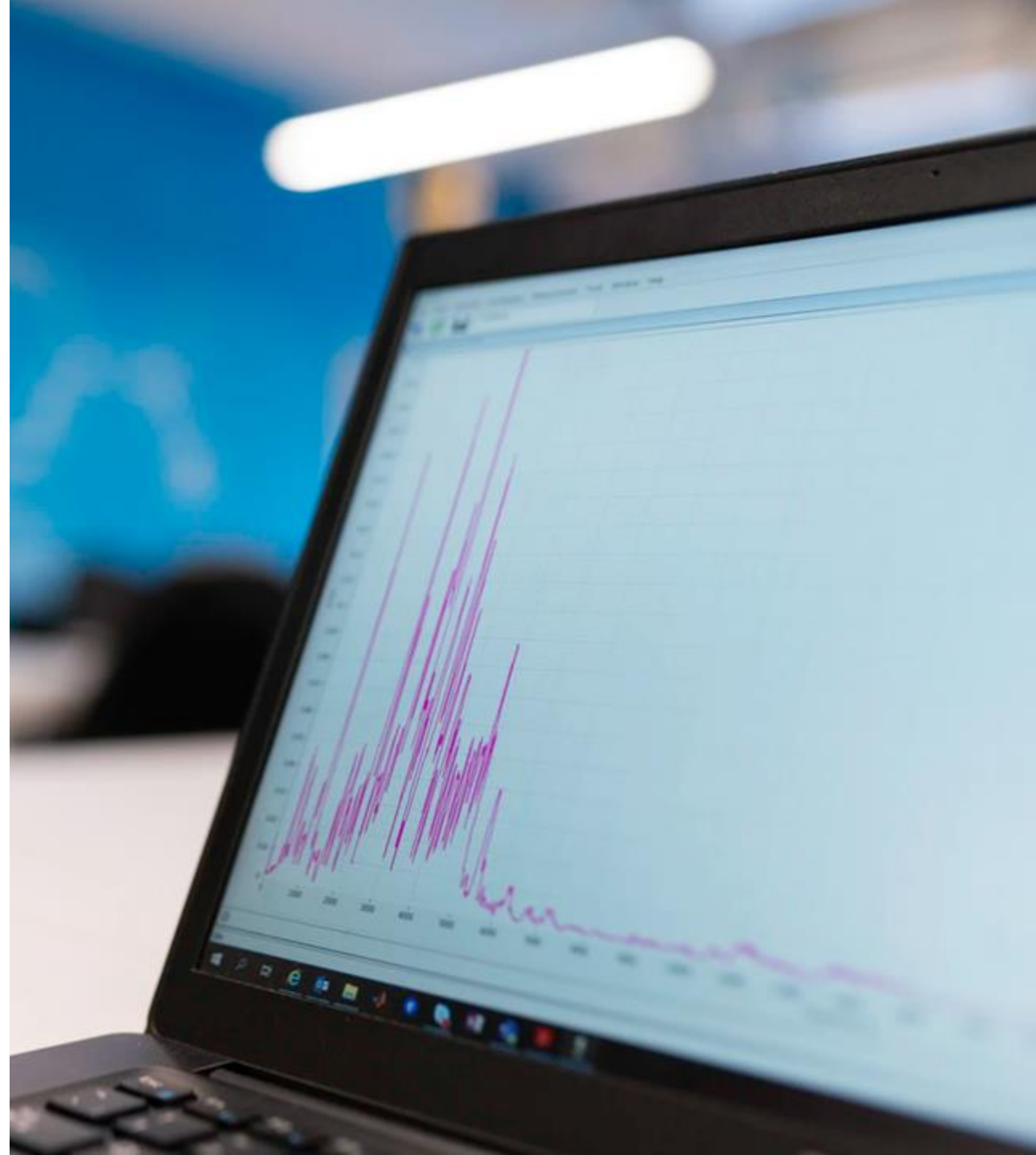
PAID TOOLS

- [Mention](#)
- [Brand24](#)
- [Buzzsumo](#)
- [Sprout Social](#)
- [Hootsuite Insights](#)
- [Agora Pulse](#)
- [Brandwatch](#)
- [Keyhole](#)
- [Awario](#)
- [Reputology](#)



FREE TOOLS

- [Hashtagify](#)
- [Google Trends](#)
- [TweetDeck.com](#)
- [FollowerWonk.com](#)
- [Twitonomy.com](#)
- [TweetReach.com](#)
- [SumAll.com](#)





GROUP EXERCISE

Take a moment to explore some Social Listening Tools



GROUP PRESENTATION

**Take a moment to align with
your group and present in
plenary the work that you have
done so far**

QUESTIONS





REFLECTION

Go to **menti.com**, enter the code [7968143] and answer the following question:

What is your key takeaway from this session?



THANK YOU!