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Introduction

This manual is an outcome of a long term project carried out by Youth for Exchange and Understanding called “Open Campus”. The manual is developed in order to help young activists and youth workers to understand better how to use new media and social networks for the purposes of advocacy.

It was created during different training courses that were held as a part of the Open Campus project (in Zadar, Croatia, Warsaw, Poland, and Strasbourg, France). The manual is divided into several chapters: What is advocacy; Social media, Planning of campaign, Producing content, Networking, Offline activities, Results and evaluation of the campaign. We have prepared also several annexes for you: Internet Governance, Storytelling, Liquid Democracy, Clicktivism.

The main aims of the whole Open Campus project included raising awareness on social inclusion among young people and develop their competences of those willing to work on social inclusion & marginalization, increasing the participation of young people for advocacy on social rights for equal opportunities and inclusion, to providing knowledge and skills for young people on advocacy and policy making as well as increasing the involvement of non-organized youth and youth with different backgrounds by using new media and social networking.

We hope the manual will be a source of useful information in your everyday work and will help you understand better how to advocate for issues that concern young people as well as how you can use new media and social networks for advocacy purposes.

Advocacy -What is advocacy?

The youth work field has undergone many changes in the past few decades, and advocacy plays a pivotal role in re-conceptualizing this field by promoting better and more coordinated services to youth in need. Many organizations bring about new concepts of youth, advocacy and lobbying, by ultimately changing the way policies address the youth's needs. In this chapter, first we will describe the meaning of advocacy, as it is a highly fragmented field that has historically focused on youth problems and targets for intervention. Next, we will explain and describe the advocacy steps. Later we will try to explain the differences between policy and position paper on advocacy.

Information and tools presented in this chapter, will make you learn more about what is happening in the field of youth work and advocacy, why and how you can make a change, for the better. Advocacy has been described as 'speaking truth to power', because it is focused on challenging people in power to change their beliefs and actions by communicating the real life experience of those who are demanding the change. Thus, through advocacy people, most prominently marginalized ones are able to make their voice heard on issues of their concern. Advocacy is a process of supporting and encourages people to:

- Express their opinions and points of views
- Defend and promote their rights and responsibilities as citizens
- Have the accessibility of the information and services
- Give the opportunity to make choices in society

Hence, its main aim is to support the disadvantaged people, by not simply empowering them, but by making them aware of the potential they have to fight for their rights and change their lives. Furthermore, through advocacy, people can communicate their worries and concerns in their small communities and societies. The two main activities through which, advocacy work is mostly being promoted are: Lobbying and Campaigning.

Lobbying is a somewhat broad activity – there are many ways to lobby, there are a lot of people to be lobbied, and in the end there is no set way to go about the process. It is usually described as: "the art of the possible" . It clearly means convincing a person or organization (usually, but not solely, the government) to take specific action. "This can mean doing something or refraining from doing something." As one of many tools it can be used within the even broader area of activ-

ism. Lobbying is a rather 'silent' art – you should be rather careful as it comes to sharing information about what and with whom you are lobbying. Exposing the subject of your lobbying talks can be projected as a weakness of the person or current policies being lobbied.

Campaigning is defined as working in an organized and active way towards a goal. A coalition of young people can take advantage of the opportunity to submit their ideas and comments to decision-makers, youth organizations and other relevant institutions. Various strategies could be leveraged in support of interventions that target young people. Most commonly campaigns are run by young people that aim to bring positive change into the society. In short, both lobbying and campaigning are the main tools with which advocacy is reached. New media and social networking can accelerate the process of reaching young people all over the world, especially when targeting issues that take over dimensions that are generally extended over more than a single country. By providing materials and further tools in organizing, lobbying and campaigns, all the work of youth organizations is visibly improved. Although, "how lasting the impact of social media will have, is yet to be determined, but one thing for sure, it has turned the chain of influence upside down". We can understand and use the dynamics of this new world constructively by organizing youth campaigns and lobbying activities that have an impact and become a growing force in our lives. You are welcome to use the tools available to your own advantage and in any way you see fit.

Why is it important to do advocacy?

First and foremost it is important to advocate as it builds the capacity, effectiveness and impact of an organization. It enables non-profits to achieve their missions with systematic, lasting reforms. It enables organizations to achieve the greatest good for the greatest number of young people and communities that they serve. On an individual level, advocacy means getting involved in your local community – for example by joining an organization. Once you get involved you can start advocating at all levels – starting locally and moving to a national or European level.

In reality, most of us engage in advocacy on a regular basis during the course of our lives. People advocate by making suggestions, recommendations and/or demands. They do it by calling radio talkback shows, arranging interviews, sending press releases, writing letters to the editor, journal articles, books and letters to members of Parliament. People can advocate either by taking personal action as

individuals or collectively, with others like-minded. People might seek change by selective purchasing or use of services, by protesting, or by marching in the streets.

Your activity can be as small as a campaign to clean up the street you live on or as big as educating young people about democratic values, skills and participation. Even the smallest campaigns somehow make each individual more responsible, and actively contribute to the growth of a healthy civil society.

Some important steps to follow if you are thinking to advocate for an issue

1) **Define clearly the issue that you want to advocate for**

There are multiple reasons for using advocacy. Example: Youth Organizations can use advocacy for addressing issues that concern the target group with which they are working by taking actions and influencing decision makers.

2) **Specify the target group**

When you already know what you want to advocate for, you have to specify the target group that you want to reach with your advocacy campaign. The target group may include people that share a certain degree of authority and power that can accelerate the process of accomplishing aims. Make sure your message is reaching those people and influencing them at the right time.

3) **Prepare the advocacy message – it needs a lot of effort**

Start by defining the current situation, problems and issues that are equally compelling to actors and stakeholders in society. Make sure that you have developed strong arguments for what you would like to achieve.

It is very important to know what you need to achieve in order to give a clear message. You may find it quite helpful to find case studies, make synergies with initiatives of other organizations (if any) and learn from previous experiences.

4) **Find the right methods and tools for advocating**

This is clearly one of the most important steps, since the right methods and tools used to deliver the message will give you better results. Ask for help when you feel that you need it. The group work spirit is very important. A key to success while advocating is having widespread support and others participating in your efforts.

What is a policy paper? How to write it?

A policy paper is a short document which presents some ideas and recommendations on a specific issue. It is usually used as a basis for influencing the decision makers in order to bring social changes.

Each policy paper should encompass several points and chapters:

Title:

The title is very important – those are the first words that a stakeholder will be reading and based on that may decide whether to read it further. The title gives an idea on what is the message on the policy paper. When deciding on the title you should be very careful and think it through – it should convey the message you want to spread.

Table of Contents:

The table of contents provides the reader with a fast overview of the issues treated in the policy paper.

Executive Summary:

The executive summary is supposed to give the reader a short overview of the paper. It briefly describes the overall paper content by providing a summary of the main parts and findings. Hence, it enables skimming throughout the text, and focusing on the most attention-capture sections, such as the outcomes of the study findings.

Introduction:

The introduction provides basic knowledge on which issues are addressed in the policy paper. The introduction shows that a problem exists, and that is worthy to read it, because it will offer recommendations for possible solutions to the problem.

Problem Description:

The problem description identifies, defines and elaborates the nature of the problem that is discussed. This can include: the background of the problem (the history of the problem, its causes, who is affected) and the current status of problem (the current policy and its successes and failures)

Policy Options:

Evaluation and comparison with the possible policy alternative. The focus is to evaluate, how each option helps to solve the specific problem tackled in the policy paper.

- Conclusions and Recommendations:

This part of the policy paper summarizes the main findings. The reader is provided with a set of policy recommendations, practical steps that need to be taken in order to implement the proposed policy option.

- Appendices/Annex:

Appendices may present the data and methodology collected and used. They can be useful to present additional information which support the main argument treated in the policy paper

- Bibliography:

Bibliography is a list of books, scholarly articles, and other resources that were used while researching a topic and writing a policy paper. The bibliography is always written in the end of the paper. Bibliography includes: the author, title of the resource, publication information and date. The bibliography usually should follow an alphabetic order, starting from the author's last name.

What is a position paper?

A position paper presents opposite opinions, it is an argument about an issue. The goal of a position paper is to convince the audience that your opinion is valid and worth listening. In a position paper you will choose a side and build up a case to defend your position, by using facts, opinion, statistics and other form of evidence, to ensure the validity of your claims, to convince the reader that your position is the best one.

How can social media be used to support advocacy?

The general perception is that social media reaches mainly young people however it is recently observed that actually people of all ages around the world are rapidly increasing the use of social media. Thus, social media can become a powerful tool for showing the issues that matter to people. It is a way to make the story heard, make it newsworthy and interesting to the consumers, which in this case is the general public .

Many people can advocate on their own behalf however many of them are having difficulties in speaking and representing themselves. Social media have emerged as the new centres of influence. These powerful tools can be used in many ways, although it would be the most beneficial if they could be made for making the world a better place. Advocacy, moreover, has the role of the supporter, helping to access information and services needed. Social Media Advocacy is a way to influence the decision- making process by the usage of: newspapers, radio, television, journals and social networks such as Facebook, Twitter, blogs, Instagram and many more. The basic idea standing behind social networking is that it builds social relations between people who have similar interests, using a variety of networks that are mostly web-based – the network members can interact over the internet. Social media and or/web enable people all over the world to exchange ideas, viewpoints, experiences, debates on direct issues of their concern, and furthermore, they leave an open floor for encouraging other people to become active. Extensive tools as video and photo sharing became a mean of transmitting not solely personal information or opinions, but also ideas about what's going on around the world. Social media are also very powerful as it comes to spreading the message widely. By informing, sharing and getting connected with each other, the new media largely contribute to bringing the social change.

Not only individuals make a good use of social media. Numerous organizations, and other relevant institutions that are active in youth work, use social media for reaching their targeted audiences. Some of the most useful and mostly used tools for advocacy purposes include Facebook and Twitter, as well as newer tools such as Pinterest, Tumblr and Instagram, which have gained more popularity during the last years. Many have pinpointed that social media is a conversation, not a monologue. By sharing ideas, videos, links etc. in social media we can communicate with different people all over the world influencing and motivating them to take action. A more common usage of internet, smartphones and different gadgets increases the interactivity and connection among people. Social Media equips people with the necessary tools to become more active citizens towards their community and the global world.

Most recently in the literature of new media, the Digital Advocacy concept has been pertinently used, which usually refers to digital technology, for contacting, informing and mobilizing purposes. People use digital technology and express their creativity through it, becoming more active, connecting with other people.

The emergence of social media channels is a powerful trend and lets peoples' and groups' voices be heard – people and groups that have a capacity and will to change societies and challenge institutions. This sphere has rapidly matured to become a valuable information channel, one which now commands the respect and attention of mainstream media. As each new voice is added, including youth organizations, the community gets stronger.

Social Media

The role of the internet in our daily life became more significant since Web 1.0 gave its place to the Web 2.0. While the users were just viewers with Web 1.0, they became more involved and arbiter with Web 2.0 by considering its interactive and independent atmosphere.

Web 1.0: (Considered as Readable)

In web 1.0 the interaction between web sites and web users is limited since users passively receive information without interactivity: posting reviews, comments and feedbacks. Web 1.0 sites contain information that might be useful, but there is no reason for the visitor to return to the site. Visitors can only visit these sites, but cannot contribute or influence the sites. For those reasons it is considered as static. The main idea of Web 1.0 is to follow the information and it is considered as “readable”.

