Digital Campaigning for Media Action

A CAMPAIGN GUIDE FOR JOURNALISTS

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PREFACE

Journalism is far from an easy profession in South Asia. Despite an information revolution that continues to transform virtually every aspect of society and create huge communication potential, the region also suffers from many challenges. This ultimately impacts on democracy and the way journalists work.

For media workers, some of the greatest challenges come with traversing complex regional, geopolitical and economic issues, while maintaining personal safety and defending fundamental media rights. This is critical for performing and fulfilling the professional duty to continue to educate and inform the public on the issues that matter.

The South Asia Media Solidarity Network (SAMSN) is an open platform, building solidarity among journalists' organisations and other groups to promote media freedom in the region. Importantly, this is linked to decent working conditions and safety for journalists and a public environment that respects the media's work.

While the working environment varies from country to country, SAMSN members are also confronted with many similar problems and challenges. Ultimately this means they also share a multitude of issues to collectively campaign on.

Activism and campaigns – both offline and online – are essential to fight for and defend the media's right to freely access and publish information without fear of being punished or threatened. While some campaigns aim to influence policy making; others aim to get political action on issues such as journalist safety and impunity; to expose injustices; or to motivate other colleagues into action by encouraging them to strengthen their commitment to a cause.

In short, they are a critical tool in building and strengthening unions and defending the principles of freedom of expression that underpin democracy.

In an increasingly digital world, every journalist needs skills and knowledge to reach out and connect, not only in their local media network but also with colleagues and supporters both regionally and internationally.

The beauty of digital campaigning is that it brings a big world closer. It has tremendous capacity to share information quickly and easily. It's that potential that makes the message of solidarity even stronger.

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INTRODUCTION

Why journalist unions need digital activism

With the development of digital technologies and social media networks it is now possible for activists and unions to communicate to a much wider audience and at greater speed than ever before. This means that they now have access to a much bigger platform on which to conduct campaigns, not only locally and nationally but also to a global audience. The development of Internet platforms such as Facebook, Twitter or YouTube, has given us opportunity to do all campaign activities more efficiently and effectively to the biggest possible audience.

Although the Internet penetration is low in South Asia compared to some developed regions, the number of Internet users in the region is huge. India has second largest Facebook

users with 112 million active users. The number of daily active users from India is 52 million, second only to the US[1].

In Nepal and Sri Lanka, Facebook is immensely popular with number of social media accounts from these countries surpassing the total Internet population[2]. According to the Internet World Stats, the Internet penetration in South Asian nations is still low: Afghanistan (12.3%), Bangladesh (26.4%), Bhutan (34.4%), India (28.3%), the Maldives (49.3%), Nepal (15.4%), Pakistan (14.6) and Sri Lanka (25.8%)[3]. Despite this, India, Bangladesh and Pakistan are among the top 10 nations in Asia region with largest Internet users.

With cheaper smartphones in market, mobile phones are increasingly becoming de facto internet device for people in South Asia. India has the second largest mobile phone user base in the world after China with more than one billion users. Pakistan and Bangladesh are among top 10 countries of mobile phone users in the world. At the end of 2015, the number of active mobile connections in Bangladesh stood at 134 million whereas total active internet connections stood at 54 million[4].

The use of the Internet is growing rapidly in the region, increasingly from the mobile phones, along with which the social media are becoming impactful and useful tool for public advocacy.

'E-advocacy' is described by the International Freedom of Expression Exchange (IFEX) as 'the use of Internet-based technologies for activism, campaigning, fundraising, lobbying, and organizing'.

Because of the popularity of the internet and influential social media sites like Facebook (with 1.55 billion users and growing), e-advocacy is an extremely effective form of campaigning for journalist unions. However, just like offline campaigns, digital campaigning requires a coherent strategy to be effective.

The International Federation of Journalists (IFJ), with the support of the United Nations Democracy Fund (UNDEF), has created this guide to help unions to harness the power of social media for their activism. It aims to be a user-friendly resource that journalist unions in the Asia-Pacific region can use to develop, plan, initiate and successfully run their own digital campaigns.

1 http://indiatoday.intoday.in/technology/story/112-milion-facebook-users-in-india-second-largest-user-base-after-us/1/407261.html

2 http://lirneasia.net/2015/12/sri-lanka-joins-the-more-facebook-users-than-internet-users-club/

3 http://www.internetworldstats.com/stats3.htm

4 http://www.thedailystar.net/business/telecom/mobile-users-rise-11pc-2015-203869
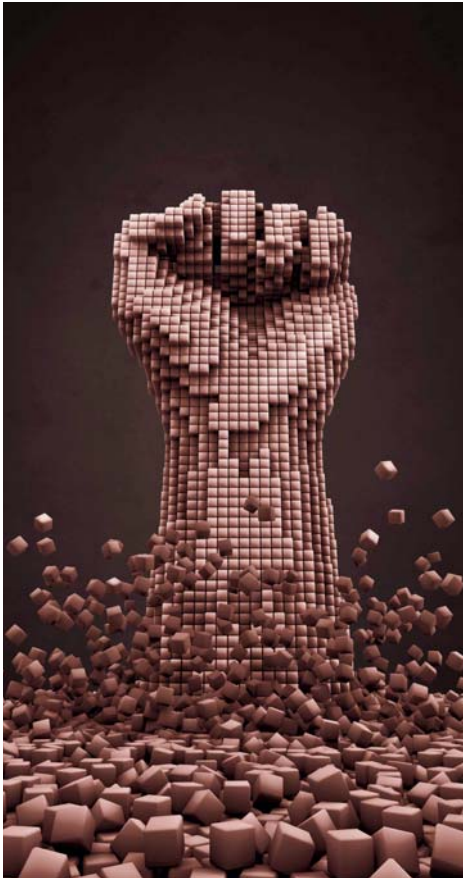
1. PLANNING AND DETERMINING THE ISSUES

A campaign is run to push for change, growth or awareness. But change does not always come easily; it needs hard work and careful planning.

Because digital campaigning involves technology, it's also important to have the technical know-how or to involve people reasonably well versed in digital technologies. It's also important to understand that not every campaign requires digital components.

In preparing for a campaign – be it online or offline – there are seven key steps to create an effective strategy:

1. Assess the issue you want to campaign about
2. Set clearly defined goals and objectives
3. Determine the stakeholders
4. Determine your union's technical capabilities
5. Develop a plan of action and time frames
6. Delegate responsibilities
7. Set up a system for review and evaluation

For any journalist union or media rights organisations, there are always plenty of issues! At any one time, all of the challenges and priorities may seem equally important, but realistically it is impractical and unwise to run multiple campaigns at the same time.

