1: Workshop Outline

Day 1 – Monday, July 27, 2015:

9:30-10:00	Introductions, Expectations & Icebreakers
10:00-10:30	Why We Campaign?
10:30-11.00	Identifying Issues
11.00-11.15	Morning Tea
11.15-12:45	Goals & Objectives of a Campaign
12:45-13:45	Lunch
13:45-14:30	Campaign Strategies / Activities
14:30-15:15	Campaign Planning
15:15-15.30	Tea Break
15.30- 16.15	Campaign Cycle
16:15-17:30	Using Digital Tools in Campaigns

Day 2 – Tuesday, July 28, 2015:

9:30-10:00	Review of Day I
10:00-11:00	Guest Speaker (Yameen Rasheed/Maldives)
11.00-11.15	Morning Tea
11:15-12:45	Using Digital Tools in Campaign (Social Media 1)
12:45-13:45	Lunch
13:45-14:45	Twitter in Campaign (Raheel Khursheed/Twitter)
14:45-16:15	Campaign Presentation
16:15-17:30	Wrap Up, Evaluation and Further Action

2. Digital Campaign Skills – Workshop Objectives

- To impart knowledge and practical skills to the journalist unions' key people to integrate digital platforms in campaigns

- To develop a national level campaign with e-advocacy component out the training workshop

- To increase the journalist unions' digital-platform based participation in regional and global campaigns on freedom of expression and journalist rights.

3. Why campaign?

_____

What is a campaign?
A planned, organised and sustained action to meet a certain objective and an expression of leadership

A campaign may be one or a combination of any of the following types:
1. Political – eg. Government policies or laws
2. Economic – eg. Salary or taxes
3. Educational – eg. Harassment
4. Organisational – eg. Establishing a new NGO

Why have campaigns?
- To get economic and political concessions
- To influence policy making
- To oppose attacks and schemes that work against women
- To expose injustice
- To motivate others by raising the level of their capacity to fight and strengthen their commitment to the cause
- To influence change
- To strengthen unity with other community groups and NGOs

How to plan a campaign
1. Identify and research the campaign issue
2. Formulate the campaign objectives
3. Identifying the campaign target groups
4. Formulate the campaign line
5. Select the campaign demands and slogans
6. Develop the concept for the campaign
7. Identify the campaign tasks and activities
8. Set the campaign organisation and resources
9. Determine the timing and time frame

Campaigns: A Planning Process

1. Set Goals/Objectives
> A goal is the result you want to achieve eg.
> a) "To have the Women's code adopted by the National Assembly"
> b) "More women will complete secondary school" or;
> c) "Stop negative reporting of women in the press"

2. Determine the Strategies to Achieve Goals
> For example, some strategies towards achieving goal #1 could include:
> a) Identify some of the problem areas for women in current laws

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b) Select the most important aspects of the women's code and
c) Summarise this information in a presentable form and disseminate to groups and   individuals you have identified that might support your goals
d) Visit organisations to seek their support
e) Try to interest journalists and the media in the issues
f) Arrange public meetings to discuss the code and raise awareness of the issues
g) Inform women through meetings and seminars of the issues – remember at 60% of the population, women are potentially a very powerful force
h) Arrange meetings to lobby politicians
i) Conduct follow up visits for advice/support to all groups

3. Determine Time Frames

Set dates that goals are to be achieved by
Set dates for different steps in the strategy

4. Allocate Responsibilities

Decide who is responsible for what in the strategy

5. Set up the System for Review and Evaluation

Set up a system for reviewing the progress against your plan
Set up a process for reviewing the plan itself
You may need to change the plan as time passes.
Don't worry or panic, this is normal!!!

6. Individual Work Plans

It may be useful for individuals to map out their own work plans based on their own responsibilities in the overall plan.

Stages of a campaign

1. Preparation
2. The Campaign
   a) Launching
   b) Sustaining
   c) Concluding
3. Post Campaign

What is an ideal slogan?

- Short, simple, direct and to the point
- Easily remembered
- Reflect the sentiments of the target group
- Focus on a common enemy and solution
- Stress the capacity to change

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4. Objectives of a Campaign

Campaigns tackle complicated issues, so it's important to know from the beginning what you want to achieve through a campaign, and how.