Web 2.0: (Considered as Writable)

Basically Web 2.0 refers to the static transition from HTML, to a more dynamic, open communication, more sharing of information and an organized web. Web 2.0 provides interactivity between web sites and web users. With Web 2.0, users are not just followers since they can create their own content as well. Moreover, Web 2.0 gives the opportunity to its users to communicate with each other more freely and in an interactive way by sharing their contents: posting comments, pictures, videos etc. Users can also give feedbacks to the websites. Examples of Web 2.0 include Facebook, YouTube, Twitter, Blogger etc.. World Wide Web 2.0 is considered as “writable”.

Web 3.0: (Considered as Executable)

The Web 3.0 is the upcoming web revolution; it refers to the future by considering

its semantic concept. The idea of Web 3.0 is to create an interaction between computers. This “machine to machine” system allows computers to interpret information like humans. They work intelligently by the process of generation and distribution of the content according to the demanded needs of users. It means internet search engines will troll the internet by using software agents and find what the user is exactly looking for. At that point, TiVo, (a digital video recorder, introduced in 1999), can be a good example of Web 3.0. Its recording program searches on the internet and reads all necessary information in order to give you options based on your preferences. So it is possible to ask open questions to your browser such as “Where should I go for lunch with friends?” Your browser will consult its records based on what you like and dislike, your and your friends’ current location and then come up with a list of suggestions. World Wide Web 3.0 is considered as “executable”.

Benefits of using internet/online platforms

The number of the people using the internet it is growing rapidly every time. The World Wide Web is one of the most used means of communication and entertainment. Online campaigns are becoming very popular method of spreading the message.

Online platforms help you in reaching anyone who is having access on the Internet. Through the internet your campaign is widely geographically spread, reaching those young people that otherwise would be difficult to reach. People can create, discuss, share their ideas with the others (from different places, countries, and continents) and these ideas can reach millions of people in a short span of time. It is always useful to do some brainstorming with the others!

Using of online platforms enables you to update information constantly and instantly, ex: through your campaign websites, blog or social networking sites like Facebook, Twitter, etc.

An online campaign is cost effective. While using online platform to do your campaign, you save money on printing, copying etc. Online campaign reaches a larger number of people with a less cost.

While doing the online campaign it is easy way to measure the campaign’s results, which helps to decide how to structure the following campaigns (what to do and what to avoid).

Internet is global. All kinds of news are available to be compared with the local/

national information from every conceivable viewpoint.

Disadvantages of using internet/Online Platforms

Reliability: Information in the internet is not always trustworthy. We should be aware of the reliability of the information. It means that we should check the information from several reliable websites to be sure of its accuracy.

Security: internet is full of malware and viruses that can be harmful to computer or dangerous regarding privacy issues and data protection. We need to be sure that our security settings are set and internet connection is trustful and safe.

Hate speech: the term hate speech is understood as covering all forms of expression which spread, incite, promote or justify racial hatred, xenophobia, anti-Semitism or other forms of hatred based on intolerance, including: intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin. It covers comments which are necessarily directed against a person or a particular group of persons.

Advantages of using online tools vs offline tools

There are major differences between online and offline tools. Online tools are related to the use of internet for communication of the campaign/business while offline tools are anything other than internet.

Offline Tools include: Newspaper/ Magazine ads, TV and Radio ads, Brochure, Flyers

Online Tools include: Website / blog, email marketing, social media

Which is more effective: online or offline campaign? There are many aspects that resolve effectiveness of online and offline campaigns, and the best way of promotion is to merge both online and offline elements.

In some cases, meeting and communication in real life might be more important than virtual ones. This depends on your target audience and their usage of the internet. If your target audience is not proper internet user, online platforms are not good tool to communicate with them. Be sure about your target audience's needs and preferences.

Organizing conferences/ meetings, spreading some flyers about the campaign can be a good idea to create face to face communication with the target audience. Talking with the people and potentially making promotion of the campaign is easy, since people can physically visit you. Moreover representatives of the organization can answer the questions of individuals in the venue. Based on this, offline tools usually comprise particular locality while online tools can comprise specific locality or the whole country.

Online tools are getting popular because of its cost effective features compared to traditional offline tools. It means that individuals and organizations can reach a lot of people at the same time without paying any fee, or having to be in the same place with them. For example using radio or television to promote your campaign or your idea requires often some fees/payments, however online communication tools are cheaper than traditional media.

Moreover, you can share your campaign/ information with the other groups to make them aware about your campaign in the short span of time. If you are willing to organize a conference to give some information about your campaign it is also easy to reach a lot of people online to inform them about your conference. This way you can merge offline and online communication tools at once which makes your campaign more effective.

New media provide the information that is more interactive and instantly reachable. The use of the official websites is not enough for the people to make information reachable; people need to have this information in social media platforms since they are more interactive and remarkable. From this point of view the websites should be supported by social media, and need to be up-to-date. Moreover they all should be always open to change.

To promote a campaign and make it a successful one, a solid media plan is required – no matter if the campaign is online, offline or a mixture of both. Somewhat, a larger audience doesn't mean reaching an intended audience. For that reason target audience should be more specified and structured. It is not really possible to compare the effectiveness of opt-in e-mail since the mailing lists are often bought from third-party agencies. It is a good idea to build a mailing list of your own – for sure this will be much more effective than the one bought on an open market. Traditional media are still good to reach greater audience however online media are more cost-efficient and produce less waste than hand-outs and printed materials.

Internet Safety/ Privacy

As the use of social networking sites is rapidly increasing, the misuse of freedom of speech as well as safety is decreasing. It is very important to learn how to stay safe online as well as how to deal with hate speech.

Below you can find some tips about protecting your privacy while online:

Always be careful with your personal information; avoid giving information about your phone number, personal address, credit card numbers, pictures etc. to anyone who you do not know personally.

- Avoid becoming "online" friends with people that you don't know, and don't open emails or attachments from people you don't know.
- The more information you show online, the higher is the risk of identity theft.
- Respect the privacy of other users on internet just as much as you want them to respect your own privacy.
- Before you subscribe to any pages, read privacy and safety regulations carefully. You should also be careful when you copy or download files from the internet (images, videos etc.). Use anti-virus programs – they will help to protect your computer.
- Be sure the website you use for instant messaging is reliable to avoid dangerous contents and viruses.
- Do use nicknames for chat rooms and forums. If you are not an adult (below 18) or if you have underage members in your family pay attention to put (child friendly) protection to the computer.
- Make sure that no one else has your passwords, for this try to change your password after some period of time.
- Do not make copies of any copyrighted material. A lot of copyrighted books and magazines are available on the internet. It is illegal if you copy these material without permission of its author, owner. Do not use copyrighted computer programs into your computer. It is the same as stealing. You can always use materials that have label "Creative Commons".
- Don't give your real identity to people that you don't know or you just met

online. If you are entering chat rooms, do not continue the conversation which makes you feel uncomfortable or you think the person is unreliable.

- Do not fill out the surveys, applications, questionnaires which require you to give your personal information such as address, telephones, identity on unsecured websites. Thus, always make sure if the website is trustable or not.
- Choose convenient filtering systems by consulting experts. In other words do not change the settings of your computer protection program without being sure that what you are doing is going to bring more good than harm.
- Do not open or download files from unknown senders. They might include spam or viruses which can destroy your computer.
- Do avoid sharing your personal profile on the web transparently. Wicked ones may use your profile into their profit.

We all agree that today's web is different from yesterdays, much more complex and exposed to viruses and threats. The same technologies that foster web developments also enable attackers to work smarter and faster. As an example; an attacker can use different personal information, names and the identity you have shared online to reach your private information and hack your profile. You should be always aware that your personal information is safe. Automated tools advantage search engines to drive out sites defenceless to compromise. Other automated tools provide attackers to continually churn out repackaged malware designed to thwart signature- based antivirus. And in the darkness recesses of the internet, the attackers use blogs, forums and chat to exchange malware and performance frameworks. All these things are formed for profit – cheating you into laundering money, plundering your credit card details, seizure your bank accounts, and even identity fraud.

Examples:

In April 2011 a high-profile security breach at a technology company compromised the accounts of 77 million customers: names, email and postal addresses, dates of birth, passwords and login information, purchase history and credit card information. It took nearly a week before the company acknowledged the data breach

and informed the customers affected. The most profitable moment for criminals using stolen records is immediately after the theft, and before customers have been notified and had a chance to take preventative measures.

Right to be forgotten: An Austrian law student requested all the information that a social networking site kept about him on his profile. The social network sent him 1,224 pages of information. This included photos, messages and postings on his page dating back several years, some of which he thought he had deleted. He realised that the site was collecting much more information about him than he thought and that information he had deleted – and for which the networking site had no need – was still being stored.

European Commission suggested following changes regarding data protection:

- A 'right to be forgotten' will help you manage data protection risks online. When you no longer want your data to be processed and there are no legitimate grounds for retaining it, the data will be deleted. The rules are about empowering individuals, not about erasing past events or restricting the freedom of the press.
- Easier access to your own data - A right to transfer personal data normal from one service provider to another
- When your consent is required, you must be asked to give it explicitly
- More transparency about how your data is handled, with easy-to-understand information, especially for children
- Businesses and organisations will need to inform you about data breaches that could adversely affect you without undue delay
- They will also have to notify the relevant data protection authority.
- Improved administrative and judicial remedies in cases of violation of data protection rights
- Increased responsibility and accountability for those processing personal data – through data protection risk assessments, data protection officers, and the principles of 'privacy by design' and 'privacy by default'.

Hate speech:

According to Manual on hate speech (Anne Weber, Council of Europe, 2009), "unlike the right to freedom of thought (inner conviction or forum internum), the right to freedom of expression (external manifestation or forum externum) is not an

absolute right. The exercise of this freedom carries with it certain duties and responsibilities and is subjected to certain restrictions as set out in article 10(2) of the ECHR, in particular those that concern the protection of the rights of others.” Misinterpretation of the human right - freedom of expression, offline or online very often leads to open conflicts in offline world.

If you experience hate speech, report it to local police station. Don't allow yourself to be bullied!

How to run a successful Social Media Campaign by using social media tools

Social media are countless internet based tools and platforms that enable sharing and exchanging of information in the virtual space. Social media can be described as the future of communication, which offer enormous opportunities to people. Popular web based social media include: Facebook, Twitter, LinkedIn, Vine, Instagram and many more. While media is an instrument for communication like a newspaper, radio and television, social media differs from these traditional media forms as mainly refers to social concept of communication. At that point the main differences is that, social media provides a two-ways communication between its users, whereas traditional media (such as Radio, television and newspaper) provides one-way communication stream.

There are a lot of different social media tools that you can use during your campaign. Here you can find some tips on how to use social media for your campaign:

- Use social media sites to promote your campaign by sharing campaign messages, videos, photos and all the necessary information about the events you are organizing. The more you promote your campaign, the more people will know about it.
- Choose your communication channels well – the message of the campaign is the same, but it needs to be adjusted to different media channels. Learn the differences and adjust accordingly.
- Post updates about your activities, entertainments and ideas of your organization regularly. If you often share the information with your community, you can catch their attention easily. So this will make your campaign/ organization always remarkable. Let them put their comments/ ideas on your posts. Make your cam-

campaign more interactive by adding some applications to make them involved. This will make your organization/ campaign more interactive, in the long run, reliable. (Always two way communication!)

- Take into consideration audience needs and wants .If you are not sure about your target audience's needs, create surveys online to understand their perception about your organization.
- Build online relationships often. Extend your environment by following/ adding new fans, opponent organizations, suppliers. Connect them often and follow their project and campaigns.
- use hashtags. Create a hashtag for your campaign and use it continuously. People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their communication in Twitter and Facebook to categorize those tweets/posts and help them show more easily in search. Clicking on a hash tagged word in any message shows you all other tweets/posts marked with that keyword.