Digital activism can complement what you are doing in workplaces and in the real world. Online and offline activism can be complementary but sometimes the objectives can be quite different. It is important to understand the strengths and weaknesses of both and adapting how they can work best for your organisation and its members.

Question: So how do you select an issue for a campaign?
One effective method is your union's committee can determine which critical issue to campaign on based on the importance and urgency of the issue as well as the potential to impact members of the union.

Choosing an Issue (Checklist):
It is important you ask critical questions on your choice of issue. Will the issue:
• Be widely felt?
• Be deeply felt
• Be winnable / partly winnable?
• Result in a real improvement?
• Give members a sense of their own power?
• Be easy to understand?
• Increase the visibility of the union?
• Be non-divisive among members?
• Send a message to management/government?
• Build solidarity?

Question: What other reasons would make this a suitable issue for a campaign?
Another method to determine the issue s by voting on issues on three criteria:
• widely felt
• deeply felt
• the potential to win that campaign.

This is done by a simple method of casting votes based on the following system. The higher the number, the stronger the vote.

Issues	Widely Felt Vote: 0-3	Deeply Felt Vote: 0-3	Winnable Vote: 0-3	TOTAL
1.				
2.				
3.				
4.				
5.				

Getting the votes:
Widely Felt:
3:   Most journalists feels it's an issue affecting them.
2.   At least half are affected or influenced by the issue.
1.   Less than half are affected or influenced by it
0.   Only a few journalists are directly impacted by it.

Deeply Felt:

3: Most journalists feel strongly or passionately concerned about the issue.

2. Many or at least half journalists are concerned or feel it is an important issue for them.

1. Journalists are somewhat concerned about the issue.

0. Journalists broadly are not really concerned about the issue.

Winnable:

3. The chances of winning a campaign on this issue are very high. (Highly possible)

2. The issue is at least partly winnable. (Mildly possible)

1. There is only a slim chance of winning a campaign on this issue. (Slightly possible)

0. There is no chance of winning a campaign on this issue. (Impossible)

Once the voting is completed, the issues with the highest points should be checked against the Choosing an Issue Checklist (see above) to ensure the best issue to campaign on.

For any union, it is important to choose an issue that is either partly or completely winnable. A campaign needs resources and thus it may be not wise decision to run campaign on issues that will not see considerate amount of change after the completion of the campaign. The wins could be small and less significant, but each small wins and gains encourage journalists to participate and increase their hope for victory.

For a digital campaign, it's also important to consider the digital aspect of the issue. This is about how effectively an issue be campaigned through digital platforms and the potential of a digital campaign to support that issue.

Remember: Issues that can be addressed through meetings and lobbying by a small number of people may not necessarily be good issues for digital campaign.

Digital campaigning is a great way to create a buzz around your issues with proliferation of information about the campaign. The use of digital campaigning thus becomes important and necessary when we want to create or influence public opinion or put public pressure on the authorities.

When selecting the issue for the digital campaign, or adding digital campaigning elements to an offline campaign, unions need to carefully consider the audience. Select those aspects for digital campaigning that need greater discussion among big groups of people or broader public participation in the activity.

The internet and digital tools available online such as social media are extremely useful in terms of reaching a potentially huge public.

Some issues might be:

a. Safety of journalists

b. Timely payment of journalists' wages

c. Gender equity in newsrooms

CASE STUDY: #JUSTICE4BDJOURNO CAMPAIGN, BANGLADESH

In Bangladesh, impunity against the crimes against journalists is high. In this politically polarized society, bringing journalists together by circulating news and updates about crimes against journalists and press freedom advocacy is critical but was not really being addressed nationally. To fill the gap, the Bangladesh Manobadhikar Sangbadik Forum (BMSF) ran a 'Justice to Bangladeshi Journalists' campaign in March and April, 2016.

BMSF created a Twitter account and Facebook page, and spent the campaign focused on sharing news and information on the key issues. In the 40-day campaign, they shared 55 tweets and 68 Facebook posts engaging hundreds of journalists across the country to build likes to their Facebook page. A video was also created and shared on YouTube and Facebook for the promotion of the campaign.

Taking its campaign offline, BMSF also held meetings with senior journalists and met with media workers who had been subjected of press freedom violations. It also issued statements on impunity issues and used a #Justice4BDJourno slogan.

While the initial impact on the campaign was low, importantly it was the first time a digital platform had been created on the issue – a new step for BMSF to increase engagement and make greater impacts in future.

For more information, visit https://www.facebook.com/Justice4BDjourno

2. SETTING CLEAR GOALS AND OBJECTIVES

Campaigns tackle complicated issues, so it's important to know from the beginning of your campaign exactly what you hope to achieve by the end of the campaign and, importantly, how you're going to get there. This is where goals and objectives come in.

Goals are theoretical in nature. They are broad primary accomplishments that the union wants to get out of the campaign. Essentially, the goal of the campaign is its broad aim eg: to get a new media law.

Objectives, on the other hand, are practical in nature and therefore have more measurable targets. Objectives include specific targets and audiences for the activities to help achieve the goals that have been determined for the campaign.

The S-M-A-R-T Approach

When formulating objectives, it's helpful to try to make them SMART:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**ime-bound & **T**argeted

Examples of some goals might be to:
1. Bring in legislative protections that guarantee the safety of journalists
2. Ensure the timely payment of journalists' wages
3. Achieve gender equity in media houses

Examples of objectives for getting **legislative protections** for the safety of journalists might be:
1.1 Prepare a draft set of recommendations for legal revision for safety for journalists
1.2 Hold meetings with parliamentarians to sensitize them on the situation of safety of journalists and advocate on the need for legal revisions

Examples of objectives for e**nsuring timely payment of journalists' wages** might be:
1.1 Set meetings with publishers and managers to pressure them on the payment of salary in time
1.2 Organizing journalists to collectively write a letter to their management demanding payment of their salary on time

Examples of objectives to achieve **gender equity** in media houses might be:
3.1 Prepare a sample gender equity policy for the media houses
3.2 Organizing meetings with media houses to urge them to implement the gender equity policy

These examples of objectives are very <u>specific</u> in nature. They are also <u>achievable</u> and also easily <u>measurable</u>. Setting up SMART objectives is also important because they also serve to identify the stakeholders and make it easier to plan activities for the campaign that will aim to meet these objectives.