The S-M-A-R-T Approach

Objectives have to be in line with the overall goal of the campaign, and with an organisation's resources and capacities. Campaign objectives need to be:

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

Making Campaign Objectives SMART at the Very Outset will Help You:

1. Set targets that are possible to realise
2. Focus your campaign team around recognised and understood goals
3. Stay on target to meet deadlines
4. Evaluate and reassess progress along the way
5. Use human and financial resources efficiently
6. Create effective and lasting social change

S IS FOR SPECIFIC

Establishing a SMART objective involves stating what will be achieved within the campaign's timeline and what steps you'll take. For example, it is not enough to set as an objective: "*To improve journalists' working conditions.*" While that could certainly be the goal, you need to lay out several concrete SMART objectives that are focused and achievable.

For example, with a goal of improving journalists' working conditions a SMART objectives could be:

- attaining the recognition of journalists' unions by the government
- establishing compulsory contracts between journalists and editors

M & A ARE FOR MEASURABLE AND ACHIEVABLE

Achievable campaign objectives make life easier when it's time to take stock of how your campaign is performing. Even if a campaign is ambitious and it's uncertain whether it can be accomplished, the team needs to make sure it has established achievable objectives, not impossible tasks.

R IS FOR RELEVANT

A potential trap Sometimes opportunities may present themselves in the course of the campaign that appear to be a gain although their outcomes may be different than initially imagined. Be sure to assess whether that apparent opportunity is actually relevant to the campaign goal itself.

If the campaign objectives are established and understood in the first place it will be much easier to determine whether a potential opportunity that arises is relevant to your campaign goal.

T IS FOR TIME-BOUND

What are your target dates? Like campaign plans, the campaign objectives need to be time-bound, meaning a target date must be set by when specific objectives will be achieved.

If campaign plans and resources run from January 2014 to December 2015, you'll need to be specific as to when the objectives will be accomplished within this period. By monitoring and evaluating the external and internal factors that occur during the campaign, it will also be possible to determine whether you're achieving success within the imagined timeframe.

Source: IFEX Toolkit

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5: Strategies of a Campaign

After the issue is decided to campaign on, it's time to design campaign strategy. A campaign strategy is the path you need to follow to achieve the changes you would like to see implemented. A good strategy will lead to a successful campaign.

BEFORE YOU START
It is paramount to identify the changes that need to happen to resolve the "problem" the campaign will address.
- Where will you have the most impact?
- Can you achieve all of your objectives?
- How—and with whom—will you do it?

DO A SWOT ANALYSIS
- Provides a picture of where the organisation stands in relation to the campaign's problem
- Exposes where campaign actions should be directed to counteract weaknesses and threats
- Builds on strengths and opportunities.
- If an organisation decides to campaign on the need for a journalists' union in their country to improve journalists' working conditions, a SWOT analysis could look like this:

Positive Factors	Negative Factors	
STRENGHTS Knowledge of local legal frame Frequent contacts and good relationship with journalists	**WEAKNESSES** Lack of staffs Lack of knowledge of parliamentary procedure	**Internal Factors**
OPPORTUNITIES Political support from majority of the parties Strong international pressure	**THREATS** Conflict with other unions Public has no interest in the issue	**External Factors**

4 STEPS TO SUCCESS
A successful campaign strategy
- Can be a fundamental communications tool for engaging key supporters and stakeholders, including financial donors
- Provides people both within and outside of the organisation with a blueprint of the campaign
- Shows how your organisation is working to achieve its desired goals

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Think of it in four easy steps:

STEP 1: Set Specific Campaign Objectives
What you want the campaign to achieve: Campaign objectives help you plan and design activities that will achieve tangible outcomes. They are also essential in monitoring and evaluating the effectiveness of campaigning work.

Most importantly, campaign objectives need to be **SMART: Specific, Measurable, Achievable, Relevant and Time-bound**.

Remember, activities should not be considered as specific objectives. An activity is not a campaign objective itself, but is an action to achieve a specific objective.

STEP 2: Do a Stakeholder Analysis
Identify the people or organizations who have an interest in or influence over the objectives of the campaign. When designing a campaign strategy you need to know which actors are related to the problem and to the campaign's SMART objectives.

