

**#WORDSARESTONES**

LET'S CREATE A

**#HATERSFREE**

**WORLD!**

STOP #HATESPEECH ONLINE



*Smile*

*Free*

*Believe*

*Like*

## HOW TO DO A CAMPAIGN?



Co-funded by the Rights,  
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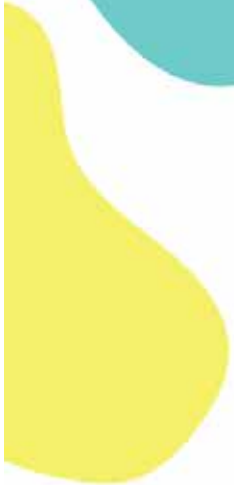
# PROGRAMME

0. What is a campaign?
1. Defining message and main contents
2. Identifying the style: from institutional to peripheral
3. Main actors and target groups
4. On and offline channels of communication
5. Strategy and calendars
6. Impact and evaluation



## EXPECTED LEARNING OUTCOMES

- To develop the skills to design and implement a successful campaign.
- To distinguish the different available tools, understanding how to incorporate them effectively in a campaign.





# 0. WHAT IS A CAMPAIGN?

## DEFINITION

Collins dictionary: “a series of coordinated activities, such as public speaking and demonstrating, designed to achieve a social, political, or commercial goal”.



# 1. DEFINING THE MESSAGE AND MAIN CONTENTS

Promises

**Vision**

- What do you want to accomplish?

**Mission**

- What's your purpose?

**Values**

- What principles define you?



# 1. DEFINING THE MESSAGE AND MAIN CONTENTS

Previsions

**Strategy**

- What, when and where?

**General objectives**

- What milestones will you reach?

**Specific objectives**

- Can you quantify your goals? When will you accomplish them?



# 1. DEFINING THE MESSAGE AND MAIN CONTENTS

## Hashtags:

- Hashtags allow you to organize projects and subjects. They also make your content easily accessible and shareable, creating networks and raising awareness. Try keeping them unique and memorable.

## Keywords:

- Related hashtags explain your project by themselves. You can also check how often those hashtags are used to select the ones with the biggest reach. What subjects does your project cover?



# 1. DEFINING THE MESSAGE AND MAIN CONTENTS

*#wordsmatter*

*#takeaction*

What can your target group do for you? Raising awareness!

The message tends to be more effective when people you know share it. Help them to help you.

*#enoughisenough*

*#wordshavepower*

“Tweet others the way you want to be tweeted.” *#youarewhatyoutweet*  
– Germany Kent





## 2. IDENTIFYING THE STYLE: FROM INSTITUTIONAL TO PERIPHERAL


**Different approaches reach different audiences.**

- How would you position your campaign?
- What's the most effective strategy to reach your target?
- How can you convey your message?
- What's the personality of your campaign?

Words are Stones



## 2. IDENTIFYING THE STYLE: FROM INSTITUTIONAL TO PRERIPHERAL



Classical	Original
Humor	Rigor
Brain	Emotions
Immediate action	Reflection
Radical	Mainstream
Conservative	Activist
Online	Offline
Black and white	Colorful





### 3. MAIN ACTORS AND TARGET GROUP

**The same core message said in a different way reaches different people!**

Each target group may share:

- Routines
- Habits
- Behaviour pattern
- Interests
- Expectations



## 3. MAIN ACTORS AND TARGET GROUP

### Who is your target group?

- How do you reach them?
- What language should you use?
- What barriers do you find?

**Consider adapting your content to different formats (texts, charts, videos, infographics) according to the platforms you are using!**



## 4. ON AND OFFLINE CHANNELS OF COMMUNICATION

### ONLINE

- Website
- Newsletter
- Digital tools to be downloaded
- Videos
- Photos
- Gif
- App
- Social media
  - Facebook
  - Twitter
  - Instagram
  - Youtube
  - Snapchat

### OFFLINE

- Press
- Events
- Performances
- Printed materials
  - Poster
  - Brochure
  - Guide
  - Postcards
- Merchandising
  - T-shirts
  - Badges
  - Magnets
  - USB



