DIGITAL MEDIA FOR SOCIAL CHANGE

A Guide for CSOs

FOREWORD

In an era where digital platforms have become the beating heart of our global society, the power to shape narratives, influence change, and champion social justice has never been more accessible. However, this boundless connectivity also presents new challenges, particularly in the realm of digital safety and gender inclusivity.

As we navigate the labyrinthine landscape of the digital world, it becomes abundantly clear that digital advocacy is both a beacon of hope and a double-edged sword. While it empowers civil society organizations (CSOs) and individuals to amplify their voices, advocate for change, and foster inclusivity, it simultaneously exposes us to a spectrum of vulnerabilities and risks. The promise of progress and the perils of prejudice coexist in this virtual space, making it essential for us to tread carefully, responsibly, and inclusively.

This guide is not just a resource; it is a compass, a guiding light for CSOs and advocates who seek to harness the full potential of digital advocacy while ensuring that no one is left behind. In this guide, you will find insights, strategies, and best practices to navigate the digital realm with a conscious commitment to gender inclusivity and safety.

The importance of addressing gender inclusivity in the digital sphere cannot be overstated. Digital spaces have the potential to liberate and amplify the voices of marginalized groups, particularly those who have been historically silenced. They are platforms for change, where the seeds of activism can flourish and grow. But, this potential is far from realized, as the digital world often mirrors the inequalities that exist in our physical world. It is rife with gender-based discrimination, online harassment, and cyberbullying. Therefore, the task before us is not merely to be digital advocates but to be advocates for a more equitable digital world where everyone's voice can be heard, and everyone's safety is paramount.

In these pages, you will discover not just a set of practices but a call to action. You will find guidance on how to ensure that your digital advocacy is a force for inclusivity, social justice, and change. The insights shared here draw from the experiences of CSOs, activists, and experts who have journeyed through the complex digital landscape and emerged stronger and more resilient. They understand that the digital realm is not a destination but a tool, a means to an end. And that end is a more equitable world where gender is not a barrier, but a bridge to understanding and collaboration.

This guide encourages you to embrace the digital age with open arms while upholding the values of respect, equity, and empathy. It invites you to explore the vast potential of digital advocacy while acknowledging the need for vigilance and protection. It illuminates the path towards effective digital advocacy, where inclusivity is not an afterthought but a guiding principle.

Let this guide be your companion in the digital journey, a trusted friend in the quest for change. Together, we can harness the power of digital advocacy to create a more just and inclusive world. It's time to amplify, to educate, to connect, and to protect. The time for change is now, and this guide will help light the way.

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INTRODUCTION

PURPOSE OF THE MANUAL

At Social Media Matters, we recognize the transformative power of digital platforms in shaping public opinion and driving societal change. With the increasing prevalence of online threats and violence against children, especially in the Asia-Pacific region, there's an urgent need to equip Civil Society Organizations (CSOs) with the right tools and knowledge to combat these challenges head-on. This guide has been meticulously crafted to serve as a beacon for CSOs, illuminating the path towards effective digital advocacy.

IMPORTANCE OF DIGITAL ADVOCACY IN ADDRESSING VIOLENCE AGAINST CHILDREN

The digital realm is a double-edged sword. While it offers unprecedented opportunities for learning and connection, it also exposes children to a myriad of risks, from cyberbullying to online sexual exploitation. The recent surge in online violence during the COVID-19 pandemic and alarming reports from global organizations like WHO underscore the critical importance of digital advocacy. By leveraging the power of digital platforms, we can not only raise awareness but also influence policy, mobilize resources, and foster a safer online environment for our children.

TARGET AUDIENCE AND HOW TO USE THE MANUAL

This guide is tailored for CSOs operating in countries like India, Nepal, Cambodia, Pakistan, Philippines, and Malaysia. While it's designed for beginners with minimal knowledge of social media, the modular structure allows for flexibility. Whether you're diving into the world of digital advocacy for the first time or looking to refine your strategies, this manual offers a step-by-step roadmap. This guide is recommended to the read and followed sequentially but feel free to jump to specific sections as needed in subsequent reads. With interactive elements interspersed throughout, this guide is not just informative but also engaging.

We hope this guide serves as a valuable resource in your journey towards creating a safer digital space for children. Together, by harnessing the potential of digital platforms, we can amplify our impact, enhance awareness, and drive tangible change in the fight against violence against children. Let's embark on this mission with determination and hope.
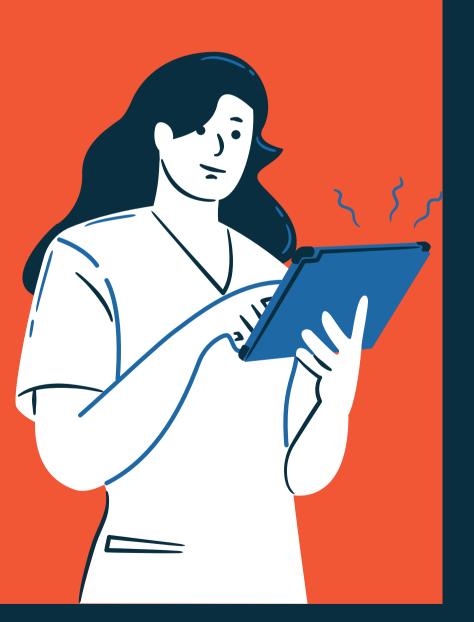
CHAPTER

1

UNDERSTANDING COMMUNICATION

In the realm of digital advocacy, offline communication encompasses traditional communication methods devoid of digital platforms. This includes face-to-face interactions, phone calls, print media (brochures, posters, newspapers), radio broadcasts, TV ads, and public speaking events like conferences and seminars. Although digital advocacy emphasizes online platforms for campaigns, offline communication remains pivotal, ensuring a broader reach and a more personal touch in advocacy efforts. It complements digital advocacy, forming an integrated online-offline omnichannel delivery model.

Online communication, in contrast, leverages digital platforms like social media, emails, and instant messaging apps. It offers a global reach, 24/7 accessibility, and the advantage of asynchronous communication. However, it often lacks the personal touch and non-verbal cues present in offline communication. While online methods are cost-effective and efficient, offline methods, such as print media or events, can be pricier.

WORKOUT
Communication Wheel

OBJECTIVE
To broaden the idea of understanding the term 'Communication'

PREPARATION
White Board and Marker

TIME
15 mins

GROUP SIZE
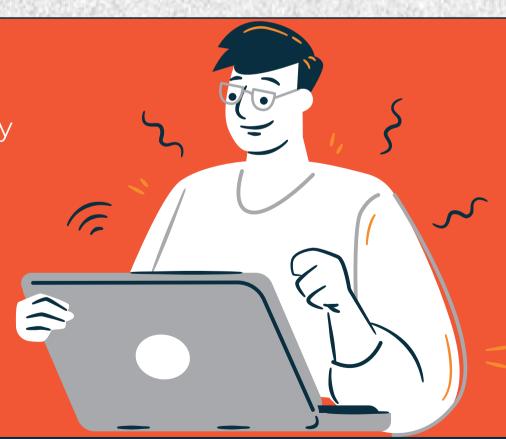20-30 participants

IDEA
Ask the group of what they understand of the term 'communication' and the characteristics defined for offline and online communication. Elaborate based on the characteristics defined.

STEPS

1. On a white board facilitator write the word 'COMMUNICATION'
2. Now the facilitator will ask from each participant of what they understand by the word 'COMMUNICATION'
3. Write down the response with an arrow marking
4. Repeat the same as participants share their thoughts
5. After each participant has shared their thoughts reflect on each word and join the dots to build a healthier discussion

NOTE FOR THE FACILITOR

1. Many participants will randomly say out their thoughts, try to balance it as each word they say adds value to the discussion
2. Break down on words if it dosen't connect with the theme but dont exclude it from the discussion
3. Keep encouraging participants to share their thoughts as more they share better the conversation will build to carry out the session
4. Link the workout with the upcoming session/module

KEY CHARACTERISTICS

OFFLINE COMMUNICATION IS CHARACTERIZED BY

- Face-to-face interactions, offering a personal and engaging touch.
- Non-verbal cues like body language, tone, and facial expressions.
- Instant feedback through direct conversations.
- Demonstrating importance and value through in-person meetings.
- Building trust and rapport in sensitive discussions.
- Enhanced privacy and security in calls and face-to-face interactions.

ONLINE COMMUNICATION, ON THE OTHER HAND, IS MARKED BY

- Global reach, connecting with audiences worldwide.
- 24/7 accessibility and asynchronous communication.
- Multimedia integration, including text, images, audio, and video.
- Interactive communication with immediate feedback.
- Automatic record-keeping of conversations.
- Speed, efficiency, and cost-effectiveness.

For CSOs, these characteristics influence their communication and advocacy strategies. The global reach and 24/7 accessibility of online communication enable CSOs to connect with diverse audiences, while the personal touch of offline communication is crucial for building trust with stakeholders.

BENEFITS AND CHALLENGES

While we understand how important to understand the key concept of communication, it also becomes important to know what counts for its benefits and challenges. Offline communication is often valued for its personal touch and immediate feedback, while online communication is prized for its reach, cost-efficiency, and documentation capabilities. The choice between the two depends on the specific context, goals, and preferences of the individuals or organizations involved. Many people and businesses find a balance between the two, using offline and online communication methods as appropriate for different situations.

BENEFITS OF OFFLINE COMMUNICATION OFFERS CSOS

- A personal touch through face-to-face interactions.
- Depth and context through non-verbal cues.
- Instant feedback and gratification.
- Demonstrated importance and value.
- Trust and rapport building in sensitive discussions.
- Enhanced privacy and security.

CHALLENGES OF OFFLINE COMMUNICATION

- **Limited Reach**: Offline communication is geographically constrained and may not be practical for communicating with people in distant locations.
- **Time and Location Constraints**: Scheduling and arranging in-person meetings can be time-consuming, and not everyone may be available at the same time or place.
- **Costs**: Travel and other logistical expenses can make offline communication more expensive, especially for businesses with a global presence.
- **Documentation**: Offline conversations are not easily documented, which can make it challenging to refer back to details or maintain a record of the discussion.

BENEFITS OF ONLINE COMMUNICATION PROVIDES

- Wide and instant global reach.
- Cost-effectiveness.
- Speed and efficiency.
- Interactivity and engagement.
- Multimedia content presentation.
- Record-keeping and data-driven insights.

However, CSOs face challenges in both realms. Offline methods have limited reach and can be resource-intensive, while online methods face the digital divide, information overload, online harassment, and data security concerns.

CHALLENGES OF ONLINE COMMUNICATION

- **Lack of Non-Verbal Cues**: Online communication may lack the non-verbal cues that are present in face-to-face conversations, which can lead to misinterpretation or misunderstandings.
- **Technical Issues**: Connectivity problems, software glitches, and hardware issues can disrupt online communication.
- **Security Concerns**: Online communication can be vulnerable to data breaches and hacking, raising concerns about privacy and security.
- **Impersonal Feel**: Some people find online communication less personal and may struggle to establish genuine connections.
- **Information Overload**: The constant flow of digital information can be overwhelming, making it challenging to filter important messages from noise.

FOR OFFLINE COMMUNICATION, CSOS SHOULD

- Be clear and concise.
- Practice active listening.
- Observe and respond to non-verbal cues.
- Show respect and empathy.
- Maintain confidentiality in sensitive discussions.
- Prepare well for meetings and discussions.
- Provide follow-ups post-discussions.

CHALLENGES OF ONLINE COMMUNICATION

- Use clear, concise language with proper grammar.
- Maintain an appropriate tone and style.
- Be polite, respectful, and avoid offensive language.
- Be honest and acknowledge sources.
- Review privacy settings and think before posting.
- Engage positively and avoid conflicts.

MASTERING DIGITAL TOOLS

Essential digital tools for CSOs include social media platforms, email marketing tools, online petition platforms, data visualization tools, project management tools, online survey tools, webinar platforms, and website builders. Platforms like Muster, SalsaEngage, Mobilize, CharityEngine, NationBuilder, and Votility by DonorPerfect are recommended for CSOs. To maximize these tools, CSOs should regularly post on social media, segment and personalize emails, use data visualization for complex data, manage projects effectively, gather feedback through surveys, host webinars, and maintain a professional website.

CONSIDERING SECURITY AND PRIVACY

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WORKOUT
Chinese Whispers
(Dance) -
(Optional)

If time permits,
facilitator can
conduct the
activity as
participants
enjoy it alot and
connect well
with the concept
learnt. It can be
conducted with
group of any age
group.

PREPARATION
A group of
volunteers (10
maximum)

IDEA
To promote effective
communication,
teamwork, and creativity
within the group.
Participants will engage
in a dynamic and
entertaining exercise
that challenges their
ability to convey
information accurately
through non-verbal
communication,
fostering a deeper
understanding of the
importance of clear and
concise messaging in a
collaborative setting.
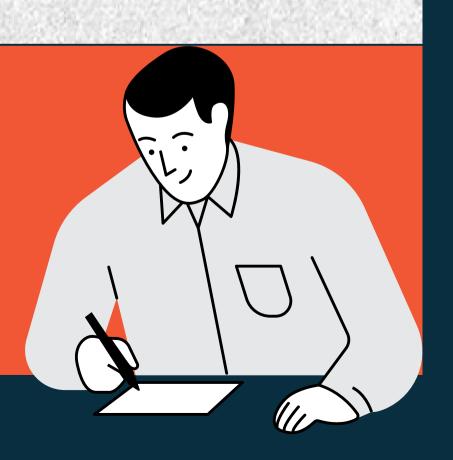
TIME
10 MINS.

OBJECTIVE
To develop
awareness of the
impact of
interpretation on
communication
and teamwork
while enhancing
their ability to
express ideas
creatively and
collaboratively
through
movement.