Some of these actors are existing or potential allies—or opponents—of the organisation and the campaign. Some of them will be undecided. All of them have some influence on your campaign, and can be influenced.

STEP 3: Create a Plan of Action
Decide on the activities to be carried out that will directly impact the campaign objectives. The plan of action is made up of the activities that will achieve the specific objectives you have set for your campaign. And the outcomes of those activities will determine if you have achieved the campaign's objectives.

What the activities are and how they will be implemented depend on your organisation's environment, culture and campaigning and operational principles.

STEP 4: Monitor and Evaluate the Results of the Campaign Strategy
Think about how you will monitor and evaluate your campaign. That way, you can assess the campaign's impact, and manage any risks that could affect the campaign.

- Monitoring is a continuous process of gathering and recording data.
- Evaluating is a periodic process of reviewing the data that has been monitored and drawing conclusions from it.

Sometimes your campaign does not go as planned. But preparing for how to cope with emergencies and the unknown is possible. Monitoring and evaluating lets you:
- identify situations with possible challenges and opportunities
- react without losing focus
- adapt along the way to improve the chances for success

Source: IFEX Toolkit

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6: Choosing an Issue (Logical Analysis)

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

Voting Technique:

Widely Felt: **3**: Majority of journalist feels it's an issue.
                         2. Half of the journalists feel it's an issue.
                         1. Less than half journalists feel it's an issue of concern.
                         0. Few journalists feel it's an issue of concern.

Deeply Felt: **3**: Journalists are very concerned about this issue.
                         2. Journalists are concerned about this issue.
                         1. Journalists are somewhat concerned about this issue.
                         0. Journalists are less concerned about this issue.

Winnable: **3**. It's completely winnable. (Highly possible)
                         2. It's partly winnable. (Mildly possible)
                         1. It's slightly winnable. (Slightly possible)
                         0. It's not winnable. (Impossible)

7: Choosing an Issue (Checklist)

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/govt?   _____

Build solidarity?   _____

What other reasons would make this a good issue for organising?

8: The Campaign Cycle

PHASE ONE: DEFINE THE ISSUE AND IDENTIFY THE PROBLEM
1a.   What issue will you focus the campaign on?
1b.   How does this issue relate to your organization's core vision and mission?
2a.   What specific problem or problems related to the larger issue will you focus your campaign on?
2b.   How do these problems align with your organization's core vision and mission?

PHASE TWO: DESIGN AND IMPLEMENT THE STRATEGY
3a.   What are your campaign objectives?
3b.   What is your action plan to deliver those objectives?
3c.   What monitoring, evaluation and impact assessment methodologies do you need to put in place?
4d.   (To be answered post-implementation) What progress have you made to achieving the objectives?
4e.   (To be answered post-implementation) What adjustments do you need to make to your strategy?

PHASE THREE: IDENTIFY CHANGES TO THE ISSUE AND THE PROBLEM AND ASSESS IMPACT
5.   (To be answered post-campaign) What changes have been achieved and triggered by the campaign?
6.   (To be answered post-campaign) What is the impact of the changes on the problem and issue over time?

Source: IFEX

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Campaign Cycle

1. Research	Purpose, issues, objectives, background information, problems, hardships, current activities, surveys etc.
2. Planning	Develop Campaign concepts, line & theme, Identify target groups Allocate resources – time, money & people Determine Campaign organisation, Work out time frame for activities, timing of launching & sustaining Draw up a plan
3. Setting up Committee	Who is on it, who is it answerable to Role of Campaign Committee Time to meet Delegating responsibilities Organising of resources & activities Promotion of Campaign themes
4. Monitoring	Who monitors How is it monitored Procedures for change How & when to conclude
5. Follow-Up	Did it achieve aim Identifying problems & successes Recording for future planning The impact on members, the Union & employer Data base

9: Campaign Operational Plan (Sample)

