

PRACTICAL TIPS FOR YOUR CAMPAIGN

The first question to ask is always: Who is my target group? Who do you want to convince? What kind of media and what language style can you use best to reach them? Depending on how that is answered, check out the tips and tricks below!

Never forget: you are not alone. Get help from other people to share information, whether it is a social media post or posters or flyers.

Text publications:

- How can you attract people with your text? Maybe by making them curious if you start with a question or a provocation!
- Be short and understandable!
- If you want to inform people, try to do it in a structured way. The Wh-questions (Why, What, Where, When, Who, ...) can be supportive in this process.
- Tell a story and describe honestly what drives you on. If your readers can identify with you personally they are more open to your ideas.
- Be creative and play with ideas
- Don't use not too many different fonts.
- Use contrasting colours to catch attention.

Posters:

- Have to be visible and readable from distance (especially the principal part, like the title)
- Always the main information should be visible instantly: What - Where - When!
- Don't know how to create a poster? Don't hesitate to look for inspiration on Pinterest, Behance, Buamai, Canva, etc. Steal like an artist :).
- When you create visual ideas think about what might attract you

Flyers:

- Less is better! Don't try to fit everything on this tiny sheet of paper. Focus on the purpose of this flyer and reduce the content to as little as possible, tailored to serve the purpose..
- A good guideline are - as always - the Wh-questions (Why, What, Where, When, Who, ...). Or not, if you plan to razzle dazzle your audience to make them curious. But be careful with this: You might lose them... 😊

Different forms and shapes of flyers exist and they serve different purposes. The most common ones are listed below:

One page

- something like a poster
- you can do both sides of the paper, one appealing and giving an overview (like a big image with a phrase or the name of the group) and more detailed information in the back.
- Or go creative and think about tricky shapes and formats to catch attention.

Fold-out

- make sure you follow a logical order.
- not too much text in the cover.

Printed press / TV-news / Radio

Write a press release: For a press release it's better to use more formal language and give concise information about yourself/your group/organisation and the context and background of your action/your activism. Be aware that you have only the first paragraph to raise their interest. If this is not convincing they will not read the rest.

- Make a list of interesting TV- and radio-channels as well as newspapers. Don't just go for the big, known ones but also look at what local press stations you have in your city or region.
- Now, when you plan an action, invite the press contacts from your list.
- Sometimes it can also be helpful not to wait for a bigger event that you plan but to just write a press release or statement in between. Press is not just about the big actions but also about the stories you have to tell.
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- Be present on the internet, so journalists can look up information. This can be social media or a website.

Social media:

- Show faces to create a personal connection (always with permission, written if possible)
- Be as active as possible to reach more people with the algorithm. It can be helpful to make an editorial plan: Think about small bites of activism-food you want to deliver and when to serve it best. So you have something in your backpack for stressful times.
- There are also a lot of websites with templates for everything you need, like Canva or Visme.
- Connect with other people and influencers who might be interested in your topic or working at it already.

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