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| Media Campaigns for  Social Change & Advocacy - Templates |
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*Are you looking to make a positive impact on the world?*

*Have you got an important message to share?*

Planning a successful campaign entails more than just assembling its moving pieces. Campaigns require a clear vision and a shared understanding of the issue you are tackling. What kind of change are you trying to enact and how will a campaign help you make that change? Campaigns also involve gathering and analysing data, monitoring opposition and trends, creating and managing content, testing ideas and assumptions, and evaluating performance. The Media Campaigns for Social Change & Advocacy training aims to empower professionals in making a meaningful impact on their communities and society as a whole.

**MCSA**

Capacity Strengthening

RNW Media

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1.MEDIA CAMPAIGNS CANVAS

*The Campaign Canvas is a tool to help you understand the key elements of your campaign in a straightforward and structured way. Using this canvas will lead to insights about your audiences, how to persuade them, what content you’ll create, how you’ll collect the required information and how to monitor and report your success.*

*The Campaign Canvas provides a shared language for describing, visualizing, assessing, and changing the way you run a campaign. It describes the rationale of how you create, deliver, and capture your work.*

|  |  |  |
| --- | --- | --- |
| 1. Campaign vision & scope  What is the core problem your campaign is trying to solve?  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?  Who will manage engagement?  What resources do you need for this? |
| 7. SMART Goals  What are your SMART goals?  1.  2.  3.  4. | 8. Mobilization  What mobilization tactics will you use? | 9. Key Partners  Who are your key partners?  How can they contribute to your campaign? |
| 10. Campaign Branding  How will people recognize your campaign?  Name:  Slogan:  Hashtags:  Design notes: | 11. Monitor & Evaluation  How will you measure your campaign? | 12. Reporting Outcomes  What does success look like in this campaign?  How do you need to showcase your results? |

Media Campaigns Canvas

*Please fill use the following template to fill a more extensive & comprehensive version of your Media campaigns canvas:*

1. Campaign Vision and Scope

* What is the core problem your campaign is trying to solve?
* 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. Persuation & Story

* What are your audience’s current narratives?
* Who are their influencers?
* What is your persuasive aim?

5. Content Creation

* Key message: (who, what, why)
* Media Type (video, image, audio, etc)
* Format
* What platforms will you use for your campaign?
* How will your audience engage with your content?

6. Content Management

* Who will create the content?
* Who will manage the content?
* What resources will you need for this?

7. SMART Goals

1. Goal
2. Goal
3. Goal
4. Goal

8. Mobilization

* What mobilization tactics will you use?

9. Key partners

* Who are your key partners?
* How will they contribute to the campaign?

10. Campaign Branding

* How will people recognise your campaign?
* Name:
* Slogan:
* Hashtags:
* Design notes:

11. Monitor & Evaluation

* How will you measure your campaign?

12. Reporting outcomes

* What does success look like in this campaign?
* How do you need to showcase your results?

2. TARGET AUDIENCE MAPPING

Who are you talking to? It may seem like a simple question, but it is one of the questions many communicators struggle to answer. Campaigners and NGOs will often say “everyone” or spin out a very broad target audience statement.

As the media becomes more segmented, knowing exactly whom you are speaking to is essential. In the digital world there is an emphasis on putting the audience first, not the media. With the rise of social media, it has become essential to reach your ideal target audience. This is called a micro target audience: a hyper segmented audience you can truly make an impact on to create behavioural change. This technique can help you identify:

* An attitude, behaviour, skill, or knowledge gap in your audience
* Influencers for your audience
* Their beliefs about current behaviour, attitude, or knowledge
* Emotional motivators

**FILL THE TEMPLATE**

Chart, diagram

Description automatically generated

**Target question**:

**Influencers**:

**Agreed Realities**:

**Emotional Payoff**:

3. CONTENT MANAGEMENT TEMPLATE

Effective management of social media content requires a well-organized and collaborative approach to ensure a seamless and hassle-free process. By this stage of your campaign, your content should be prepared for sharing. To streamline the management planning process, we recommend using the following tables to gather all your materials and provide an overview of your content management plan.

To utilize this table to its fullest potential, it's essential to complete all the sections and include links to the files or images you intend to post. Consistency is key when it comes to social media posts, so it's crucial to maintain a consistent style, tone of voice, and structure to ensure your posts are powerful and engaging.

Social Media Platform:

Responsible for adding content:

Responsible for posting content:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Post** | **Content to post** | **Title & description of post** | **Hashtags** | **Tags** | **Date & Time of post** | **Status** |
| 1 | Link | Title:  Description: | #  #  #  # | Mention: | Weekday + time | (In progress – posted) |
| 2 | Link | Title:  Description: | #  #  #  # | Mention: | Weekday + time | (In progress – posted) |
| 3 | Link | Title:  Description: | #  #  #  # | Mention: | Weekday + time | (In progress – posted) |
| 4 | Link | Title:    Description: | #  #  #  # | Mention: | Weekday + time | (In progress – posted) |

You should have a template for each social media platform your campaign will run in. Feel free to duplicate the tables and add as many rows as you need on each table.

4. MONITOR & EVALUATION

Monitoring and evaluating the impact of your campaign is crucial to its success. This process helps you to gather valuable feedback about your campaign strategy and documents its impact for reporting purposes.