Objective	Activity	Outcome	Coordinator	Stakeholders	Timeframe
To get the RTI Bill passed by the Sri Lankan Parliament.	Meeting with key members of the political parties.	1. Parties aware of journalists' concerns. 2. Commit-ment to suppo	Chair / GS	FMM Parties	August 4-9
	Roundtable discussion with editors and senior journalists.	More news / oped on media.	Mr. ABC Ms. XYZ Mr. MNP Ms. KKR	FMM Editors of all weekly/daily newspapers.	Aug 1-5
	Demonstration outside the parliament.	1. Pressure on parties to support and vote for. 2. Solidarity	Mr. CDR Ms. NKA Ms. JS Ms. MK Mr. JRA Ms. KKK	FMM Journalists Unions/ass. HR Groups RTI Orgs J Students Public	Aug 15

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10. Campaign Operational Plan Table

Objective	Activity	Outcome	Coordinator	Stakeholders	Timeframe

11: Social Media Platforms / Tools

Audio sharing	*soundcloud, audioboo, mixr*	enable us to share audio (recorded voice, interviews or songs)
Photo sharing	*flickr, picasa web album*	enable us to upload and publicly share photos
Video sharing	*vimeo, youtube*	enable us to upload and share videos
Blogging	*wordpress, blogspot, medium*	provides us platform to write opinions or articles or updates on campaign and share those contents
Online petition	*avaaz, ipetitions, gopetititon, change*	provides platform to create petitions where people can electronically sign and send emails to authorities
Mass mail	*gmail, mailchimp*	enables us to send emails to mass
Community/Group	*Facebook Page, Google Group*	enable us to create a community of like minded people for the campaign to share updates and information
Social networking	*Facebook, LinkedIn*	enables us to spread words about the campaign, promote & share updates
Microblogging	*Twitter, tumblr*	enables us to spread words about the campaign, promote it and share updates
Mass Texting	*FrontlineSMS*	provides a platform to send mass SMSes to people
Organizing gathering	*meetup, Facebook event*	the platform to organize events and invite people and keep track of it
Content creation	infographics, audio/video recording/editing, twibbon, profile or background image, website plugins, photo editing	

12: Facebook Page vs Facebook Group

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 if 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

13: Steps of Organizing Campaign on Facebook

Step 1: Understand Your Intent

What are you goals? These goals are important part of communicating to others why they should join the campaign. Putting goals clearly and concisely at the top is vital.

Step 2: Create the Group and Build the Active Base

Create a group/page and get people involved by inviting them. Provoke thought conversation on the wall, and ultimately create a vibrant/active conversation on Facebook. Ask others to invite and look for admins. Activity and growth are primary targets.

Step 3: Begin Digital Action

Once the group/page has sizeable number of people, start collectively orchestrating digital action. This could involve having people spread the words in blogs, other social media, and promoting awareness. Keep people excited and involved.

Step 4: Create an External Site

Facebook wasn't created with activism in mind and information on it will not be presented in a way conducive to campaigning. All may not have Facebook account, so a page in your union website becomes vital to share information and use other campaigning tools that couldn't be used on Facebook.

Step 5: Contact Other Activist Organizations

Other organizations & unions with a common cause would help.

Step 6: Begin Real World Action

Take advantage of people in Facebook to run offline actions. Keep posted updates & also photos/videos from offline events.

Step 7: Get in the news

Try to get the campaign covered by media – print & electronic.

Step 8: Keep on Going

Even if the campaign objectives have been achieved, do not let the page die, keep it going with updates and conversations.

Pros and Cons of Facebook Activism

Pros: How Facebook can Help Activists

Lots of People Use Facebook: Facebook provides a huge, networked user base (1.4 billion people as of June 1, 2015). To make things even sweeter, each member has a "news feed" that lets them read activities of the group/page. The result is viral experience that will allow the group to spread incredibly quickly if its message is compelling.

The Price is Right: There is no 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 group/page chose to be 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 the 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 Opaque: The low barrier to entry means the likes doesn'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 campaign organizer. You will find that its functionality does not always match what you need.

Source: A Digiactive Introduction to Facebook Activism

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14: Organizing Campaign with Twitter

STEP 1: UNDERSTAND YOU INTENTIONS

Before you start Tweeting, you need to be clear about your aims. Do you use Twitter to get your message out, increase your area of influence, keep an existing community informed or to organize collective action? Each aim has consequences for use of Twitter. There is no right or wrong way to Twitter.

