

Democracy, inclusion and participation in the age of social media

# Homework/ Exercise

## Impressum

### Publisher

Schwarzkopf-Stiftung Junges Europa

Sophienstr. 28 /29

10178 Berlin

Telefon: 0049 (0)30 – 280 95 146

Fax: 0049 (0)30 – 280 95 150

E-Mail: [info@schwarzkopf-stiftung.de](mailto:info@schwarzkopf-stiftung.de)

[www.schwarzkopf-stiftung.de](http://www.schwarzkopf-stiftung.de)

### Author

Farah Abdi

### Year of Publication

2021

### Licence

CC BY-NC-SA

This educational material was developed within the Fellowship “Digital Europe” of the Alfred Herrhausen Gesellschaft and Schwarzkopf Stiftung Young Europe.



Alfred  
Herrhausen  
Gesellschaft

## **The 4 steps to a successful social media movement**

1. Establish your visuals.

Branding and visuals can make or break your campaign idea. So it's very important to get this right. Being creative helps in creating viral campaigns. Think outside the box!

2. Language matters

When we are drafting a campaign, it is very important to use correct and inclusive language so that no one is left behind. Discriminatory language reproduces discriminatory structures that we are trying to change.

3. Have a clear idea of the audience you want to reach.

A successful campaign always has a strong focus on who it wants to reach first. For example, Fridays For Future first targeted school children and once that was successful, others came on board.

4. Make it easy.

We live in a world that's constantly on the move. Most people don't have the time to consume or read complex campaigns. So the easier and catchier a campaign is the more successful it will be.

**Now try to implement these four steps & create your own campaign!**