Working with the Media for Social Change – CANVAS

# Day 1 – Media Engagement Goals

1. Define a Media Engagement Goal
2. Identify the Key Performance Indicators (KPIs) you will use to evaluate your Media Engagement Goal
3. Identify the main resources required to carry out this proposal: financial, human/skill-based resources, technology, etc.

# Day 2 – Media Landscape Analysis

1. Identify any laws, practices, and social norms relevant to your work. For example: censorship, journalistic regulation, online harassment policies, etc.
2. Identify the media actors you can potentially work with (maximum 10). Then select the Media organization that best suits your Media Engagement Goal
3. In relation to data, do you need to outsource work to analyze your data? Who can help you with that?

# Day 3 – Strategic Media Alliances

1. For the Strategic Media Alliance 1 which focuses on dissemination of content and reach of audiences, please define clearly: What is the purpose of the outreach? Who is your target audience? What is the message? What is the timeline for this purpose?
2. For the Strategic Media Alliance 2 which focuses on content co-creation, please define clearly: What is the core of the message? Who is your target audience? What type of media are you using? Which platforms are you planning to post on?
3. For the Strategic Media Alliance 3 which focuses on partnerships and mutual learnings, please answer: What will you do together? What is the timeline for this collaboration? What are the expected outcomes?

|  |  |  |
| --- | --- | --- |
| Media Engagement Goals | | |
| Define a Media Engagement Goal. | Identify the Key Performance Indicators (KPIs) you will use to evaluate your MEG. | Identify the main resources required to carry out this proposal (financial, human/ skill-based resources, tech). |
| Media Landscape Analysis | | |
| Identify any laws, practices and social norms relevant to your work (censorship, journalistic regulation, online harassment policies, etc.) | Identify the media actors you can potentially work with. (Up to 10)  Select one media organisation to work with based on your MEG. | Do you need to outsource work to analyse your data?  Potential collaborators |
| Strategic Media Alliances | | |
| 1. **Dissemination & reach**  * Purpose of the outreach: * Target audience: * Message: * Timeline: | **B) Co-creation of content**   * Core message: * Target audience: * Type of media: * Channels/platforms: | **C) Partnering up**   * What will you do together? * What is the timeline of the project? * What are the expected outcomes? |