

Digital Campaign Strategy, Part One

Goal: This worksheet aims to help you walk through the process of planning digital needs and social media for a new campaign. Once you have this strategy in place, then you can walk through the next steps of planning content, timelines and other needs.

Time: Set aside roughly on to two hours to do this.

Preparation: We suggest doing this offline so you're not distracted. Print out this sheet of paper and have it with you. Get a good cup of tea or coffee. Get some big sheets of paper and some markers. Invite along other members of your team. *[You can always type things up later.]*

Campaign Goals and Objectives

You want to ensure your social media strategy is grounded in the goals of your campaign.

- 1) What are the goals of your campaign? What change do you want to see happen?
- 2) How are you planning on achieving the overall goals of the campaign?

Research and Imagine

Take a moment to step back and do some big picture brainstorming.

- Imagine your campaign is truly successful. What would your ideal news headline be?
- Keep on imagining the success of your campaign. What would the final photos and videos look like that showcase your achievements?
- Think about other campaigns you have worked on. What have been the main lessons you have learned? How could they apply?
- Now think of other successful campaigns you have seen. Both online campaigns and offline. Could be ones connected to climate change or any issue. What made them successful? What did they do well that you think you could apply to this campaign?

[Take the main points from this doc and hang up for you to look at and think about while you do the rest of this]

Your Campaign Community

- Who are the organizations/groups of people involved in the campaign?
- Who needs to be heard and why? *[This is a big question for any campaign, and it's grounded in issues of justice, strategy, partnerships and more. Is it frontline communities who are being impacted? Is it scientists who have some key knowledge? Is it supportive politicians?]*
 - What sorts of things would they say?
 - What is your relationships with them?
 - What capacity and skills do they have?
- How can many people share their voices? How do you want them to engage? What do you want them to share?

Audience

- Who do you want to reach and why? *[List and be as specific as possible]*
- Where do they get their information? How do they communicate? *[Again be specific. Is it the newspaper? Is it radio? Is it Twitter? Facebook? WhatsApp groups?]*

- What are their values? Who are the people that influence them? Who do they look towards for guidance?
- Think about how you want to change the conversation.
 - Draw a long line.
 - Write out your audiences. Write how they think about your issue/campaign now.
 - Then on the other end of the line, write where you eventually want them to be. In regards how they think about the issue, where should they eventually end up?
 - What are the steps along the way? What messaging and narrative steps do they need to make to get to the final point?
- What do you want them to do? Once they know about the campaign, what action can they take?

Action

Once you've done this. Now take time to think about the platforms that would be most useful. (For example, if your audience uses mostly Snapchat to get their information, then this could be a priority). Also, now that you have a sense of your audience - what type of content would be the best? (Videos, art projects, music videos, testimonials, email blasts)

Target

Your target is whose position you're trying to shift to achieve your campaign goals. Is it a politician? A company? A city council? List out who your targets are:

- What do they care about?
- How do they communicate with the world (For example, do they regularly use Twitter accounts?)
- On a scale of 1-5 how much do they care about their public image
- How can people reach them?

Messaging and Imagery

The messaging you use on social media will tend to be more informal than say a press release.

You're going to have to connect with a wider audience.

Here are 2 simple exercises to help you start thinking creatively about the messages and images you will share. [*Keep in mind your audience, your community and your target!*]

- Role Play: [*You're going to need 2 people*]
 - Have one person be a campaigner. Have the other person choose 2 or 3 different type of audiences and pretend to be them.
 - Take 1 minute to explain the campaign to them and why they should care.
 - Then switch roles.
- Collage/ Sketch: Get out your markers and scissors! Just do some basic sketches to imagine some images. If you don't feel artistic, get some old magazines and create some collages (you could also do digital collages)

Feeling good so far? Write out **7** key takeaways that you have had from this exercise. Things you've thought about that you definitely want to incorporate into your social media strategy.

Digital Campaign Strategy, Part Two

Goal: In Part 1 you did some visioning about what you want to do, now with Part 2 you're going to take those ideas and turn into a solid plan

Time: Set aside roughly 1 - 2 hours to do this.

Actions: Look through your answers in Part 1. What do you want to bring? You can also take the outline and your answers and copy it into a strategy plan to give to your team - just take out the suggestions and notes.

1.) Campaign Goals

Digital Goals: How can digital work support those campaign goals? What do you want to achieve through the digital work for this campaign

2.) Audience

Who you are trying to reach? What do you want them to know? What do you want them to do? Be as specific as possible!

What are the digital platforms you will focus on in order to reach these audience? [*Emails? Facebook? Messaging?*]

3.) Participants and Partners

People who will contribute to the campaign and help make it happen. What do you want them to do?

4.) Messages and Imagery

What are the main messages of the campaign? What does it look like? Do you have a hashtag you want people to use?

5.) Timeline

You can decide if you want to start at the beginning of the campaign and go forward. I like sometimes to work from the end of the campaign and work backwards. It helps me vision where I want to go. You can also get as detailed as you want.

Some Tips:

- How can people reach them?
- Your digital content can be the strongest when it's tied to and telling the story of real life events.
- When thinking about where you want to go, imagine what the news headline will be the day after your campaign action. Imagine what you want the wrap-up video to look like.
- When thinking about the online action and ask, get creative. How can you ask people to do more than just sign a petition or post a photo? Also think about how to tie it to real world stories.
- For digital resources, think about the website you might need. Do you need to hire a photographer or videographer? Also think about the resources and guides you might need to create.

| <i>Date</i> | <i>Campaign Action or Event</i> | <i>Online Action/Ask</i> | <i>Content</i> | <i>Digital Resources Needed</i> |
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6.) Team Plan

Now that you have an idea of where you want to go and what you'll need, you can start planning the tasks that need to happen to get there. Do you need to build a website? Do you need to build social media guides for your partners? Etc.

| <i>Date</i> | <i>Task</i> | <i>People</i> |
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