



**DIGIMI**

## Digital Storytelling for migrant integration

# DIGIMI TRAINING MODULES

## Module 3: Plan development for a social awareness workshop in the community, based on digital storytelling

*Created by*

**STORY  
TELLING  
CENTRE**



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Co-funded by the  
AMIF Programme  
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## A. Introduction

The project DIGIMI (DIGItal storytelling for Migrant Integration) has as a key objective the involvement of the local community to facilitate social integration for migrants through volunteer activities which provide support to third-country nationals in areas such as knowledge of the new local environment, the “ways, customs and habits” of the new society, as well as understanding of the latter through digitally narrated stories. Storytelling regarding present and past recollections, interests, and hopes is associated with coping mechanisms and recently arrived third-country nationals can exchange, compare and combine their stories with those of long established migrants and local populations in the affected partner communities.

The following training modules are a part of the DIGIMI Training Package which consists of a Digital Storytelling tool in the form of a web app that will host project information and pedagogical material for practitioners working with migrants, refugees and the community. The training modules aim to support practitioners or members of the community to host social awareness workshops using the method of digital storytelling.

The DIGIMI training modules consist of 3 modules;

Module 1 – Introductory: Storytelling Theory and Creating the space for Storytelling

Module 2 – Awareness activity for the community: How to use digital storytelling as an awareness tool

Module 3 - Practical steps: Plan development of a digital storytelling based, social awareness workshop in the community

Each module consists of 2 to 4 Units. The overall duration of each module is approximately 3 hours.

The contents of the modules are created by the consortium of DIGIMI project: Storytelling Centre (NL), CESIE (IT), Center for Social Innovation (CY), Eurotraining (GR), COFAC (PT), Symplexis (GR), Compass (AU), CIBERVOLUNTARIOS (ES), Diversity Development Group (LI), BildungsLAB (AU).



## B. Training Modules

### 3. Module: Plan development for a social awareness workshop in the community, based on digital storytelling

MODULE 3		CONTENTS						
<b>Title:</b>		<b>Plan development for a social awareness workshop in the community, based on digital storytelling</b>						
<b>Learning Outcomes:</b>		What will the participants be able to do (knowledge, skills and competencies) after successfully completing this module?						
<ul style="list-style-type: none"> <li>Plan an awareness campaign based upon digital storytelling</li> <li>Familiarisation with practical tools prior to the implementation of awareness campaigns</li> </ul>		<table border="1"> <thead> <tr> <th>Knowledge</th> <th>Skills</th> <th>Competences</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>Use communication tools to create awareness campaigns</li> <li>Understand how to engage audiences through social media</li> <li>Know how to collect feedback</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Improve content creation for campaign calls-to-action</li> <li>Explain and communicate the purpose of the campaign</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Create inclusive and sustainable campaigns</li> <li>Insure that participants are actively involved in awareness campaigns</li> </ul> </td> </tr> </tbody> </table>	Knowledge	Skills	Competences	<ul style="list-style-type: none"> <li>Use communication tools to create awareness campaigns</li> <li>Understand how to engage audiences through social media</li> <li>Know how to collect feedback</li> </ul>	<ul style="list-style-type: none"> <li>Improve content creation for campaign calls-to-action</li> <li>Explain and communicate the purpose of the campaign</li> </ul>	<ul style="list-style-type: none"> <li>Create inclusive and sustainable campaigns</li> <li>Insure that participants are actively involved in awareness campaigns</li> </ul>
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<b>Overall duration:</b>		Emphasise the duration of the module (3 hours)						
<b>Unit 1</b>	<b>Title:</b> <b>Planning an awareness raising action about integration – PART 1</b>	Topic 1: Define the idea, objectives, and target groups of your activity						
		Topic 2: Some practical examples to inspire you						

**Content**

The guidelines below explain how to design your awareness raising campaign focusing on migrants and refugees' integration in your community. In Topic 1, you will be introduced to the definition of the idea, the objectives, your message, and finally your target groups. Topic 2 presents some examples of relevant awareness raising campaigns which you can take inspiration from.

**Topic 1: Define the idea, objectives, and target groups of your activity**

**What are your idea and objectives?**

The main aim of your awareness raising action is to maximise the impact, visibility and the message of your campaign. Begin by asking yourself "What do I want to tell people?". What message do you wish to convey to people in your community?

If you are taking part in the DIGIMI project, either as a person who has travelled to another country, or as a professional working in the field of integration, it is likely that you share the foundational values and goals of the project. The main aim of any campaign developed through DIGIMI is to raise awareness among the general population about the lives, cultures and experiences of migrants and refugees in host societies. We aim to empower migrants and refugees by providing them with the instruments needed to document their own stories using digital storytelling as a technique. By using digital storytelling as a communicative instrument, we aim to lessen the gap regarding knowledge and awareness between people of different cultures living in the same society.