STEP 2: CREATE A TWITTER FEED AND START FOLLOWING

There is no better way to learn about Twitter than by tweeting. To begin, start following interesting people and groups.

STEP 3: START TWEETING

It's time for first Tweet. What will it be? What are you reading? What will you be doing? These are all valid questions with great answers. Your choice.

STEP 4: CONSOLIDATE YOUR TWEETS ON YOUR WEBSITE

The great thing about Twitter is that you can push your Tweets to different systems. You can use them to update your Facebook status message or you can automatically post them to your blog. Spend a little time on this by figuring out if and how you want to link your Twitter feed to websites.

STEP 5: CONNECT WITH OTHER ACTIVISTS ON TWITTER

Soon, you will find other activists who are using Twitter. Contact them, follow them, and @ them for tips or advice.

STEP 6: START ACCOMPANYING REAL-LIFE ACTIVISM

Cover your real-life activism activities on Twitter. Use # keywords extensively, so others who are interested in the same causes will find you.

STEP 7: USE TWITTER TO GET THE NEWS OUT

Use Twitter to distribute news about your activities. Use Twitter to get the news out to your community of interest.

STEP 8: KEEP AT IT AND KEEP LEARNING

Nothing happens all at once. Keep at it, keep learning. You will probably not see any revolutionary changes in the beginning.

DO's & DON'Ts FOR TWITTER CAMPAIGN

Do

Follow interesting 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 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

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15: Twitter Rules

Twitter

Rules

Twitter provides a global communications platform for 302 million active users around the world who add more than 500 million Tweets per day.

While Twitter's global reach makes it impossible to monitor content proactively, our Terms of Service and the Twitter Rules govern how people should behave on our platform. Upon receiving a report of a potential violation of these rules, we use automated and manual tools to communicate with users, conduct an investigation, and take action accordingly.

Other than the Twitter Rules, there are a number of Twitter tools—or user controls—to promote safety and educate users about how to control their online experience.

USER SAFETY: HARASSMENT & ABUSE

Twitter prohibits targeted harassment and abuse. Engaging in such behaviour leads first to warnings then to temporary or permanent account suspension.

Posting threats of violence or promoting violence against others is also not allowed on Twitter, with the same potential consequences as above. We also encourage users to report such behaviour to law enforcement so that the threat can be properly evaluated and, if applicable, the behaviour prosecuted.

CHILD SEXUAL EXPLOITATION MATERIAL

Twitter does not tolerate child sexual exploitation (CSE). Any such content reported to Twitter is removed and reported to the National Center for Missing and Exploited Children (NCMEC), which will then refer the information to the relevant law enforcement agency for investigation. Twitter accounts distributing or promoting CSE content will be permanently suspended.

IMPERSONATION & SPAM

While Twitter permits parody and commentary accounts, those engaging in impersonation—that is, portraying another person or brand in a confusing or deceptive manner,—may be suspended. Likewise, other forms of systemic abuse including spam, the dissemination of spyware or malware, username selling or squatting, and other forms of fraud specified in Twitter's Terms and Conditions and the Twitter Rules are prohibited.

RULES ENFORCEMENT

When an issue is reported or flagged by a user, it is sent to one of several teams responsible for policy enforcement. These teams review reports for Twitter Rules violations and, if applicable, take action on the reported account. In most circumstances, they also follow up with the reporter to inform them of any actions that have been taken.

In some cases, such as spam, Twitter uses automated signals to aid in our reviews and removals of accounts.

Visit: **safety.twitter.com** | Follow: **@safety**

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Twitter
Tools

The Twitter Tools and user controls are designed to help you stay safe, have control and enjoy a positive experience whilst using Twitter.

Mute

Sometimes, simply ignoring the user can end an altercation. Abusive users often lose interest once they realize that you will not respond. You can hide a user's Tweets from your timeline without blocking them by using the mute function. A red mute icon visible only to you will appear on their profile and remain until you unmute them.

Report

To report content to Twitter, click on the "Report a Tweet" option found on each Tweet or fill out one of the online forms on the Twitter Help Center (support.twitter.com/forms) to message our highly trained Trust & Safety team.