STEPS

1. Invite 5-10 volunteers from the group (depending on the size of the group).
2. Make them stand in a line (one after another) each facing towards the audience.
3. Now ask one member of the group to demonstrate a dance step to the first participant (try to make it a little tricky).
4. Ask the first participant to demonstrate to the next participant and so on till the last participant.
5. Ask the participant to observe the pattern of the steps followed by each participant.
6. Ask the first and the last participant the repeat the step.
7. Draw the conclusion from the steps performed.

NOTE FOR THE FACILITOR

Participants might be a little hesitant as it involves dance moves so encourage them to participate.

CHAPTER

2

LEVERAGING SOCIAL MEDIA FOR ADVOCACY

In the digital age, social media has played a crucial role in leveraging the voices of the unheard communities. This makes it important for civil society organizations for implementation of their online campaign strategically to mark a visibility among the masses. Therefore, selecting the appropriate digital platforms has become paramount for impactful advocacy. This chapter of the guide will delve into understanding the unique strengths and demographics of various platforms, guiding organizations to make informed choices. It offers insights into the advantages of popular social media channels, websites, and communication tools. By aligning platform selection with target audience preferences and campaign goals, civil society organizations can maximize their reach and engagement. From Facebook's broad reach to X's (formerly known as Twitter) rapid dissemination, this chapter empowers advocates to navigate the digital landscape strategically, ensuring their message resonates effectively and leads to meaningful change in the fight against violence against children.

While planning and designing advocacy campaign for CSO, it's important to follow the steps:

1

IDENTIFY YOUR TARGET AUDIENCE

The first and the foremost step is to identify who is your target audience for the campaign. What are their demographics? What are their interests? What social media platforms do they use? Once you have a good understanding of your target audience, you can start to narrow down which social media platforms are right for your organization.
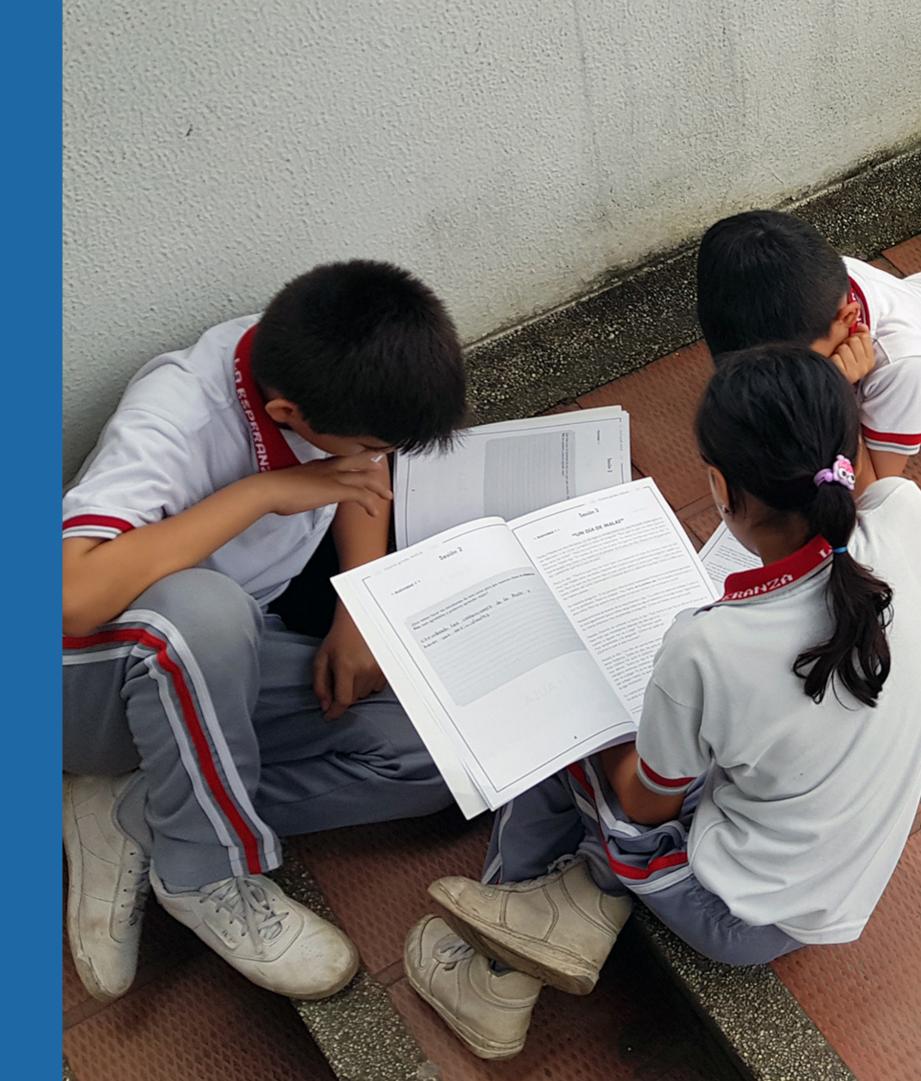
DEFINE YOUR GOALS

Goals help in narrowing down the campaign. So think around what do you hope to achieve with your social media presence? Do you want to raise awareness about your organization's work? Do you want to generate leads? Or do you want to build relationships with your audience? Once you know your goals, you can choose the social media platforms that are best suited to helping you achieve them. Remember every social media platform has a different approach to run advocacy campaigns.

RESEARCH DIFFERENT SOCIAL MEDIA PLATFORMS

Each social media platform has its own unique features and benefits. It's important to research different platforms to learn more about their strengths and weaknesses so that you can choose the ones that are right for advocacy. Also, this varies with demographic approach. For example, in India *Facebook*, *Youtube* and *Instagram* are the most popular platforms while in Nepal Facebook is commonly used by individuals and Facebook and WhatsApp are more popular.

Here is a brief overview of some of the most popular social media platforms.

It is primarily a messaging application but with its latest features, it is also used to disseminate messages as part of a campaign.

It is a professional networking platform. It is a good platform for sharing thought leadership content and for connecting with other professionals in your field.

This platform is very popular to share organiztional videos that might contain a powerful message or generic information about the initiatives of the organization. Large length videos can be uploaded and shared widely.

This is the largest social media platform in the world, with over 2.9 billion active users. It is a good platform for reaching a wide audience, but it is important to note that the demographics of Facebook users are shifting. Younger users are more likely to use other platforms, such as Instagram and TikTok.

It is a great platform for sharing news and information, and for engaging in conversations with your audience. It is also a good platform for following trending topics and hashtags. Instagram: This is a visual platform that is well-suited for sharing photos and videos. It is a popular platform among younger users, and it can be a good way to reach a new audience.

(You can choose platforms that are popular in your country and widely used across age-groups)
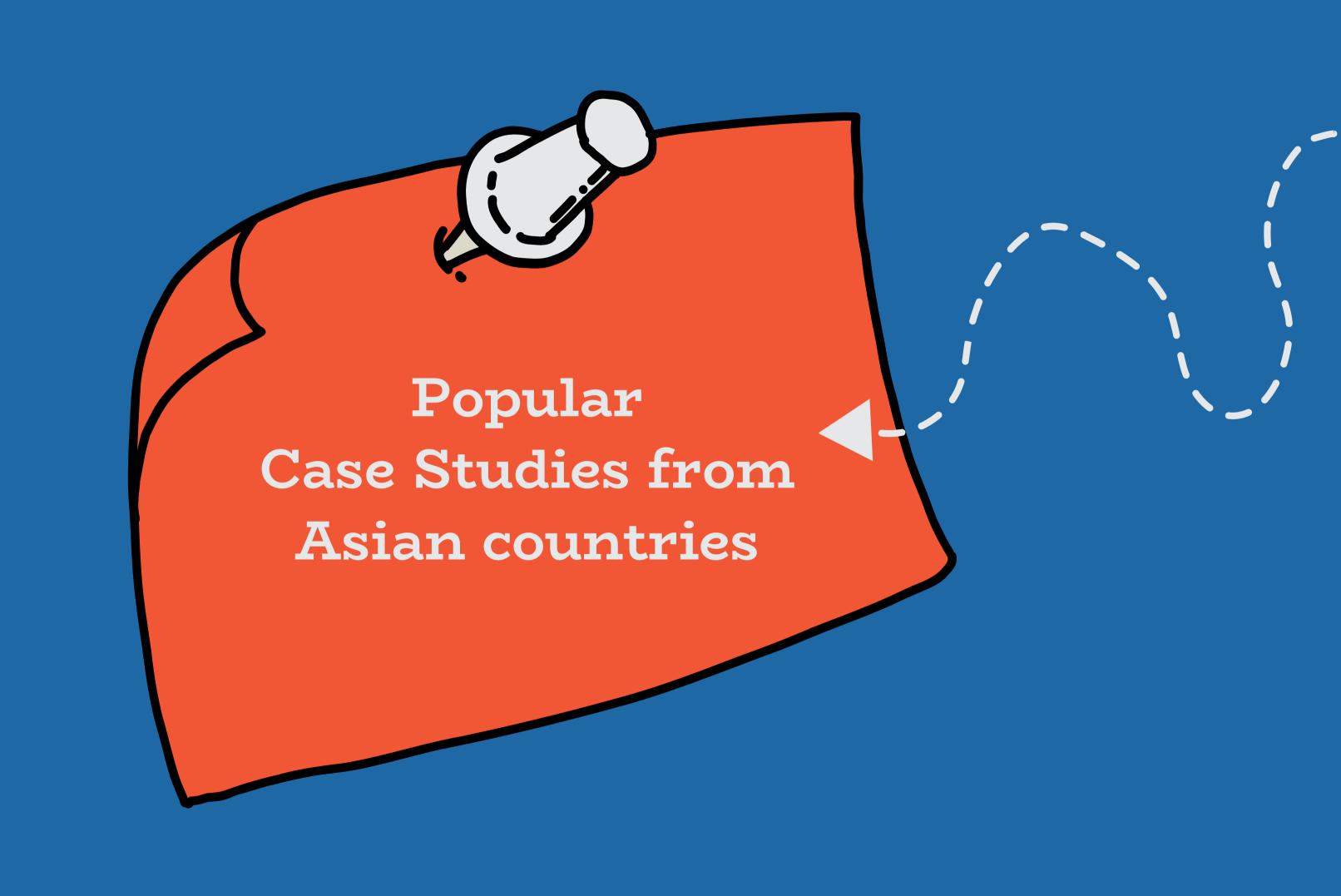
4

CONSIDER YOUR RESOURCES

It is important to consider your resources when choosing social media platforms. Do you have the time and staff to manage multiple accounts? Do you have the budget to create high-quality content for each platform? If you are limited in resources, it is best to focus on a few key platforms.
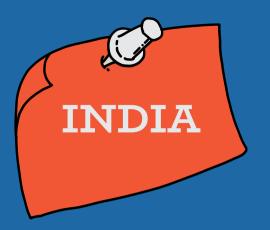
EXPERIMENT AND TRACK YOUR RESULTS

Once you have chosen your social media platforms, it is important to experiment and track your results. This will help you to determine which platforms are working best for you and your audience. You can use social media analytics tools to track your progress and make adjustments to your strategy as needed.

Popular
Case Studies from
Asian countries

INDIA

The Indian government has used social media to raise awareness about issues such as child marriage and gender violence. For example, the government launched a campaign called **#BetiBachaoBetiPadhao** (Save the Daughter, Educate the Daughter) to raise awareness about the importance of educating girls. The campaign used social media to reach a wide audience and to encourage people to pledge their support for girls' education.

NEPAL

The Nepali government has used social media to promote gender equality and to combat gender violence. For example, the government launched a campaign called **#SayNoToViolenceAgainstWomen** to raise awareness about the issue of violence against women. The campaign used social media to reach a wide audience and to encourage people to speak out against violence against women.

PAKISTAN

The Pakistani government has used social media to promote gender equality and to combat gender violence. For example, the government launched a campaign called *#GharGharMeinAuratKaEhtram* (Respect for Women in Every Household) to raise awareness about the importance of respecting women. The campaign used social media to reach a wide audience and to encourage people to pledge their support for gender equality.

PHILIPPINES

The Philippine government has used social media to promote gender equality and to combat gender violence. For example, the government launched a campaign called *#VAWFreePhilippines* to raise awareness about the issue of violence against women. The campaign used social media to reach a wide audience and to encourage people to report incidents of violence against women.

MALAYSIA

The Malaysian government has used social media to promote gender equality and to combat gender violence. For example, the government launched a campaign called **#WomenEmpowerment** to raise awareness about the importance of empowering women. The campaign used social media to reach a wide audience and to encourage people to support women's empowerment.

CAMBODIA

The Cambodian government has used social media to promote gender equality and to combat gender violence. For example, the government launched a campaign called **#SayNoToDomesticViolence** to raise awareness about the issue of domestic violence. The campaign used social media to reach a wide audience and to encourage people to report incidents of domestic violence.

WORKOUT
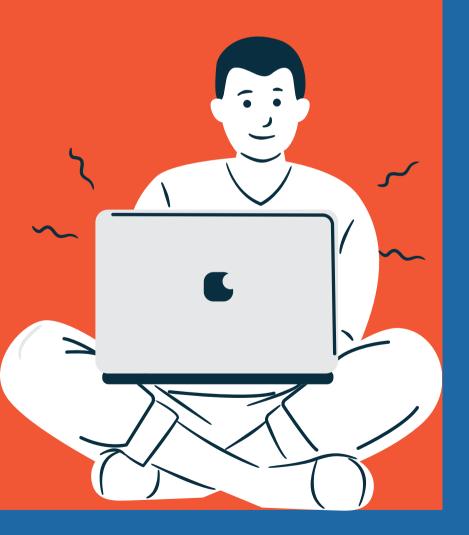Theme Explorer: Unveiling Your Social Media Storyline

PREPARATION
Sticky notes/ chart paper, Sketch-pens/ Marker/Colours

OBJECTIVE
To help participants brainstorm themes but also encourages collaboration and creative exploration. It will enable them to understand the importance of coherence and consistency in storytelling across social media platforms.