A good way of beginning is to reflect on actual experiences in your daily life and/or job. Campaigns that arise from lived experiences are more effective. This does not imply that you must explicitly talk about real people; be certain to protect others' privacy.

**Do you know your audience?**

Once your objectives are clearly defined and documented the next step of your campaign is to "create a community of interest" to approach and attract the target group and stakeholders; this is meant to actually reach, involve and engage them before the structured events. This second step involves clearly defining your target group. This responds to the question: "Who should really listen to our message and why?". The reasons behind the selection of one or more target groups may vary between them. For example, in the specific case of DIGIMI, there are 3 main target groups for our campaign and these are: 1) Migrants and refugees; 2) Stakeholders working in policy making or any other integration-related activity; 3) The general host population. It is very important to have stakeholders read/view/listen to our campaign because we hope they can adapt their policy-making job to tangibly increase integration of foreigners in our community. Alternatively, it can be central to have migrants and refugees discover they can participate in DIGIMI and use digital storytelling as a means to express themselves and describe their condition, or to discover more things about the host society. Additionally, the general population might become more aware and hence act in a way which contributes to closing the gap between them and foreign citizens.



Here is a table you can use as an example template when identifying your targets for the campaign. Remember “everybody” is not a target! Your awareness raising action should always have clear targets, often more than one, but each of its sections should be tailored to the conditions and needs of relevant targets. You can start by analysing the current gaps in knowledge, or in benefits, i.e. the status quo, of the audiences you want to reach out to.

<i>Audience</i>	<i>Status quo (For each of them, try to understand what they lack with reference to migrants’ integration)</i>	<i>Outline of needed activities</i>
Stakeholders, among which: policy makers, public authorities, professionals from formal and non-formal educational institutions, politicians, etc.	For example: <ul style="list-style-type: none"> <li>● Limited knowledge of the techniques of digital storytelling to increase integration;</li> <li>● Limited awareness of the conditions of migrants and refugees’ communities in their cities/societies;</li> <li>● Limited contact with migrants and refugees.</li> </ul>	<ul style="list-style-type: none"> <li>● Information and data on immigration, and on migrants’ integration in their community;</li> <li>● Information on the different nationalities of migrants and refugees in their communities;</li> <li>● Any data on the needs, especially unfulfilled needs, of migrants and refugees;</li> <li>● Sharing of positive stories regarding migrants and refugees to challenge a “victimising” approach in integration actions</li> </ul>
Migrants and refugees	<ul style="list-style-type: none"> <li>● Little access to non-formal education opportunities to learn how to</li> </ul>	<ul style="list-style-type: none"> <li>● Training on digital storytelling can be an enriching instrument of</li> </ul>





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		<p>use storytelling and share their experiences</p> <ul style="list-style-type: none"> <li>• Exposed to ultra-victimising roles imposed on them by general media and society</li> <li>• Limited opportunities to talk about themselves, let other discover their culture and experience through their own words and voices</li> <li>• Lack of networking opportunities with host communities and consequent marginalisation</li> </ul>	<p>independence and to raise own voices</p> <ul style="list-style-type: none"> <li>• Opportunities to connect and network with people from host societies through training and other similar actions</li> </ul>
	General local population	<ul style="list-style-type: none"> <li>• Overall lack of interest in or knowledge about people of other cultures</li> <li>• A tendency to believe stereotypes and lack of critical reading of general storytelling about migration</li> <li>• Lack of contacts with migrants and refugees</li> <li>• Exposure to racist conversations about migration</li> </ul>	<ul style="list-style-type: none"> <li>• Proposition of alternative ways to describe and talk about migration</li> <li>• Less negative and victimising storytelling on migration and refugees</li> <li>• “Humanising” and normalising migrants and refugees rather than thinking of them as “boxes”</li> </ul>



## **Topic 2: Some practical examples to inspire you**

Example 1: Digital awareness raising campaign using video interviews with migrants and refugees behind the camera

DICE – Diversity Inclusion Citizenship Empowerment was an Erasmus+ funded KA2 project, coordinated by Eurocircle Association (France) with partners from other EU countries. Its goal was to equip professionals who work with migrants with open and innovative practices and methods, rooted in the digital age, to better understand and value the cultural diversity of their public and to acquire the necessary skills to better promote their integration.