When using Facebook:

- As an organization, you should have a page not a profile. Profiles are for individuals.
- Update your Facebook page as often as you can, with the latest news and issues that you would like to share with your community.
- Keep Facebook posts rather short and conversational, and if possible include an image
- Encourage the dialogue and discussion through wall posts, status updates and news feeds.
- Post stories about issues that concern you
- Share photos, videos, links that could be interesting to your community
- Create Facebook events to advertise meetings, events, campaigns that you are organising, invite as many friends as possible

When using Twitter:

- Share short posts on Twitter, up to 140 characters
- Encourage followers to take specific actions related to your advocacy goals which should be clear and simple
- Tweet directly to local organizations that you would like to collaborate and be partner of your initiative
- Be active and creative while posting - this way you will draw attention of more people
- use hashtags!

Other social media:

YouTube: YouTube is a video-sharing website. If you are creating your own video content, you should create your own YouTube channel.

LinkedIn: LinkedIn is an online social network for business professionals. It's different than other social networking sites because it's designed specifically for professional networking -- finding a job, discovering sales leads, connecting with potential business partners -- rather than simply making friends or sharing media like photos, videos and music.

Vine: Is a short form of video sharing service. The service allows its users to share seven second video clips and share them with the others.

Flickr: is a photo and video posting website. The site allows its users to share and search photos. The service is widely used by photo researchers and bloggers.

Instagram: Instagram is an online mobile photo- video sharing social networking service which enables its users to take pictures, videos and to share them online with the others. Instagram is considered as vintage photography smartphone app.

Pinterest: Is all about collecting and sharing different things we find on the internet. It is a kind of digital bulletin board or a scrapbook. Pinterest helps you to orga-

nize and save easily whatever you discover online.

Tumblr: Is a microblogging platform and a social networking website. This service allows users to post different thing in a form of a short blog. There are no length limitations on Tumblr posts, but the culture of this site it is based on short updates and many users stick to this format.

If your organization has a website, firstly share your ideas/ content through the website. And give the link to connect social media websites by giving the same messages, ideas. Don't give different messages in each social media platforms.

Planning of a Campaign

What is a campaign?

A campaign is usually launched to achieve a specific goal, which can vary from raising awareness about a company, product, service, political party, social issue or cause . In order to achieve the goal of a campaign, good planning is essential and should be done in an organized way. The message should be clearly designed and given. Campaigns bring together different youth that have a common interest in issues that concern them. Campaigns usually need a large number of people to make things happen. Collaboration between young people and NGOs is really important in order to effectively involve the youth. A campaign can be used only for one event, or it can be continuous as for example a Blood donation campaign, which serves to raise awareness of the need for safe blood and blood products.

Campaign, is one of the ways to advocate. Advocacy and campaign are tightly connected to each other. There are different ways in which a person or organization can advocate, one of them being a campaign. Advocacy and campaigning are about taking actions, promoting and brining some positive changes in society, not just raising awareness of problems. Every campaign's aim is to achieve some objectives - they can be either broad or specific. It is important to keep in mind that our campaign has a bigger chance of a success if its objectives are quite specific. There are various reasons why campaigns are organized. Some of them include increasing awareness and understanding of people on different issues, bringing the attention to a cause that is concerning a specific target group of people, making the voice of the marginalized group of people in society heard.

What is a cause?

Nothing is organized without a reason. People, organizations, stakeholders take actions based on some reasons that they want to achieve and see things happening. A cause is the reason why something is happening. The initial starting of a campaign is to have a clear reason why you are doing it. Find out the cause that you are interesting to advocate for and the target group of people that you want to address the cause.

Working with young people as target group

Different organizations are focusing their work on a variety of target groups. A publication made by the World Bank 2012, shows that “nearly 50% of the developing world population is youth and children . Young people that are active in youth organisations have a chance to gain a lot of experience and knowledge. They can develop their personal skills, overcome their fears, learn how to make decisions and recommendations for others. They also become more open minded, tolerant and gain a completely new perspective on youth issues and cultures. All organizations should be open and give a chance to the youngsters that approach them. Those young people are usually really motivated to do new things; they are creative and have fresh ideas. This is in a way a process of exchange – the involvement of young people provides the opportunity to listen and understands the needs of the target group they are working with for the organisation and, on the other hand, it provides a valuable learning opportunity for the youngsters.

Active youth participation in organizations gives youngsters a unique opportunity to advocate for their own rights, through campaigns, lobbying or with the help of social media. Focusing on youth work can enable youth organizations to be more effective and innovative in their work. Young people have all the capacities to serve as organizational and community leaders, as well to develop their networking skills with other youngsters coming from different countries. Involving young people in local and international projects is a clear sign that that there is a huge potential in them to be discovered. Their creativeness may help to find some new and original solutions to youth problems and help to build the capacity of organizations. Organizations should take into account the needs of young people and try to meet them to as much as they can. They should also try to create a safe and trustworthy working environment for them.

As previously mentioned organizations work with different target groups. A target group can be defined as a specific group of people, a target audience, sharing common characteristics or set of characteristics (age, gender, sex, cultural identity, educational, social, economic, geographic location, disability etc.). Despite belonging to the same target group that an organizations is working with everyone has its own specific needs and wishes and the organizations working with youth should try to create a space where all those needs can be fulfilled.

Areas of work and values

All youth organisations have somehow a different scope of work and focus their efforts on different aspects of youth work. All of them however try to work on issues that mostly concern the youngsters nowadays and create possible solutions for their problems. Some of the areas in which youth organisations work include Human Rights, Social Inclusion, Social Justice, Active Participation of the youngsters, Unemployment, Gender issues, European Identity etc. Involvement of young people in this process enables them to gain new skills, knowledge, and attitudes which in the end will help them to act as responsible citizens. Most youth organisations are based on similar values which include respecting the Human Rights and Equality.

Present state/desired state

Present state is current state of an organization, all the resources, capacities, human capital that the organisation has at the given moment. The desired state is related to the wishes that an organization has, its goals as well as the planning of activities, campaigns, workshops, seminars or lobbying efforts.

How to develop a key message?

A good key message is the most important element of a campaign. A key message is what we want the audience to know about our cause. If you wish to organize a campaign, make sure that the message you are going to communicate to the audience is clear and short. Do not make the sentences long and complicated; make them short and easy to understand. Ask yourself, what is the most important thing that you have to share with the others? By sending a clear message you have bigger chances of achieving the desired results. The key message should be adjusted to the target group you want to address. While developing the message consult it with your co-workers – together you might have better ideas!

These three tips may help you in developing a good key message:

- Think and then define what would you like the audience to know about your organization, your cause as well as what it is that you would want them to do?
-Keep the language simple, the message clear and concise. Use examples that support your key message. Tell a story that helps the audience to be empathetic. Prepare your message in such way that people want to trust in it (and in you!) and support it. Do not develop your key message just for the sake of it – make sure it has a clear and understandable purpose.
- Before sharing your key message to a broader public – test it! Ask someone that is not very familiar with the topic you want to advocate on, a friend or family member, if they understand the message clearly and easily. If they don't, spend some more time working on it, until they do.

Important steps in campaign

Before starting to organize a campaign there are some essential issues that have to be taken into consideration, which include:

Research: It is very important to conduct a research before even starting to plan it that would help to name the reasons why such a campaign should be conducted in the first place. Special attention should be paid to the objectives as well as to the budget for your campaign purposes.

Planning: Is a critical process in order to make the campaign effective and focus it on the main problem that you are trying to address.

Planning is an important stage in organizing a campaign as it is aiming towards an objective. When planning a campaign it is important to pay attention to all the smallest details of the campaign as it helps to minimize the risk to failure. Planning usually is a process that coordinates many activities.

There are some key rules that can make your campaign a successful one, and those can be summarized in following 3 points:

1: The campaign plan should always have a written form. When it is written, you can share it with the team you are working with - they might give you some useful advices on how to develop or change it as well as on how to implement it later. Sometimes it happens that the plan is just in someone's head, and to make it

concrete, it needs to be taken out from there, written down, shared and discussed with other people.

2: There are never enough valuable resources such as time, people and money. You can be almost sure that there will never be enough time or people to work and the financial resources will limit you. A good planning of a campaign helps to manage those limited resources in an effective way.

3: Each campaign is aiming to reach a specific number of people. Make sure that with the actions planned for the campaign you will be able to reach the number of people you have set up in the first place.

Furthermore, here are some questions that you might want to ask yourself while planning a campaign:

- What needs to be done? (Focusing on the objective that you want to achieve)
- Who will do the work? (Sharing the tasks between the people that will be working on the campaign)
- When will be the work done? (Write down the working plan, time table)
- How much will it cost? (Review of the budget costs)

Implementation: You can spread the information about your campaign with the help of different media, either traditional (radio and television, newspapers) or new media (websites, social media) by carefully selecting the communication channels for your target group.

Evaluation: It is a very important stage of a campaign. Evaluating the results of an action helps you to judge whether the campaign was successful or not. If it turned out not to be as successful as you wanted it to be, it is a time to see what didn't work out and learn on your mistakes in order not to do them again. The information that you collect and analyse during the evaluation process is very useful for creating new, better campaign which may have better results. Evaluation helps to improve the results of your work.

Kiss principle. What is it?

In other words - Keep it simple, stupid (KISS). Most things work best if they are kept simple and not made overcomplicated, for no reason. Simplicity should be the main principle in all your campaign actions. Kiss principle does not mean to imply stupidity. Complexity is often creating a lot of problems, so keeping things simple is often the best solution. The acronym KISS can be sometimes expanded in few different ways: Keep it Simple and Stupid; Keep it simple and straightforward, Keep it short and simple. This principle was formulated by Kelly Johnson in the mid-1970s, while working as an engineer for an advanced aircraft developed programme. As we have already mentioned above, while thinking of your campaign you should keep in mind the simplicity of the message and the purpose that will be communicated to the audience. There is no need to use complicated words and complex language. When writing, try to make it entertaining, make some little jokes to involve your audience; it will create a joyful atmosphere. Campaign's message will appeal to them easier then and they will most probably remember better what you are trying to share with them.

SMART approach

It is important to know what you want to achieve and to be SMART :

S-Specific: What do you want to achieve with your campaign? Be specific, clear, concrete, and concise, on writing down specific campaign goals. It is not enough to have a general idea. Check your goal every day to see how far you are with them and what needs to be done to accomplish them. It is a key to success to have concrete plans.

M-Measurable: Find the ways to measure the campaigns goals that you want to achieve. Measure the progress of a campaign, according to the specific objectives.

A-Attainable/Achievable: Do not set yourself up for impossible goals. Setting down of the campaigns goals are a reflection of your skills, background - so what you are good at. Try to avoid situations where you feel not prepared enough with what you have chosen. If you don't feel competent or ready to do it, do not do it, set down some others campaign goals.

R-Realistic: Stay focused on realistic goals. Realistic goals mean that the way to

success is easier. By choosing the realistic goals designing the campaign strategy is easier.

T-Time Bound: Make sure that you have the time needed to prepare and implement every step of a campaign. Have a clear deadline to work towards. A positive thing about deadline is that you push yourself more on doing things.

What is online campaign?

An online campaign is the use of internet, in order to deliver the message to the audience. Internet has proven to be a useful tool for campaigning. Nowadays, every campaign is using social networking to promote the message and motivate people to join it. Campaigns use their own blogs to present the message and form a new online community.

Keep in mind that active participation on the internet is very important. Open a blog or discussion forum where people can exchange their ideas, use it and give feedback. Being active online is important to gain the interest of the people; otherwise you will lose their interest. The person that is replying to the audience online should make an introduction about him/herself and the reason of opening the online discussion. Engage with people online, spread your message, encourage them to take actions and raise awareness about your campaign goals.