In a digital campaign, the objectives may also include increasing online visibility of the union by promoting a Facebook page, Twitter account or a union's website. In the examples above, the objectives that are specific to digital proliferation could be:

1.1 Raise public awareness and garner public support for the need for security of journalists by **creating a Facebook page.**
1.2 **Increase the number of likes on a Facebook page** by 2000 within the campaign period.
2.1 Set up a website to **track salary payments and deadlines** in media houses and hold companies to account.
2.2 Have a goal to **involve 1,000 journalists** to tweet / post a Facebook status or use placard photos on social media
3.1 Aim to **get 100 journalists to share a hashtag**, eg the experience of gender inequity in newsrooms by using a specific gender and media hashtag (examples #NewsroomInequality #InequalityISaw)
3.2 **Publish a sample gender equity policy** on your website and share it through social media platforms
3.3 **Create short videos on YouTube** with journalists stressing the need of gender equity. Making videos is easy and extremely effective!

CASE STUDY:

#JOURNALISTSAFETY CAMPAIGN, NEPAL

For journalists and unions in Nepal, the safety of journalists has remained a big issue for many years. Journalist unions in Nepal classify insecurity in two ways: physical insecurity (threats/attacks) and professional insecurity (job and work vulnerability).

The Nepal Press Union (NPU) decided to run a digital campaign on the issue with very specific objectives. Instead of trying to solve the whole problem of safety, NPU set out objectives to inform the public about critical need for building a safe environment for journalists and create awareness among journalists to be self-aware on remaining safe and vigilant.

To achieve the objectives, the union:
- Created three graphics to be used in social media;
- Made a video with interviews with senior journalists explaining the situation and need for safety of journalists;
- Put together a brief set of safety guidelines in Nepali and English on its website, which it promoted through the campaign.

The NPU shared information it created through social media platforms and its website using the #JournalistSafety hashtag.

For more information, visit: https://www.facebook.com/npucentraloffice

3. WHO ARE YOU ENGAGING IN YOUR CAMPAIGN?

Once you've determined your issue as well as your goals and objectives, the next step is to determine who exactly you are engaging in your campaign.

Stakeholders are those individuals, organisations or institutions that are directly or indirectly related to your issue.

There are essentially two key types of the stakeholders:

1. The stakeholders we campaign for: Those are individuals or organisations or institutions that are either affected by the issue, are working on the issue or are benefited when the campaign achieves the change. In most campaigns conducted by journalist unions, journalists are always the key stakeholders. Media rights organisations, or NGOs such as human rights organisations who advocate on similar issues, might also be stakeholders who could become part of the campaign.

2. The stakeholders we campaign against: Those are individuals or organisations or institutions or authorities that are capable of contributing towards bringing about the intended changes. They are those who will resist the campaign but whom the Union wants to reach them to ensure they are informed about the campaign and its activities.

Examples:
Issue: The Safety of Journalists

Stakeholders (for)	Stakeholders (against)
Journalists, journalist associations, unions and press clubs, human rights organisations, specific media houses	Parliament, parliamentarians, security agencies, local and national government, civil society, courts

Issue: The Timely Payment of Journalists' Salary

Stakeholders (for)	Stakeholders (against)
Journalists, journalist associations, human rights organisations, wage board, labor court	Media houses, law-implementing agencies

Another way of looking at is dividing up your stakeholders as:
- Active allies – those who are actively involved in the campaign
- Allies – those who may benefit from your success thus are positive and supportive of the campaign
- Neutral parties – those who may not be involved or affected by the campaign
- Opponents – those who may suffer from your success
- Active opponents – those who are likely to actively interfere with campaign activities

Active allies and allies are our friends! They are the ones who will support and help build the campaign, whereas opponents and active opponents are quite the opposite.

Opponents certainly won't want to support your campaign and they may also attempt to disrupt or derail the campaign activities. Meanwhile, neutral parties are those people who are not directly involved or affected but have the potential to be influenced one way or another.

As campaigners, reaching out to allies is critical to ensure they remain supportive, while neutral parties may also become supportive of the campaign after being the opportunity and information to more fully understand the issues.

UNDERSTANDING CAMPAIGN STAKEHOLDERS
Stakeholders are people, groups, organisations or institutions that are connected to the issue. They may support your campaign, be adversely affected by the issue in question, have the power to change the situation, or even be responsible for the problem you have identified. An important task when designing your campaign is to learn as much about the stakeholders as possible.

In preparing to your campaign, this means you should:
- Understand each stakeholder's relationship to the problem and your proposed solution;
- Define the relationships between different stakeholders;
- Determine the ability and willingness of stakeholders to help or hurt your campaign;
- Determine your ability to influence and change opinions of some stakeholders;
- Identify which of these stakeholders your campaign should concentrate on to create the change your desire.
  Source: Adopted from 10 Tactics for Turning Information Into Action, Tactical Tech
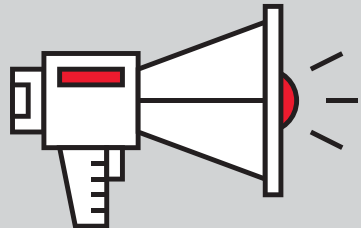
CAMPAIGN

CASE STUDY: #FINDMOYAMEEHAA CAMPAIGN

Ahmed Rilwan Abdulla, known as @moyameehaa on Twitter, is a Maldivian Journalist who has been missing since August 8, 2014. After his disappearance, the friends and family of Rilwan began a campaign #FindMoyameehaa.

The campaign is combination of offline and online actions, with all activities collected in a website. The campaign has created videos, posters, graphics to share on social media, and e-petition among others. The website is central repository of all information, statements, tweets and resources since Rilwan's disappearance and also allows visitors to participate in the campaign in various ways – from a simple click to tweet to sharing of posters and signing of the e-petition.

The campaign has ensured that Rilwan is not forgotten after a few months of disappearance, and put on pressure on the Maldivian authority to be accountable in the case of disappearance. Combining it with offline action has ensured that the Maldivian journalists feel deeply about the issue, and the authority promising to find out truth.

For more information: http://findmoyameehaa.com/

CASE STUDY: #MAKEJOURNALISTPROTECTIONLAW CAMPAIGN, INDIA

After series of attacks and murders of journalists in India and a growing issue around impunity for crimes against journalists, the journalist community began demanding the enactment of the Journalist Protection Act. The National Union of Journalists (India) determined to run a campaign to put pressure on India's members of parliament to enact the law and determined that a demonstration in front of the parliament in New Delhi on December 7, 2015, would be the cumulative activity.