TIME
10 Mins.

GROUP SIZE
20-30 Participants (divide equally in small groups)

IDEA
Ask the participants to choose a theme for their campaign which resonates with their organization and other initiatives or even which they personally feel attached to. The campaign will add value to the organizations presence and to the larger community and other online campaigns. Ask them to list down famous social media campaigns that they have heard and has had an impact on the masses.

STEPS

1. Start the exercise by introducing the significance of themes in social media campaigns.
2. Divide participants into groups or pairs, depending on the workshop size.
3. Each group should outline the core message they want to convey through their campaign. Encourage them to brainstorm keywords and concepts related to their chosen topic.
4. Ask participants to write down these themes on sticky notes or chart paper and place them on a board or wall.

NOTE FOR THE FACILITOR

1. Encourage groups to choose the uncommon themes (since this is just for learning they can freely choose any topic) but for organization campaigns they should think along with the motto of the organization.
2. In between go to each group and try to understand the themes groups have decided this encourages them to think more deeply about it.
3. Have conversations like where did they first see the campaign, what were there initial thoughts of any campaign they have witnessed.
4. Give references to other larger/ community campaigns. This will help in regulating more conversations among the group members and more interesting thoughts will emerge to think loudly about advocacy campaigns for the organization.

HOW TO SET UP AND OPTIMIZE ORGANIZATION'S SOCIAL MEDIA PROFILES

In today's digital age, social media has emerged as a powerful tool for advocacy, outreach, and mobilization. For Civil Society Organizations (CSOs) championing causes like child safety, a compelling social media presence is not just beneficial—it's essential. A well-crafted profile can serve as the frontline of your digital advocacy, offering a snapshot of your mission, values, and the impact you're making. But how do you ensure that your social media profiles stand out in a sea of digital voices and resonate with your target audience? Let's learn through step by step method to optimize organizations social media profiles ensuring they not only reflect your organization's ethos but also engage, inform, and inspire action. Whether you're just starting out or looking to revamp your existing profiles, setting it up correctly can have a lasting digital impact. These steps are helpful when you have created a profile and have to enhance the branding.

- **Choose Your Platforms**: Select social media platforms based on your target audience's preferences and the type of content you'll be sharing (e.g., Facebook, X, Instagram).
- **Consistent Branding**: Use a consistent profile picture and cover image across all platforms. Choose visuals that align with your organization's identity and the cause you're advocating for.
- **Clear Username and Handle**: Keep your username and handle simple, easy to remember, and relevant to your organization or campaign.
- **Compelling Bio:** Craft a concise yet impactful bio that clearly describes your organization's mission, your campaign's purpose, and includes relevant keywords. Use emojis and hashtags for added engagement.
- **Contact Information**: Include relevant contact details, such as a website, email address, or phone number, to allow interested parties to connect with you easily. Use phone numbers that are available and non-changeable. For organizations, its viable to have a dedicated number that is only operational for business purposes. Avoid sharing helpline numbers in contact information.
- **Relevant Links**: Include links to your website, relevant articles, reports, or videos that provide more information about your cause.
- **Showcase Impact**: Feature powerful visuals (photos, videos, infographics) that highlight the impact of your advocacy efforts and evoke emotion.

- **Utilize Hashtags**: Research and use relevant hashtags related to child safety and your advocacy cause to increase your content's discoverability.
- **Clear Call-to-Action**: Include a clear call-to-action (CTA) in your bio, guiding visitors on how they can support your cause or get involved.
- **Regular Updates**: Keep your profile content fresh by regularly updating your bio, profile picture, cover image, and story highlights to reflect current campaigns and achievements.
- **Monitor Engagement**: Keep track of engagement metrics, such as likes, comments, shares, and follower growth, to assess the effectiveness of your profile optimization.
- **Audience Interaction**: Engage with your audience by responding to comments, messages, and mentions. Foster a sense of community around your advocacy efforts.
- **Adapt and Improve**: Regularly analyze your profile's performance and gather feedback from your audience. Adapt your content and profile elements based on insights gained.
- **Platform Features**: Every platform has specific features that can be used for user engagement resulting in campaigns visibility.

HOW TO CRAFT A COMPELLING SOCIAL MEDIA STRATEGY

Crafting a compelling social media strategy is essential for impactful advocacy. This section delves into the step-by-step process of formulating a strategy that aligns with your campaign goals and resonates with your audience. It covers elements such as defining objectives, identifying target audiences, selecting content themes, scheduling posts, and measuring success. By developing a well-structured social media strategy, civil society organizations can amplify their advocacy efforts, foster engagement, and drive meaningful change in the fight against violence targeting children. This section will empower advocates to create a strategic roadmap that maximizes their online presence and furthers their advocacy goals.

- **Define Your Objectives**: Clearly outline your campaign's goals – whether it's raising awareness, driving engagement, fostering discussion, or promoting a specific action.
- **Know Your Audience**: Identify and understand your target audience. Define their demographics, interests, online behavior, and pain points related to violence against children.
- **Choose Platforms Wisely**: Select social media platforms based on where your target audience is most active. Different platforms have varied demographics and engagement styles.
- **Content Themes and Topics**: Determine key content themes related to your advocacy, such as prevention tips, success stories, data-driven insights, and relevant news updates.
- **Content Mix and Formats**: Decide on the mix of content formats (images, videos, articles, infographics, polls, suggestions) that best convey your message and resonate with your audience.
- **Language**: You can choose to run your campaigns in local and regional languages reaching to your audience which is easy to read and understand.
- **Duration**: Set the time frame to run your campaign. Some themes are good to run a campaign for a month long while others can be for a day or a week.
- **Content Calendar**: Create a content calendar that outlines when and what type of content you'll post. Ensure consistency while allowing room for real-time engagement.

- **Visual Identity**: Develop a consistent visual style, including color palette, fonts, and imagery, to establish a recognizable and cohesive brand presence.
- **Hashtags and Keywords**: Research and include relevant hashtags and keywords to increase the discoverability of your content among a wider audience.
- **Posting Schedule**: Determine optimal posting times based on your target audience's online activity and time zones. Use scheduling tools to automate posts.
- **Community Engagement**: Respond promptly to comments, messages, and mentions. Foster two-way communication, build relationships, and show genuine interest in your audience.
- **Measuring Success**: Set up key performance indicators (KPIs) such as engagement rate, reach, and click-through rate. Regularly analyze metrics to assess your strategy's effectiveness.
- **Adapt and Improve**: Continuously monitor performance data and audience feedback. Adapt your strategy based on insights gained to optimize future content.
- **Evolve with Trends**: Stay updated with current social media trends and adapt your strategy to incorporate new features and content formats.
- **Restructure your strategy**: Long term campaigns needs to be closely monitored to check the efficiency of the strategy. Based on the response from the audience you can choose to re-structure your campaign strategy.
- **Collaborate and Partner**: Collaborate with influencers, organizations, and activists in the same domain to amplify your reach and impact.

HOW TO USE TEXT, IMAGES, VIDEOS - CREATING ENGAGING CONTENT

Creating engaging content is pivotal for impactful advocacy. This section delves into the art of crafting compelling text, images, and videos that resonate with your audience. It guides organizations on writing emotionally resonant text, designing visually captivating images, and producing informative and emotive videos. By mastering these content formats, civil society organizations can effectively convey their message, spark conversations, and drive action. This chapter empowers advocates to leverage the power of multimedia storytelling, ensuring their campaign against violence targeting children leaves a lasting impression and generates meaningful engagement.

Understanding audience and defining objectives is necessary to engage in any campaign but it is more important to have impactful creatives to read through and understand the core values of the campaign.

- **Design Visually Captivating Images**: Create images that convey powerful messages at a glance. Use clear visuals, vibrant colors, and balanced compositions that complement your message.
- **Produce Informative and Emotive Videos**: Develop videos that tell impactful stories related to violence against children. Utilize a mix of visuals, interviews, statistics, and narratives to drive home your message.
- **Maintain Consistency**: Ensure that your content's tone, style, and messaging remain consistent with your campaign's brand identity.
- **Incorporate Storytelling**: Infuse storytelling techniques into your content to evoke emotions, build empathy, and create a deeper connection with your audience.
- **Highlight Success Stories**: Share success stories and positive outcomes resulting from your advocacy efforts. Inspire hope and show the impact of collective action.
- **Adapt Content Formats**: Tailor your content formats to the platform you're using – shorter and catchy for social media, more detailed for blog posts or articles.
- **Utilize Data and Research**: Incorporate relevant data, research, and statistics to reinforce the importance of your cause and lend credibility to your content.
- **Call-to-Action**: Include clear and actionable steps your audience can take to support your cause, whether it's signing a petition, attending an event, or sharing the content.

WORKOUT
Draw your Thought

PREPARATION
Chart paper, Sketch-pens/ Marker/Colours

OBJECTIVE
To broaden the horizon of participants on understanding the effective use of creatives in a campaign

TIME
15 Mins.

GROUP SIZE
20-30 Participants

IDEA
Ask the group to share their thoughts by visualizing the content that can attract the audience to engage in a campaign. Creatives in form of text, photo or video leave a huge impact on the participants. Therefore, to run a successful campaign the creatives and content should be able to communicate the message.

STEPS

1. Ask the participants to think deeply about the form of creative they would like to use to run their campaign.
2. Tell them to pen their thoughts and give an outline to their format of creative (For example, if one of the participants chooses to use photos then ask them why they would use that photo specifically, what is the idea and message that they would like to convey).
3. Clearly define the the key points to them in case of a photo, video or text.
4. One by one ask them to explain their concept and format.

NOTE FOR THE FACILITOR

1. Many participants might be hesitant to draw, you can even ask them to write their points and clearly define them.
2. Keep encouraging participants to share their thoughts as more they share better the conversation will build to carry out the session.
3. Tell the participants this exercise will help them in the following sessions and understanding the core of the campaign.

CHOOSE YOUR CAMPAIGNS HASHTAG (#) AND SET THE TREND

Utilizing hashtags and trends strategically enhances advocacy impact. This section will delve into the art of selecting relevant and trending hashtags to amplify content's reach. It guides organizations on tracking popular trends, news, and events to align their messaging effectively. By harnessing the power of hashtags and trends, civil society organizations can tap into larger conversations, increase discoverability, and foster engagement.

- **Research Your Advocacy Niche**: Understand the key topics, keywords, and phrases related to violence against children that resonate with your target audience.
- **Choose Relevant Hashtags**: Identify hashtags that are directly related to your advocacy cause. Look for popular ones in your niche and those that your audience commonly uses.
- **Create Original Hashtags**: Develop unique and catchy hashtags that represent your campaign. Make sure they are short, memorable, and easy to spell.
- **Balance Hashtag Quantity**: Use a mix of widely used and niche-specific hashtags. Aim for a balance between popular and targeted ones to maximize visibility.
- **Stay Authentic and Relevant**: Ensure that the hashtags you use are authentic and relevant to your content. Avoid using unrelated or trending hashtags just for visibility.
- **Be Mindful of Platform Norms**: Different platforms have different hashtag norms. While Instagram allows multiple hashtags, Twitter's engagement may vary with the number used.
- **Observe Daily Hashtag Themes**: Platforms often have daily or weekly themed hashtags (e.g., #MotivationMonday). Participate in these to join larger conversations.
- **Keep Hashtags Visible**: Place hashtags within your post caption or in the first comment. Avoid overloading captions with too many hashtags.
- **Analyze and Iterate**: Regularly review analytics to see which hashtags drive the most engagement. Refine your hashtag strategy based on insights gained.
- E**ngage with Hashtag Communities**: Interact with posts under relevant hashtags, respond to comments, and follow users who engage with your content.

WORKOUT
Create your Campaign Hashtag (#)

PREPARATION
Sticky notes, sketch-pens/ Marker, Flip-chart

OBJECTIVE
To learn the art of creating a unique hashtag for a campaign

TIME
10 Mins.

GROUP SIZE
20-30 Participants

IDEA
To stimulate creative thinking about a campaign to encourage participants to consider the core message and goals of their campaign and to foster them for a deeper understanding of effective online engagement.

STEPS

1. Ask the participants to think about a theme for a campaign.
2. Tell participants about the importance of using hashtag in a campaign quoting examples like *#NoChildAbuse #EndViolenceAgainstChildren*.
3. Now based on the theme ask them to write words that associate with their campaign.
4. Combine the best possible words to create a unique hashtag for your campaign.

NOTE FOR THE FACILITOR

1. Participants might club too many words while creating a hashtag so give them clear instructions of not making a hashtag into statements. Keep a small and crisp hashtag that conveys the message of the campaign or that associates with the campaign.
2. Participants can also create hashtags in their local language but it might have limitation to reach to larger audiences.
3. Inform the participants to have one hashtag for a campaign and too many might just disassociate with the key hashtag, therefore promoting the main hashtag is advisable.
4. Participants can also use an existing hashtag to support it and contribute to the larger campaign.

CHAPTER

3

PLATFORM SPECIFIC SAFETY TOOL AND RESOURCES

In our earlier chapters, we got familiar with some of the commonly used social media platforms either used for advocacy or to share about the work of the organization. To understand it better, undoubtedly social media platforms have become integral channels for information dissemination and connectivity, playing distinctive roles across various age groups. The usage patterns of social media are shaped by the preferences, needs, and characteristics of different age demographics.