What is offline campaign?

Offline campaign is carried out mainly with the use of traditional, print based media. Offline campaign includes the use: television, newspapers, brochures, publications, as well as, letters or postcards. The latter ones are used to engage the people into your campaign when you are in process of organizing it. Making t-shirts that convey a message of your campaign is also a very attractive and appealing idea

Compare online and offline campaigning.

There are many factors that determine the effectiveness of online and offline campaigns.

Using of online tools in your campaign makes the whole process quicker and more effective time wise – you can reply easily to the comments and suggestions that

your community/followers make. You can also launch and promote your campaign events. For instance, producing leaflets in order to advertise your events takes much more time and is much more expensive. It is much easier for people to respond to your campaign event invitation by clicking on a web link or sending an email, unlike with offline campaigning, where you have to put more effort into it. On-line campaigns are much cheaper than offline ones: Using the internet doesn't cost you much and does not take a lot of time. As it was mentioned before, organizing a campaign is an expensive process, so it is good to find the cheapest way to spread your campaign message around. You can start by going online and creating an event later inviting all your friends to attend it. Using internet to spread the word about your campaign is also eco-friendly – you avoid thousands of leaflets being printed out! Email newsletters are also a great way to keep your community/followers updated about the latest news.

-Internet is where people are: Our lives have gradually gone online. Almost everyone, every day is living half of their life online. Internet provides new ways of, interacting, and connecting with people all over the world. It seems impossible to stay away from all the social media you are using and not check it at least few times a day.

Producing Content

In order to make a campaign successful, quality content is essential – of course the way you deliver your message is important as well, but the key is to make sure that you have the message you want to spread to the world and that you know how to do it well. If your content is not appealing to the reader from the first moment there is a big chance that she/he will simply switch it off and never get back to it. When preparing your content remember to explain well what you are trying to share with others. Never assume that people know what you are trying to tell them – they don't and that's why you have to be as clear as possible. It works best if you keep to the basic and most important rule in content writing – 5Ws and 1H.

Who? Is it about – explain who was involved, what is the target group

Why? Did it happen – explain why you have decided to make such a campaign/event

Where? Did it happen – where is it going to happen?

What? Happened – Explain in detail what is going to happen during your campaign or what happened during the activity you are writing about

When? Did it happen – set a time frame for your campaign, tell people when things are going to be carried out – if your campaigns very complex you may try to divide it into different campaign weeks, each one of them tackling a different aspect of the campaign

How? Did it happen – explain what methods you used to make it happen

If your message has answers to all those questions you are good – post it on-line!

Of course, when producing content you need to know who you are going to address – there are different communication channels which can be used and also, different styles. Below you will find some practical tips on how to produce on-line content for your campaign, for different tools that are most commonly used.

Facebook

Facebook is probably the best known social medium – there are over a billion people registered on it – thus it has quite a big potential of reaching people with your campaign. It has changed a lot in recent years, growing into a big platform that is trying to take over the functionalities of other ones (few years ago people were using for example MSN Messenger for instant messaging – now everyone is using Facebook Messenger). Although social media specialists predict that the growth of Facebook as the most powerful tool will soon come to an end for now it's a fact, that almost everyone is using it and it becomes one of the primary sources of getting information.

What you should start with it to create a page for your campaign (as already mentioned, profiles are for people, pages are for campaigns and organizations). Once you have it, you should start putting your content on it and try to get some “likes” – you may start with asking your friends to like it – it's like a snowball effect – when one of them does, it appears in the newsfeed of the others You should also remember that Facebook is not showing your message to all your community – it has specific algorithms, that changes quite often, which decides which users are going to see your post in their newsfeed. It is calculated taking into account your interaction with certain people or pages, the popularity of the page as well as the history of hiding similar posts by the users. You have to make sure your content

is interesting and interactive if you want it to appear in the newsfeed of your community.

Here are some do's and don'ts as it comes to producing content for Facebook

DO's

1) Keep your posts relatively short

When you write a post try to be concise – if you make it too long people might not read it all.

2) Let others interact with you

Let your community post on your page and when they do, answer to their questions or comment on the things that they have shared on your page. If you get negative comments don't delete them (unless they are offensive) but rather reply to them, respecting good manners – you will show that you are open to critique, that you are able to deal with it but in the meantime you know how to defend yourself, your opinions and statements.

3) Ask questions, ask for feedback

Ask questions to your community; try to get their opinions and feedbacks. If they comment or like your posts/photos there is a bigger chance that it will be visible to their friends and friends of friends. It's one of the ways of building your audience.

4) Post helpful links, messages from other sources that have similar goals as you

If you find an interesting article that closely links with the subjects your page is about don't hesitate to post it! Share interesting material with the others and try to trigger a discussion about it!

5) Like and follow others!

Like and follow other pages and people from your field of activity, comment on their articles and posts, interact and make yourself visible.

6) Tag pictures

If you put pictures on your page tag people on them – then their friends will also be able to see them and maybe will pay a visit to your page. Just remember to put ones where everyone looks good.

7) Update your page on regular basis

Make sure that the information on your page is up to date – all of us know how annoying it is when you are trying to find some information and you see that no one took time to update a certain page for ages. However, don't overdo it – if you put something new every 10 minutes you will be most probably considered as a

spammer and there is a risk that your community will hide or block your content.

8) Define your target group

Make sure that your posts and shares are appropriate for the target group you are aiming at.

9) Try to analyse when your target group is the most active and post then

There is a bigger chance they will see your posts when they are online – later it will most probably disappear somewhere in their newsfeed.

10) Create FB events

If you are planning an offline activity, make an on-line event where you invite your community to come - when they decided to click that they are attending it will also be shown in the newsfeed of their friends. And for campaign events such as conferences or meetings – the more the merrier!

DON'Ts

1) Don't spam

Don't post too much, try to find the most interesting things you have to share and post just these.

2) Don't post the same things all over again

Don't repeat posts all over again, be innovative, creative and look for new things!

3) Don't use bad grammar and inappropriate language

Double check everything you post, make sure there are no spelling or grammar mistakes. Your page must look professional and a certain language level is crucial for that.

4) Don't ignore critics. Reply to it in a nice way; don't be hasty or impolite in your answers.

Twitter

Twitter is micro-blogging site that has over 500 million users, and has a slightly different scope than Facebook. Twitter is a place where you can find more professionals – it's becoming a tool used more and more often in politics and among stakeholders. The main idea behind it is to share your message in less than 140 characters. It is all happening in real time – you can call it "texting via internet". The whole point of Twitter is to follow and be followed by others and interact with them.

When writing a Tweet you have to weight every letter – 140 is not that much! Here

are some tips that you might find useful when creating posts for Twitter:

- Create and use hash tags, this will make it easier for other people to find your content
 - Tweet regularly – don't let your account cover in dust
- Don't use all 140 characters – leave some space for others in case they want to re-tweet it and add something
- Check your Tweet twice before posting it on-line – make sure it doesn't offend anyone and cannot be used against you later on
 - Engage in discussions with others
 - Re-tweet the posts you think are valuable for the goals and values you have in your campaign
 - Reply to Tweets addressed to you
 - Use special websites (tinyurl.com) to cut your link – this will save a lot of space out of your 140 characters

Blog

Blogs for some years seem to be taking over the place of a websites – they are usually easier to manage and you don't need to have great IT skills – all the platforms are usually intuitive and if you click it through few times you will easy understand how it works. A blog is similar to a website – it's a place where you can share longer articles about your campaign, you can also add other news related to it. It gives you less technical possibilities – you cannot share content for downloading there but it's a good place to keep your campaign followers on track of what is going on.

Website

A website probably gives you the most opportunities for posting content – you can put everything there – it just depends on your IT skills. In the online world website is like a business card – it gives the first impression about your organization and your campaign. So make sure it's good! When creating a website you should think of who is going to visit it the most (your target group) and according to that you should chose it's form and layout. If it's targeting youth it maybe more colourful and informal – if it's targeted at professionals, policy makers and stakeholders make sure it looks professional. Think about the colours – the text should be well visible, and it should be of optimal size. Make sure that you update your page with

all the news regarding your campaign actions and that there is always a way to contact you – put an e-mail address of the campaign coordinator and preferably a phone number as well. Put little icons that will direct a person visiting your website to all the social media you are using for your campaign. When writing a website article stick to the writing rules that we explained before – 5Ws and 1H. Don't make it too long, don't put all the details – they might seem really interesting for you but your reader may not have enough time to read it all. When adding content, try to add pictures to it so it is not just plain text.

Whenever you write your content remember to adjust it to according to your target group. If you are aiming at young people your language can be more informal, you can use jokes and be more direct. If you are targeting the policy makers or other stakeholders make sure that your language is official, treat them with respect – remember that most of the time they will be older and more experienced as well – make sure you treat them in a good way. Common sense and good manners are always the best advisor as it comes to dealing with people.

And above all remember to KISS! (In other words - keep it simple, stupid) The simpler and the clearer the message you want to share is the better! Try to use short sentences – don't put more than 3 pieces of information in each one of them. Use common words – no one will check the more sophisticated ones in a dictionary. Don't try to make your sentences sound too smart or too long – they should be understandable to everyone without the need to read those two or three times. Try to stick to the subject of your post – if you feel like there are different things coming up to your mind on the way divide them into few posts, create a series instead of desperately trying to fit everything into one long post.

Using on line campaigning gives you a lot of opportunities as to using visual content – photos, videos are something that usually catch people attention – but only if they are well made and when they spread the message you want them to. Some people say that a photo can substitute a 1000 words – a video can probably tell at least 10 times more than that. With the growth of new social media tools, like YouTube or Vine, the visual content is gaining more and more importance

When you are uploading pictures make sure that they are relevant to your cause. Yes, it is fun to add a picture of the campaign team but sharing your moments is not the purpose of the campaign you are running. Make sure that the picture reflects your aim and values. Make sure that the picture is of good quality – there is nothing more frustrating than a pixelated picture. This becomes even more important if you are uploading a picture with text (infographic for example) – make

sure that it can be enlarged so that the text is visible to all. However, try to make it not too heavy as then it might be opening for very long.

If you are using Instagram to upload your pictures make sure you use a hashtag that you created for your campaign – by simply clicking it everyone will be able to see all the content related to your campaign that was posted by you or the others. If you want to share your message through a video you also have to make sure that it reflects the aims and goals of your campaign. The actual content of the video depends on the purpose of your campaign but they shouldn't be too long – as there is a good chance that your audience will get bored and simply switch it off – and that is something you don't want. You also have to find a way to make it interesting for the viewer - try to be original, so that your visual content stands out from other ones. Film people that have something to say, that are characteristic and will stick into the mind of the others. Avoid empty words – the people should tell their story in few sentences. When rolling you should also make sure that what they say is audible – they should speak clearly. Make sure that the videos are of good quality and are well edited. What usually works is cutting them into smaller pieces – so that people on the screen change making it more interactive – if one person continues to talk for 10 minutes it might get boring. Surprise and shock your audience (in a positive way) – sometimes things that are controversial and unexpected stick into your mind better and stay there longer.

Practicalities

One of the key issues as it comes to producing quality content is finding the most qualified person for the specific task. This person should be interested in the topic and have some knowledge about it – you will be able to produce much better results if you writing about something that is of interest to you. A person studying history will most probably never write a good article about computers whereas an ICT specialist may have hard time writing about the social consequences of the economic crisis on youth.

Producing quality content is not always easy, but there are some useful tips that may make it easier for you and your team. You can call it “a reminder to yourself” – there are some rules that you surely know of and most of them are common sense but yet sometimes it's easy to forget to implement them in practice. A campaign is made by people – so all depends on how well you organize yourself and plan your work. If you remember to stick to those golden rules you will see that producing in-

put of good quality is not that hard and that it doesn't take that much of your time.