In November and December, the union ran a digital campaign to raise public awareness around the state of safety of journalists and urge journalists to join its demonstration. It created and used a couple of graphics that were easily shared through social media, created a **#MakeJournalistProtectionLaw** hashtag and pushed out information using official website, Facebook page and Twitter handle as well as on Facebook profiles. Twitter handles of key officer bearers were also used.

The demonstration was a big success with wide coverage on media. A five-member delegation submitted a memorandum to the prime minister's office after the rally was blocked by police. The campaign successfully created awareness among politicians on the need for the law with journalists and union leaders joining in to tweet about it using the hashtag.

For more information, visit: http://nujindia.com/

4. HOW TECH SAVVY IS YOUR ORGANISATION?

Before you begin to think about digital campaigns, it is critical to ask the fundamental questions about your union's capacity to take actually take on a digital campaign.

The people you get to undertake the digital campaigns may not necessarily be the executive members of the union. For a digital campaign, it is important to bring in the people who have specific skills and interests in the digital arena. These people will not only drive the campaign, but they can also help educate others on how digital campaigns can work in the best interest of members.

Getting the right people is critical!

Questions to ask your organisation:
- What is the union's presence on the internet?
- Does it have a specific union website?
- Is it active and regularly updated?
- Does it have a Facebook page and/or Twitter handle and/or YouTube account and/or other social media accounts?
- What is the union's technological capability?
- Does it have computers with internet access?
- Do you have a camera or digital recording device?
- How tech-savvy is the staff?
- Do staff know the basics when it comes to social media platforms?
- Can the staff engage in meaningful interaction on social media?
- Does the union have anyone with ability to create information graphics or campaign materials online?
- Can anyone shoot and edit digital material?
- What e-advocacy activities are right for your campaign? (mass email, social networking, online petitions, blogging/website contents or media sharing)
- What plan does the union have to monitor the impact of the digital campaign?

If answer to any question is a 'no' or 'don't know' to any of the above, then you need to either recruit external personnel to train staff or to work with the union to help implement the campaign.

5. BRINGING YOUR ISSUE INTO ACTION!

A plan of action is a both a list and calendar of events and/or activities.

When you are planning your campaign, a Campaign Operational Plan (COP) will outline the dates, times etc for specific activities to be conducted that will help meet the goals and objectives of the campaign.

The COP will also outline the expected outcomes of those activities, the people you have designated to run each specific activity, and the tools that will be used to monitor and measure the impact of those activities.

Some examples of activities in traditional campaigns include:	Some examples of online or digital activities in your campaign can include:
Meetings	- Mass emails
Petitions	- E-Petitions
Boycotts	- Use of hashtags
Strikes	- Placard photos
Symbolic actions	- Social media posts
(flags, black bands)	- Infographics
Sit-ins	- Blogging
Rallies/marches	- Videos
Demonstrations	- Podcasts
Public statements	- Facebook pages or
Wall paintings or murals	websites
Pamphlets	
Mass resignation	
Mockery	
Lobbying	
Fundraising	
Picketing	
Use of media	

Is digital campaigning right for your issue?
• Does creating a buzz around your issue helps solve the issue?
• Is public awareness important?
• Do the authorities need public pressure to push them to tackle or solve the issue?
• Does the union have enough resources and networking capability to mobilize activists and public on digital platforms?
• Do online activities complement any offline activities of your campaign?

Planning out the logistics of your digital campaign
There are other aspects of your digital campaign in your plan of action that are essentially and therefore should be given due consideration:
a. Slogan:
Although slogans are part of any campaign, with new digital tools, the slogans need to be carefully constructed. For any digital campaign, Twitter can be a very effective tool, but it only allows posts up to 140 characters (including spaces). So for a digital campaign the best slogans are less than 140 characters.

b. Hashtag:
A hashtag is any word or phrase or combination of words (no symbols or spaces) immediately preceded by the # symbol. A hashtag is highlighted in Twitter and Facebook; and they are also clickable to display tweets or Facebook posts containing the identical hashtag. Examples of hashtags: #EnsureJournalistSafety #AmendLawForJournalistSafety #EnactSafetyLaw #MediaSafety #PayJournalists #PayForWork
c. Facebook Page:
The decision to create a new Facebook Page or use an existing Facebook page depends on the length of the campaign. If the campaign is long, it might be better to create a separate Facebook page. However, it might make more sense to use an existing Facebook page,as it already has some visibility and likes. The same goes for the Twitter account.
d. Creation of digital materials:
Depending on the activities, the preparation for digital campaigning also requires the creation of digital materials. This could include (but is not limited to) graphics (for FB posts, or profile pictures, or web / social media banners); widgets; photos; and videos.
e. Create accounts and test them:
If you plan to use of any other social media platforms, you must sign up for a new account and do some basic testing before going public.

For digital activities, planning the content ahead always gives the best results. If blogging is a part of the campaign, it may be worth preparing a blog posts beforehand, or pre-composing Tweets or Facebook posts and scheduling them to go out regularly or at key times.

Facebook, Twitter or something else?
There are hundreds of social media platforms on the Internet. For any digital campaign, the choice of which social media to use should be based on two factors:
1. The popularity of the social media platform among the audiences you are trying to reach;
2. The nature of the activity to be conducted on social media platforms.

In South Asia, Facebook is by far the most popular social networking, and thus a very effective medium to reach a huge population. Using Facebook not only gives the potential to reach a huge audience, but it also provides the unions an opportunity to use a platform where many members are already active. A union can use Facebook to connect with its membership and also provide a high level of engagement through interaction and sharing with them.

Twitter is the second most popular social media platform in the world, but if the campaign is happening in China, then Weibo (microblogging service similar to Twitter) would be the wiser choice because of its greater popularity and influence inside China. Twitter is rapidly becoming effective medium to share lots of small pieces of information or links to information – with no real limit on how many times you want to tweet in a

day. As Twitter's timeline is 'real-time', there is less chance people will feel overloaded by multiple postings of a tweet. The nature of activity and the contents that are going to be shared on the internet should also play the role in determining what digital platform can be used.

That means, if you are hoping to share lots of text, blogging is the best option. If you are planning to share a lot of photos, Instagram or Pinterest are a better choice. And if you are planning to share videos, YouTube should be the first choice! If you are planning to share multiple types of content, including texts, photos, graphics and videos, then Facebook is the best. Twitter is also capable of sharing multiple types of contents.

While using any digital platform, it's always important to remember that posts with photos or videos get more likes and shares than text-only posts or text with links.[5]

Determining your digital campaign 'tools'

It's always good to choose a mix of digital platforms. Facebook, due to its popularity and ability to share almost any media, can always be useful with any other platform. Twitter is good to keep the information flow running throughout and drive and encourage new people to the campaign.

