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For Heinrich Böll Stiftung
(BiH, Albania, Macedonia)



Music: www.bensound.com

#basics

Preconditions for a Social Media Campaign

- Knowledge of how to manage and use at least one social media platform
- A profile/page for your organisation or group on social media with a follower base



#strategy

Step 1: Make a plan

A social media campaign plan need not be elaborate, however, it helps greatly in the process. We can have what seems like a successful campaign without one, but how would we know if we have reached our desired outcome without first defining success?



A plan should include the following elements:

- 1) Choose the length of time for one particular campaign, i.e: 6 months, 1 year
- 2) Define realistic and measurable objectives: i.e : getting 200 people to sign a petition
- 3) Allocate resources: i.e learning, time, dedicated staff and or/ a team

#suitability

Step 2: Choose the right platform

Mapping social media across BiH for example, tells us that for over 98% of Bosnian social media users, Facebook is their main social platform.

However, your choice of platform need not to follow the mainstream, as your niche audience might be concentrated in the 1%. Think of who you are going to target through your campaign, and where would these people spend their social media time on?



#selection

Step 3: Focus on niche audiences

Developing a social media presence and following is focused on the general public. Activism, civic participation is not just for NGO workers, but has to be spread throughout society, inspiring change in others.

A campaign however should have a more specific audience, which you can more easily target and keep track of. Niche audiences can include a particular local community, a group of activists focused on 1 cause, a certain ministry or state department, a certain age of people (i.e 14-19), new voters (age 18), etc.



#creativity

Step 4: Send out a strong message

A strong headline or message that grabs people's attention will ensure you draw people in your campaign. There is a high amount of information on social media, and you are competing for attention and consideration: be creative!

Note: do not confuse 'strong message' with jargon and technical terms. Make sure you craft a simple, understandable message.

Make sure your posts are diverse and continue generating new content. This keeps people interested, and coming back.

Be mindful of time frequency. Allow time for a post to reach people before posting new ones. Posting several messages at once will damage your reach. i.e for 300-1000 followers, you can post 2-3 times a week.



#promotion

Step 5: Reach out to ‘influencers’

Influencers are not just leaders in your field, but strategic people who have access to large audiences.

Getting influencers involved or simply ready to share your campaign can be done through recommendations, or by reaching out to them.

Think of who has access to the people you need to reach? Perhaps you want to reach students. Is there a student representative that could help you? Maybe you want to reach young people. Is there a youth group/centre that you could talk to?

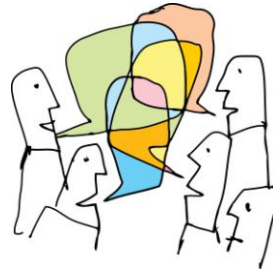


#discussion

Step 6: Engage with your audience

During a campaign, make sure you have resources for engagement. It is important that the people you reach out to feel they are listened to, and involved in the discussion and action plan.

Note that people will most likely not engage with social media posts automatically. It is down to the way you craft your content to draw people into joining the conversation.



#accountability

Step 8: Actively disseminate progress to inspire action

By showing small steps that we take in implementing a project we can draw people into the process. Perhaps people do not want to 'waste' time with a particular project in the very beginning as they cannot see its potential. By showing the progress, it helps demonstrate that it can be done.

Progress can also help shape a vision of what the project can be, whereas in the beginning people may not have been able to see how they could benefit or contribute from joining in.

Showing progress also sends out the impression that action is being taken. There will be more people involved when they can see what is happening, rather than sending an announcement at the beginning of the project and a report at the end.

**WORK IN
PROGRESS**

#visibility

Step 9: Craft a campaign logo

In order to make a campaign stand out and become visible, it is important that you build a brand.

Just as it is important to create a campaign headline, your campaign logo will help others associate a particular issue with your organisation. You can use the logo of your organisation, or design a new, similar one, solely for the campaign.

Hashtags are used all across social media. The hashtag is another specific tool that will make the campaign more easily recognisable.



#mobilisation

Step 10: Use calls to action to develop offline activities



Social media sharing serves as a good way to get your content and activities known by a wider audience, increasing your visibility and awareness for your cause.

Social media activity however will not necessarily translate into participation in the organisation's 'offline activities'. It is important that your social media posts occasionally call followers to take an action: sign a petition, help organise an event, take part in an activity, or becoming a regular volunteer in the campaign/organisation.

#coverage

Working with the Media

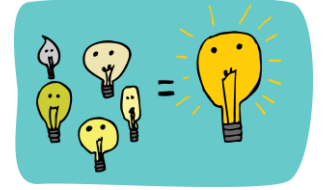


A Press Release is a small document which usually stands in between no media attention and a published article about your work.

Press releases are used by NGO professionals to reach out to the media and to provide everything a journalist needs to know to write and publish information about a project, research, campaign, or event.

A standard press release should contain the what, when, who, how, and why of your project. In this way, you have control over what gets published (with the intention and context of your work)

#preparation Press Releases



If this is not something your NGO practices, then you should bear the following aspects in mind to proceed in reaching out to the media:

- Map the media scene in your local community and at the national level. What media sources will you aim to reach? Try to find contacts of journalists and keep a database with contacts for future use.
- Try to craft your document with all the information one would require to write an article. This makes it more likely that when there is an urgent need for articles to be published, your information will take less time to publish than investigating a new story.

#networking

Getting media attention via social platforms

- Twitter is a great place to reach out to individual journalists. Try to include a link to an event or campaign in the mention. If you have an active twitter campaign, you can include your hashtag.
- Facebook is more tricky- private profiles of journalists are normally used for personal rather than professional reasons, and unless you have connected with them or talked about it in advance, respect their privacy. You could however send a message to the page of the media organisation.
- Do some research on what the journalists you contact are interested in- will they find your topic relevant? Do they report on general news?
- Try not to send the same tweets to everyone on twitter- remember they are public.



#contact

Have any questions?



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