Create an editorial calendar

- It's good to plan some things – make an editorial calendar – reserve some time that you dedicate only for creating the content for your page, when you feel like you are working the most productive. For example get into the routine of writing content each Monday and Thursday from 10 am to 10 30 am. On top of that try to spend an additional 30 minutes a week to look through pages and blogs related to yours. If you have any valuable comments don't hesitate to leave them (this will make you look like an active user and might bring people back to your own page). There is just one rule here – think twice before pressing send – make sure that your comment has some added value and is not written just for the sake of writing. Make a list of topics you would like to write about

- We all know that feeling when you get a genius idea for a post and when you are actually supposed to sit down and write it has already slipped your mind. Make a list of all the ideas that come to your mind immediately. In that way you will always have something to choose from if you will be lacking inspiration one day.

Write several posts at once

- When you get into the flow of writing, when you are well rested and concentrated, take advantage of it and write more than one article at once. It will save you a lot of time – once you are in the mood of writing you are going to produce the content quicker.

Know your chronobiology

- Everyone is different; some of us work much better in the early morning whereas the others are much more productive in the late evening or even during the night. Chronobiology is your natural, internal clock. Work, when you feel like you are the most creative and productive. Try not to force yourself to work when you know you are not at your highest performance – you will work much quicker and more effective later, which will help you to save time.

Start well before the deadline

- We all tend to start our work few days (in the best case scenario) or even just few hours before the deadline. It is very hard to produce quality content if you feel the time pressuring you with every word you are writing. If you start well in advance you are granting yourself a chance to prepare your content in accordance with your chronobiology – so writing when you are at your best performance. You are also getting a chance of re-reading the things you have written few days later, with a fresh mind. You will be surprised how many little mistakes you are going to find!

Do a good research

- Whatever you are writing about a good research is a clue to creating good content. Before writing read some things, double check the figures and the statements you quote. Make sure that everything you write is 100% true and can be proved. You wouldn't like to find yourself in the situation where someone is able to prove you wrong publicly.

Identify your audience

- Make sure that you know who you are addressing – your language and the key information will vary according to whom you write to. If you want to address youth your language can be more informal, you can try to use a little bit of humour. If you are addressing stakeholders you should prepare a more formal content, give more facts and use the appropriate language.

Measure, analyse, optimize, repeat

- Use tools such a Google analytics to see which content works best – how many people see it, what day of the week and time of the day they tend to visit your website/blog, what type of posts triggers comments and discussions. See the statistics for your Facebook page as well. If you see that one type of content is doing better than the other one try to keep the next posts in a similar pattern.

Use bold, italics and underline

- Make your content look good. Use different font options – put key things in bold, underline important things and use italics when you are for example quoting someone. Make your message as visually appealing as possible, it makes it much easier to read and automatically drives the attention to the parts you want it.

Use catchy headlines

- Most of the people decide if they will read a specific post just after reading its headline – use a catchy one that will make everyone want to read what you have to say. But always tell the truth and don't try to sound sensationalistic.

When creating the content you may be wondering where you should look for information on the subjects you want to write about. There are several ways and several sources when looking for inspiration.

Set up Google alerts

- By setting those up you will get articles and blog posts posted by other on the subjects you specify straight to your inbox. What other people say or write may inspire you a lot and give an idea for an article of your own!

Subscribe to newsletters

- Subscribe to the newsletters of organizations/NGOs/ public institutions/

websites that fit the profile of the page you manage. Some information they share in them may be a source of inspiration

Read, talk, and look around!

- The best source of inspiration is your everyday life! Look around you, talk to people, read newspapers and books - you never know what might give you an idea for an article/video – just remember to write it down immediately so it doesn't leave your mind when you finally have some time to sit down in peace and dedicate your time to writing.

Make sure you follow the web pages and social media of policy makers

- If you want to advocate for youth issues you must be up to date on what is going on in this field! Make sure you always have updated information and react quickly to what is going on.

It's not very easy to provide quality content – it comes with experience and is a long learning process. Try to keep to all (or at least some) of the tips presented above and we guarantee you that your first steps in the world of social media will be much easier.

Implementing a Campaign:

How to start Producing?

Producing a campaign is not an easy process; it requires a lot of effort and hard work, and considerably a lot of attention. Below, you can find some tips that might be helpful when you start to develop your campaign idea.

- **Goals:** What are the goals that you would like to achieve with this campaign? Make sure that the goals that you have created are reachable and you feel that you have all the potential to accomplish them

- **Timetable:** when making a timetable of your campaign make sure that you have enough time for doing everything – that will help you avoid working under time pressure. Make a schedule of your plans and check often how far you are.

- **Audience:** Decide to whom you would like to address the message. Specify the target group that you want to reach. Without knowing your target group the campaign can become confusing, unfocused, and ineffective.

- **Create a network of resources:** A well organized campaign requires time, the support of people and financial resources. You should always think about the people that might help and have the appropriate knowledge. Campaigns sometimes involve advocates and allies to help in promoting their cause.

- **Be aware of opponents:** It's everyone rights to express their opinion freely and we should respect it, even if we cannot agree. You should be aware of the possible opponents that might be not agreeing with what you are trying to do. Think about finding the right arguments and be prepared to answer your opponent, as well be aware of some obstacles that you might face during the campaign and how to overcome them.

- **Become a team and plan your campaign:** As it was mentioned before, organizing a campaign is a process that requires a lot of work and effort, and team work is needed. Share your competences and tasks between all of the people involved in the campaign. First make a list of the tasks that each person will have. When dividing your tasks make sure that you sign up for something that you feel confident in and are sure that you are able to do it well.

A good planning of the campaign tasks is important so are the deadlines. It is very important to write down small and achievable goals as it would be easier to reach them and you will feel motivated seeing that you actually managed to do something.

- **Use the Media:** Using of mass media to communicate your message will help to achieve your goals. Promoting your campaign in the media will spread the message around quite quickly. You should also think about writing some articles for newspapers or putting an advertisement of your campaign on the radio (however, that might be quite costly). Think about printing leaflets as well and giving them away on the streets – this way people from your local community will be aware of the fact that you are doing something. Give information about what you are doing, what you want to achieve why this is important, time and place, and where people can find more information about it.

- **Evaluate:** Evaluation includes a review of what you have done, learning and understanding of the things that didn't go as you expected them to. This process will help you to get it better next time. There is always room for improvement and you should be able to learn on your mistakes. You should also get the feedback of other people about your campaign.

Keep in mind some Golden Rules of Campaign:

- 1- Stay organized and focused
 - 2- Respect the right of other people to have their own opinion
 - 3- Think outside of the box, be creative
 - 4- Be positive and enthusiastic about what you are doing
 - 5- Share ideas and experiences with the team working group
- Dos and Don'ts for a successful campaign

A list of DOs:

- Be realistic when it comes to your goals. Make them concise and concrete. You need to have a clear goal in mind – this will help you to determine how to reach it.
- Be active on social media and spread your campaign message through them – the more people know about it the better for the campaign and its results
- Define the target group that you want to reach with your campaign. Think about your target group and choose the best communication tools for reaching them in their daily or professional lives.
- Promote your campaign on social media channels
- Update your social media/web pages regularly, according to the schedule
- Pay attention to the time
- Follow up

A list of DON'Ts:

- Your message should not be offensive towards any specific group of people
- Try to avoid writing common things on your blog; don't post what everyone else is posting. Your challenge is to bring something new and unique to the audience.
- Don't be aggressive in social media posts. Reread what you have written, just to make sure that is clear and you are expressing what you would like to.
- Don't leave all the work till the last days. You will be in hurry and lots of important things might slip out of your mind, just because you will be working under a lot of pressure.
- Every single person has unique experiences and values. Listen to every idea that you get from your work colleagues. Sometimes, the greatest ideas come by getting inspiration from each other.

Networking

NETWORKING is the single most powerful marketing tactic to accelerate and sustain success for any individual or organization! – Adam Small

Networking is about making contacts, establishing relationships between people that can help you in building and developing your future career. All the time we are interacting with different people around us, with family, friends, neighbours, organization or association members, clubs, gym, shopping centres and so on. It is easiest to start networking with the closest groups of people (family, friends, and neighbours) and anyone else that you have frequent contacts with. Opportunities to make contacts with new people arise at every time and every place that you go. Be open to new experiences, meeting new friends, sharing information and ideas, expanding your networking horizons and never underestimate every new contact make.

Different social networking sites are a way for you to create new professional and social contacts and those include LinkedIn, Twitter, and Facebook. Using of blogs, newsgroups, chat rooms to network, will help you to discuss your field of interest as well. Post questions, get new perspectives, and find out about different opportunities!

Networking is very helpful in everyday life situations. By expanding your network of contacts day by day, you will have bigger chances to succeed for example when looking for a perfect job. According to some researchers, 65-80% of jobs are found through networking. It is important to develop a network of friendly and helpful people that share information in order to help each other and cooperate between themselves. In some cases jobs opportunities are not advertised, so it is essential that you develop friendly relationships and people can directly introduce you to the hiring person. Make as many contacts as you can with people working in organizations, businesses, industries, according to your career field. It is important to spread your word through networks of contacts that you have. Don't be afraid or shy of speaking and asking in a polite way, among all of your contacts. The more you will try, the higher are the chances to succeed. Use all your personal networking skills, and never lose the enthusiasm while searching for something.

Networking provides the most advantageous, accomplished and a permanent tactic to build partnerships.

Partnerships:

Partnerships exist within and across sectors. Non-profit, (non)political organizations may partner together to increase likelihood of each achieving their mission and to intensify their reach.

In a partnership each partner shares proportional responsibility for the profits and losses and damages and obligations. The partnership itself does not responsible with paying income taxes, but each partner need to declare their share of businesses profits or losses on their individual tax return. More generally, partner organizations are related with conducting businesses for common benefits of each organization.

Advantages of partnerships:

- With partnerships, organizations/ individuals have opportunity to combine their skills and create powerful work together. This way it is easier to compete with opponent organizations
- Arrangements can be easier with partnerships. Each organization/ individuals can share their skills in their work.
- Partnerships provide individuals/organizations work independently, without any limitations of governmental authorities.
- Decision making can be much easier with partnerships. Each organization can make brain storming with coming together, discussing the problems and finding solutions together

Disadvantages:

- Partnerships create mutual life between organizations. It means that every organization will be responsible for each mistake. They need to work together and they need to solve problems together.
- Limited life: Corporations have unlimited life, partnerships do not.
- Unlimited responsibility: Each partner is personally and individually liable for all partnerships. (all the debts, mistakes)

What is stakeholder?

A stakeholder refers to the interrelation between organization and a person or a group which has interest and concern about the organization. Stakeholders are the ones who have the power to change strategic future of organization by responding to its projects and deals. Basically stakeholder is the one who has the power to affect an organization or its projects and who is affected by the organization.

How to identify stakeholder?

Stakeholders are significant to the success of your project. You should always respect them and be in cooperation with them. This might help you to prevent bad results against the future plans of your organization. As long as you organize your projects well and make sure that the cooperation with the stakeholders is good they will be willing to actively support and advertise your project. The first step of organizing the stakeholder map begins with identifying your stakeholders. Organize a meeting with your team members and do some brainstorming in order to list everyone that you can think of who is, or will be affected by the project.

What is brainstorming?

Brainstorming is an excellent way for identifying stakeholders. It could be quite useful if you could list the names of all potential organizations and other types of stakeholders in the benefit of your organization. Having such a long list will help you to spot valuable stakeholders. There are different ways in which you can make such a list – you can either ask all the team members to write 10 or 15 names that they think could be valuable stakeholders or you can all brainstorm together and come up with a list. Once you have a long list with potential stakeholders you can eliminate some of them and leave just the ones that you think will be the most helpful for reaching your organizations goals.

