

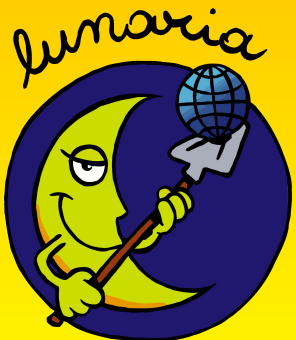
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stones



Co-funded by the
Europe for Citizens Programme
of the European Union

Online Campaign Strategy

International meeting - Rome, 22-23 November 2019



What are our objectives?

MAIN GOAL

raising awareness on hate speech and its consequences

SECONDARY GOAL

disseminate the results of our work to people involved in fighting hate speech and racism

SPECIFIC GOALS

visibility of the campaign

One of the purposes of this session is defining what should we consider a success for this campaign

These objectives should be the following:

- **Specific** – target a specific area for improvement
- **Measurable** – quantify or at least suggest an indicator of progress
- **Assignable** – specify who does what
- **Realistic** – state what results can realistically be achieved, given available resources
- **Time-related** – specify when the result(s) can be achieved



Tools

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To spread our campaign, we are going to use:

Social media accounts from 6 **partners** (FB, Twitter, Instagram, YOUTUBE)

Personal accounts & communication tools (ex: whapp, messenger, etc)

Media relations/"corporate" relations or **PR**



Targets

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We have identified 3 kind of targets.

1. **Young people**

Between 20 and 35 which are nor ideologically racists, neither “multikulti”

2. **Elected officials**

We suggest EU MPs and national officials. Probably in this case it is more useful to involve both those with whom we happen to work and those who are concerned about the issue of hate speech and racism

3. **Activists**

In this case we can share the videos **AND** share the outcome of our analysis to help the work of NGO's etc that are active on the issue



Measuring our results

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Social media analytics (visualizations, interactions, visits to the project Web page, new likes on partner pages, download of reports, etc.)

Media visibility (articles, sharing of the videos, etc.)

Institutional response (sharing or comments on our work by elected officials, national agencies, institutions)

For this reason we need a **CALENDAR** and a division of **LABOUR** among partners

We propose **2 months of campaign starting from Wed 6th January 2020**



What have we got to campaign?

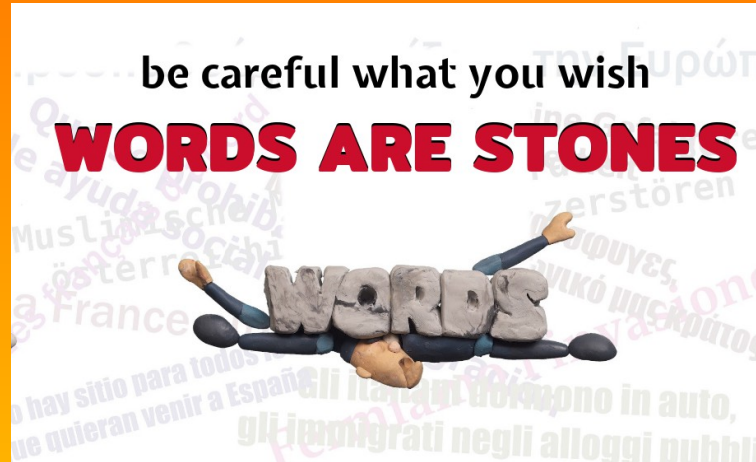
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- **5 Videos** (that need to be dubbed in the different languages)
- **5 memes** from videos
- **5 Informative memes** or **infographics** on hate speech (ex. Ever heard of HS?)
- **5-7 memes** on hate speech (using daily news)
- **5 Infographics** on the **results** of our reports
- **5 Infographics on strategies** to fight hate speech (the target, here are activists and NGOs, national agencies, etc.)



Informative meme on hate speech

Meme from videos



Daily news on hate speech



Lunaria Sponsored Like Page

Have you ever heard about Hate Speech?
#WordsAreStones

hate speech

/hert spi:tʃ/ [mass noun]

identifica manifestazioni di pensiero pubbliche e denigratorie, che intendono suscitare una reazione o un'azione ostile, discriminatoria e violenta da parte dell'interlocutore.

www.lunaria.org
Lunaria è un'associazione di promozione sociale senza fini di lucro, laica, indipendente e autonoma dai partiti, fondata nel 1992.

YOUR CAPTION HERE

17 562 Comments 10 Shares

Like Comment Share

Who does what?

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Everybody

Connect with **politicians**, elected officials, etc.

Post videos according to the calendar

Pinpoint if there are **specific dates** in which it would be useful to post, push the campaign in your country (elections, etc.)

Follow the **news on hate speech/racism** in order to respond to it using the campaign tools (ex. Balotelli)

Every partner should **post their report and have a page/post** that links to the Lunaria's Words are stones page

LUNARIA can produce memes and infographics about HS in general, on strategies to fight it and from the videos.

PARTNERS: each partner should translate them and suggest; produce memes on HS following national news.



Calendar

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Launch of campaign: **6th January 2020**

End of campaign: **29th february 2020**

- **First week:** introduction of Hate Speech theme with general MEME, launch of 1st episode, 1st infographic on results of reports and on strategies to fight HS
- **Every wednesday:** upload video episode
- **Every monday:** daily MEME on local news about Hate Speech
- **Every sunday:** extrapolate a MEME from the published episode of the week
- **Once per week:** alternating memes/infographics about HS theme, result of the report, strategy to fight HS
- **Suggestion between the weeks:** we can fill up the empty spaces creating a storytelling about our characters, or making a countdown for, or disclosing something about the next episode to engage



JANUARY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
30		31	1	2	3	4	5
6	7	8	9	10	11	12	
1 info meme on HS		Ep.1 The Football Game		1 result of report		1 strategies to HS	
13	14	15	16	17	18	19	
1 daily meme on HS		Ep.2 BAR		2 info meme on HS		meme from Ep.1	
20	21	22	23	24	25	26	
2 daily meme on HS		Ep.3 KEBAB		2 result of report		meme from Ep.2	
27	28	29	30	31	1	2	
3 daily meme on HS (International Holocaust Remembrance Day)		Ep.4 The Party		2 strategies to HS		meme from Ep.3	
3	4	Note					

February 2020

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

27

28

29

30

31

1

2

3

4

5

6

7

8

9

4 daily meme on HS

Ep. 5 The Doctor

3 info meme on HS

meme from Ep.4

10

11

12

13

14

15

16

5 daily meme on HS

3 result of report

3 strategies to HS

Saint Valentine Day

meme from Ep.5

17

18

19

20

21

22

23

6 daily meme on HS

4 info meme on HS

4 result of report

4 strategies to HS

24

25

26

27

28

29

1

7 daily meme on HS

5 result of report
(World Day of Social
Justice)

5 strategies to HS

5 info meme on HS

2

3

Note

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Grazie per l'attenzione!
Thank you very much for your attention

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Equality, Support, Antiracism