As part of the project, a digital awareness raising campaign was created with the direct and active involvement of migrants and refugees. They were interviewed and the results were collated into a series of web interviews based on six macro-feelings and processes identified as important by migrants who have travelled to Italy under difficult circumstances. These are: rolls the dice, living, understanding, remembering, feeling, and leaving.

This example presents a classical type of campaign, that is one based on the definition of questions to ask based on a solid needs' analysis and knowledge of the status quo of migrants and refugees, in this case in Italy. The videos were nicely structured into six "episodes", following the different stages that a person may go through when leaving their country and trying to integrate into a new society.

You can look at the DICE campaign here: <https://dice.erasmus.site/>

Example 2: An art festival to foster intercultural communication

VOICES – Voices of Solidarity was a project co-funded by the Creative Europe Programme of the European Union, coordinated by ArtReach (United Kingdom) with partner organisations from other EU countries. Its aim was, among others, that of involving refugees, migrants and other disadvantaged communities in each partner location in the creation and delivery of a celebratory cultural event/parade highlighting themes of arrival and welcome. In this case, the awareness raising action chosen was not a digital one per se, but rather a physical parade and in-person event.

The innovative approach was that of involving migrants and refugee's artists directly as storytellers through their art. This is a very important element of any efficient campaign. The messages were subsequently shared in the form of performances. You can always make those performances digital through filming or recording, in the case of your campaign for DIGIMI.





<b>Activity 3.1.1</b>	<p>More information and photographs of the Festival, which was held in Palermo (Italy) can be found here: <a href="https://cesie.org/en/news/voices-festival-art-dance-and-theatre-for-celebrating-human-rights/">https://cesie.org/en/news/voices-festival-art-dance-and-theatre-for-celebrating-human-rights/</a></p> <p>Example 3: Digital storytelling as an integration means</p> <p>LISTEN – Telling Stories to Foster Migrant Integration was a project co-funded by the Erasmus+ programme under Key Action 2, coordinated by BUPNET Bildung und Projekt Netzwek GMBH (Germany) with also other EU partner organisations. It was aimed at empowering refugees by giving them a voice and equipping them with communication and expression skills in the storytelling framework.</p> <p>The participants of the LISTEN training piloting phase told stories created during the workshops in the framework of the project through non formal activities and storytelling workshops, and the stories they have created. The collection of stories combines a series of audio files, directly created by involved migrants and refugees, music, and visual materials. All aimed at expressing their emotions and experiences through their voices.</p> <p>Check the stories collected here: <a href="https://listen.bupnet.eu/category/collection/">https://listen.bupnet.eu/category/collection/</a></p>			
	<b>Activity Title</b>	Knowing your audience	<b>Duration</b>	30 minutes
	<b>Aim of Activity</b>	To perform a target analysis in your group in order to better tailor your awareness raising storytelling action		
	<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>● To be more aware of how to differentiate between different kinds of audiences</li> <li>● To make your planning more specific and in line with different audiences</li> </ul>		
	<b>Materials Required</b>	<ul style="list-style-type: none"> <li>● “Know your audience” Table from Unit 1 – either in print or digital format</li> <li>● Pens/laptop for each participant</li> <li>● Internet access</li> <li>● Tables and chairs</li> </ul>		





	<b>Instructions</b>	<p>The facilitator should introduce the following steps:</p> <ol style="list-style-type: none"> <li>1. Divide the group in smaller groups of minimum 2 people each;</li> <li>2. Copy-paste this Table in a separate Word document (Annexes):</li> </ol> <table border="1" data-bbox="630 548 1396 974"> <tr> <td data-bbox="630 548 885 801"><i>Audience</i></td> <td data-bbox="885 548 1141 801"><i>Status quo (For each of them, try to understand what they lack with reference to migrants' integration)</i></td> <td data-bbox="1141 548 1396 801"><i>Outline of needed activities</i></td> <td colspan="2"></td> </tr> <tr> <td></td> <td></td> <td></td> <td colspan="2"></td> </tr> <tr> <td></td> <td></td> <td></td> <td colspan="2"></td> </tr> <tr> <td></td> <td></td> <td></td> <td colspan="2"></td> </tr> </table> <ol style="list-style-type: none"> <li>3. Each group should fill in the table based on their local contents and professions, thinking of a potential awareness raising action</li> </ol>			<i>Audience</i>	<i>Status quo (For each of them, try to understand what they lack with reference to migrants' integration)</i>	<i>Outline of needed activities</i>																	
<i>Audience</i>	<i>Status quo (For each of them, try to understand what they lack with reference to migrants' integration)</i>	<i>Outline of needed activities</i>																						
<b>Assessment Activity 3.1.2</b>	Describe the activity that will be completed by the participants in order to assess their knowledge of the unit.																							
	<b>Activity Title</b>	Feedbacks on target analysis	<b>Duration</b>	20-30 minutes																				
	<b>Aim of Activity</b>	Discuss and provide feedbacks to the tables created by all the groups																						
	<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• To review common stereotypes or misconceptions about the target group</li> <li>• To provide and receive feedback in a constructive manner</li> </ul>																						
	<b>Materials Required</b>	<ul style="list-style-type: none"> <li>• Screen projection of the tables</li> <li>• Tables and chairs</li> <li>• Internet access</li> <li>• Pens/laptop for each participant</li> </ul>																						
<b>Instructions</b>	<ol style="list-style-type: none"> <li>4. Each group briefly presents their tables also discussing the general awareness raising idea</li> <li>5. Everyone has the chance to ask questions or make comments about the responses, reflecting on what might be missing from the analysis and why.</li> </ol>																							