What is Mind Mapping?

Mind mapping is a good way to extend your creativity for the benefit of your organization and your project. In this map you can chart out the way of flows regarding financial, governmental, legal, accountable, networking plans/ strategies of your organization. After you create such map, you can discuss it with your team members

in order to explain the ideas better and maybe even get some more.

Make a Stakeholder List!

We would suggest that you create a general, collective stakeholder list. It shouldn't include any specialist or industry specific stakeholders making a very broad list will later help you to create more specific stakeholder lists for each project.

Learn from previous projects!

Check your organization's previous projects in order to identify stakeholders. It can be a particular person/ organization who were involved in your projects before. You can evaluate which one can be the best for your organization by thinking about previous results and past cooperation with those people/organizations. You can have a chance to estimate potential risks or benefits by checking previous projects.

Organization charts and Directories!

It is a good idea to research on your potential stakeholders by using your organization chart or directory. Reviewing LinkedIn can be a good idea as well to check all the networks. As an example, you can use LinkedIn advanced people search to check their companies/ industries/ job titles and experiences that would be useful for you while specifying your stakeholders.

Make Stakeholder Categories!

Creating categories might be useful while identifying your stakeholders.

- User/beneficiaries
- Government/authorities/institutions
- Influencers
- Providers

What is multi-stakeholder approach?

A multi stakeholder model is an organizational framework which comprises the multi stakeholder process of governance or policy making. Main goal of this pro-

cess is to unify all the primary stakeholders such as civil society, governments, businesses and institutions to participate in the dialogue, decision making, and implementation of solutions to common problems or goals. The aim of the multi stakeholder approach is to create trust and solutions among the actors included, that provide mutual benefits.

Characteristics of Multi stakeholder Process

- Embracement of stakeholders in the learning process
- Stakeholder has a common goal to achieve
- Work comprises particular sectors and ranges
- Change-oriented objectives
- Agreements based on collaboration/ cooperation
- Integrated- structural strategies regarding management and policy making

Example: In the field, in the developing countries, non-governmental organizations/ businesses work according to “multi stakeholder approach”. For the environmental issues (water pollution, air pollution) the most important partners are local municipal communities. By contacting these municipal local communities, organizations can extend their ideas by learning the public’s needs and interests in order to help them to solve their problems. So, in order to understand and identify the main problems we should always start at local level.

Other very significant partners are local authorities. The organizations should make a bridge between local authorities and the organizations to identify, transmit and solve the main problems. At that point local organizations have the responsibility for social engineering.

After the dialogue between organizations and local authorities, finally the state services are aware about the problem and they create a strategy in order to make some regulations or work as a service provider regarding the needs and interests of the people/ communities.

All parties mentioned above take a mutual responsibility in the planning process, performance and administration of the projects or initiatives.

Offline Activities

When planning a campaign you have two choices – you can either make it mainly on-line and add some offline activities to your campaign plan or you can plan an offline campaign with a little bit of on-line support and backup.

The key is to try to combine them both, taking into account the habits of your target group (if your campaign is aimed at youth there is a greater chance they will notice it if its widely present on new and social media, if your target are other stakeholders you should probably use more offline tools to attract their attention) and the subject of the campaign. The tools you can use for on-line campaigns were presented in previous chapters – this one will try to give you an idea about planning offline activities to go in line with your on-line advocacy campaign.

Today's campaigning has changed from what we were used to some years back. With the rise of power of social media a lot of social campaigns are carried out using internet tools such as Facebook or Twitter among the others. However, to raise their visibility it is also useful to plan some actions offline.

Remember that the offline activities are really important – it's your way to impress people, to take them by surprise during their everyday activities and make them follow the successes of your campaign online. One important thing to bear in mind is that it's actually the actions in real life that can make a change that we are aiming at – social inclusion for example is not going to be achieved just by giving a like to the Facebook page promoting the campaign – the "like" has to transfer into actions taken offline!

You must be wondering what offline activities can you pursue in time of your campaign – here are some ideas that may become useful and give you some inspiration:

Flashmobs

- Probably most of you have either taken part in one or seen one. Flashmobs are a really good tool to attract people's attention. They are interactive, loud and usually fun. Flashmobs gather a group of people that starts to perform an unusual or seemingly pointless act in the public space for a very short time and then disperse, like nothing has happened. Most of the times they are advertised on social media in order to gather a larger group – no one is going to notice 5 people

trying to perform a flashmob where as a group of 50 will be very visible. When you have a flashmob you can use this opportunity to give out hand-outs and leaflets to the people that stopped for a while or collect their signatures for a petition.

Meetings with stakeholders

- If you want to advocate for a policy change you should try to arrange some meetings of the representatives of your team with important stakeholders in order to present your ideas to them and convince them it's worth supporting your cause. When you manage to make an appointment make sure that you go there well prepared and will be able to give an answer to any question you can imagine that can be asked. Don't let anyone take you by surprise and act professional!

Conferences

- If you have enough resources in the budget of your campaign think about organizing a conference that will be a chance for young people and stakeholders to meet. Such a conference may be a great networking opportunity and may trigger interesting discussions and give you fresh ideas as well as put out some new light on the issues you want to advocate for.

Active involvement in offline actions organized by the others

- If you know of any events organized by some other organizations with a subject similar to yours don't hesitate to go! Networking on all different levels is always paying-off! It can be also a good opportunity for discussions and may give you some new ideas.

Go out to schools

- If you want to educate young people and raise their awareness on certain issues you should try to go to schools. You can organize lessons during which you will present your cause and give some information about issues that are important to you to a large group of young people. Depending on how well you are going to present it to them you might also convince them to become actively involved. You can also try to start a tradition of celebrating special days in school – like a Day of Social Inclusion – when you will present the topic as well as organize for example role plays (i.e. using theatre of the oppressed as method) to show the youth all the aspects of your campaign in a way that is little bit more practical and interactive. As almost everything, your offline activities have to be well planned. Here are some important things you should take into account

When?

- You should choose a good time of the day for your offline actions if you want them to be successful. If you want young people to participate you should make your activity when they are not for example in school. If you want to meet stakeholders you have to plan your activities within their working hours. If you want to make a very visible action and attract the attention of people passing by try to do it at the time when most of them are in the public space – for example during lunch time or at the time when most of them leave offices and commute back home.

Where?

- You should pick a good place for your offline actions – if it's a closed space it should have an appropriate size for the number of people you are expecting to come. If you decide to pursue your event in a room that is quite large and only few people will show up it might not make the best impression and make others think that your cause is weak as so little people decided to offer their time to it. On the other hand, if you plan your activity in a very small place and a lot of people show up you risk that they will start complaining about your logistical skills and concentrate more on that rather than on the actual reason they were supposed to be there. If you want to make it outdoors think of a place where there are going to be people passing by but on the other hand try not to choose a place which will be entirely blocked by your activities – of course you will attract attention of some but others would like to continue with their lives and blocking the street will stop them from doing so and may enhance negative emotions – in the end aimed at you, your cause and your campaign.

Who?

- Think who you want to engage in your activities and also who from your team will be responsible for carrying them out. Make sure that everyone knows what, when and how they are supposed to be doing. Everyone should be responsible for some small part of the activity and there should be one person coordinating everything.

Permission?

- For some street actions you might need permissions from the local authorities – check it out in the first stages of planning your offline activities and save yourself enough time to get what you need!

What and how?

- Think well of what you want to do and how exactly you want to make it happen. Make a list of all the materials you might need and make sure you have them collected before the start of the activity.

How to attract people?

- Think of innovative ways to attract people to your activity. Are you going to give out some little gadgets? Are you going to make a flashmob? If you are organizing a conference how are you going to convince people to come? What will make your event unique?

Best practices

Campaigns happen all over the world at all times. Some of them have more success and visibility than others. Here is an example of campaign that used both on line and offline tools. Take a closer look at it – maybe it will inspire you and give ideas for your own advocating campaign.

No Hate Speech Movement

The No hate Speech Movement is a Council of Europe founded campaign which is uniting young people against hate speech online. As we all know very well in recent years, internet became a place where people, feeling anonymous, started to post things that are offensive and abusive towards the others. This campaign is aiming at raising awareness about this issue and finding ways to effectively fight it.

Purpose: The purpose of this campaign is to advocate for equality, dignity, human rights and diversity. By all the activities that are carried out during the campaign time the project aims at fighting with hate speech, racism and discrimination expressed online. One of its main purposes is also to support young people in standing up for their rights on-line and off-line and to reduce the level of acceptance for hate speech. By mapping hate speech online the activists will also try to come up with some tools for constructive responses to it in the countries where the situation is the worst.

Planning and Implementation: The campaign planning surely wasn't an easy process – this campaign involved actors from different countries, different levels (NGOs, governments, and activists) and is carried out both online and offline. The first challenges that had to be addressed were the linguistic and cultural differences that are inevitable when a campaign is set to reach such a varied audience.

Some events were organized on an international level however national actions plans were also developed and implemented.

Even though most of the activities were carried out online there was also a variety of activities that took place offline, like training courses, conferences, festivals, flashmobs or other youth events.

A variation of online and offline activities was planned, here are some examples:

- 1) On-line survey aiming at identifying the perception of hate speech and its impact on young people
- 2) Training courses, which took place off line, for more than 60 on-line activists and bloggers which are already active when it comes to combating hate speech on-line
- 3) Workshops for young bloggers on combating hate speech
- 4) Study sessions in the Council of Europe in Strasbourg as well as national seminars
- 5) Participation in the European Dialogue on Internet Governance
- 6) Youth media campaigns
- 7) Creation of educational tools and materials with the aim of supporting youth organizations and online activists
- 8) Campaign conference for all stakeholders and project participants

An online platform was created - everyone can pass on their personal message or statement about hate speech. Another tool that was created was the "hate speech watch" which is a database aiming at monitoring, sharing and discussing hate speech content on the internet. Other features, such as "take action" were also developed – they helped to move actions to the offline world if it is required.

Results and impact: In the time of the campaign different online and offline activities took place. As a result, of the young bloggers and activists became more aware of the problem of hate speech and were taught how to react to it in order to combat it. As educational kits on hate speech were created, some schools decided to use them to educate their pupils on these matters. Apart from the conferences and seminar organized on an international level, local actions also took place.

As the campaign hasn't finished yet it is hard to evaluate its overall impact. The campaign however is quite well known among the members of society and gained quite a large recognition in the Council of Europe member states.

Hate speech online is a phenomenon that grew in force in last years, along with the growth of the internet society – unfortunately it is quite possible that it will contin-

ue to grow that's why raising awareness about the issue already now is extremely important – the sooner we educate people the better! You can always find more info about the campaign on its website <http://www.nohatespeechmovement.org/>

Results and Evaluation of Campaign

Running a successful campaign is not an easy task – it takes a lot of time, energy and resources – both financial and human. In order to call the campaign successful, there is always a need to evaluate it – to see if the results that we hoped to end up with were actually achieved.

Some people say that evaluation is one of the most important stages of the campaign – this is the moment when you analyze all your actions, see what you did very well and what was a failure and could have been done in a different, better way. Remember, there is always space for improvements!

Remember that evaluation is not the last step of the campaign – it should be an ongoing process – you should try to evaluate all your actions just after you reach a certain milestone. Ongoing evaluation will surely help you to keep the campaign on track (in terms of time but also the budget) and will make you see some arising issues before they become critical thus giving you time and opportunity to act and adjust your next actions.