But choosing too many or all platforms can create problems for your campaign as it can then become harder to manage everything – especially if you are creating lots of engagement and interactions. So too, the focus becomes too diverse to measure impacts meaningfully.

On the internet, the more creatively the information is presented, the more impact is generated. Photos and videos work well, as do facts presented in 'infographics'.

These are visuals created using a combination of words, quotes, facts and/or images and today are extremely easy to make with an ever-increasing number of handy online tools available to use online for free!

Content Creation

SN	Content	On Web / Computer	On Smartphone
1	Infographics creation	Infogr.am, easel.ly, pickochart.com, canva.com	infographics
2	Audio recording/editing	audacity	wavepad
3	Video recording/editing	videotoolbox.com YouTube Editor	Magisto, iMovie, Qik Video
4	Graphics creation	Piktochart.com	
5	Photo editing	Pixlr.com, fotor.com	Photoshop Express
8	Twibbon	Twibbon.com	

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5 See http://danzarrella.com/new-data-the-performance-of-facebook-post-types-over-
  3-5-years.html and http://danzarrella.com/infographic-how-to-get-more-likes-com-
  ments-and-shares-on-facebook.html

Some of the platforms and tools available for campaigns are:

1	Audio sharing	Upload and share audio (recorded voice, interviews or songs)	www.soundcloud.com, www.audioboo.com, www.mixr.com Smartphone Apps: Mixlr, AudioBoom
2	Photo sharing	upload and publicly share photos	www.flickr.com, www.picasa.google.com, www.500px.com Smartphone Apps: Instagram, Pinterest
3	Video sharing	Upload, edit and share videos	www.vimeo.com, www.youtube.com Apps: LiveInFive, Periscope, Meerkat
4	Blogging	write opinions or articles or updates on campaign and share those contents	www.wordpress.com, www.tumblr.com, www.blogspot.com, www.medium.com, Smartphone Apps: Steller
5	Online petition	create petitions for people to sign electronically and send emails to authorities	www.change.org, www.ipetitions.com, www.petitiononline.org, www.avaaz.org
6	Mass mail	send emails to mass	www.mailchimp.com, www.gmail.com
7	Community /Group	create a community of like minded people for the campaign to share updates and information	www.facebook.com/ pages, www.groups.google.com Smartphone Apps: WhatsApp / Viber Groups
8	Social networking	spread words about the campaign, promote & share updates	www.facebook.com, www.linkedin.com, www.plus.google.com
9	Microblogging	spread words about the campaign, promote it and share updates	www.twitter.com, www.tumblr.com
10	Mass Texting	provides a platform to send mass SMSes to people	FrontlineSMS is a software downloadable free of cost from www.frontlinesms.com
11	Organizing gathering	organize events and invite people and keep track of it	www.facebook.com/ events, www.meetup.com

How to set up and manage a Facebook page

Facebook is usually the default choice as the major digital platform of any campaign.

For the purpose of digital campaigning, it offers the ability to have a Facebook *page* or Facebook *group*. Both have some advantages and some limitations so the choice should be made based on the needs of the organisation and/or campaign.

For most unions, a Facebook page for the union is a better for its ease to manage, while a Facebook group could be useful to use as a communication tool within a circle of activists working together on an issue.

Facebook Page	Facebook Group	Facebook Profile
Can be used for business or personal	Can be used for business or personal	Only personal use.
As many people as want can like the page	As many people as want can join the group	Limited to 5000 friends
Posts by the Admin appear in people's newsfeed, and their friends can see it they comment	Posts by the admin only appear in members newsfeeds, but not in friends of members feeds unless they're members	Posts by owner appear in friends newsfeed
People can Like the page themselves (no approval needed)	Can be set for automatic joining OR approval	Have to approve each friend
Update messages can be sent to all members	Limited to sending messages to 5000 members	Can send messages to all friends
Always public	Can be private OR public	Can be public or private
Found by search engine	Not found by search engines	Found by search engine (can be locked down)
Posts by Page	Posts by Individuals	Posts by Individual
Admins unidentifiable	Admins listed	
Insights about visitors	No insights	No insights

Source: SocialRabbit

The pros and cons of Facebook activism

Pros: How Facebook can help activists

Lots of People Use Facebook: Facebook provides a huge, networked user base.[1] What is more useful is that each member has a "news feed" that lets them read activities of a group or page. The result is a viral experience that will allow the group to spread incredibly quickly if its message is compelling.

The Price is Right: There is <u>no</u> cost for creating a group/page and it doesn't take long.

Hassle-free multimedia: The tools on Facebook make it possible to upload videos, pictures and commentary.

Opt-in Targeting: Members of the group/page choose to be

6   1.55 billion monthly active users and 1.39 billion mobile monthly active users as of September 30, 2015 (http://newsroom.fb.com/Company-Info/)

there and are therefore going to give you at least one chance to talk to them once they opt-in to join.

Cons: Why Facebook isn't a silver bullet

Content on Facebook is disorganized: Facebook's 1.4 billion users produce huge amount of content. There are thousands of groups/pages on it and although content uploaded on group/page are displayed in chronological order, you can't organize them in a meaningful way as you want.

Dedication level is not always high: The low barrier to entry means the likes don't necessarily indicate genuine interest.

Facebook isn't designed for activism: The services may be free, but they have not been designed to suit your needs as a union. You will find that its functionality does not always match what you need.

Source: A Digiactive Introduction to Facebook Activism

The do's & don'ts for a Twitter campaign

Do   Follow interesting and relevant people from the start. Mention them and get your conversation started and you will learn how to use Twitter while engaging with people who were there before you.

Don't   Follow people indiscriminately. If you cannot engage with the people you are following, Twitter becomes an ordinary and very short RSS feed. If you follow someone, follow them because you are interested in their tweets, not because you are collecting people like stamps or butterflies.

Do   Write engaging messages about the things you do or hear. Drop a message if you read something interesting. Use the Re-Tweeting convention if another user's message caught your eye.

Don't   Use Twitter simply as an automatic news feed to your blog. It is tempting to use Twitter as a simple "push" medium. Twitter is a conversation tool. Keep it personal. Give your feed a voice. Be there for your followers. Try to engage them in an open conversation.

Do   Keep Tweeting. Tweet often. You will not be great at Twitter, not at first anyhow. So keep at it. A guide can only go so far. You have to learn what works for you and your followers. You will only find your way to Twitter if you take a few wrong turns. So keep learning while Tweeting.