Ideally a framework of M&E can provide a lot of insights into your campaign strategy and your audience’s behaviour. It is also often used to report back to donors on the impact of the work you are doing. In this sense the most important part of building a successful M&E framework is to know the reason why you are doing it in the first place. Similarly, the data that you choose to collect (quantitative or qualitative) can serve these purposes. For example:

Purpose/Types of M&E frameworks

* **External**: reporting impact to donor. Usually with predefined key indicators. Usually this is mandatory for social change funded campaigns
* **Ext/Int**: sensing the changes (hard/soft) that the campaign had to its target audiences.
* **Internal**: feedback for the strategy of the campaign

Another thing that is super important to consider is timeline of the data collection and analysis. In order for an M&E framework to work it is necessary that you are quite specific about the timeframe when you collect and analyse data. In the context of monitoring and evaluating a social media campaign, the main timeline points for data collection are the baseline, midline, and endline. Here's an explanation of each:

**Baseline**:

The baseline data collection occurs at the beginning of the campaign before any interventions or activities take place. It involves gathering information about the current situation, audience demographics, social media metrics, and any other relevant data that will serve as a benchmark for comparison throughout the campaign. Baseline data provides a starting point against which the progress and impact of the campaign can be measured.

**Midline**:

The midline data collection takes place at a specific point during the campaign, typically in the middle or at a predetermined interval. It allows for the assessment of progress and provides insights into the campaign's effectiveness and reach. Midline data helps evaluate whether the campaign is on track to meet its objectives and allows for any necessary adjustments or modifications to improve its performance.

**Endline**:

The endline data collection occurs at the conclusion of the campaign or a significant phase of the campaign. It involves gathering data to assess the overall impact, outcomes, and changes resulting from the campaign. Endline data helps determine the success of the campaign in achieving its goals and objectives, measuring the extent of behaviour change or attitude shift among the target audience, and understanding the long-term effects of the campaign.

To build a rich and useful monitoring and evaluation (M&E) system, it's important to consider the following. You can use this template to build and extensive and comprehensive plan for M&E.

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| **Campaign Overview**  Briefly describe the media campaign for social change, including the objectives and target audience. | **Implementing organization:**  **Campaign name:**  **Description:**  **Target Audience:**  **Date of campaign:**  **Platforms where the campaign will be implemented:** |
| **Evaluation Objectives**  Define the key evaluation objectives for the media campaign. This may include assessing the impact of the campaign on attitudes, behaviors, and/or social norms. | **General Objectives:**  **Specific Objectives:** |
| **Evaluation Methodology**  Identify the evaluation methodology that will be used to assess the impact of the media campaign. This may include surveys, focus groups, interviews, and/or social media analysis. |  |
| **Data Analysis**  Explain the process for analyzing the data collected, including the tools and software that will be used. This may include statistical analysis, content analysis, and/or sentiment analysis. |  |
| **Evaluation Report**  Outline the structure and contents of the final evaluation report. This may include an executive summary, key findings, methodology, data analysis, and conclusions. |  |
| **Communication & Dissemination**  Discuss how the results of the evaluation will be communicated to stakeholders, including the media, target audience, and project partners. This may include press releases, social media posts, and/or presentations. |  |
| **Budget & Timeline**  Provide a detailed breakdown of the budget and timeline for the evaluation, including any necessary resources and personnel. A time estimate for when the evaluation should be implemented and the people responsible for making it happen |  |
| **Ethical Considerations**  Outline any ethical considerations related to the evaluation, including data protection and privacy, informed consent, and confidentiality. |  |
| **Risks & Mitigation**  Identify any potential risks associated with the evaluation and propose mitigation strategies to minimize or eliminate them. | **Risks**  **Mitigation strategies** |

By following these steps, you can build a comprehensive M&E system that will provide you with the insights you need to make informed decisions about your campaign and its impact. This table is an example of how you could organize objectives to indicators and data collection practices.

M&E template

We have created a template in excel that will help you organise your data. Feel free to customize it to your best purposes!

|  |  |  |  |
| --- | --- | --- | --- |
| **Evaluation objective** | **Indicator** | **Data source**  **Data collection method** | **Timeline** |
| **Evaluate the scope of the campaign:**   * How many people were reached throughout the campaign? * How did people engage with the campaign content? | **Facebook**   * Post reach * Post reactions (Likes included) * Post comments * Post shares   **Instagram**   * Post reach * Post likes * Post comments   **TikTok**   * Post reached audience * Video Likes * Video comments * Video shares   **YouTube**   * Unique viewers per video * Video likes * Comments added to video * Video shares   **Website**   * Website Users * Website comments (if available) | Social media analytics  Web analytics | Midline- During the campaign |
| **Evaluate the effectiveness of the campaign:**   * Do people like the campaign? * Which content was most effective and why? * Which content was the least effective and why? * Is there an increase/decrease in community size after campaign? | Average score of the campaign content evaluation on 5-point scale. | **Online survey with platform audience**  **Survey question:**  On the 5-point scale, how would you evaluate the content of the campaign. 1=poor  5=excellent | After campaign |
| % of users report that campaign content was adequate to their needs and interests (agree + strongly agree). | **Online survey with platform audience**  **Survey question:**  Campaign content was adequate to my needs and interests:  1 – strongly disagree  2 – disagree  3 – Neutral  4 – agree  5 – strongly agree | After campaign |
| * Post with the highest reach and engagement per platform * Post with lowest reach and engagement per platform | Social media analytics  Web analytics | After campaign |
| * # of fans, followers, subscribers before the campaign * # of fans, followers, subscribers after the campaign * % of change in the community size after the campaign per platform * Daily followers increase rate (year ago vs during campaign) per platform * Daily user increase rate on website (year ago vs during campaign) | Social media analytics  Web analytics | Before campaign    After campaign |
| **Evaluate the impact of the campaign:**    *Did we achieve our objective of (objective of the campaign)?* | * % of users who report that they have increased knowledge on… * % of users who report that they have changed opinions regarding… | Online survey with platform audience  Pre-campaign survey link:  Respondents to agree/disagree with the statement before and after the campaign and then compare the difference. | Before campaign    After campaign |