



Why Campaigning?



Source: <https://www.tagesspiegel.de/politik/fridays-for-future-bewegung-dem-rad-in-die-speichen-greifen/24192222.html>



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Your experience

- Which successful campaigns do you know?
- What are they about?
- How did you learn about the campaign?
- Who is the main target group?
- Why do you think it is successful?





„Louder than hate“ Campaign



Source: <https://www.klicksafe.de/ueber-klicksafe/safer-internet-day/sid-2019/sid-veranstaltungen-2019/duesseldorf-klicksafe-presse-und-fototermin-zum-safer-internet-day/>



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SELMA
HACKING HATE



Campaigning in the SELMA toolkit

Media Production

What makes a campaign successful?

- **Personal to the campaigner**
- **Often involves friends and family** before spreading outwards
- Has a **clear campaign message** and hashtag
- **Regular communication online** to encourage sign up and spreading the word
- **Gathers attention**, first locally, then nationally in newspapers, online blogs, online platforms
- **Gathers national news interest** as a result of their local achievements and awards
- Continues to **build on successes** by starting petitions, protests or other face-to-face events to build coverage.



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Media Production

How can I influence my people? > Media Production > Create a counter-narrative campaign

Planning sheets

Target Market

Define the audience for your message. This is an important step as it determines the activity and channels for your content e.g. there's no point posting on Facebook if your audience only uses Snapchat!

What do you want your audience to learn, or do as a result of seeing your messages?

Think about:

- ★ Age
- ★ Gender
- ★ Location
- ★ Language
- ★ Online behaviours
- ★ Education level
- ★ Interests

A really good way of approaching this task is to write a **short biography** for your target market e.g.

Mark

- ★ **Gender:** Male
- ★ **Age:** 15-18
- ★ **Location:** Newcastle, UK
- ★ **Language:** English
- ★ **Education:** Secondary
- ★ **Interests:** gaming, football, national politics, immigration, Israel, farright music, far-right videos, live music, British military, UKIP, Interests BNP, Britain First, National Action, National Front.
- ★ **Bio:** Mark is a 16 year old student, living and studying in Newcastle, England. He has a poor record of academic attendance, and has been in trouble with the college and police due to drinking, drug taking and anti-social behaviour. He has recently become an active participant in a local underground music scene, which identifies itself with rock against communism (RAC) and a pro-Nazi sentiment.
- ★ **Online behaviour:** Mark is a member of numerous blogs, chatrooms and Facebook groups which expose him to an online community willing to teach him more about this music scene, and the farright principles behind it. Non-publicised gigs, arranged by RAC Online Behaviour and far-right bands, are advertised on these pages.

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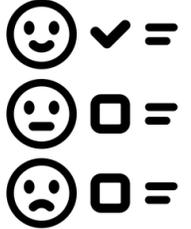
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Citizenship

How can I influence my people? > Citizenship > Top tips for effective canvassing

Top tips for Effective Canvassing



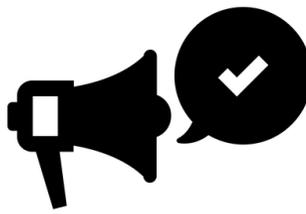
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Media Analysis

Successful campaigns?



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Social Emotional Learning

What do these terms mean?

Activism

Education

Advocacy

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Get creative: Develop your own idea against online hate speech



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Get creative: Develop your own idea against online hate speech

- Build small groups
- Time: 30 Min.
- Develop a campaign message / hashtag
- Come up with an idea for a visual motive for a photo as a part of your campaign
- Take a picture for the gallery on hackinghate.eu



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Wrap Up/Next steps

- Explain your idea in one minute
- Find the results:
 - If you took the picture, send it to info@hackinghate.eu
 - Go to the website or Facebook
- Proud of it? Share it using [#SELMA_eu](https://twitter.com/SELMA_eu)



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