Don't   Allow for long gaps of inactivity. Twitter is to be used often and it works best as a semi- constant stream of messages. With Twitter, the signal lies not in the occasional Tweet, it lies in the stream.

Do   Be very careful with automation. There are quite a few scripts out there that promise to automate various functions of your Twitter feed. This includes, for example, the automatic following of Twitterers who follow your Twitter feed.

Don't   Automatically send direct messages. A direct message is personal. If you automatically send direct messages to all your followers you are abusing this function of the service, and they won't be happy about it.

Source: The Digiactive Guide to Twitter for Activism

See the guide to Twitter - *Appendix 1: Twitter Glossary*

6. DELEGATING RESPONSIBILITIES

Now is also the time to delegate certain responsibilities to individuals.

Just like any campaign, a digital campaign can't be successfully run by just one person. By engaging others and giving responsibilities, they become actively involved in the issue and are the eyes and ears of the campaign online as it grows and develops.

So by building a team of dedicated digital activists, you build momentum around your campaign. The team needs 'content producers' who produce content to share on the digital platforms; and people responsible for 'engagement', who will not only post the contents across selected platforms but also monitor the performance of the posts and engage and interact with people who like, share or comment on the posts. It may also be good to have people who will 'amplify the reach' of the posts by sharing it.

This makes the campaign more effective, as responsible people will focus their efforts on ensuring the success of smaller, more achievable targets.

Others will hopefully join the campaign but your dedicated team will see it through to success!

Use the operational plan template as a guide: *Appendix 2: Preparation Worksheet I, Campaign Operational Plan*

STRATEGY   MISSION

CASE STUDY: #RTISRILANKA CAMPAIGN

The Free Media Movement Sri Lanka ran a digital campaign to push for a Right to Information Act to be enacted in the country.

Part of FMM's objective was that the RTI bill was being drafted and it wanted to seize the opportunity to create awareness on the need of RTI and press for its early enactment. To make the campaign more effective, FMM decided to include other pressing issues of media freedom and created hashtags around them.

The campaign used hashtags: #RTISriLanka #ImpunityKillsHumanity #FE4All and #Media4Equality. The FMM posted daily on their Facebook Page and Twitter – alternating #RTISriLanka and one of other hashtags along with information, graphics and videos of journalists talking about why the issue needs to be addressed.

For more information, visit: www.facebook.com/freemediamovements

මගේ ගරුත්වය ගැන සිතන්න

#Media4Equality
#FE4All

මාධ්‍යයෙන් ලබාදෙන, ස්ත්‍රී-පුරුෂභාවයට සංවේදී නොවන පණිවිඩ සමාජ විරෝධී ක්‍රියාවන්ට මගපාදයි.

7. SETTING UP A SYSTEM FOR REVIEW AND EVALUATION

Your digital campaign might be the end of a long battle or it might be a first step to a new approach to activism. Whatever it is, it is always important to assess what worked and importantly what didn't.

These are important lessons for the next campaign.

A number of tools can help you track the effectiveness of your social media activities, including:

Twitter Analytics: This tool provides data on how well your tweets did in the past month. It shows the number of tweets in given time, impressions of the tweets, profile visits, mentions and followers, so it's easy to measure the increment of activities. It also shows the top tweets (eg: those with the most retweets and likes) and details of your audience. It can be accessed on: https://analytics.twitter.com/user/<username>/home

Facebook Insights: Similar to Twitter Analytics, this tool provides details about post reach, views, audience details, and engagement of your Facebook page and its posts. It can be accessed on: https://www.facebook.com/insights/

Google Analytics: Google Analytics help provide insight into the effectiveness of your webpage. You will need to add and verify your website with Google before Google begins to collect data. When set up, it then provides details of page views and audience of your website. It can be accessed on: https://analytics.google.com/

Google Alerts: Google Alerts are a service provided by Google that allows anyone to monitor the internet for any new contents on specific keywords. By creating a Google Alert, you can get email notifications any time Google finds new results on a topic that interests you. For example, you could find out when people post something about you on the web or mention the campaign issue you are focused on. To set up, go to: https://www.google.com/alerts

User surveys: There are free services on the internet that allows you to create survey forms to collect answers from others. Once the form is created, the link can be distributed to others to fill up and the results are provided to you either on spreadsheet or summarised. Go to surveymonkey.com or https://docs.google.com/forms/ for examples.

Importantly, it is a good idea to record the traffic on your pages over an extended period of time – eg ensuring you measure traffic before and after your campaign.

This gives you a good sample size to compare certain styles of conveying information, such as photos, videos and infographics, in terms of how positively they are received, and by how large an audience. When you see traffic increase, this can then clearly tell you which methods of campaigning are more effective in getting the point across. It also tells you other important information, such as what time of day is best for posting updates or tweets, and on what platforms or social media sites you are receiving the most traction.

CASE STUDY: IFJ 'FREE ZUNAR' CAMPAIGN

In February 2015, Malaysian political cartoonist, Zulkifli 'Zunar' Anwar Uljaqur was arrested after he released a cartoon criticizing the conviction of Malaysian opposition leader Anwar Ibrahim on sodomy charges. Following his arrest he was charged with nine counts of sedition, facing a possible 43 years in jail. His case has been adjourned five times by the Malaysian judiciary.

To support Zunar and demand the charges be dropped the IFJ joined with IFEX to launch a global campaign. The campaign had two key stages:

1. IFJ drafted a letter that IFEX shared with its members calling for signatures. The letter garnered the signatures of 42 global organisations calling for the charges against Zunar to be dropped. The letter was sent to Malaysian Prime Minister Najib.
2. The second stage was a global petition, led by the IFJ calling for signatures from people across the world. The global petition had two key aims:
   a. Drop the charges against Zunar
   b. Malaysian Government repeal the Sedition Act (1948)

The petition, which is hosted on change.org (https://www.change.org/p/prime-minister-of-malaysia-government-of-malaysia-withdraw-all-charges-against-political-cartoonist-zunar), was launched by the IFJ and shared with all affiliates and mailed to the IFJ mail list. The petition was also shared on social media, with scheduled tweets on a daily basis. International partners including Zunar, IFEX, MEAA and Cartoonists International also shared the

petition with their networks.
3. The petition will be shared with the Malaysian Government when Zunar goes to court, which is currently set for the end of January, 2016.

Social media was a key tool to promote the global petition which over a six months built up to more than 11,000 signatures.

On Twitter, the petition garnered 350 of its total signatures, and over 100 were gathered from Facebook.

The #FreeZunar was also used during the campaign, which raised awareness for Zunar's case, as well as sedition charges against other activists, journalists and academics in Malaysia.