	<p>References:</p> <p><a href="https://ec.europa.eu/migrant-integration/integration-practice/refugee-awareness-project_en">https://ec.europa.eu/migrant-integration/integration-practice/refugee-awareness-project_en</a></p> <p><a href="https://listen.bupnet.eu/category/collection/">https://listen.bupnet.eu/category/collection/</a></p> <p><a href="https://cesie.org/en/news/voices-festival-art-dance-and-theatre-for-celebrating-human-rights/">https://cesie.org/en/news/voices-festival-art-dance-and-theatre-for-celebrating-human-rights/</a></p> <p><a href="https://dice.erasmus.site/">https://dice.erasmus.site/</a></p>	
<b>Unit 2</b>	<b>Planning an awareness raising action about integration – PART 2</b>	<p>In this Unit you will first read about the importance of directly involving all parties of integration in the storytelling process (Topic 1).</p> <p>Topic 2 discusses dissemination actions for your activity, to help you better develop your idea for a campaign as part of your involvement with the project DIGIMI.</p>
<b>Content</b>		<p><b>Topic 1: Making sure to involve all actors of integration in the creative process</b></p> <p>In the past years, and especially since the mass migration waves from Africa to Europe beginning in 2015, the way refugees and migrants have been portrayed in the media has had a tangible impact on perceptions about migration, integration, and certain cultures. The same applies to the way Europe is often portrayed in media discourses in other continents, contributing to often misleading images about European societies and cultures.</p> <p>For this reason, it is very important to be aware of the power of storytelling as a means which can both create synergies and tension. One important gap in the portrayal of refugees and migrants in European storytelling has been the lack of their involvement in the story-telling process, meaning they have often been the passive characters of stories which do not necessarily represent their voices. Additionally, the storytelling language has more often than not focused on the perception of Europeans towards migrants, forgetting to ask the latter the simple question of: What is your perception of Europe? What do we do wrong when speaking about migration?</p>