The process of evaluating your campaign is the moment when you have to be critical on your actions – after all we all learn on our mistakes and seeing them is the first step of the learning process. The more conclusions you draw from this part of the campaign cycle the bigger the chances that your next campaign will be more successful!

What you should remember, already when planning your campaign is to set the goals that are SMART – if you don't remember what that means go back to the part about planning. What you should do after the campaign has finished is to come back to the list of the results you wanted to achieve. You, together with the members of your team involved in this particular project, should take some time to think and see if with all the actions you managed to fulfill the goals you set and if yes to which extent you have done so.

There are different ways in which you can try to evaluate your campaign. Some of the campaigns are easier to evaluate whereas the results of the others are not so easily measurable – it's much easier to see if a marketing campaign of a certain product was successful by looking at sales number whereas it is more difficult to measure, for example, the feeling of European citizenship after attending a training course. The most important is to conduct evaluation that is relevant to your cause, cost-efficient and meaningful for your goals and methods used.

By your campaign actions you can try to change two main aspects - behavior and policy.

It's much easier to evaluate the policy changes – you have to see if some of your recommendations were actually taken into account, have the policy makers and other stakeholders listened to you? To what extent? When advocating for a policy change you have to keep some things in mind – and the golden rule that applies here is to be realistic – you have almost no chance of changing a very important European law when you have 100 supporters to your cause. You should adapt your aims to your forces – that's how you are going to achieve the best results. Baby steps approach may be tiring and time taking but it has a much greater chance of success. Start to influence the policy makers at the lowest possible level (in the EU law they call it the principle of subsidiarity – dealing with all the issues on the lowest level possible). Gain more supporters to your cause and then move upwards the hierarchy ladder. If you want to advocate for social inclusion start with changing your schools policies regarding that issue, then try to influence the local authorities and continue your way up. When advocating for a policy change, you should also take into account a cycle of policy making, especially the so called windows of opportunity. There are moments when you are more likely to achieve your goal than in some others. For example in politics before the elections you have a better chance of convincing the policy makers to act on issues of social inclusion and youth unemployment – knowing that the elections are approaching they will take decision that will make them popular and thus give them votes.

Things get more difficult when you have to assess the changes in the human behaviour – especially when it comes to social behaviour (it's much easier to evaluate the impact of your campaign for example if you are trying to teach people how to recycle). Often people act in a specific way for years – out of a habit or stereotypes or prejudices they hold. People have their own opinions, especially on social matters, and sometimes it's really hard to change their way of thinking and even harder to measure if by our campaign we have changed it. Probably the only way

to assess behavioural change as it comes to social inclusion is to have direct contact with the people we wanted to influence – to see how they have acted before and how they changed (or not) the way of living after we informed and educated them on certain issues. Although behavioural change is hard to measure it's much more important than the policy changes – yes policies and laws are important but it's up to people to implement them in practice. Even the best law will not function if people will not obey it and act accordingly.

If your campaign was just an online one things get a little easier to evaluate. You can use some of the following indicators to evaluate the success of it:

- Website statistics (number of entries, downloads of the material shared on your website etc.)
- Number of likes of your Facebook page
- Numbers of shares of your Facebook posts
- Number of Twitter followers
- Number of Tweets about the campaign
- Number of views of the YouTube videos
- Numbers of subscriptions to your YouTube channel
- Number of articles and blog posts that mentioned your campaign

You have to ask yourself a question if those numbers are satisfying when you take into consideration the size of the campaign and all the resources you used for running it.

There are various companies that offer media monitoring – you set a key word that you want them to look for and then you get a whole list of media where your campaign was mentioned. Such service is normally not very expensive and may be quite useful – however this applies mostly to some larger campaigns.

The list of social media indicators can continue on and on and varies according to the new and social media that you use. The basic concept is to look at the concrete numbers wherever this is possible.

If in the time of your campaign there were also offline activities that took place you should make a list of such offline actions. You should try to judge what impact have they made. Here are some questions that may help you to do that:

- How many people were involved in the offline activities?
- How many people got involved in the campaign after taking part in the offline activities?
- How many people talked (for example in both traditional and social media)

about your campaign? Where there articles/blog posts about it? Was it shown in the TV?

- Have they increased the visibility of your online actions? (for example have you recorded a sudden rise in the number of FB likes to your campaign page after offline activities took place)

To judge the overall impact of your campaign you should ask yourself and your team some more general questions, taking into account online and offline parts of the campaign. Here are some questions that may help you:

- What have you gained from such actions?
- What was their impact?
- Did it fulfill the initial goals?
- What were the advantages of them in long and short term?
- How many people overall took part in them? Was it a comparatively good score with other similar campaigns?
- Did people become actively involved in your campaign after seeing it in the internet or taking part in one of the offline activities?

If your campaign is supposed to educate people and raise awareness about certain issues what you can also try to do it to conduct a survey on this topic – both before and after the campaign. By analyzing its results you will be able to see if your primary goal was reached.

To evaluate your campaign you may try to divide it into 5 key elements:

- 1) Theory of change
 - It's a visual representation and description of how the actions of your campaign were meant to achieve its main goal, what was their impact and what were the short and intermediate goals
- 2) Focus/methods
 - What methods were used to measure outcomes? What was the focus of evaluation? What outcomes were assessed?
- 3) Design/analysis
 - The overall design and analysis used to elicit findings
- 4) Key findings
 - A summary of the main findings from the evaluation done
- 5) Evaluation lessons
 - Conclusions. What are the key findings showing you? What have you learned along the way? What can be improved? What was done in a good way and can be

repeated in future actions?

Remember, evaluation is the key if you want to make your campaigns successful! We all learn on our mistakes and the earlier we spot them the better – it will help us to avoid them in the future!

Annex

Internet governance

Internet is becoming a very important part of life of today's society. It is hard to imagine our lives without it – we all use it almost every day. A thing that at first used to be very rare and rather expensive to use now is becoming the most common commodity – we have it in our PCs, laptops, tables, mobile phones... In some counties, for example in Finland, the right to access to internet is becoming a law which is also controversial for some – there are still a lot of people that have no access to potable water and internet is something that is not essential for your everyday life.

Some of the basic services switched from real life to the internet life – you do not need to go to a shop to do your groceries – you can order it online and have it delivered home, you don't need to go to a bank as you can use your e-banking to make all the transfers, people don't send postcards or letters anymore – they send e-mails and use instant messaging. In Estonia the concept of e-administration has grown to a big extent – citizens are able to deal with most administrative issues not leaving their houses or offices. In 2007 Estonians, as the first people in the world, were able to cast their vote in the Parliamentary elections through internet. Our times have changed.

With so many things moving from the offline world into the online one a question arises – who is controlling this space? Who is making sure it is safe for everyone to be a part of it? Who is guarding the human rights of people and ensuring that they are not threatened in any way?

To understand the issues related to internet governance better it is helpful to try to

define it – however that is not an easy task as there are different definitions given by different actors and interest groups. Here, we will be using the one that was agreed upon by The World Summit on the Information Society which states that: Internet governance is the development and application by Governments, the private sector and civil society, in their respective roles, of shared principles, norms, rules, decision-making procedures, and programmes that shape the evolution and use of the internet.

The main aim of this process is to guarantee a harmonious development of the internet for the benefit of all people. In general there is not a one person, one company, government or any other authority that has control over the internet. It is a worldwide network to which everyone can contribute and which is free to use for all. However, what brings up controversies sometimes is that there should be someone taking care of the internet to make sure that no feelings are hurt and that people stick to same basic, general rules (just like forum administrators do).

To ensure interoperability there are agencies responsible for some technical and policy aspects (for example Internet Corporation for Assigned Names and Numbers, Internet Governance Forum, or Internet Society).

Internet governance is applicable to all – in some ways we are all observed in order to guarantee a free space for sharing to everyone, without anyone feeling excluded or offended. However, that's where one of the biggest dilemmas of internet governance arises – where is the border between cyber-security and our privacy?

What may be surprising for some is that internet and its governance are very closely linked to the issues of human rights and social inclusion. Internet, having a public nature, is a space that fosters creativity and inclusiveness – everyone is free to use it, to share ideas, everyone is an equal actor in the internet world. There are some issues arising there though in relation to the issue of protecting the public nature of the internet as most of the infrastructure is privately owned.

What has to be reached is also a balance between the rights of different interest groups. There are some serious discussions as it comes to ensuring the freedom of expression and protection of the public order on the other hand. In theory, everyone is free to express their opinion however what should be done if those opinions have a negative impact on others and aim at excluding them? For example hate speech.

The blessings of internet are at the same time the biggest threats of it. The freedom of speech experienced on the internet for example can be used both for good

and bad purposes. It can serve both for social inclusion of people having less opportunities, giving them space for expressing their thoughts but can also be a place where they will become even more excluded or attacked and encounter hate speech or other sorts of attacks towards them. This often happens as internet is anonymous, or at least that is what people think – people say/write things that would never come out of their mouth in real life, not putting their name under it.

Everyone should be also aware that there are some human rights that are closely related to internet. It offers enormous opportunities for the realization of them however there is also a risk that they may be threatened using it. Human rights related to the use of internet are often called digital rights. Digital rights allow everyone to use, access, create and publish digital content. There are some rights that are more relevant as it comes to internet, its governance and social inclusion.

Here are some general rules that have to be followed as it comes to the relation between internet, human rights and social inclusion:

- 1) Universality and equality
 - a. Everyone is free and equal from the moment they were born – this basic principle has to be guaranteed to all both in the on-line and off-line world.
- 2) Rights and social justice
 - a. In an o-line environment you can promote and protect human rights. It is also a place where they can be fulfilled and where social justice can advance. Everyone has an obligation to respect them in the on-line world.
- 3) Accessibility
 - a. Internet is a mean that should be equally accessible, open and secure for everyone, no matter of their background beliefs or any other factors.
- 4) Expression and association
 - a. Everyone has the right to express their views freely on the internet, without censorship or any other interference into them. However what has to be kept in mind is that their views shouldn't harm and offend the other users. Everyone also has the right to associate freely through internet.
- 5) Life, liberty and security
 - a. The right to life, liberty and security has to be fulfilled also in the on-line environment. Everyone should be free and feeling secure.
- 6) Diversity
 - a. Diversity in terms of cultures and languages should be guaranteed. Technical advancements should be used to encourage and facilitate the diversity and

plurality of expression.

7) Network equality

a. Everyone should have equal access to the content on the internet – without filtering or traffic control for whatever reasons (political, geographical, commercial).

8) Standards and regulation

a. Open standards for the internet's architecture, document and data formats as well as for communication systems should be established – ensuring interoperability, inclusion and equal rights for all.

9) Governance

a. Internet must be governed in a transparent and multilateral way based on the principles of openness, accountability and inclusive participation. Legal and normative norms must be created and they should be based on the principles of human rights and social justice.

As internet is becoming something that is present visibly in our day to day life it is becoming another place where we can fight for social inclusion – we can do it through online campaigns which were discussed in details in this manual but we can also do it by our own actions – make sure to react if we see that someone is a victim of hate speech online and most of all make sure that our own actions makes everyone online feel wanted and included. Internet and human rights are strongly connected – it's up to us how we guarantee that they are respected online.

If you want to learn more about internet governance, you should have a look at the publication developed by YEU and its partners during the New Media Summer School 2013 which you can find here: <http://www.yeu-international.org/en/publications/step-by-step-introduction-to-internet-governance>.

Storytelling

Every human being has a unique story. A story is a combination of things that has a beginning and an ending. People tell stories in different ways. The way people tell the story and how they receive it from the audience will create the shape of how the story will look like. Indeed, storytelling has to be that good, that it touches the heart and minds, body and spirit of the listener. Stories have the abilities to engage participants by using different learning styles, visual, auditory, etc. Stories connect us with our past, present and future, by teaching to us the possible results of our actions. A story is the structure that gives meaning and order to our lives. Storytell-

ing is an essential tool to generate innovative ideas as well.