Zunar's court case is ongoing but has built up a major international following making headlines and gathering support around the world.

8. THE CAMPAIGN PROCESS

If the preparation is thorough and extensive, implementing the campaign should be easy!

Importantly, the people you have engaged to be part of the campaign need to work hard to ensure the success of the particular activity to which they have been assigned.

Remember: Not everything may work, but everyone needs to know clearly what they are doing and the objective of their task. Sometimes failure can be the greatest teacher for the next campaign – so don't be put off if one aspect doesn't work. Take the lessons and learn from them

Use the campaign planning template as a guide:
Appendix 3: Preparation Worksheet II, Campaign Planning

Creating a timetable for your campaign

The Campaign Operational Plan (COP) is also a calendar of events, which should tell everyone involved in the campaign exactly what activities are to be carried out and when.

Normally, a digital campaign should run for a few days to a few weeks.

Ideally, two weeks to a month is recommended length to be more effective as people are unlikely to share or act online on same activity multiple times and it gives enough time to amplify the campaign among audience.

The COP should include the date, enlists activities to be conducted on that date, and the person responsible to conduct the activities.

Digital components of a campaign mostly deal with the following aspects:
a. Information flow
b. Communication
c. Monitoring online discussions

Managing the flow of information

Digital components are added to campaigning to increase public awareness and support. So there should be a continuous flow of information with things like facts, statistics, opinions and news of events.

Importantly, a lot of this preparation can be done ahead of your campaign rather than on the go. It's all about planning and managing a smooth campaign.The frequency of information flow depends on the tools being used. For example, on Facebook page, it's good to publish one status every 3-4 hours whereas on Twitter – which is a streaming media – posting tweets needs be more frequent. A video or an infographic should be posted once a day to have maximum effect – but the link could be shared multiple times on Twitter.

Recommended frequency of posting:
• Facebook: Two or three status updates per day, no multiple sharing of links
• Twitter: One tweet every hour or so, multiple sharing of links
• YouTube: One video every few days
• Infographics: One infographic every few days
• Photo: On Facebook/Twitter, one or two every day
• Blog: One for each activity conducted or updates on the progress made in your campaign

It's important to remember that Twitter is a stream, and so the most effective accounts are the ones that provide regular updates.

The best way to do this is using TweetDeck, a Twitter management service that lets you schedule tweets to be automatically posted on a given time and date, or other similar services like Hootsuite to optimize your reach and keep up a stream.

TweetDeck is free sevice easily accessible on your browser using http://tweetdeck.twitter.com and it provides functionalities to manage multiple Twitter accounts, monitor hashtags and engage in interaction in the multi-column display.

It's equally important to keep track of what's being posted and shared on social media, and to take note of any replies or comments received by answering, retweeting or liking, according to the social media platform being used.

Tapping into and engaging networks

Communication between members to encourage them to share and spread a digital campaign goes a long way to achieving your goal. In the past, you might have used flyers or direct phone calls. Today, you can easily share campaigns through social media like Twitter, Facebook and WhatsApp. Importantly, the success of any campaign is determined by the number of people who are willing to share social media posts or any other media contents related to the campaign.

If asked, a lot of people will share the information.

Remember, celebrity sells!

In the world of social media, celebrities and respected media identities can bring with them huge fan base or network of followers or there are other influential people whose postings are well received and widely shared. It's wise to identify these people and ask them to support the campaign by posting links or sharing or retweeting. It is easiest to ask via Facebook message, a direct message on Twitter or by mentioning them in a tweet. Many people will retweet tweets in which they are mentioned.

In Pakistan, Hamid Mir of Geo News is one of the country's most famous television journalists and has a huge following

on Twitter of more than 1.79 million followers. Following a few assassination attempts on his own life, Mir passionately writes on his social media accounts about press freedom violations not only in Pakistan but also globally. His international fame and bravery has given a face to the situation for journalists in Pakistan, not to mention a supporting voice to reach a huge audience and bring in support for wider campaigns on press freedom, safety and media rights in Pakistan's media.
https://twitter.com/HamidMirGEO

Another example of savvy social media work is this tweet by the Nepal Press Union, which was retweeted more than any other their tweets because it directly mentioned both people and organisations.

Keeping an eye on how your campaign is being received

One of the possible pitfalls of the digital campaign is that you cannot retain total control - and sometimes it can take on a life of its own. This includes the possibility that some people may start discussing it in a negative way!

On social media, a lot of people just follow what earlier commentators have said so the digital campaigner should closely monitor the hashtag and key words of the campaign to find out who is saying what on the campaign. This will help quickly identify negative discussions early and enable you to influence or change them into positive or neutral discussions.

Importantly, it's necessary to keep up the conversation on social media by replying or liking or sharing what people are commenting on. In digital campaigns, the engagement is critical.

The best way to deal with negative comments is to politely disagree and to ask informed and balanced questions. While engaging with others, it's also important to note whether the comments are negative or critical. On some issues, there could be divided opinions of people and its important to honor difference in opinion. For example, when the Pakistan Electronic Media Regulatory Authority (PEMRA) decided to temporarily suspend television channels for their contents, the media rights organisations campaigned against the decision, but the issue was hotly debated and there were people who thought PEMRA decision was important to keep media responsible. Arguments, supporting or protesting the decision, should be honored and responded with logical replies.

PITFALLS TO DIGITAL CAMPAIGNING - WHAT NOT TO DO! IMPORTANTLY: DO NOT SPAM!

Although digital campaigning is about pushing your message until it sinks into your audience, spamming should be avoided at all costs!

Spamming is sending messages repeatedly on the same site or by blasting the same thing over and over again which can become annoying or even turn people away from your campaign.

That is why it's important to think of using multiple platforms, multiple messages and multiple timing of the message so the audience feels they are receiving different messages.

It's also important to use a variety of media in your campaign – such as images, graphics and video to convey key messages. Relying too much on one type of message or one type of media or one type of platform could bring unwanted results. While using videos and photos, it's important to put real faces on it – the people who are recognizable with the issue.

People can be the biggest drawcards – use them wisely and effectively. That is what makes our unions strong and builds solidarity.

CASE STUDY: IFJ ANNUAL '#ENDIMPUNITY' CAMPAIGN

Preparation is key for developing strong campaigns.

Every year the IFJ runs its annual #EndImpunity campaign during the month of November. The campaign starts on November 2, the International Day to End Impunity for Crimes Against Journalists and runs until November 23, the anniversary of the Ampatuan Massacre, in the Philippines. This was the single deadliest attack on journalists in history.