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		<p>This unit emphasises the importance of involving all parties in the integration process when creating an awareness raising storytelling action on this topic. Refraining from thinking that migrants should simply answer our predefined questions is an initial step, as they might have very interesting questions and alternative views to add to the list.</p> <ol style="list-style-type: none"><li><p>1. Start by self-evaluation</p><p>Even if you are supporting migrants and refugees in hosting communities, stereotypes are an inherent part of every human being. When planning for an awareness raising storytelling action, based on the steps listed in Unit 1 (idea, objective and target groups), begin by asking yourself: What am I missing? Did I plan for the direct involvement of migrants in my action? Am I fact-checking the news rather than using common views already portrayed in general media?</p></li><li><p>2. Know your community</p><p>Your community is composed of people who were born there, who are considered as nationals or citizens by the majority, but also by other people who might have arrived at a later stage of their life from other countries and cultures, or who may have been born there but whose families belong to other parts of the world. When thinking of your community as a place to disseminate your action, think of it in a complete way. Migrants and refugees are also part of your audience therefore it is very important to involve their representatives in the content creation part.</p></li><li><p>3. Discuss and listen to all views</p><p>When planning for your communication instruments and making the story, listen to all the parties involved. Integration is a process of duality, where both citizens and immigrants must adapt and challenge themselves. Stories which consider the diversity of people and communities are stronger.</p></li><li><p>4. It is not just about “knowing them”</p><p>An awareness raising action involving storytelling to foster migrants’ integration does not necessarily mean that your community should learn more about them. It could also warrant challenging stereotypes and misunderstandings about the community on the part of the migrant.</p></li><li><p>5. Don’t force the story to be happy or positive</p><p>Integration is not always a smooth process and there are very important and complex reasons behind why it may be hard for people to either integrate or to accept foreigners. Don’t hide these complexities in your storytelling because it is not politically</p></li></ol>
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		<p>correct to speak about the difficult parts of integration. Rather, analyse and accept them. You may find that being aware of the defence mechanisms we often put in place can raise more awareness than anticipated.</p>
		<p><b>Topic 2: Disseminating your AR activity</b></p> <p>The central message of an awareness raising campaign is communicated to its intended audience or audiences using a range of various techniques and approaches. It includes newsletters, social media and events, meetings with stakeholders and representatives of the target group to create a general awareness on the topic. Personal meetings or short informative talks usually have more impact than media-based actions, but the latter are also fundamental in terms of recruiting participants for the firsts.</p> <p>The first step is to define what dissemination methods you will use mostly for your awareness raising action. This depends entirely on the message, objective, and targets of your campaign. It is also possible to combine several kinds of dissemination materials. For the specific nature of the DIGIMI project which is focused upon digital storytelling, our campaign will most likely make use of electronic media (e.g. content published through the web and on social media, but also radio and television). Direct media – face-to-face events and activities such as meetings, conferences, workshops or info points – would also be suited for some of its components (although a digital component is necessary).</p> <p>Social media is a broad term which refers to a collective of online communication channels built on community-based input, interaction, content-sharing and collaboration. A crucial point is they all are based on building a relation with the viewer/follower/contact, and thus can be time-consuming. But, unlike traditional broadcast channels, social media enable people to respond and react to information, making them engaging and a channel not to be neglected in campaigning, leveraging the power of peer-to-peer recommendation, and word-of-mouth communication. Know your social media first!</p> <ul style="list-style-type: none"> <li>● Facebook</li> <li>● Instagram</li> <li>● Twitter</li> <li>● LinkedIn</li> <li>● Youtube</li> </ul> <p>A few tips for effective communication and storytelling:</p>



		<p>Good stories do more than creating a sense of connection. The key is storytelling, and finding a way to stand out of the crowd. A good story is:</p> <ul style="list-style-type: none"><li>● Simple</li><li>● Stimulating</li><li>● Distinctive</li><li>● Authentic</li><li>● Memorable</li></ul> <p>Begin by asking yourself: <b>Who? When? Where? Why? What? How?</b></p> <p>Creating valuable content, some examples:</p> <p><b>1. Social Café</b></p> <p>Born from the Knowledge café, it is based on authentic conversations on how to deal with everyday challenges in an innovative way. Conversations are conducted online. It became very popular during the first wave of COVID-19. Its format allows subsequent viewing as the video will remain online after the live show and will continue to get views.</p> <p><a href="https://www.facebook.com/watch/10150131184415557/503395381093914">https://www.facebook.com/watch/10150131184415557/503395381093914</a></p> <p><b>2. Fanzines and the HEAL project</b></p> <p>Fanzines are handmade publications of different formats that can be visual or include text; they can be about anything, such as personal stories, subcultures or collections; they can be produced by one person or a group of people at little or no cost. Fanzines are a form of individual expression within a community.</p> <p>For the <a href="#">HEAL</a> project coordinated by CESIE, 43 fanzines were created by women survivors of trafficking across four countries. These strong and powerful women were engaged in the creative and healing process guided by art experts and psychologists. The participants said that they loved creating fanzines, and they were surprised by how their thoughts and emotions can be transformed into images.</p> <p><a href="https://www.facebook.com/WINGSprojectEU/photos/">https://www.facebook.com/WINGSprojectEU/photos/</a></p> <p><a href="https://healproject.eu/fanzine-gallery/">https://healproject.eu/fanzine-gallery/</a></p> <p><b>3. Webzines</b></p> <p>Webzines are born as a technological response-update compared to magazines, their digital version. Similar to fanzines,</p>
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		<p>they possess a handmade essence as they combine web content with a DIY aesthetic. The main difference is that within webzines you can also insert audio and video content.</p> <p>Check an example from the <a href="https://urbanperspective.eu/webzine/">REBUILD</a> project coordinated by CESIE <a href="https://urbanperspective.eu/webzine/">https://urbanperspective.eu/webzine/</a></p>		
<b>Activity 3.2.1</b>	<b>Activity Title</b>	Creating valuable content	<b>Duration</b>	20 minutes
	<b>Aim of Activity</b>	To practice while effectively communicating a story		
	<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• Learn to tell a story using the Who? When? Where? Why? What? and How? questions</li> <li>• Learn to be concise and time-conscious</li> </ul>		
	<b>Materials Required</b>	<ul style="list-style-type: none"> <li>• Pen and paper for each participant</li> </ul>		
	<b>Instructions</b>	<p>To implement this activity, the instructor should give the following guidance:</p> <ol style="list-style-type: none"> <li>1. Depending on the size of the group, participants can decide whether to perform the activity individually or in tandem with another person;</li> <li>2. The aim is to tell the story of their work in the integration sector (the organisation/association, one activity or project they conduct, their targets, results, etc) answering the six questions for effective communication</li> </ol>		
<b>Assessment Activity 3.2.2</b>	<b>Activity Title</b>	Telling the story to an audience	<b>Duration</b>	5 minutes
	<b>Aim of Activity</b>	To effectively tell the created story to an audience within a limited timeframe		
	<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• To become more aware of the use of words when telling a story</li> <li>• To select what to include and what not to include based on the audience</li> <li>• To communicate effectively the responses to the six questions in one story</li> </ul>		
	<b>Materials Required</b>	<ul style="list-style-type: none"> <li>• Only the participants</li> </ul>		