Block

Use the block function to stop a user from following you, tagging you in photos, or accessing your Tweets. Any @replies or mentions from a blocked user will not appear in your mentions tab (although these Tweets may still appear in search).
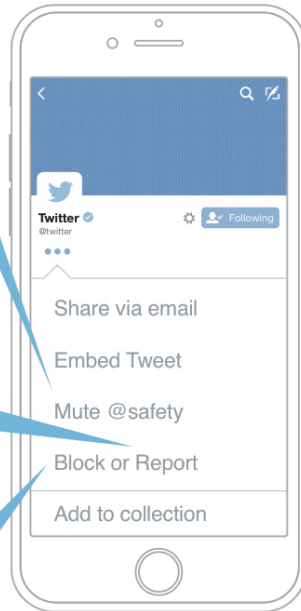
Protect your Tweets

If you want to control who sees your updates, you may choose to protect your Tweets, which will only be visible to followers whom you approve. Similar to other social media sites, users with protected accounts can approve requests from other users to follow their accounts on a case-by-case basis. Additionally, only approved users are able to view or search for Tweets on a protected account. Opting for a protected account prevents unwanted followers from viewing their content.

Unfollow

Users can unfollow others if they no longer wish to see that person's Tweets in their home timeline. Unless his or her Tweets are protected, you can still view a user's Tweets by visiting his or her profile. You can unfollow Twitter users from your following list and from a user's profile page or by SMS/text message. Note that anyone who reports another account as spam unfollows it automatically.

Twitter ✔
@twitter
...

Share via email

Embed Tweet

Mute @safety

Block or Report

Add to collection

Flag Media

If you believe that an image or video should be brought to the attention of the Twitter team for review, please report it by clicking on the "••• More" button located beneath the image.

You can also label your own media for the appropriate viewers and select whose media appear on your timeline. We ask users to mark their Tweets as "sensitive" if they contain content such as nudity, violence, or medical procedures.

The default setting for sensitive media requires Twitter users to click through a warning message before viewing the content. Anyone who would prefer to remove this protective barrier may do so by changing his or her account settings.
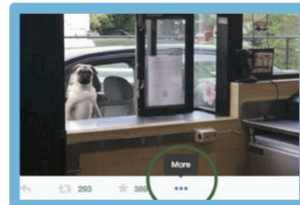
16: Examples of Campaigns Using Digital Platforms in Effective Ways

Many of these campaigns won't be online after some period of time, if such, please use www.waybackmachine.com and type the URL to explore.

1. Sri Lanka: Free Tissa Campaign
   a. @FreeTissa
   b. https://www.facebook.com/pages/Free-Tissa-Campaign/236666073031
   c. www.freetissa.com (access using waybackmachine.org)
   d. http://asiapacific.ifj.org/en/articles/free-tissainayagam (access using waybackmachine.org)
2. Global: #EndImpunity Campaign
   a. https://daytoendimpunity.org/
   b. https://samsn.ifj.org/campaign/impunity/
3. Global: #FreeAJStaff Campaign
4. Maldives: #FindMoyameehaa
   a. http://findmoyameehaa.com/
   b. https://www.facebook.com/findmoyameehaa
5. India: Pink Chaddi Campaign
   a. http://thepinkchaddicampaign.blogspot.com/
6. Bangladesh: Bengali Blog Blackout 2013
   a. http://en.wikipedia.org/wiki/2013_Bengali_blog_blackout
   b. http://en.wikipedia.org/wiki/Worldwide_Protests_for_Free_Expression_in_Bangladesh
7. Global: Blue Ribbon Online Free Speech Campaign
   a. https://www.eff.org/pages/blue-ribbon-campaign
8. Nepal: #Fillthebucket Challenge / India: #RiceBucketChallenge
   a. https://www.youtube.com/results?search_query=fill+the+bucket+challenge

Here are some IFEX campaigns that made significant use of digital components:

Hijacking the #Baku2015 Hashtag during the Euro games (June 12, 2015)
In collaboration with the Sport for Rights coalition, IFEX enlisted its membership to take over the official #Baku2015 hashtag during the opening ceremonies of the games, when media attention would be at its height, thereby keeping Azerbaijan's atrocious recent freedom of expression record front and centre during the games. With tremendous response from many of our members

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in generating and using our hashtags and images/memes we succeeded in dominating the tag leading up to the opening ceremonies, and members of the public continued to share our posts through the opening show. The campaign generated a strong backlash from the government, which criticized IFEX and its members on twitter and in state media, which we take as a tribute to our impact. It may also have contributed to Emin Huseynov (Director of IFEX member IRFS) receiving a humanitarian visa to leave the Swedish embassy, where he had been trapped by trumped up charges since mid-2014.