For the younger generation, social media is a dynamic space for communication, self-expression, and social connection. Platforms like Instagram, Snapchat, and TikTok are particularly popular among teenagers and young adults, providing a visually engaging and interactive environment. These platforms serve as creative outlets, enabling users to share experiences, express individuality, and engage with global trends. Additionally, young people often leverage social media to advocate for social causes, share their perspectives on issues, and mobilize for collective action.

In the adult age group, platforms like Facebook and LinkedIn are commonly utilized for professional networking, career development, and staying connected with colleagues. Professionals often use these platforms to showcase their skills, share industry insights, and participate in professional communities. Facebook, with its diverse user base, becomes a platform for adults to engage in both personal and professional spheres, sharing updates about their lives and connecting with friends and family.

For older adults, social media serves as a means of staying connected with family members and friends, especially those who may be geographically distant. Platforms like Facebook and WhatsApp become crucial tools for maintaining social bonds, sharing life updates, and participating in family conversations. Additionally, older adults increasingly turn to social media for accessing news and information relevant to their interests. As technology continues to advance, understanding and adapting to these age-specific usage patterns will be essential for effective communication and advocacy strategies across the spectrum of social media users. Let's deep dive into some of the commonly used social media platforms and its safety tools to understand it better.
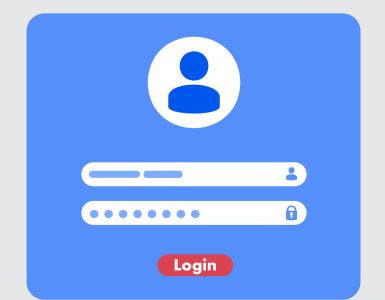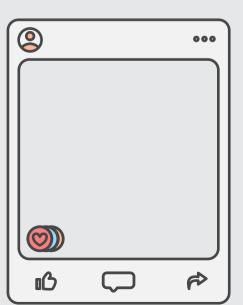
FACEBOOK

This is one of the first platforms that gained popularity by users of all age groups. Facebook serves as a comprehensive social ecosystem, allowing individuals to connect with friends, family, and communities worldwide. The platform should be accessed by people of age 13 and above but it was even consumed by under aged children. Though the platform gives us the opportunity to share and connect, it also has risks which can't be ignored. Some of the risks that include concerns are related to privacy, as users may inadvertently share sensitive information or become targets of data breaches. There are also challenges regarding the spread of misinformation and the potential for cyberbullying. While the platform can be secure and safe but with it comes responsibility to use it. Therefore, it is essential to keep yourself updated with the privacy policies, settings and features that will hekp in keeping the account more secure and safe. Let's learn some of the privacy settings that an individual or an organization should be aware of while managing their Facebook account or page.
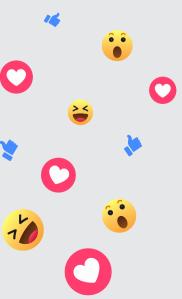
- **Login to Facebook**: Open your web browser and go to Facebook. Log in with your username and password.
- **Navigate to Settings**: On the top right corner of the Facebook homepage, you'll find a small arrow pointing down along with your profile picture. Click on it to open a dropdown menu. From the menu, select "Settings & Privacy" and then choose "Settings."
- **Access Privacy Settings**: In the left-hand column of the Settings page, you'll see various options. Click on "Privacy" to access the privacy settings.
- **Review Privacy Shortcuts**: Under the "Privacy" section, you'll find "Privacy Shortcuts." Here, you can quickly review and manage important privacy settings like "Who can see what you share?", "How to keep you account secure" and "How do can find you on Facebook?"

- **Manage Your Profile Information:** In the "How People Find and Contact You" section, you can control who can send you friend requests, look you up using your email address or phone number, and more. Click on "Edit" to make changes.
- **Control Who Can Send You Friend Requests:** Under "How People Find and Contact You," click on "Who can send you friend requests?" to customize who can connect with you on Facebook.
- **Adjust Timeline and Tagging Settings:** In the "Timeline and Tagging" section, you can control who can post on your timeline and who can tag you in posts. Review and adjust these settings according to your preferences.
- **Explore Additional Privacy Settings:** Scroll down to explore more privacy settings, such as blocking users, managing your ad preferences, and controlling apps and websites that are connected to your Facebook account.

Users can also read more about the privacy settings under Facebook Safety Centre to keep themselves updated and informed about it. Under settings only in the left column, users can also access community standards and legal policies to read more about the terms of services, community standards and privacy policies. Please note that the steps mentioned are based of a desktop version.
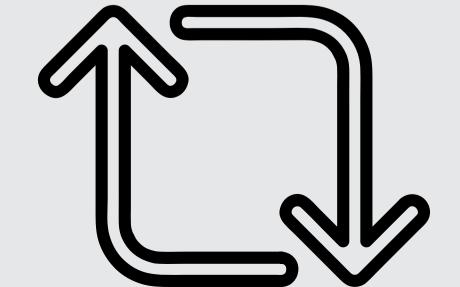
X (TWITTER)

This is a microblogging and social networking platform which has become a global hub for real-time communication and information sharing. This social media platform has evolved into a dynamic space where users, ranging from individuals to celebrities and organizations, share thoughts, news, and updates. On this platform users can express their thoughts in a word limit of 280-character messages known as tweets. But with recent updates, verified handles have the privilege to write upto 4000 characters. Other media that can be used to express is videos, photos, GIFsWith use of this platform the impact on public discourse and activism is significant, as it enables users to amplify their voices, connect with like-minded individuals, and participate in global conversations. While this platform can be used to connect globally this is also susceptible to the rapid spread of misinformation and fake news due to its quick-paced nature, potentially influencing public opinion. X has also grappled with challenges related to cyberbullying, harassment, and the dissemination of hate speech, necessitating ongoing efforts to enhance user safety and foster a positive online environment. In order to know more about the funcationality and usage of the platform it is also important to know about the privacy and security of it. Let's look into the safety features of X.

- **Login to X:** Open your web browser and go to X. Log in with your X username or email address and password.
- **Navigate to Settings and Support:** In the bottom-left corner of the X homepage, you'll find an option of "*More.*" Click on it to open and click on "*Settings and Support*". Under the drop down menu you will find other options and click on "*Settings and Privacy*".
- **Access Privacy and Safety:** In the left-hand menu, you'll see several options. Click on "*Settings and Privacy*" to access the privacy settings.
- **Adjust Discoverability Settings:** In the "*Discoverability and contacts*" section, you can control who can find you on X using your email address or phone number. Click on "*Discoverability and contacts*" to customize these settings.

- **Manage Tweet Tagging:** Under "*Tweet media,*" you can control who can tag you in photos. Click on "*Photo tagging*" to adjust these settings.
- **Control Who Can Reply to Your Tweets:** X allows you to control who can reply to your tweets. Under "*Tweet privacy*", click on "*Who can reply to your Tweets*" to set your preferences.
- **Filter Notifications:** In the "*Settings*" section under "*Notifications*" you can find options to filter and mute notifications. Click on "*Filters*" to manage your notification settings and filter out certain types of content.
- **Explore Additional Privacy Options:** Scroll down to explore more privacy options, including location information, content preferences, and more.

Additionally, to know more about the platform, its safety policies and community standards can be easily accessed under the Help Centre (https://help.twitter.com/en). Here, users can find information based on the latest issues and current news about X.

YouTube is primarily a video-sharing platform where users can upload, share, and view videos. This platform become one of the most popular websites on the internet. Users can find a wide variety of content on YouTube, including music videos, tutorials, vlogs, reviews, and more. The creators on this platform have helped users to gain information for their works and also for basic understanding. However, like any online platform, there are potential risks associated with using YouTube. Some of these risks include:

- **Inappropriate Content:** YouTube hosts a vast amount of content, and not all of it may be suitable for all audiences. Users, especially younger ones, may come across content that is explicit, violent, or otherwise inappropriate.
- **Privacy Concerns:** Users may unintentionally share personal information in comments or video descriptions. Additionally, YouTube's algorithms and data collection practices may raise privacy concerns.
- **Cyberbullying:** The comment sections on YouTube videos can sometimes be a source of cyberbullying and harassment.
- **False Information:** YouTube has faced challenges related to the spread of misinformation or disinformation on its platform. Users may encounter content that is misleading or factually incorrect.
- **Copyright Issues:** Content creators need to be aware of copyright issues when uploading videos to YouTube, as unauthorized use of copyrighted material can lead to legal consequences.

To tackle the platform risks, it is important to understand the privacy and security for the safety of the user. Many a times we don't value our own safety but as a civil society organization we must be aware of the most frequent use of the safety features and tools like:

- **Restricted Mode:** This feature filters out potentially mature content, providing a more family-friendly viewing experience. Users can enable Restricted Mode in their account settings.
- **Flagging and Reporting:** Users can report videos, comments, or channels that violate YouTube's Community Guidelines. YouTube reviews reported content and takes appropriate action, which may include removing the content or disabling the user's account.

- **Privacy Settings:** Users can adjust their privacy settings to control who can view their videos, comment on them, or see their playlists. It's important for users, especially minors, to be mindful of their privacy settings.
- **Content Warnings:** YouTube may apply content warnings to videos that contain potentially sensitive material. These warnings help viewers make informed decisions about the content they choose to watch.
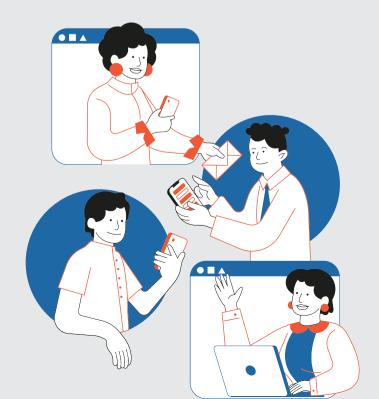
WHATSAPP

WhatsApp is a widely used messaging application that allows users to send text messages, make voice and video calls, and share multimedia content such as photos, videos, and documents. The most widely used social media platform helps to keep peers connected with one another. The fast messaging app has now become a part of our daily lives. While we see WhatsApp has helped with many safety features but still there are risks involved which needs to be considered and thought about. Some of them are:

- **Privacy Concerns:** While WhatsApp uses end-to-end encryption, meaning messages are secure and only accessible to the sender and receiver, there have been concerns about privacy, particularly regarding metadata and data sharing with WhatsApp's parent company, Facebook.
- **Spam and Scams:** Users may receive unsolicited messages or fall victim to phishing attempts and scams. It's essential to be cautious about clicking on links from unknown contacts and to report suspicious activity.
- **Security Vulnerabilities:** Like any software, WhatsApp may have security vulnerabilities that could be exploited by malicious actors. It's crucial for users to keep the app updated to the latest version to benefit from security patches.

To learn about some of it safety and privacy features, we should know that the platform is trying to keep their users safe and secure but with minimum responsibility of the users, they should be familiar with essential security features such as:

- **Two-Step Verification:** WhatsApp provides the option to enable two-step verification, adding an extra layer of security to the account. This requires users to enter a six-digit PIN when registering their phone number with WhatsApp.
- **Block and Report:** Users can block and report contacts that engage in unwanted behavior. This prevents them from sending messages or seeing the user's online status and last seen information.
- **Privacy Settings:** WhatsApp offers privacy settings that allow users to control who can see their profile photo, status, and last seen timestamp. These settings help users manage their visibility on the platform.
- **Disappearing Messages**: Users can enable disappearing messages for individual or group chats, causing messages to disappear after a set period. This feature enhances privacy by automatically removing sensitive content.
- **Group Privacy Settings**: WhatsApp provides options for users to control who can add them to groups. Users can choose to allow everyone, only contacts, or specific contacts to add them to groups.

LINKEDIN

Like other social media platforms, this platform is a little different as it is more for professional use. This platform is largely used for networking, career opportunities and job recommendations. But for CSOs this platform is useful to portray their work and build connections with liked minded organizations and donors. The visibility of work through this platform is very high and helps CSOs to create a good profile. CSOs can create a page on LinkedIn and keep it controlled with admin access. On LinkedIn, CSOs can post videos, photos (upto 4 in one post) and text. While we talk about its usage, there are also some risks associated with it like:

- **Privacy Concerns:** Users need to be mindful of the information they share on LinkedIn, as it is a professional platform. However, there are still privacy concerns related to the data that users provide, including contact information, job history, and personal details.
- **Connection Requests from Strangers:** LinkedIn is designed for professional connections, but users may receive connection requests from people they don't know. There is a risk of connecting with individuals who may have malicious intentions or engage in spammy behavior.
- **Phishing and Scams:** As with any online platform, LinkedIn users may be targeted by phishing attempts and scams. Users should be cautious about clicking on suspicious links or providing personal information to unknown contacts.
- **Profile Misrepresentation:** Some users may create fake profiles or misrepresent their qualifications and experience. This can be misleading for recruiters and other professionals who rely on accurate information when making connections or hiring decisions.

To avoid being scammed on LinkedIn, CSOs can also use some of the safety features to safeguard their profile. Some of them are:
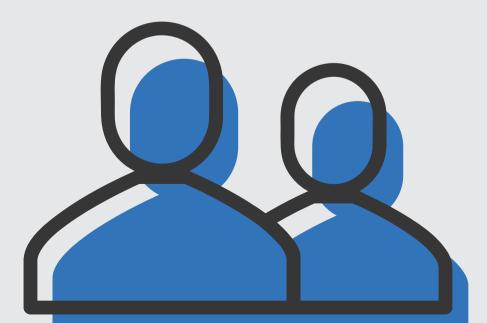
- **Privacy Settings:** LinkedIn provides privacy settings that allow users to control who can see their profile information, connections, and activity. Users can customize these settings to maintain the desired level of privacy.
- **Connection Controls:** Users have the ability to manage their connections by accepting or rejecting connection requests. Additionally, they can remove connections if necessary.
- **Two-Step Verification:** LinkedIn offers two-step verification for added security. Enabling this feature adds an extra layer of protection to the account.
- **Reporting and Blocking:** LinkedIn allows users to report and block individuals who engage in inappropriate behavior or violate the platform's terms of service. This feature helps maintain a professional and secure environment.
- **Visibility Controls:** Users can control the visibility of their activity, such as updates and posts, to specific connections or the broader LinkedIn community.