	<b>Instructions</b>	<p>The instructor explains the following:</p> <ol style="list-style-type: none"> <li>1. Participants who have developed the story can now present them to the group;</li> <li>2. Teams should allow all team members a chance to speak</li> <li>3. Each story has a five minute limit (the instructor should stop them if the time is exceeded);</li> <li>4. At the conclusion of the activity, the entire group reflects on what was most difficult for them as speakers and as an audience member</li> </ol>
<p>References:</p> <p><a href="http://sam.gov.tr/pdf/perceptions/Volume-XXV/Spring-Summer-2020/6-M%C3%BCzeyyen-PANDIR.pdf">http://sam.gov.tr/pdf/perceptions/Volume-XXV/Spring-Summer-2020/6-M%C3%BCzeyyen-PANDIR.pdf</a></p> <p><a href="https://urbanperspective.eu/webzine/">https://urbanperspective.eu/webzine/</a></p> <p><a href="https://www.facebook.com/WINGSprojectEU/photos/">https://www.facebook.com/WINGSprojectEU/photos/</a></p> <p><a href="https://healproject.eu/fanzine-gallery/">https://healproject.eu/fanzine-gallery/</a></p> <p><a href="https://www.facebook.com/watch/10150131184415557/503395381093914">https://www.facebook.com/watch/10150131184415557/503395381093914</a></p>		
<b>Unit 3</b>		
<b>Unit 3</b>	<b>Title: How to invite local communities to attend on social media</b>	Topic 1: Conducting creative calls for participation
		Topic 2: Creating engaging material
<b>Content</b>	<p>The Guidelines below explain how to engage the audience creating content and visuals for social media for awareness campaigns.</p> <p><b>Purpose</b></p> <p>Write an explanation of your campaign purpose. The short-form explanation will be used on posters, social media, and similar advertising channels. The long-form is for your website, for press releases, and other, longer marketing pieces.</p> <p><b>Audience</b></p>	







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After determining who is the audience, imagine these personas' lives, including:

- E.g. What problems they face
- How their lives are affected by migration
- What migration means for them

### **Create stories**

Stories enable you to help your audience connect with what they need. It makes your message real. Over 90% of our day-to-day decisions are based on emotions, and using storytelling for campaigns creates an emotional connection and empathy.

The advantages of introducing yourself/your organization by sharing personal stories are that stories help us understand and remember, grab and maintain our attention, touch our emotions and engage us. Moreover, trust is generated through stories. It is important to present your unique perspective, not copy what works for others, as well as provide added value to others, for their input (don't be the loudest person in the room).

### **Create a clear call to action**

A call to action is a piece of content intended to induce a viewer, reader, or listener to perform a specific act, typically taking the form of an instruction or directive.

5 Tips for a convincing call

1. Keep it short and precise
2. Use a strong command verb to start your call
3. Use positive words that provoke emotion or enthusiasm
4. Give your audience a good reason why they should take the desired action
5. Take advantage of FOMO (Fear of Missing Out), they might lose something important

### **Brand**

The brand already tells a story, it represents the values wrapped in a nice package. A brand consists of certain colours, shapes, fonts, tags, hashtags,



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videos and length, captions to accompany images or videos, length of captions, vocabulary.

**Create visuals**

Strong visuals will make your awareness campaign stand out.

Start by creating an overarching graphic that fits into the theme. Define your fonts and colors. [Canva](#) is a great tool to do just that. There are templates created by designers and they can be used as references for your campaign. When looking into images, make sure to use the same style and ensure the design works for all media, including different social media channels. There is a different layout for Facebook posts for Instagram posts or Instagram Story, etc.

Your design *must* look professional.

