

PLAN YOUR CAMPAIGN

STRUCTURE



STRATEGY

SET UP YOUR GOALS AND OBJECTIVES

Task 1 :

Describe Your Challenge

- The **community of people** affected, and
- The **shared behaviour** you want to change or promote.

Example:

“Why do some teenage boys living in London (community of people) join violent gangs (shared behaviour)?”

Tips:

Keep your challenge grounded in facts or research—not assumptions. It should be concise and give clear direction to your campaign.

Task 2 :

Define Your Audience

Create an **Audience Profile** to understand who you are trying to reach.

Broad Characteristics:

Demographics such as age, gender, location, language, socio-economic status, education, and employment.

Specific Characteristics:

Behavioural traits, values, motivations, influences (family, peers, media), and preferred information channels.

This helps determine how and where to engage them most effectively.

Task 3 :

Set Your Goals

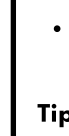
State the **long-term desired** result of your campaign.

Examples:

- Demographics such as age, gender, location, language, socio-economic “Reduce the number of young teenagers joining violent gangs.”

- “Raise awareness in Muslim communities about the radicalisation of young women.”

Goals should be **real, clear, measurable, and achievable**.



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Task 4 :

Define Your Objectives

Set specific, **SMART** (Specific, Measurable, Achievable, Relevant, Time-bound) targets that mark progress toward your goal.

Example:

“Provide 1,500 students (aged 13–16) with access to educational resources on the risks of extremist groups.”

Include:

- **Tactics:** Concrete actions or tools you'll use.
- **Impact Indicators:** How you'll measure success (e.g., improved awareness, engagement, or behaviour change).

→ **Tailor your message**

Task 5 :

Choose Your Message

Develop a clear and compelling message that resonates with your audience.

Key Components:

- **Campaign Description:** What the campaign is about.
- **Core Message:** A short, memorable slogan or phrase.
- **Call to Action:** What you want your audience to do.
- **Tone:** The campaign's personality or voice.

Tips:

Keep it authentic, relatable, and easy to share.

Task 6 :

Choose Your Messenger

Select the most credible and relatable messenger to deliver your message.

Options:

Peers, authority figures, community leaders, or experts.

Tips:

The messenger should be trusted by your audience and seen as relevant to their lives.



CONTENT

CHOOSE YOUR MEDIUM AND UNDERSTAND THE PLATFORMS AVAILABLE

Task 7 :

Content Type

Identify what types of content you'll produce:

- Videos (short/long form)
- Photos
- Infographics
- Audio

Interactive or digital media

Tips:

Match the content format to your target audience, message, budget, and safety considerations.

Task 8 :

Content Needs

Plan what resources and tools are required to create your content.

Include:

- Content Type
- Equipment Needed
- Purpose (“What do you need it for?”)
- Cost and Budget

Tips:

- Use clear, accessible language.
- Localize content (e.g., multiple languages).
- Use strong visuals/audio.
- Test content with your audience and refine based on feedback.



CONTENT

PROMOTE YOUR CAMPAIGN

Task 9 :

Promotional Channels

Select the most effective channels for reaching your audience.

Options:

- Traditional Media: TV, radio, print.
- Digital Media: Social media, blogs, websites.
- Offline Engagement: Events, workshops.

Platform Considerations:

Choose social media platforms where your audience is most active—Facebook, Instagram, TikTok, YouTube, X (Twitter), etc.

—and tailor content accordingly.

Task 10 :

Promotional Schedule

Develop a timeline for content rollout and campaign promotion.

Include:

- Posting frequency
- Milestones
- Key dates for evaluation

Tips:

Maintain consistency and adjust your schedule based on audience engagement or real-world events.

Audience Engagement Strategies:

Encourage feedback, create interactive content (polls, Q&A), respond to messages, and collaborate with credible partners or influencers.

EVALUATION

REVIEW AND MEASURE SUCCESS

Select the most effective channels for reaching your audience.

Evaluate:

- Audience engagement and feedback
- Reach and impressions
- Behavioural or attitudinal change

Use findings to improve future campaigns and build on lessons learned.