Please note that the safety features of platforms are regularly updated and this can be different at the time of referring the guide. Please follow the basic steps to know more about the current safety features.

CHAPTER

4

CREATING IMPACTFUL ONLINE CAMPAIGNS

Creating impactful online campaigns is crucial for advocacy success. This chapter will delve into the art of designing campaigns that resonate, engage, and drive action. It guides organizations on crafting compelling narratives, utilizing multimedia content, and leveraging strategic timing. By focusing on relatable stories, emotive visuals, and clear calls-to-action, civil society organizations can amplify their advocacy against violence targeting children. This chapter empowers advocates to harness the power of online platforms, ensuring their campaigns leave a lasting impression, inspire collective action, and contribute to positive change in society.

TYPES OF ONLINE CAMPAIGNS

Visual Content Campaigns (Photo and Video Campaigns)

These campaigns leverage visual elements, either static images or dynamic videos, to convey messages, evoke emotions, and engage the audience through compelling visuals. These types of campaigns can be run on Facebook, Instagram, X or any other popular social media platform.

Chat-Based Campaigns (Tweetchat)

These campaigns focus on real-time conversations and interactions. Tweetchats, in particular, leverage X's platform for discussions around a specific topic, often with a designated hashtag to aggregate and organize the conversation.

PLANNING AND EXECUTING ONLINE ADVOCACY CAMPAIGNS

The first phase of designing and creating a campaign is to plan it. Planning and executing online advocacy campaigns is extremely important for effective outreach. This section provides a comprehensive roadmap, from defining campaign goals and target audiences to crafting compelling content and utilizing digital tools. It guides organizations on strategic campaign timing, engagement strategies, and performance measurement. By meticulously planning each phase, civil society organizations can amplify their efforts against violence targeting children. This chapter will also cover how to empower the advocates to navigate the dynamic digital landscape, ensuring their campaigns garner attention, spark conversations, and drive tangible change through focused and well-executed online advocacy efforts.

USING STORYTELLING TO AMPLIFY IMPACT

Using storytelling is crucial and needs creative ways to amplify impact in advocacy efforts. Its essential to picturize the campaign as the art of crafting it should be relatable to narratives that resonate with audiences, humanize the issue of violence against children, and evoke empathy. Through storytelling one can weave personal stories, testimonials, and real-world examples into their messaging. By harnessing the power of storytelling, civil society organizations can deepen connections, inspire action, and drive meaningful change. Thinking loudly about the experience no matter how big or small, every story adds value and authenticity to the theme. It will not only empower to share the story but will also help in transforming statistics into relatable stories, ensuring their campaign against violence targeting children leaves a lasting impression and ignites compassionate engagement.

COLLABORATIONS AND PARTNERSHIPS IN CAMPAIGNS

Collaborations and partnerships add value to run the campaign. Forming alliances with like-minded organizations, influencers, and activists will help in leveraging the campaign to the larger audience. Alternatively, co-branding with organisations foster a collective impact on the campaign issue. For example, three international organizations collectively work on a same campaign will engage audience from three countries that automatically drives people from all regions and build attraction for organizations in other countries. This section will guide civil society organizations on aligning goals, pooling resources, and expanding reach. By forging strategic collaborations, advocates can tap into diverse expertise, amplify advocacy efforts to leverage the campaign against violence targeting children.

MONITORING AND MEASURING CAMPAIGN SUCCESS

Monitoring and measuring campaign success is essential for refining strategies. Its vital to track key performance metrics such as engagement, reach, and conversions using analytics tools. To assess the impact of advocacy efforts civil society organizations can identify what works by analyzing data and making data-driven decisions to continuously improve their campaigns. There are third party tools that helps in accessing the campaign data like SproutSocial, Hootsuite, Sprinklr. These tools usually segment the analysis based on hashtag used, theme, expressions and engagement.

This makes it more important to understanding the core values of a campaign as it helps in shaping and creating more engaging, impactful and meaningful campaign. The steps below will help construct a successful campaign for the organization.

- **Define Campaign Goals:** Clearly articulate the objectives of your advocacy campaign – whether it's raising awareness, inspiring action, or advocating for policy change.
- **Identify Target Audience:** Define your campaign's target audience – those most likely to resonate with your message and take desired actions.
- **Research and Strategy Development:** Research your audience's preferences, needs, and pain points related to violence against children. Develop a strategy aligned with this insight.
- **Craft Compelling Messaging:** Develop concise, emotionally resonant messaging that captures your campaign's essence and appeals to your audience.

- **Create Engaging Content:** Design multimedia content – images, videos, infographics – that visually convey your message and compel action.
- **Choose Appropriate Platforms:** Select social media platforms, websites, and communication channels that align with your audience's preferences.
- **Set a Campaign Timeline:** Determine campaign start and end dates, aligning with relevant events or milestones. Plan content rollout accordingly.
- **Utilize Hashtags and Keywords:** Research and incorporate relevant hashtags and keywords that enhance your content's visibility and reach.
- **Develop an Engagement Strategy:** Outline tactics to engage your audience – live sessions, contests, Q&A sessions – that encourage participation.
- **Collaborate with Partners**: Partner with like-minded organizations, influencers, or activists to amplify your campaign's impact and reach.

- **Plan Content Calendar:** Map out content creation, publishing dates, and engagement strategies on a calendar to ensure consistency.
- **Monitor and Measure:** Regularly track engagement metrics – likes, shares, comments – and adjust your approach based on insights gained.
- **Respond and Engage:** Actively respond to comments, messages, and mentions to foster two-way communication and build a community.
- **Adapt as Needed:** Continuously assess campaign progress and adapt your strategy based on real-time performance and audience feedback.
- **Evaluate Campaign Impact:** Measure the campaign's impact against your initial goals. Assess tangible outcomes, engagement, and actions taken.
- **Reflect and Improve:** Analyze campaign success and areas for improvement. Apply these insights to future campaigns.
- **Express Gratitude:** Thank your audience, partners, and supporters for their engagement and contribution to the campaign.

WORKOUT
Campaign Creators: From Concept to Content

PREPARATION
Flipchart/ Chartpaper, sketch-pens/ Marker (participants can also use laptop if creating it in digital format but for this projector would be required to screen the presentation)

OBJECTIVE
To provide a hands-on experience for participants to understand the intricacies of planning and executing a social media campaign. It encourages collaboration, creativity, and strategic thinking in a simulated campaign development environment

TIME
30 -40 Mins.

GROUP SIZE
20-30 Participants

IDEA
To stimulate creative thinking about a campaign that they wish to run with a theme/topic that aligns with their organization. Also, using mix methods of campaigns as this will help them to foresee the campaign and ideate it accordingly.

STEPS

1. Instruct each group to come up with a unique campaign concept that aligns with their goals and resonates with their audience. This could be related to a cause, event, or any relevant theme.
2. Break participants into small groups. Each group should brainstorm and clearly define the goals of their hypothetical social media campaign. Who are they trying to reach, and what action do they want their audience to take?
3. Guide groups through the process of planning content for their campaign. This should include a mix of visuals, captions, and any other media relevant to their chosen platform (Instagram, X, Facebook, etc.).
4. Ask groups to create a visual storyboard outlining the sequence of posts and content they plan to share throughout the campaign.
5. Provide time for groups to start creating actual content. This could involve writing captions, designing graphics, recording videos, or any other medium they find suitable for their campaign.
6. Each group presents their campaign concept, goals, audience persona, hashtag, and initial content to the larger group. Encourage constructive feedback from other participants.

NOTE FOR THE FACILITOR

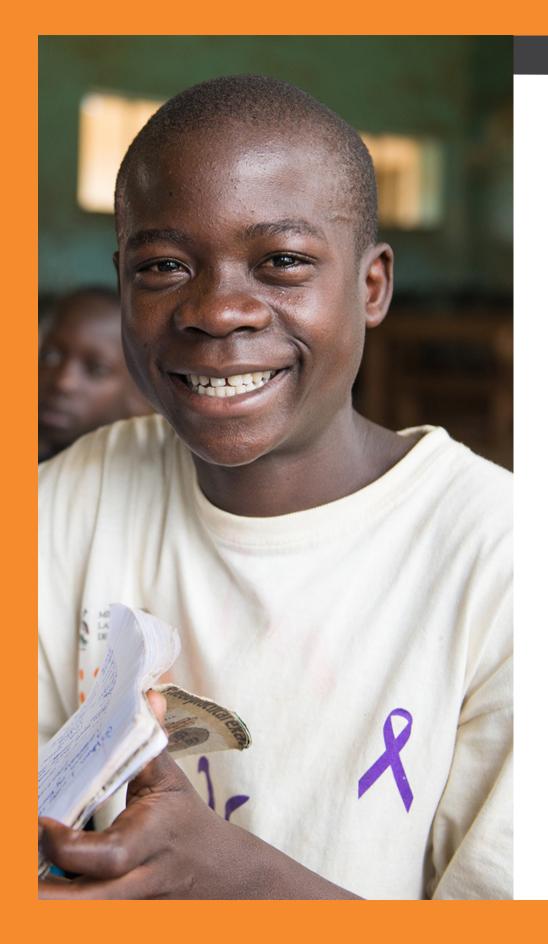1. Clearly define the idea and ask for any clarification as they might confuse methods and ideas
2. Engage with them as they work on their campaign within groups. Listen to their idea and give feedback or additional thoughts on how they can improve
3. Encourage them to be creative while designing their campaign - use of videos, photos, texts

CHAPTER

5

ADVOCACY THROUGH BLOGGING AND CONTENT CREATION

Monitoring and measuring campaign success is essential for refining strategies. Its vital to track key performance metrics such as engagement, reach, and conversions using analytics tools. To assess the impact of advocacy efforts civil society organizations can identify what works by analyzing data and making data-driven decisions to continuously improve their campaigns. There are third party tools that helps in accessing the campaign data like SproutSocial, Hootsuite, Sprinklr. These tools usually segment the analysis based on hashtag used, theme, expressions and engagement.

CRAFTING ENGAGING AND INFORMATIVE BLOG POSTS

Remember, blogging is not just about disseminating information; it's about sparking change. Each post should aim to inform, inspire, and mobilize readers towards your advocacy goals. With dedication, CSOs can harness the power of blogging to amplify its impact. However, many a times it becomes challenging to understand the audience in addressing pertinent topics, and employing a captivating title for the blog. Therefore, a structured format, authentic stories, and visuals contribute to the relatability and accessibility of content, enhancing its resonance. A blog should include a clear Call-to-Action (CTA) that can empower readers to participate actively in the advocacy efforts. This can also help in optimizing for SEO to ensure broader visibility. Alternatively, CSOs can openly invite for collaboration with guest bloggers and regular updates to reflect the dynamic nature of advocacy contribute to the ongoing relevance of the content.

INCORPORATING MULTIMEDIA (IMAGES, VIDEOS) IN CONTENT

Integrating multimedia effectively into your content involves a strategic approach. Start by defining your objective —whether it's clarification, engagement, illustration, or emotional depth. Choose relevant, high-quality multimedia directly related to your content, respecting copyright laws. Optimize for the web by compressing files, and ensure accessibility with captions and alt text. Consider infographics for data-driven content and embed videos from platforms like YouTube. Test on multiple devices to guarantee a seamless user experience. Use multimedia judiciously, avoiding overload, and explore interactive elements for engagement. Always cite sources, monitor engagement metrics, gather feedback, and stay abreast of evolving trends for continuous updates, ensuring your multimedia remains compelling and current.

BUILDING A REGULAR CONTENT CALENDAR

Crafting a successful content strategy requires a systematic approach, beginning with a clear definition of goals such as raising awareness or driving engagement. Understanding your audience's needs and preferences is crucial, informing the tailored content you create. Planning ahead, incorporating diverse content types, and maintaining a consistent posting frequency are essential elements. Assigning specific responsibilities within your team ensures a smooth execution, while batch content creation streamlines the process. Flexibility is key, allowing for spontaneous or timely content in response to current events. Leveraging content calendar tools aids in visualization and management, and regular monitoring enables adjustments based on performance analytics. Repurposing content, engaging with the audience, collaborating with partners, staying updated on relevant trends, and periodic reviews for reflection and refinement round out a comprehensive content strategy. These are some of the tips whic civil society organizations can follow to build a content calendar on the thematic issues.

HOW TO SET UP A BLOG OR WEBSITE

This section can be crucial and might be challenging for CSOs to set up a blog site and further to maintain it. But the steps detailed below can guide to establishing a successful blog that resonates with your target audience and effectively communicates your message.

DEFINE YOUR PURPOSE AND NICHE

1. Determine the primary goal of your blog. Are you aiming to educate, inform, entertain, or advocate for a specific cause?
2. Choose a niche or topic that aligns with your purpose and about which you are passionate.

CHOOSE A BLOGGING PLATFORM

1. Popular platforms include WordPress, Blogger, Medium, and Wix (ofcourse there are many other, you can choose accordingly).
2. Consider factors like ease of use, customization options, and scalability when making your choice.

SELECT A DOMAIN NAME

1. Choose a unique and memorable domain name that reflects the content and purpose of your blog.
2. Register the domain through registrars like GoDaddy, Namecheap, or Bluehost (you can choose according to your specific region and zone)

SECURE WEB HOSTING

1. Web hosting services store your blog's data and make it accessible online.
2. Popular hosting providers include Bluehost, SiteGround, and HostGator. Some platforms, like Wix or WordPress.com, offer integrated hosting.