Tweet for Justice Campaign (Nov 23, 2014)
To mark the 5th anniversary of the Ampatuan massacre in the Philippines, IFEX collaborated with IFEX members in the Philippines and the Asia-Pacific region on "Tweet for Justice". Individuals from all over the world sent messages solidarity to the families of the victims. Their tweets appeared on an interactive "digital wall" at various candlelight vigils held in the Philippines and around the world. With every tweet using #ampatuan massacre, the victims faces glowed brighter, showing the real-time support and outrage worldwide for these unpunished crimes. IFEX followed the digital action with a letter to the President and key government figures, demanding safety for all involved in the case, including witnesses and prosecutors, and an end to arbitrary delays and postponements in the trial. The President responded with promises for justice before the completion of his term in 2016.

The International Day against Homophobia, Transphobia and Biphobia (IDAHO) Thunderclap Campaign (May 2014)
In collaboration with IFEX member Article 19 and the IDAHO campaign, IFEX ran a recruitment drive for social media thought leaders and influencers to step up to commit to tweeting in support of the day's activities, building awareness and encouraging people to come out to street marches. The campaign was quite successful, doubling its recruitment target and reaching approximately 1.3 million people worldwide through their social media.

The Yorm Bopa Campaign (2013)
IFEX recruited members and the general public to send in images of themselves holding signs demanding activist Yorm Bopa's release from the Cambodian prison system. Just short of 150 people participated, and the results were built into a mosaic that was delivered to York in prison and used within and without the country by local member the Cambodian Council for Human Rights in its advocacy material. Yorm was freed from prison shortly after the campaign.

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16: Resources for further reading

For more detailed and updated list of resources, please visit
https://samsn.ifj.org/dcsresources

1. Visualizing Information for Advocacy (Book, tools and website / Tactical Tech)
   https://visualisingadvocacy.org/
2. Toolkit for info activism for women's rights (Tactical Tech)
   https://womensrights.informationactivism.org/
3. How to guide: Strategies and tools for digital campaigning (Tactical Tech)
   https://howto.informationactivism.org/
4. 10 Tactics (Tactical Tech) https://informationactivism.org/en
5. Maps for Advocacy (Open Society Foundation & Tactical Tech)
   http://archive2013.tacticaltech.org/sites/archive2013.tacticaltech.org/files/MapsForAdvocacyTacticalTech-1.pdf
6. Change.org's Guides https://www.change.org/guides
7. Introduction to Citizen Media
   http://rising.globalvoicesonline.org/library/Introduction-to-Citizen-Media-EN.pdf
8. Advocacy 2.0 Guide: Tools for Digital Advocacy
   http://advocacy.globalvoicesonline.org/projects/advocacy-20-guide-tools-for-digital-advocacy/
9. Handbook for Bloggers and Cyber-dissidents (RSF)
   http://www.rsf.org/IMG/pdf/handbook_bloggers_cyberdissidents-GB.pdf
10. IFEX Campaign Toolkit
    http://www.ifex.org/campaign_toolkit/2013/08/22/ifex_campaign_toolkit_august2013.pdf
11. Create Your Activism Plan (Tavaana) https://tavaana.org/en/content/create-your-activism-plan
12. Technology and Human Rights Advocacy (Tavaana)
    https://tavaana.org/en/content/technology-and-human-rights-advocacy
13. Tools and Tips for Effective E-Activism (Amnesty International)
    http://www.amnesty.org/ar/library/asset/ACT70/003/2009/en/a5430a09-7dd6-429e-8d28-77567cc8b2c0/act700032009eng.pdf

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