## 5. STRATEGY AND CALENDARS

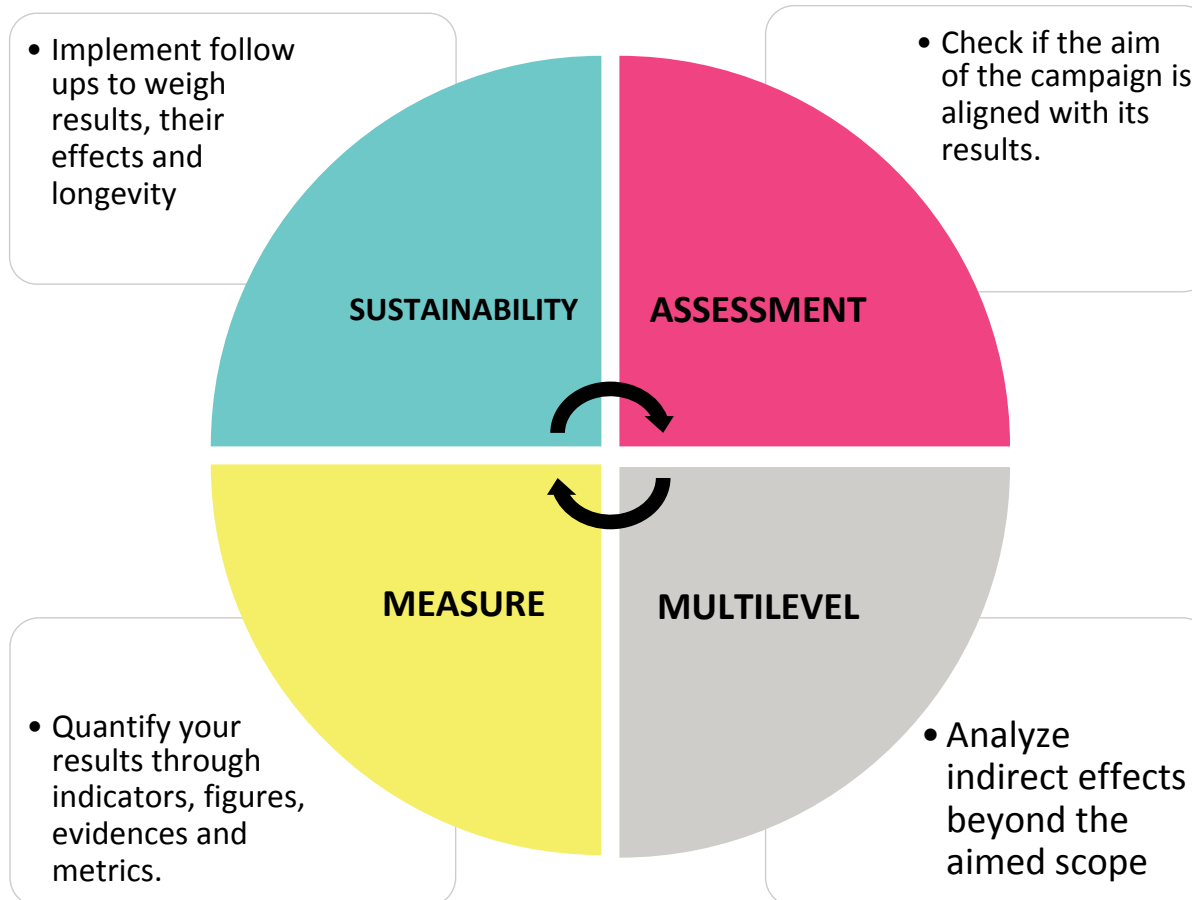
Create a plan that includes short term and long term activities, keeping in mind the objectives of the campaign.

Adjust the calendar to your needs and goals, making it as specific as necessary.

Try finding answers and guidelines to all your questions:

- When does the online campaign start?
- When to organise local events and activities?

## 6. IMPACT AND EVALUATION





## 6. IMPACT AND EVALUATION

Use tools to assess your social media impact: google analytics, facebook audience insights, twitter analytics, tweetreach, tagboard

You can also keep it simple and create your own strategies according to your needs. How? Like this:

No.	Date	Channel	Description	Reach
1	11 <sup>th</sup> November 2018	Facebook	Post introducing the campaign	100
2	23 <sup>rd</sup> November 2018	Youtube	Video explaining the goals	300
3	14 <sup>th</sup> December 2018	Flyers	Promoting future activities	150
4	21 <sup>st</sup> December 2018	Press	Article in local newspaper	700



Free

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The #wordsarestones project  
<https://www.wordsarestones.eu/>

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