INSTALL YOUR BLOGGING PLATFORM

1. If using WordPress, most hosting providers offer a one-click installation.
2. Follow the platform-specific instructions to set up your blog.

CHOOSE A THEME OR TEMPLATE

1. Select a design that aligns with your blog's purpose and is mobile-responsive.
2. Customize the theme to fit your brand's colors, fonts, and style.

CONFIGURE ESSENTIAL SETTINGS

1. Set up your blog's title, tagline, and permalink structure.
2. Configure general settings like time zone, language, and visibility.

INSTALL ESSENTIAL PLUGINS (FOR WORDPRESS USERS)

1. Plugins enhance functionality. Consider plugins for SEO (e.g., Yoast SEO), security (e.g., Wordfence), and social sharing (e.g., Social Warfare).

CREATE KEY PAGES

1. About: Share your story or your organization's mission.
2. Contact: Provide a way for readers to reach out.
3. Privacy Policy & Disclaimer: Essential for transparency and legal reasons.

CRAFT YOUR FIRST BLOG POST

1. Begin with an engaging title.
2. Write high-quality, original content that provides value to your readers.
3. Use images, infographics, or videos to enhance your content.

PROMOTE YOUR BLOG

1. Share your posts on social media platforms.
2. Consider email marketing to notify subscribers of new content.
3. Engage with other bloggers or websites in your niche for guest posting opportunities.

MONITOR AND ANALYZE

1. Use tools like Google Analytics to track your blog's performance.
2. Monitor metrics like page views, bounce rate, and audience demographics to refine your content strategy.

STAY CONSISTENT AND EVOLVE

1. Update your blog regularly with fresh content.
2. Continuously learn about blogging best practices, SEO updates, and audience preferences to adapt and grow.

OPTIMIZE FOR SEO

1. Research relevant keywords and incorporate them naturally.
2. Use meta descriptions, alt tags for images, and ensure a mobile-friendly design.

ENGAGE WITH YOUR AUDIENCE

1. Encourage comments and feedback.
2. Respond to comments to foster community and engagement.

CHAPTER

6

ENGAGING WITH INFLUENCERS AND DECISION MAKERS

In the digital age, where information flows freely and rapidly, the power of influence cannot be underestimated. While grassroots movements and community engagement remain foundational to advocacy, forging connections with those who hold sway over large audiences or have the authority to enact change can amplify an organization's message exponentially. Influencers, with their vast reach and credibility among their followers, can bring attention to a cause in ways that traditional methods might struggle with. On the other hand, decision-makers—be they in government, business, or other institutions—hold the keys to tangible and systemic change. Engaging with them can mean the difference between a campaign that raises awareness and one that achieves its objectives. This chapter of the guide is super beneficial as this will help the civil society organizations (CSOs) to strategically engage with influencers and decision-makers to bolster their campaigns and drive meaningful impact.

HOW TO IDENTIFY KEY STAKEHOLDERS AND DECISION MAKERS

If you have clearly identified the how and why for any of your defined objectives then it relatively becomes easier to break it down and strategise it more effectively. Identification of a stakeholder is a focal point along with exhaustive brainstorming for the reach of the campaign through direct and indirect influencers, beneficiaries, neutral parties and opponents. On the other hand, decision maker identification is a little stressed, focusing on those with direct authority. It becomes crucial to understand them as it motivates to guide strategic framing of advocacy messages. Other factors involving early and proactive engagement should be incorporated to stress the importance of building trust. A constant feedback helps in refining strategies, while a dynamic database ensures up-to-date information. There should be periodic reviews that align the stakeholder list with evolving campaign objectives, ensuring adaptability and relevance.
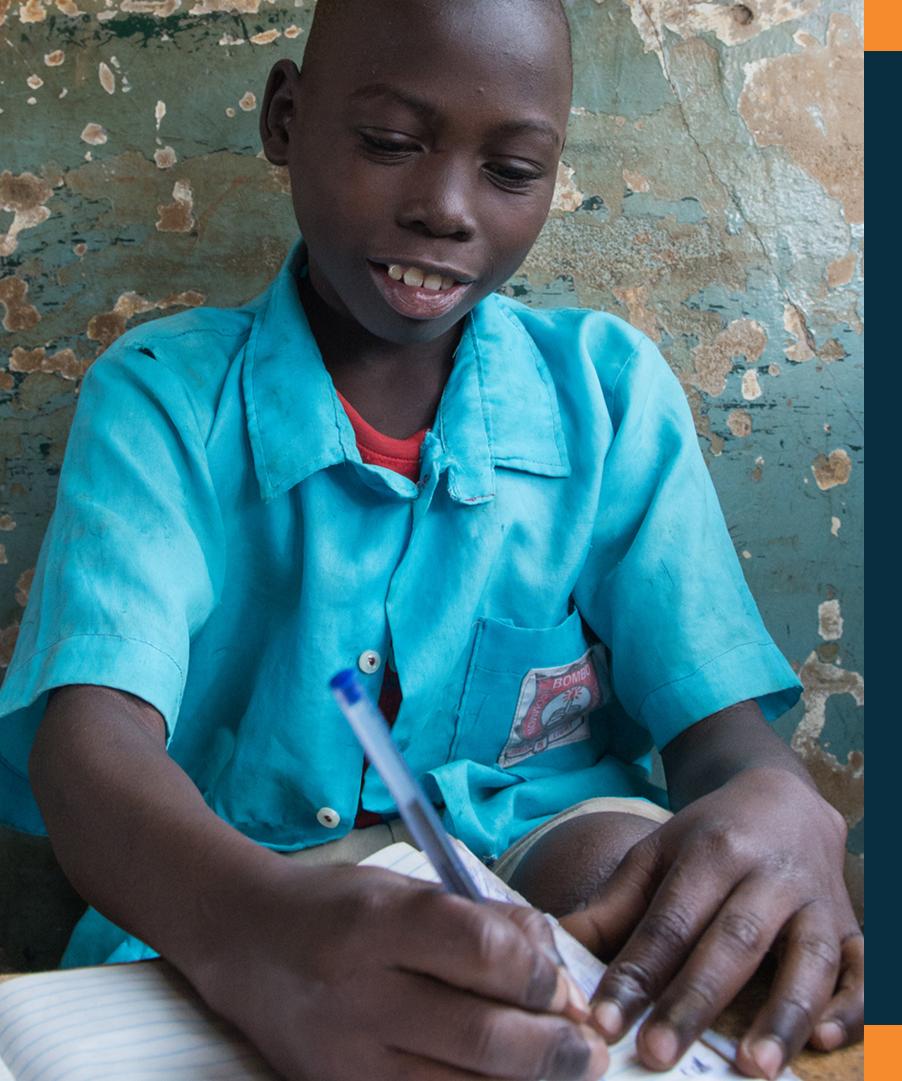
BUILDING RELATIONSHIPS WITH INFLUENCERS IN THE FIELD

We need to understand the role of an influencer to promote a campaign, while we do that it is important to know about the influencer who will have a largely impact. There civil society organizations need to:

Research Thoroughly: Before approaching influencers, do your homework. Understand their interests, past work, affiliations, and values. This will help you tailor your approach and find common ground.

Engage Authentically: Genuine engagement is key. Avoid transactional interactions and instead focus on building a real, two-way relationship. Show genuine interest in their work and perspectives.

Start Small: Begin by liking, sharing, or commenting on their content. This can be a non-intrusive way to get on their radar before initiating direct communication.

Offer Value: Instead of just asking for their support, think about what you can offer them. This could be unique insights, research data, or collaboration opportunities.

Attend Industry Events: Conferences, seminars, and workshops are great places to meet influencers in person. Engage in meaningful conversations and express genuine interest in their work.

Leverage Mutual Connections: If you have mutual acquaintances or colleagues, consider seeking an introduction. A warm introduction can often pave the way for a more receptive interaction.

Be Transparent: Clearly communicate your organization's goals and objectives. Transparency fosters trust and credibility.

Collaborate on Projects: Propose collaborative initiatives that align with both your organization's goals and the influencer's interests. Joint webinars, research projects, or community outreach programs can be effective.

Stay Updated: Keep yourself informed about the influencer's latest work, achievements, or interests. This shows that you're genuinely interested and invested in the relationship.

Respect Their Time: Influencers are often busy individuals. Be concise in your communications, and always express gratitude for their time and insights.

Provide Feedback: If an influencer shares valuable insights or assists in your advocacy efforts, provide feedback on the impact of their contribution. This can reinforce the value of the partnership.

Nurture the Relationship: Building a relationship is not a one-time effort. Continuously engage, share updates, and seek their opinions even when you don't have an immediate ask.

Acknowledge Publicly: Recognize and thank influencers for their support publicly, whether on social media, in publications, or at events. Public acknowledgment can strengthen the bond and encourage continued collaboration.

Stay Ethical: Always maintain ethical standards in your interactions. Avoid any actions that could compromise the integrity of your organization or the influencer.

ENGAGING WITH POLICYMAKERS AND GOVERNMENT OFFICIALS ONLINE

A campaign is a multi-stakeholder engagement so engaging with policymakers and government officials online requires a strategic, respectful, and evidence-based approach. By building credibility and fostering constructive dialogue, CSOs can effectively influence policy decisions in the digital realm. In this section of the guide CSOs will deepen their understanding as it underscores the imperative of thorough research, emphasizing the need to delve into the roles, responsibilities, past decisions, and stances of targeted policymakers or officials.

To follow policymakers and government officials its advised to begin with formal engagements on platforms like LinkedIn or official government websites, steering away from more casual social media. Initiating dialogues in a public engagement gives a pathway to connect and leveraging online petitions on platforms like Change.org are suggested to amplify organizational perspectives.

HARNESSING THE POWER OF ONLINE PETITIONS AND MASS MESSAGING

Online petitions and mass messaging are powerful tools in the digital advocacy toolkit. When used strategically, they can mobilize large numbers of people, amplify the voice of CSOs, and effect meaningful change. Therefore, harnessing the power of online messaging for advocacy through platforms like Change.org involves strategic considerations. To invite more participation in the campaign CSOs need to be thoughful of the target audience, platform, campaign title, theme as a part of the strategy. Including personalized messages with human stories fosters empathy and engagement, while incorporating visuals enhances the petition's appeal. Additionally, CSOs can ensure to support their campaign with data privacy policies to comply with regulations which is imperative. While running online campaigns CSOs can also widespread promotion across social media, newsletters, and websites that maximizes reach while having a support through offline activities too. It's a good idea to expressing gratitude to supporters and maintaining consistency in advocacy efforts, despite initial outcomes, positions online messaging as a potent tool for sustained impact.

CHAPTER
7

DIGITAL SECURITY AND ETHICAL CONSIDERATIONS

Digital security is not just about protecting data; it's about safeguarding the very essence of an organization's mission, its credibility, and the trust of its stakeholders. A single security breach can compromise sensitive information, derail advocacy campaigns, and tarnish an organization's reputation. Moreover, as CSOs handle data related to their beneficiaries, donors, and partners, ensuring its confidentiality and integrity becomes paramount.

Today when we are inclined towards the usage of internet, technology and digital mediums, civil society organizations (CSOs) have turned to online platforms to amplify their advocacy efforts therefore, the importance of digital security and ethical considerations cannot be overstated. The virtual realm, while offering unprecedented opportunities for outreach and engagement, also presents a myriad of challenges, from cyber threats to ethical dilemmas.

While, talking about ethical considerations, there is a need to understand that the digital space revolves around transparency, authenticity, and respect for privacy. CSOs needs to ensure that they remain true to their core values, even in the face of digital challenges. Hence, there is a need to look at the thin line between advocacy and propaganda. As CSOs use digital platforms more for advocacy and not propaganda. Further sections of this chapter will delve into the intricacies of digital security and ethical considerations, offering CSOs a roadmap to navigate the digital landscape responsibly and effectively.

ONLINE SAFETY FOR YOUR ORGANIZATION

While in the above section we understood about the digital security and ethical consideration, in this section we will learn about the tips that can be followed to ensure online safety of our respective organizations. We know that online safety is not only a matter of protecting digital assets but also a fundamental aspect of preserving an organization's integrity, financial stability, and relationships with customers and stakeholders. As the digital landscape evolves, organizations must continually adapt and invest in robust cybersecurity measures to stay ahead of emerging threats.

Regularly Update Software: Ensure that all software, including operating systems, browsers, and applications, are updated to the latest versions. These updates often contain patches for known security vulnerabilities.

Use Strong Passwords: Implement strong, unique passwords for all accounts and systems. Avoid using easily guessable passwords like "password123" or "admin." Consider using a passphrase or a combination of letters, numbers, and symbols. For example, @daM#2020; P@$$w0Rd; pA55vvORd

Review Privacy Settings: Regularly review and update the privacy settings on your organization's social media accounts, email platforms, and other online tools.

Enable Two-Factor Authentication (2FA)/ Two Step Verification: Wherever possible, activate 2FA for online accounts. This adds an additional layer of security by requiring a second form of verification beyond just a password.

Backup Data: Regularly backup essential data to a secure location, either offline or in a trusted cloud service. This ensures data recovery in case of cyberattacks like ransomware.

Limit Access: Use role-based access controls to ensure that team members can only access the information necessary for their roles. Not everyone needs access to all data.

Secure Wi-Fi Networks: Ensure that your organization's Wi-Fi network is encrypted, password-protected, and hidden. Avoid using public Wi-Fi networks for confidential tasks.

Monitor Online Conversations: Keep an eye on online discussions related to your organization. This can help in identifying potential threats or misinformation campaigns targeting your organization.