Why?

1. If your visuals look professional and consistent, people will recognize your content and connect it to your brand/campaign.
2. You want people to attend your event. Good and consistent design builds trust. And when people trust you, they'll be more likely to engage.

**Cross-promote your campaign**

This is when you'll create a marketing plan to promote your awareness event or campaign. Think of all the channels you can use to spread the campaign.

**Activity 3.3.1**

<b>Activity Title</b>	Create a Facebook post	<b>Duration</b>	30 minutes
<b>Aim of Activity</b>	To create a Facebook post for the campaign		
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>● To improve the skills creating creative content for campaign calls.</li> <li>● To understand how to engage the audience through social media.</li> </ul>		
<b>Materials Required</b>	<ul style="list-style-type: none"> <li>● Laptops/PC/Tablet for each participant</li> <li>● Internet access</li> </ul>		





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	<b>Instructions</b>	<p>To implement this activity, the facilitator should introduce the following steps:</p> <p>Each participant will:</p> <ol style="list-style-type: none"> <li>1. Create the content for their campaign; A longer text and a short text for a Facebook post.</li> <li>2. Log in to Canva.com and choose an appropriate template Facebook post. Participants are encouraged to search for successful examples through the web to get inspiration.</li> <li>3. Share the posts with the group.</li> </ol>		
<b>Assessment Activity 3.3.2</b>	<b>Activity Title</b>	Facebook posts reactions	<b>Duration</b>	15 minutes
	<b>Aim of Activity</b>	Participants will provide feedback on the posts they have created.		
	<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• Assess the quality of the previous exercise</li> </ul>		
	<b>Materials Required</b>	<ul style="list-style-type: none"> <li>• Screen projection or Laptops</li> <li>• Pens and post-its</li> </ul>		
	<b>Instructions</b>	<p>To implement this activity, the facilitator should introduce the following steps:</p> <ol style="list-style-type: none"> <li>1. Each participant will show their post and the rest of the group will write on a post-it what they liked the most and what they didn't like on a different post-it. They will evaluate the quality of the content, engagement, creativity, relevance, etc.</li> <li>2. A discussion is encouraged.</li> <li>3. If there is time they can improve their posts according to the feedback.</li> </ol>		
	<b>Additional material:</b>	<p><a href="#">How to Connect with your Audience through Storytelling   Canva Webinar - YouTube</a></p> <p><a href="#">Canva for Beginners   Free Canva Course - YouTube</a></p> <p><a href="#">Branding &amp; Social Media for Nonprofits   Canva Webinar - YouTube</a></p>		



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	<p>References:</p> <p><a href="#">7 steps to creating nonprofit awareness campaigns that actually raise awareness (virtual or in real life!)   CharityVillage</a></p> <p><a href="#">How to Connect with your Audience through Storytelling   Canva Webinar - YouTube</a></p>	
<b>Unit 4</b>	<b>Title: How to make a sustainable campaign and collect feedback</b>	Topic 1: Ways to collect feedback and the content of a feedback session/survey
		Topic 2: How to use feedback to improve your campaigns
<b>Content</b>	<p><b>Why is important to collect feedback</b></p> <p>Collecting feedback ensures that the campaign progresses according to the set objectives and within certain standards that monitor its progress. It affirms that products and services delivered through the campaign are developed and disseminated based on the intended audience’s needs and readiness. Internal feedback should evaluate the collaboration of the campaign’s creators and external feedback should evaluate the quality of the campaign from the perspective of the participants.</p> <p>Important questions to consider include the following:</p> <ul style="list-style-type: none"> <li>• Did the campaign fully achieve its objectives?</li> <li>• Do the campaign results match/serve the needs of the target groups?</li> <li>• Was partners’ contribution in accordance with the campaign’s plan and expectations?</li> </ul> <p><b>Ways to collect feedback</b></p> <p>There are several ways to collect feedback; it could be asked at a face to face session, instantly with a direct message or through surveys. There is a variety of surveys, printed and online. Online surveys could be created by using free tools such as <a href="#">Google Forms</a> and <a href="#">Typeform</a>. Moreover, feedback could be</p>	





asked through social media, e.g. Instagram stories' poll, A Facebook post autoresponder.

Conducting a pre-and post-campaign survey is one way to determine effectiveness, in order to compare your audience's knowledge and awareness before and after the campaign was launched.

### **What is included in a feedback session/survey**

Closed-ended questions can be answered by a simple one-word answer, such as "yes" or "no", in order to create data that are easily quantifiable, and easy to code. They often consist of pre-populated answers for the respondent to choose from and come in many forms such as multiple-choice, drop down and ranking questions.