Advocacy Storytelling

Advocacy Storytelling is a process of transmitting the message to the audience and encouraging them to act on it. It is a powerful and necessary way of communicating. In advocacy, storytelling is about your understanding of the people that make your audience and how are you going to communicate the message to the audience. A story should be adopted for your audience. Storytelling is a powerful tool in bringing social change. The process of using storytelling in advocacy means that different audience of people will need different versions of the same story, in order to maximize the understanding of the story showed. To acquire an effective advocacy storytelling, it is vital that you are able to generate different versions of the story, in different contexts. Thus, the use of this instrument makes the advocacy process, smarter.

Storytelling is a utensil that can be used to influence the authorities for offering support and empowering people. Concrete examples include: Presenting of videos during a conference where authorities are invited, to see and understand the needs of disabled people/ bringing participants together on a training course and focusing on the elements of a story: the storyteller, the story and the audience. It enables dialogue, empathy and understanding of each other, inspire us to take action or to change.

While you are telling a story try to pay attention to these elements:

- Tone of voice, the way you tell the story since it has to catch people's attention
- Tell the story in an easy way, making it easier for your listeners to remember it. Avoid using complicated words and giving too much information. Try to make the way in which you tell the story interesting for your listeners making them curious and wanting to find out more.
- The content of the story has to be personal; the story has to be about you and what happened to you
- The story has to be true. Sure, sometimes adding some little elements is welcome to make it more interesting, but the story as whole has to be something have experienced in your lifetime.
- Adjust your story to your audience. It will be easier for them to understand it and your emotions.

What is digital storytelling?

Digital Storytelling is a practice that combines online personal narrative with digital content, including a short video, image or sound in order to transmit the authentic, life experienced stories to the audience. Digital stories are stories produced and disseminated using digital media. Digital storytelling allows people to discuss, share their ideas, develop critical thinking, problem solving, construct their own understanding or introduce them to a new content. Nowadays this is a practice, used widely in education, organizations, in order to achieve their goals for community engagement. A lot of people discover this practice through conferences, workshops, seminars. Stories told digitally or traditionally can create the opportunity for individuals to find out new things about themselves, as well to understand other people's experiences. Through the stories we understand more and better about ourselves and the people around us. Digital storytelling has the potential to connect a community through shared story, develop a sense of understanding and tolerance by hearing someone else's story. Digital Storytelling provides a place of experiential learning, reflective practice, effective communication and building communities.

Liquid Democracy

Problem- Debate- Vote- Decision

"Politics" as a word comes from the word "polis" which means "city" in Ancient Greek. At those times, the term "polis" referred to a state where the first kind of democracy was carried out by citizens. In ancient Athens, people were gathering into public places to identify problems, discuss about current issues and create policy solutions. This process is so similar to nowadays' process. By means, every free man, as an individual has the right to speak, vote and decide about the possible solution/prevention of each issue. Thus through their daily discussions, reality was transformed into politics on the streets. This process refers to direct democracy or else called "pure democracy", in which people themselves, rather than their elected delegates, draw the laws and policies which represent them. The fact that everyone participates in decision-making, eases some of the problems produced by having representatives, but it provokes two main problems. Firstly, nowadays you are not able to get a million people into a single room in order to make discus-

sions and decide on various issues in an effective way. Secondly, everyone might not be interested in every decision which makes it difficult to reach a consensus. Moreover, they might not be experts in every issue so that they can fully participate in all parts of a discussion.

Today modern nation states do not need to share common public space to discuss problems. Problems of our time are more different and complex than old times. Moreover, because of the needs of our societies, work is a necessity and it is a part of our lives. So, people do not have the time to discuss about politics. However, it is their obligation and responsibility to be informed and have their personal opinion on current problems in order to be well-informed and fully integrated human beings.

It is a fact that our societies are organized in such a complicated way that is very difficult for every citizen to be aware of all political issues and their processes. They require specific knowledge on economic, educational, sociological and political fields.

Today modern democracies specify professional politicians as representatives of their citizens. They are full time professional politicians and their task is to carry out public discussions on various issues since they are the only ones responsible for taking decisions in the designated political arena. Mass media channels are responsible for transmitting these discussions to the society.

The key factor of this kind of democracy is that the voters in each municipality choose which people will represent them at each administrative level; from city councils and state/ province senates to national parliaments/President/ Prime minister.

We, as citizens, can vote to change our representatives in certain intervals since every few years the representatives are being elected through elections. Most Western governments call themselves "democracies" which refers to a government elected by the people, it addresses "majority". The majority revealed from the elections makes decisions on current issues which will later become policies and/or laws of the state. Herewith, we as regular citizens are not directly into the policy-making process during that time. This system of politics is called indirect/ representative democracy.

Nowadays, the citizens are not satisfied with representative democracy as they argue that all citizens, at any time, should have the chance to stand their voices during the policy-making process even if they do not want to become full-time politicians. They think that full-time politicians and political parties may still be useful

but every citizen should be given a vote for every issue on the table. In this system people may choose their vote to be represented by another person that they trust to make a valuable decision on behalf of them. They may also choose professional politicians themselves or they vote the policies directly. But in some particular issues, people do not trust anybody else to take political decisions on behalf of them. So, they take back their vote from that person and they vote themselves. This connection between direct democracy and indirect democracy is called Liquid Democracy.

Beside traditional means of communication like mass media, we also have cyberspace where all citizens can communicate without sharing the same place. People can discuss online about different issues by using social media tools to criticize and change policy-making process if they are not satisfied. Namely, all citizens can have an active role during the policy-making process just like Ancient Greeks did on the acropolis, outside of Athens. Citizens' fluid and active participation by using online and offline networks in the democratic process is based on "Liquid democracy" idea.

Liquid democracy is the absolute combination between direct and representative democracy since people can either vote for themselves or choose a delegate to vote for them. This process comes with different structures of delegations and proxy voting system.

Characteristics of Liquid Democracy:

- There are no time limitations, no fixed deadlines and no fixed quorum
- There are no content limitations considering individual and delegate voting area
- There is full participation considering inclusion of civil society (representative and direct participation) since everyone can make contributions at every level by using cyberspaces such as Wikipedia.

Liquid Feedback: It is a kind of software that provides individuals to make their votes. Moreover this software provides direct communication between citizens and politicians to inform themselves on current situations and discussions since it helps to gather the citizens and politicians into a platform to discuss on policies and issues.

What is Adhocracy?

www.adhocracy.de is an online platform for citizens to create adhocracy items for their organizations or groups. This solution oriented platform allows its users

to participate in different discussions and make votes. This provides to learn and organize individual needs of the group or organizations.

This platform is reliable since it has high standards privacy/security settings regarding data protection. Each person can register on it and open discussions on each issues. Moreover, they can share these issues with the others by putting these issues/ policies/situations to the vote and make decisions.

Example of Liquid Democracy:

Switzerland

Switzerland is a good example of Liquid (delegative) democracy. Citizens can choose their representatives in the parliament through elections. If enough citizens decide on the policy by signing petition, this can go to the referendum as well. The representatives can vote on laws by having more than 50,000 signatures, furthermore, citizens can also make their decision directly to a vote. For example, every Swiss citizen has a right to prepare their own proposals; in the end the government is responsible to put these recommendations to the vote since they gathered more than 100,000 signatures.

According to Swiss constitution, if constitutional changes are needed, the issue should be solved through referendum. The significant point is that the votes are always considered as a valid, even if 5% of the citizens vote. In two to four voting days, all referendums which includes national, local levels, take place in elections. Before voting day all citizens take a brochure of the issues and policies that they need to vote on. Thus, Swiss system emphasizes on public decision since it does not exercise any power above the citizens. Consequently, citizens give decisions as like politicians, furthermore, they always makes final decisions since the politicians cannot change any regulations or constitution without receiving citizens approvals.

Clicktivism

It is an undoubted fact that social media have a huge potential in pursuing a campaign – the target group present there is huge, people log in almost every single day so it's quite easy to reach them with your message. Some use portals like Facebook much more than their e-mails and do spend a lot of time online. For

sure, using social media, of course, taking into account the target group and its behaviour, works better in promoting your campaign than handing out 100s of leaflets. Social media had become a part of your everyday life and campaigners and activists should adapt to that and take it into consideration.

The advantages of online campaigning and the ways of doing that were presented throughout this manual but now we want to get your attention to a phenomenon that is considered a downside of online campaigning and probably the biggest threat to them. That is clickivism.

It is probably one of the biggest challenges you have to face when making a campaign online. It is a rather new phenomenon that has emerged along with digital activism and online campaigns. The term is basically used to describe activists organising their activities through social media – which allows them to quantify their results quite easily, by seeing in real time how many people have clicked/liked/signed/opened their petition or other call to action.

On one hand, it is described just as a way of communicating the action which later involves some offline actions. However it may be also understood in another way - to describe the process of signing online petitions or sending e-mails to politicians/companies to advocate for a certain cause.

There are critical voices which state that clickivism turns old fashioned social movements into advertising campaigns – where likes, clicks and shares matter the most and are not followed by any action. Most of the people supporting a certain cause are just e-mail addresses on a list rather than people really engaged in the cause and willing to fight for it.

We are sure that all of you did it at some point of your life as well – signed a petition online and forgot about the cause it was advocating for 10 minutes later. People click, as it doesn't cost them anything, is not such a big effort and doesn't take a lot of time whereas they tend not to take any further action in real life – this requires more time, effort and willingness.

You have to remember that people do get a large amount of info through their social media channels at all times. With the amount of information they get, it is sometimes hard to process it all – they often just click on something because a friend has invited them to do so or it appeared somewhere in their newsfeed and they liked it – 10 minutes after they forget. The key is to turn all the virtual support-

ers of your cause into offline activists as well.

Clikivism does make your message spread all around the world with just few clicks, it makes it visible – and there is a chance that more people will get actively involved. There is a BUT though - you cannot measure the success of your campaign just by the number of clicks, you should do it by the results achieved in the offline world.

Social media are powerful, but real changes can only happen in the real world. And that takes a lot of time and effort.

About YEU

YEU stands for Youth for Exchange and Understanding. YEU was founded in Strasbourg in 1986 by a group of 120 young people from 11 different countries. Today it is a member of the European Youth Forum and considered by the European Union's institutions as an international non-governmental organisation. YEU is run by young people, for young people, by means of a democratic structure and our members are mainly working on a voluntary base. They cooperate all together to increase tolerance and awareness between different countries, cultures and traditions, and to promote a greater level of comprehension through the development of youth activities, such as youth exchanges, seminars, conventions, meetings, study visits, training courses and the development of educational manuals. YEU's vision is to promote peace, understanding and co-operation between young people, in a spirit of respect of human rights.

For more details about YEU, visit our website:
www.yeu-international.org

Youth in Action Programme

Youth in Action is the Programme that European Union has set up for young people. It aims to inspire a sense of active European citizenship, solidarity and tolerance among young Europeans and to involve them in shaping the Union's future.

It promotes mobility within and beyond the EU's borders, non-formal learning and intercultural dialogue, and encourages the inclusion of all young people, regardless of their educational, social and cultural background: Youth in Action is a Programme for all. The Youth in Action has recently been replaced by the Erasmus+ Programme.

For more information about Youth in Action and Erasmus+, you can visit these websites:

http://eacea.ec.europa.eu/youth/programme/about_youth_en.php

http://eacea.ec.europa.eu/erasmus-plus_en

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Education and Culture DG

'Youth in Action' Programme



Youth
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