Develop a Response Plan: Prepare for potential cyber incidents by having a response plan in place. This should outline the steps to take in case of a breach, including communication strategies and technical remediation.

Educate and Train Staff: Regularly conduct cybersecurity training sessions for your team. Ensure they are aware of common threats like phishing scams and know how to recognize and report suspicious activities.

Avoid Clicking Suspicious Links: Train your team to be wary of unsolicited emails or messages, especially those with hyperlinks or attachments. These could be phishing attempts.

Stay Informed: Cyber threats evolve rapidly. Stay updated on the latest cybersecurity trends, threats, and best practices by subscribing to relevant newsletters or joining cybersecurity forums.

Use Encrypted Communication: For sensitive communications, use encrypted messaging platforms or email services that prioritize user privacy.

Install Firewall and Antivirus: Use a reliable firewall to monitor and control incoming and outgoing network traffic. Additionally, install trusted antivirus software to detect and remove malicious software.

Review Third-party Vendors: Ensure that third-party vendors or partners who have access to your organization's data also adhere to strict cybersecurity practices.

Regularly Audit and Assess: Periodically conduct security audits and assessments to identify potential vulnerabilities and address them proactively.

These are some basic cyber hygiene tips that will secure digital spaces of organizations who work on data collection, sampling, maintains records. This will additionally help in protecting digital identity of the organization. CSOs should do regular checks and follow hygiene measures.

WORKOUT
Know your
Safety (Quiz)

PREPARATION
Flip chart, Bank of
Questions, Marker

OBJECTIVE
To enhance
knowledge about
digital safety and
safety tools of CSO
members through an
engaging and
informative quiz
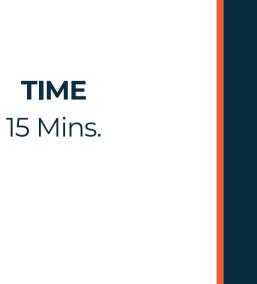
TIME
15 Mins.

GROUP SIZE
20-30
Participants

IDEA
Facilitating the group
to be informed about
the safety tools and
techniques that CSOs
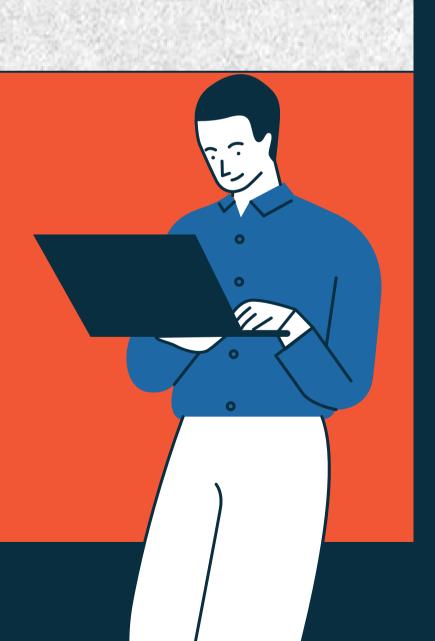should be mindful of
while maintaining
their social media
presence.

STEPS

1. Divide the group in sub-groups of 4-5 members in each group.
2. Assign a name of each group member. For example, A, B, C, D or group names can be more creative based on the theme of the workshop or training.
3. Now prepare a score board for the team to keep a track on the points earned by each team.
4. Set the rules and explain it to the group with point system, types of questions expected to be answered.
5. Begin to ask questions one by one from each group.

NOTE FOR THE FACILITOR

1. Clearly define the rules of the game and explain the scoring structure.
2. Create a set of questions related to digital safety, cybersecurity, and online privacy, tailored to the specific needs and challenges faced by CSOs - easy, medium, difficult.
3. Ensure a mix of multiple-choice questions, true/false statements, and scenario-based questions.
4. Keep the quiz engaging with discussions and thoughts of the participants.

SAMPLE QUESTIONS

TELL IF THE BELOW STATEMENT IS TRUE/FALSE:

Statement: Enabling two-factor authentication (2FA) provides an extra layer of security for online accounts.

Answer: True

FILL IN THE BLANKS

1. A strong password should include a combination of letters (both uppercase and lowercase), numbers, and _____.

Answer: Special Characters

2. To protect your online privacy, it's recommended to review and adjust your _____ settings regularly.

Answer: Privacy and Safety

SCENARIO-BASED

SCENARIO 1

You receive an email from an unknown sender with a link to download a file. What should you do?

1. Click the link and download the file.
2. Delete the email without opening.
3. Reply to the email asking for more information.
4. Forward the email to your colleagues.

Answer: B

SCENARIO 2

You receive a friend request on a social media platform from someone you don't know. What should you do?

1. Accept the request.
2. Ignore the request.
3. Ask for more information in a private message.
4. Share personal details on your profile.

Answer: B

PROTECTING SENSITIVE INFORMATION

Ensuring the security of sensitive information is paramount for organizations, and implementing a robust data protection strategy is essential. This involves categorizing data based on sensitivity, employing encryption for both stored and transmitted data, implementing strict access controls, and regularly backing up information. Physical storage security, secure communication channels, and educating team members on best practices contribute to a comprehensive approach. Multi-factor authentication adds an extra layer of protection, while regular audits and secure data disposal practices help identify vulnerabilities. Staying updated on cybersecurity trends, utilizing trusted platforms, and having an incident response plan further enhance an organization's ability to safeguard sensitive data. By incorporating these measures and fostering a culture of data protection, organizations can significantly mitigate the risk of unauthorized access and potential data breaches.

ADDRESSING TROLLS, HATERS, AND ONLINE ABUSE

At times negativity in form of trolls, haters and online abuse can provoke to respond negatively. As an organization, its important to understand the ethical values of being online. Remember, we are using social media platforms for advocacy and there is not propaganda behind it. We need not indulge in any activity which can harm the reputation of the organization. So, THINK.PAUSE.RESPOND. Below are some useful tips that can be followed to address trolls online.

Breathe and Stay Calm: Do not let trolls get under your skin. Remember, their primary goal is often to provoke a reaction. Responding emotionally can escalate the situation.

Don't Feed the Trolls: Often, the best response is no response. Trolls thrive on attention, and ignoring them can be the most effective strategy.

Block and Report: If someone is consistently abusive or threatening, block them. Report serious or repeated offenses to the platform administrators or, in extreme cases, to law enforcement.

Engage Constructively: Sometimes, negative comments come from genuine concerns or misunderstandings. In such cases, a polite and factual response can turn a critic into an ally. If you choose to respond, do so once and avoid getting drawn into a prolonged argument.

Document Everything: If you're experiencing persistent online abuse, take screenshots and document everything. This can be useful if you need to report the behavior or if it escalates to legal action.

Set Clear Community Guidelines: If you manage an online community or social media page, set clear guidelines about what behavior is acceptable. Make sure members are aware of these rules.

Use Moderation Tools: Most social media platforms offer tools that allow you to hide, delete, or report abusive comments. Familiarize yourself with these tools and use them as needed.

Protect Personal Information: Ensure your personal information, such as home address, phone number, and other private details, is not easily accessible online.

Promote Positive Engagement: Encourage positive interactions and discussions on your platforms. Highlighting positive stories and comments can set a constructive tone for your online community.

Stay United: If multiple members of your organization or community are targeted, support each other. There's strength in numbers, and a united front can deter trolls.

Educate Your Team: If you're part of an organization, ensure that all members are aware of best practices for dealing with online abuse.

Seek Support: Dealing with online abuse can be emotionally taxing. Talk to friends, colleagues, or professionals about your feelings and experiences.

Consider Legal Actions: In cases of severe or persistent harassment, defamation, or threats, consider seeking legal advice.

SOME TIPS WE HAVE PREVIOUSLY TALKED ABOUT CAN ALSO BE CONSIDERED:

Review Security Settings: Regularly review and update your security settings on social media platforms to control who can see your posts and how people can interact with you.

Stay Updated: Online platforms frequently update their policies and tools related to online harassment. Stay informed about these changes.

Remember Your Purpose: Stay focused on your mission and purpose. Don't let trolls divert your energy and attention from the important work you're doing.

ETHICAL CONSIDERATIONS IN DIGITAL ADVOCACY

Effective and ethical digital advocacy requires a commitment to transparency, accuracy, and inclusivity. Advocates must be clear about their identity, ensuring they represent their cause honestly to maintain credibility and trust. Hence, it is crucial to provide accurate and well-researched information to avoid misinformation and safeguarding the integrity of the advocacy effort. Civil Society Organizations while using digital platforms consider to create a more inclusive environment with cultural sensitivities respecting privacy for responsible digital engagement. The advocates should avoid manipulation and rather engage in constructive dialogues, and acknowledge and rectify mistakes promptly. As a CSO it is a healthy practice to listen to feedback and adapting strategies based on community input, also ensuring accessibility for all underscore a commitment to a responsible and inclusive digital advocacy approach.

CHAPTER

8

DIGITAL SECURITY AND ETHICAL CONSIDERATIONS

Since the time of digital media, many countries have started to run massive campaigns for awareness. It is a way to leverage digital platforms and social media to raise awareness, mobilize support, and enact positive change on social, political, or environmental issues. These campaigns employ compelling narratives, visuals, and hashtags to resonate with a broad audience, encouraging widespread sharing and engagement. By harnessing the viral nature of online content, advocacy campaigns can rapidly amplify the reach, fostering a sense of community and solidarity among supporters. Successful campaigns often incorporate clear calls to action, providing tangible steps for individuals to contribute to the cause. Let's look into some of the examples of online campaigns that left an impact on the masses.

Let's look into two campaigns from India that were different in nature but left a huge impact. One of the most popular campaigns that gave rise to concerns for women safety was talked about mostly by everyone. The wave shook the whole country when celebrities, journalists, educators all stood up one by one to share their incident - **#MeTooIndia**. It emerged as a watershed moment in the country's social fabric, transcending traditional boundaries to bring attention to the pervasive issue of sexual harassment. The movement gained momentum on social media platforms, where survivors bravely shared their experiences, breaking the silence surrounding workplace misconduct. Originating from the global **#MeToo** movement, **#MeTooIndia** encouraged individuals from various walks of life to speak out against harassment and abuse.

Highlight of **#MeTooIndia**:

- The **#MeToo** movement gained momentum in India through social media platforms, where survivors shared their stories of sexual harassment.
- The campaign led to the exposure of several prominent personalities and ignited discussions on workplace harassment.

Another very successful campaign that was talked by everyone in India was *#SwachhBharatAbhiyan*. This campaign focused on community participation and behavioral change, a campaign that encouraged citizens to actively contribute to maintaining cleanliness in their surroundings. The campaign addressed issues such as open defecation, waste management, and the importance of hygiene. Through social media advocacy and use of social platforms more about *#SwachhBharatAbhiyan* was shared to spread awareness, sharing of success stories, and to engage the public in the movement.

Highlight of *#SwachhBharatAbhiyan*:

- Launched by Prime Minister Narendra Modi, this campaign focused on cleanliness and sanitation.
- Utilized social media to spread awareness and encourage citizens to participate, sharing their contributions and initiatives.

In 2019, ChildSafeNet launched a campaign STOP.THINK.CONNECT to promote child safety in Nepal. The idea is to to raise awareness about the risks associated with using social media and internet risks. The campaign also aims to promote safer and responsible use of technology, and encourages individuals and communities to take precautions to protect themselves from cybercrime and other internet-related risks. This campaign is part of the global campaign but gained popularity as there has been an increase in cases of cyber crime in Nepal.

Highlight of **#StopThinkConnect**:

- The campaign is active since 2019 across Nepal
- The campaign came in partnership between Nepal Telecommunications Authority and other stakeholders, including law enforcement agencies, educational institutions, and civil society organizations.

Another campaign, the *#ChildRightsNepal* campaign was quite a popular and powerful digital campaign dedicated to promoting and safeguarding the rights of children throughout Nepal. This campaign utilized social media platforms to raise awareness about various aspects of child rights, including access to education, protection from exploitation, healthcare, and the right to a safe and nurturing environment.

Highlights of *#ChildRightsNepal*

- The campaign also focuses on promoting education and healthcare for children, particularly in marginalized communities.
- There were efforts are made to ensure that all children have access to quality education and healthcare services without discrimination based on their gender, caste, religion, or ethnicity.

Some popular campaigns that left a significant impact on the people of Pakistan were *#BanChildMarriage* and *#GirlsAtDhabas*. Apart from many other campaigns these two gained popularity, based on the involvement of children and girls.

The *#BanChildMarriage* campaign in Pakistan represented a concerted effort to address and combat the deeply entrenched issue of child marriage within the country. Advocates and organizations behind this campaign aimed to raise awareness about the detrimental effects of child marriage on young girls, emphasizing the denial of their basic rights to education, health, and a childhood free from the burdens of early matrimony. Through social media platforms and other advocacy channels, this campaign was mobilized on public support, challenging the cultural norms, that also pushed the legal reforms to higher minimum age for marriage.

Highlights of *#BanChildMarriage*:

- *#BanChildMarriage* is a campaign that aims to eliminate child marriages in Pakistan.
- Child marriages are common in Pakistan, and they are often performed to help families arrange arranged marriages.

#GirlsAtDhaba sparked conversations about gender equality, societal expectations, and the importance of dismantling barriers that restrict women's freedom of movement. The campaign exemplified the transformative power of social media in challenging cultural norms and fostering a sense of empowerment and solidarity among women in Pakistan. The campaign was launched in response to societal restrictions that often discouraged women from freely enjoying public spaces, particularly dhabas (roadside eateries), the campaign encouraged women to defy stereotypes and claim their right to socialize in these settings. Through social media platforms, women shared images and stories of themselves at dhabas, promoting the idea that public spaces should be inclusive and safe for all.