Each year, the IFJ starts planning for the impunity campaign three months in advance, below is an outline of the planning and preparation process.

• **Three months before:**
internal meetings to discuss and plan the campaign, brainstorm ideas, key cases/countries to show case, prepare material, commission material to use during the campaign, ie blog posts, interviews (written and video), infographics, videos etc.

• **Two months before:**
engage with affiliates and partners, gather ideas and opinions for the campaign, what are they planning, what specific issues are they targeting?

• **One month before:**
Gather all materials, develop campaign guide for affiliates and partners, engage with other organisations to develop potential collaborations

• **One week before:**
Share campaign guide with affiliates and partners, start social media campaign,

• **Launch of campaign:**
be prepared, know exactly what is happening, map out the entire campaign period with each day including what is going on and who is responsible for each task.

• **During campaign:**
have the campaign goals clearly visible throughout the campaign, keep your audience engaged with regular updates, keep track of social media traction

• After the campaign: write a one-page SWOT analysis of the campaign, which will become a good tool for the following year

End violence against journalists
#Whatareyoudoing?
#NawazSharif
#EndImpunity

JOURNALISTS AND MEDIA STAFF KILLED IN THE ASIA-PACIFIC 2005-2015

75%

OUT OF A TOTAL OF 438 DEATHS, MORE THAN 80% WERE TARGETED KILLINGS.

25%

WITH 108 TARGETED KILLINGS IN THE LAST DECADE (30% OF TOTAL) THE PHILIPPINES REMAINS THE DEADLIEST COUNTRY FOR JOURNALISTS IN THE ASIA-PACIFIC.

TARGETED KILLINGS

Year	Killings
2005	36
2006	42
2007	37
2008	47
2009	32* / 59
2010	39
2011	37
2012	41
2013	38
2014	39
2015	24

*2009 Ampatuan Massacre, 32 journalists killed

TARGETED KILLINGS DEMOGRAPHICS

94%

6%

IFJ ASIA PACIFIC HTTP://WWW.IFJ.ORG

CONCLUSION

The online world is redefining the everyday life and work of media workers globally. So, the use of the digital platforms for advocacy is rapidly becoming a vital tool for journalists unions to maximize impacts and remain relevant into the future.

As author Erik Qualman put it: We don't have a choice on whether we do social media, the question is how well we do it[6]."

As this guide shows, digital campaigning creates a great opportunity for unions to reach out to the public, both members and non-members, and to strengthen a union's presence and impact in the community and society more broadly.

Not only are they providing easy ways to do advocacy and campaigning, they also offer simple and quick ways to creating public petitions, building awareness on issues and reaching huge numbers of people without spending a lot of funds.

But we shouldn't assume that for each and every campaign, that digital platforms are the magic answer to solve our problems. Each digital platform has its own strengths and weaknesses; and if we are going to use them, we need to understand them. Unions need to use them, like any campaign, with strategy – not randomly and without proper planning.

Importantly, digital platforms work best when they are used to create a public buzz and momentum.

Social media is all about human and human relationships so as journalist unions we need to understand that real human faces and stories – with photos, graphics and videos accompanied by concise text – can ultimately work best.

Critically, journalist unions around the world must embrace technology to become more efficient and to go to where journalists and potential members are.

So the best way to learn digital platforms is to use them, experiment on your next campaign and try something new.

So, let's get going and go digital in our campaign for solidarity, action and results.

6 Qualman, E. (2012). Socialnomics: How Social Media Transforms the Way We Live and Do Business. Wiley: New York.

Appendix 1: Twitter Glossary

The Twitter Glossary includes vocabulary and terminology used to talk about features and aspects of Twitter.

@username: A username is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, IFJ Asia Pacific is @ifjasiapacific.

Bio: Your bio is a short (up to 160 characters) personal description that appears in your profile that serves to characterize your persona on Twitter.

Block: If you block a Twitter user, that account will be unable to follow you or add you to their Twitter lists, and you will not receive a notification if they mention you in a Tweet.

Direct Messages: Direct Messages are private messages sent from one Twitter user to another Twitter users. You can use Direct Messages for one-on-one private conversations, or between groups of users.

Favorite: Favoriting a Tweet indicates that you liked a specific Tweet. You can find all of your favorite Tweets by clicking on the favorites link on your profile page.

Follow: Subscribing to a Twitter account is called "following." To start following, click the Follow button next to the user name or on their profile page to see their Tweets as soon as they post something new.

Follower: A follower is another Twitter user who has followed you to receive your Tweets in their Home stream.

Hashflag: A hashflag is a specific series of letters immediately preceded by the # sign which generates an icon on Twitter such as a national flag or another small image.

Hashtag: A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

List: From your own account, you can create a group list of other Twitter users by topic or interest (e.g., a list of friends, coworkers, celebrities, athletes). Twitter lists also contain a timeline of Tweets from the specific users that were added to the list, offering you a way to follow individual accounts as a group on Twitter.

Mention: Mentioning other users in your Tweet by including the @ sign followed directly by their username is called a "mention." Also refers to Tweets in which your @username was included.

Reply: A response to another user's Tweet that begins with the @ username of the person you're replying to is known as a reply. Reply by clicking the "reply" button next to the Tweet you'd like to respond to.

Retweet: A Tweet that you forward to your followers is known as a Retweet. Also, the act of sharing another user's Tweet to all of your followers by clicking on the Retweet button.

Timeline: A timeline is a real-time stream of Tweets. Your Home stream, for instance, is where you see all the Tweets shared by your friends and other people you follow.

Tweet: A Tweet may contain photos, videos, links and up to 140 characters of text. Also, the act of sending a Tweet.

Appendix 2: Campaign Operational Plan, Preparation Worksheet II

Timeframe / Date	Activities	Expected Outcome	Coordinator of activity	Stakeholders (Participants)

Appendix 3: Campaign Planning, Preparation Worksheet II

1	Issue	
2	Goals	1 .... 2 ....
3	SMART Objectives	1 .... 2 .... 3 .... 4 ....
4	Objectives for digital achievement	5 .... 6 ....
5	Stakeholders (for)	
6	Stakeholder (against)	
7	Slogans	1 .... 2 .... 3 .... 4 ....
8	Hashtags	1 .... 2 ....
9	FB Page URL	
10	Twitter handle	
11	Other Social Media Platforms	3 .... 4 .... 5 .... 6 ....
12	Pre-composed Tweets	1 .... 2 .... 3 .... 4 .... 5 ....
13	Pre-composed FB posts	1 .... 2 .... 3 .... 4 .... 5 ....