Open-ended questions ask the respondent to provide feedback in their own words, in order to create qualitative data using the subject's own knowledge and feelings.

Important questions that you could include; Rate the general organisation of the activities/campaign, the given material/the content, the facilitator, the facilities, the duration, if met the expectations, the main strengths, the main weaknesses.

Try to keep your survey short and blend open-ended and closed-ended questions.

### **How to use feedback to improve your campaigns**

To improve your survey analysis, use the following 5 steps:

1. Start with the end in mind – what are your top research questions?
2. Filter results by cross-tabulating subgroups
3. Interrogate the data
4. Analyze your results
5. Draw conclusions





<b>Activity 3.4.1</b>	<p>Questions such as “<b>What aspects of the campaign event did you like the most?</b>” “<b>What aspects of the campaign event could be further improved?</b>” can help you to understand what you could continue to implement or avoid for the next time.</p> <p>Survey example at Annex</p>		
	<b>Activity Title</b>	Plan a feedback survey/session	<b>Duration</b> 30 minutes
	<b>Aim of Activity</b>	To plan a feedback survey or session for their campaign	
	<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• To understand the importance of getting feedback</li> <li>• To learn different feedback methods</li> <li>• To learn how to create content for a feedback process</li> </ul>	
	<b>Materials Required</b>	<ul style="list-style-type: none"> <li>• Laptops/PC/Tablets</li> <li>• Internet access</li> </ul>	
	<b>Instructions</b>	<p>To implement this activity, the facilitator should introduce the following steps:</p> <ol style="list-style-type: none"> <li>1. The participants plan a feedback session/survey for their campaign, based on the campaign materials that they have already produced. Participants can choose from planning a feedback session or online survey or printed survey or Instagram poll, etc. Annex can be provided as an example or they can search on the Internet for more references.</li> <li>2. Define the key points and the length/duration of the feedback process.</li> <li>3. Create the content.</li> <li>4. Each participant presents their results.</li> </ol>	
<b>Assessment Activity 3.4.2</b>	<b>Activity Title</b>	Feedback methods reflection	<b>Duration</b> 15 minutes
	<b>Aim of Activity</b>	To reflect on the feedback plan they have developed.	
	<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• To understand the characteristics of each feedback method</li> </ul>	
	<b>Materials Required</b>	<ul style="list-style-type: none"> <li>• Pen and papers or whiteboard and marker for the lists</li> </ul>	





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<b>Instructions</b>	To implement this activity, the facilitator should introduce the following steps:  1. Discussion on the pros and cons of each feedback method produced.  2. Discussion on the pros and cons of each participant's feedback plan.  The participants could create lists for each subject.
<b>Additional material</b>	<a href="#">7 Effective Ways to Collect Customer Feedback through Social Media</a>  <a href="#">The 6 Ways to Measure Awareness Campaigns (wholewhale.com)</a>  <a href="#">Evaluating the impact of your campaign — NCVO Knowhow</a>
References:  <a href="#">Survey Analysis in 2021: How to Analyze Results [3 Examples] (getthematic.com)</a>	



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## 4. Annexes

Module 3/Unit 1-Activity 3.1.1: Knowing your audience

Module 3/Unit 4-Activity 3.4.1: Campaign Events Evaluation Template



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### Knowing your audience

<i>Audience</i>	<i>Status quo (For each of them, try to understand what they lack with reference to migrants' integration)</i>	<i>Outline of needed activities</i>



**Campaign Events Evaluation Template**

Place:

Date:

*The information that you provide is anonymous and confidential, and will only be used for the purpose of the DIGIMI project.*

**A. General evaluation of the campaign event**

Please choose the option that best describes your views.

**1 - not good at all, 5 – excellent**

**General organization and facilities of the event.**

1	2	3	4	5

**Material that was provided during the event.**

1	2	3	4	5

**B. Content evaluation of the campaign event**

Please complete the following table by circling accordingly, with 1 being Strongly Disagree and 5 being Strongly Agree.

<b>Content evaluation of the event</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
The presenters were well prepared and the content of the presentations was of high quality.	1	2	3	4	5
The discussion was well coordinated and the participants were encouraged to engage in sharing their views.	1	2	3	4	5
The topics on the agenda were adequately covered.	1	2	3	4	5
There was room for further elaboration on specific issues.	1	2	3	4	5





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The duration of the event was sufficient.	1	2	3	4	5
The event met my expectations.	1	2	3	4	5

**What aspects of the campaign event did you like the most?**

**What aspects of the campaign event could be further improved?**

**General comments / Suggestions:**

*Thank you for your time!*



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