Highlight of **#GirlsAtDhabas**:

- A feminist campaign challenging traditional gender roles and encouraging women to occupy public spaces.
- The movement gained popularity on social media, sparking discussions about gender equality and women's rights.

Advocacy campaigns are very effective when implemented right. In Philippines, a campaign named *#FreeEducNow* focused on accessible and quality education for all Filipinos. This campaign in the Philippines stands as a powerful advocacy movement with a belief that education is a fundamental right and this campaign addresses various issues within the education system, including challenges related to tuition fees, budget allocation, and systemic barriers that hinder equal access to learning opportunities. The campaign emphasized the importance of making education not only affordable but genuinely accessible to all, irrespective of socio-economic background, ensuring that every Filipino has the opportunity to pursue learning and contribute to the nation's growth.

Highlights of *#FreeEducNow*:

- This campaign advocates for accessible and quality education for all Filipinos.
- The campaign strives to create a future where education is a transformative force, breaking down barriers and empowering individuals to reach their full potential.

Another famous campaign **#PrideMarchPH** in Philipinnes is celebrated to promote the rights of LGBTQI community. Every year in June, this is celebrated to raise awareness of the struggles and achievements of the LGBTQ+ community, as well as to advocate for their rights and equality under the law. It brings together individuals from various communities, organizations, and government agencies in a colorful and festive march through the streets of Philippines.

Highlight of **#PrideMarchPH**:

- As a public demonstration and expression of joy, the event is both a celebration and a mass protest.
- The annual event aims to strengthen a sense of belonging and solidarity among LGBTQIA+ people.

In Malaysia, there have been numerous digital campaigns which had an impact on the masses but *#StandTogetherMY* and *#SaySomethingNice* has some significance with children. The campaign *#StandTogetherMY* is a noteworthy initiative aimed at combating bullying in schools and fostering a culture of empathy, understanding, and kindness. This campaign was launched with the goal to create a safe and inclusive environment for students and the campaign encourages young people to stand together against bullying behaviors.

Highlights of *#StandTogetherMY*:

- Focused on anti-bullying efforts in schools, the Stand Together campaign encourages students to support each other, fostering a culture of inclusivity and kindness.
- It often involves activities, workshops, and events to address and prevent bullying in educational institutions.

Another important campaign which was quite famous and well known was *#SaySomethingNice*. This campaign was Initiated by the Malaysian Communications and Multimedia Commission (MCMC), to promote positive online communication and to discourage cyberbullying. The main idea is that it encourages individuals to use social media for constructive dialogue and to spread kindness rather than engaging in negativity.

Highlights of *#SaySomethingNice*:

- participants are encouraged to counteract negativity with affirming and constructive words, fostering a culture of respect and empathy.
- The campaign serves as a reminder of the impact that positive communication can have on digital interactions, contributing to a more harmonious and uplifting online community in Malaysia.

In 2020, Cambodia launched a campaign called 'Strong Family Campaign' which aimed to end violence against children and unnecessary family separation and this was the first national campaign of its kind. The motive of the campaign was completely to address the social and cultural norms that legitimize violence against children and normalize the belief that residential care facilities are beneficial to a child. According to sources, over half of the children in Cambodia face violence under the age of 18. This becomes more serious as school going children get highly impacted and the trauma they carry. Therefore, **#StongFamilyCampaign** was launched to end violence against chidlren.

Highlights of **#StongFamilyCampaign**:

- The Strong Family Campaign will harness four communications approaches to raise awareness across the country, including mass media, interactive communication technologies, community engagement and advocacy.
- The campaign was launched at a high-level event supported by UNICEF Cambodia, other ministries, development partners and civil society organisations.

Another crucial campaign which was quite popular in Cambodia was **#CambodiaAgainstChildLabor**. The idea of this campaign was to eradicate the exploitative practice of child labour. Since 1998, this campaign has been active and has been successful in significantly reducing the number of child laborers in the country. This campaign is used to raise awareness about the detrimental effects of child exploitation, advocate for policy changes, and promote the importance of education for children.
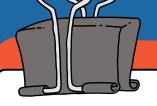
Highlight of **#CambodiaAgainstChildLabor**:

- The campaign works with local communities, schools, and other stakeholders to identify and support children who are at risk of becoming child laborers.
- The campaign also provides education and training to children and their families to help them improve their economic situation and reduce the need for child labor.

CHAPTER

9

RESOURCES
AND
TOOLS

While we are learning about social media management, advocacy campaigns - planning and execution, it is important to also learn of the tools that exists and can help in leveraging our own campaigns. The idea of these tools it that, it will help us to map the growth of the campaign, learnings and measure that will help us to evaluate our own campaign. Some recommended tools are:

Hootsuite: This platform is a widely used social media management platform that allows users to schedule posts, track analytics, and manage multiple social media accounts from one dashboard. It supports major social networks. The features of this tool can enhance the efficiency and impact of social media advocacy efforts for civil society organizations.

Buffer: This platform is known for its simplicity and ease of use. It allows users to schedule posts on various social media platforms, analyze performance, and collaborate with team members. A time saving tool can be useful for many CSOs to share more about their work if planned well in advance. The premium features of this platform can also be accessed and comes with wide options which is more effective and efficient.

Sprout Social: This platform serves as a comprehensive social media management solution tailored to the needs of CSOs. Its features support content scheduling, engagement, analytics, collaboration, and security, enabling civil society organizations to effectively leverage social media for their advocacy efforts.

Apart from these there are many other resources and tools that can be used by CSOs to amplify there work through social media platforms. A well planned and a structured social media calendar can help in sharing more about the work CSOs do in their own communities.

As we learn about the social media management tools, a resource guide about other organizations working on children issues will be useful for advocacy and collaboration. Below are few country specific recommended organizations that are working to help protect children in different capacities like harm, abuse, healthcare, education, shaping policies, trafficking, labor etc.

INDIA

NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS (NCPCR)

NCPCR is a statutory body in India committed to safeguarding and promoting the rights of children. Established in 2007, it works towards ensuring the holistic development and protection of children across the country.

Website: www.ncpcr.gov.in

CRY (CHILD RIGHTS AND YOU)

CRY is a non-governmental organization in India dedicated to ensuring the rights of underprivileged children. Since its inception in 1979, CRY has been actively involved in advocacy, education, and healthcare initiatives to create lasting change in the lives of marginalized children.

Website: www.cry.org

HAQ: CENTRE FOR CHILD RIGHTS

HAQ is a non-profit organization based in India that focuses on promoting and protecting the rights of children. Established in 1998, HAQ works towards ensuring a child-friendly environment through advocacy, research, and legal interventions.

Website: www.haqcrc.org

NEPAL

CHILD WORKERS IN NEPAL CONCERNED CENTRE (CWIN NEPAL)

is a non-governmental organization committed to the welfare and rights of children in Nepal. Established in 1987, CWIN works on various fronts, including advocacy, research, and direct intervention, to address issues like child labor, trafficking, and abuse.

Website: www.cwin.org.np

NATIONAL HUMAN RIGHTS COMMISSION NEPAL

is an independent statutory body dedicated to safeguarding and promoting human rights in Nepal. Established in 2000, NHRC plays a vital role in investigating human rights violations, promoting awareness, and advocating for justice and accountability.

Website: www.nhrcnepal.org

MALAYSIA

MALAYSIAN CHILD RESOURCE INSTITUTE (MCRI)

MCRI is a non-profit organization dedicated to promoting the rights and well-being of children in Malaysia. Established to provide resources, research, and advocacy, MCRI works towards creating a supportive environment for the development and protection of children's rights.

Website: www.mcri.org.my

UNICEF MALAYSIA

UNICEF Malaysia is a leading organization working to ensure the rights of every child focusing on issues such as health, education, and protection from violence. Through partnerships with the government and civil society, UNICEF Malaysia works to ensure that every child in the country has the opportunity to thrive and reach their full potential.

Website: www.unicef.org/malaysia

PAKISTAN

SAHIL

An organization for the protection of children against sexual abuse: is a non-governmental organization based in Pakistan, dedicated to protecting children against sexual abuse. Since its inception in 1996, Sahil has been actively involved in raising awareness, providing support services, and advocating for policies to prevent and address child sexual abuse in Pakistan.

Website: www.sahil.org

ROZAN

Centre for Emotional Wellbeing: is a non-profit organization based in Pakistan, focusing on emotional well-being and mental health. Established in 1998, Rozan provides counseling, training, and community outreach programs to promote psychological resilience and support individuals facing emotional challenges in Pakistan.

Website: www.rozan.org

SOS CHILDREN'S VILLAGE PAKISTAN

is a non-profit organization providing family-based care to orphaned, abandoned, and vulnerable children. Established in 1975, SOS Children's Village offers long-term support, education, and healthcare, creating a nurturing environment for children to grow into independent and empowered individuals.

Website: www.sos.org.pk

PHILIPPINES

CHILD RIGHTS NETWORK

CRN is a coalition of non-governmental organizations advocating for the protection and promotion of children's rights in the country. Established in 2007, CRN works towards influencing policies and programs that ensure the welfare, development, and participation of Filipino children in all aspects of society.

Website: www.childrightsnet.org

BAHAY TULUYAN - CHILD AND YOUTH SERVICES

Bahay Tuluyan is a non-governmental organization in the Philippines specializing in child and youth services. Established in 1987, it focuses on providing shelter, protection, and empowerment to vulnerable children and young people, addressing issues such as abuse, exploitation, and homelessness.

Website: www.bahaytuluyan.org

CHILD PROTECTION NETWORK FOUNDATION, INC.

Child Protection Network Foundation, Inc.: is a non-governmental organization in the Philippines committed to safeguarding the rights and well-being of children. CPN works collaboratively with various stakeholders to prevent and respond to child abuse, exploitation, and trafficking through advocacy, education, and support services.

Website: www.childprotectionnetwork.org

CAMBODIA

CAMBODIAN CHILDREN'S FUND

Cambodian Children's Fund: is a non-profit organization dedicated to providing education, healthcare, and support to vulnerable children and families in Cambodia. Founded in 2004 by Scott Neeson, CCF aims to break the cycle of poverty by empowering children through comprehensive programs that address their educational, nutritional, and emotional needs.
Website: www.cambodianchildrensfund.org

FRIENDS-INTERNATIONAL

Friends-International: is a non-governmental organization that focuses on protecting and empowering marginalized children and youth in Southeast Asia. Through a holistic approach encompassing education, healthcare, and vocational training, Friends-International aims to reintegrate these individuals into society and provide them with sustainable opportunities for a better future.
Website: www.friends-international.org

CHAPTER

10

CONCLUSION

The ongoing journey of digital advocacy holds profound significance for civil society organizations (CSOs) as they navigate the dynamic landscape of technology and communication. In an era where digital platforms serve as powerful tools for information dissemination and community mobilization, CSOs find themselves at the forefront of driving positive change. This guide is a pivotal resource for Civil Society Organizations (CSOs) engaged in the crucial mission of safeguarding children from the escalating threats in the digital landscape. The overarching theme resonating throughout this guide is the understanding that digital advocacy is not merely a tool; it stands as an indispensable necessity in our collective mission to combat the pervasive issue of online violence against children.

The modular structure of the guide is a testament to its commitment to inclusivity and accessibility. It acknowledges that the landscape of digital advocacy is multifaceted, and individuals or organizations may find themselves at different stages of familiarity with social media platforms. By providing a step-by-step approach, the guide ensures that users can navigate through the content at their own pace, gradually building a comprehensive understanding of the strategies and techniques that underpin effective digital advocacy.

One of the distinctive features of this guide is its incorporation of interactive elements. Recognizing that engagement is pivotal to effective learning, the inclusion of quizzes, case-based discussions, and practical exercises transforms the manual from a static document into a dynamic learning tool. This approach not only reinforces theoretical concepts but also empowers CSOs to apply their newfound knowledge in real-world scenarios, fostering a hands-on and experiential approach to digital advocacy.

The regional specificity of the guide, tailored for countries including India, Nepal, Cambodia, Pakistan, Philippines, and Malaysia, is a strategic choice that adds depth and relevance to its content. Understanding that the challenges and nuances of digital advocacy vary across different cultural and social contexts, the guide incorporates case studies and examples specific to each country. By doing so, it not only acknowledges the unique challenges faced by CSOs in these regions but also provides practical insights derived from successful campaigns within their own context. This regional focus enhances the guide's applicability and ensures that CSOs can draw inspiration from campaigns that resonate with the particularities of their audience.

As the manual concludes, it does so with a resounding call to action. It encapsulates the collective responsibility of CSOs in creating a safer digital space for children, urging them to recognize that digital advocacy is not a solitary endeavour but a collaborative mission. The guide envisions a future where every child can flourish in a secure and nurturing digital space, free from the threats of online violence. This aspirational vision is grounded in the belief that, by leveraging the transformative power of digital platforms, CSOs can collectively amplify their impact, raise awareness, and drive tangible change.

The closing sentiments of determination and hope encapsulate the essence of the manual's overarching message. Navigating the digital landscape and combating online violence is undoubtedly a formidable challenge, but the guide instills confidence that, through collective effort and unwavering determination, CSOs can make a substantive difference. The transformative power of digital platforms becomes a rallying point, not just for raising awareness but for fostering tangible change. It signifies a future where every child can thrive in a secure and nurturing digital space, shielded from the perils of online violence.

In essence, this manual transcends the boundaries of a traditional guide. It is a dynamic and living document that acknowledges the evolving nature of digital advocacy and equips CSOs with the tools, knowledge, and inspiration needed to navigate this ever-changing landscape. As we embark on this collective journey, armed with the insights gleaned from this guide, let us forge ahead with determination, hope, and the firm belief that a safer and more secure digital space for children is not just an aspiration but an achievable reality.

For any query regarding this guide can be directed to

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