

Digital Active Citizenship in Local Communities

Blueprint Checklist

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Several digital tools that can be of use when making campaigns:

- **Start a Website/Blog**
Websites and blogs are good long-term tools to share your ideas and opinions on different matters with the public.
- **Open and promote events**
Facebook events are a great way of organising different types of activities and mobilising people.
- **Open social media groups and group chats**
Group chats are a great way of communicating with a group of people regardless of distance, it can be a great platform for discourse, sharing opinions and gathering perspectives.
- **Write statuses and make stories**
Writing statuses provide an excellent platform for people to share their opinions, generate discussions and debates.
- **Livestream videos**
Livestreaming is another effective tool to spread your opinions and directly engage with public, as well as show the situation on spot during acts of civic activism.
- **Make photos and visuals**
Photos and visuals are a good tool to attract attention on a topic which you want to address and raise awareness about.
- **Use hashtags**
Hashtags are a great way to make your voice heard, attract attention and getting support when doing a digital campaign. It helps to mobilize all of the information on special channels.
- **Create challenges**
Initiating online and offline challenges are an effective way to make your message viral and to spread information exponentially.

- **Use profile picture frames**
Using profile picture frames are another way of expressing your stance on different messages.
- **Organise public fundraising**
Online platforms give a brilliant opportunity to organize public fundraising when there is an urgent matter that needs to be addressed and needs financial support.