

Online campaigning for
social justice...

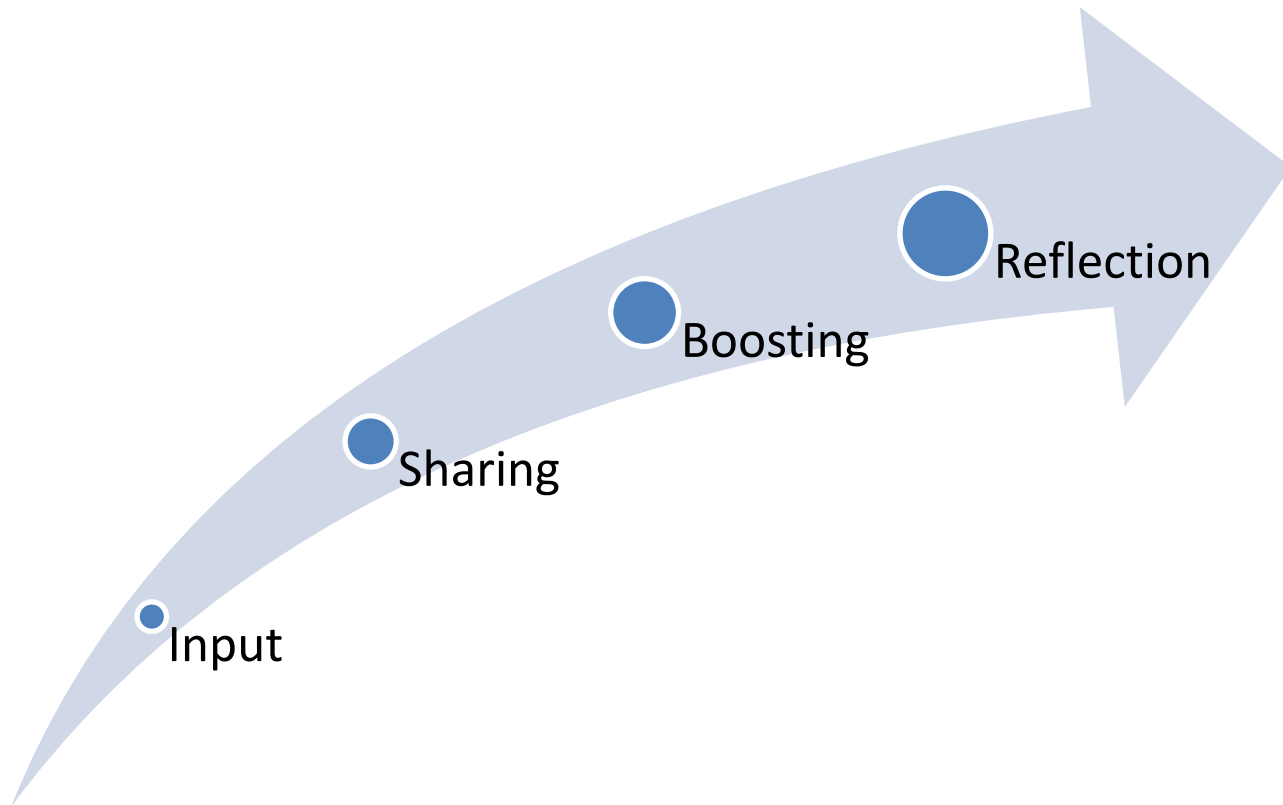
Let's do a Facebook event!

Nanna Moe
Communications Officer

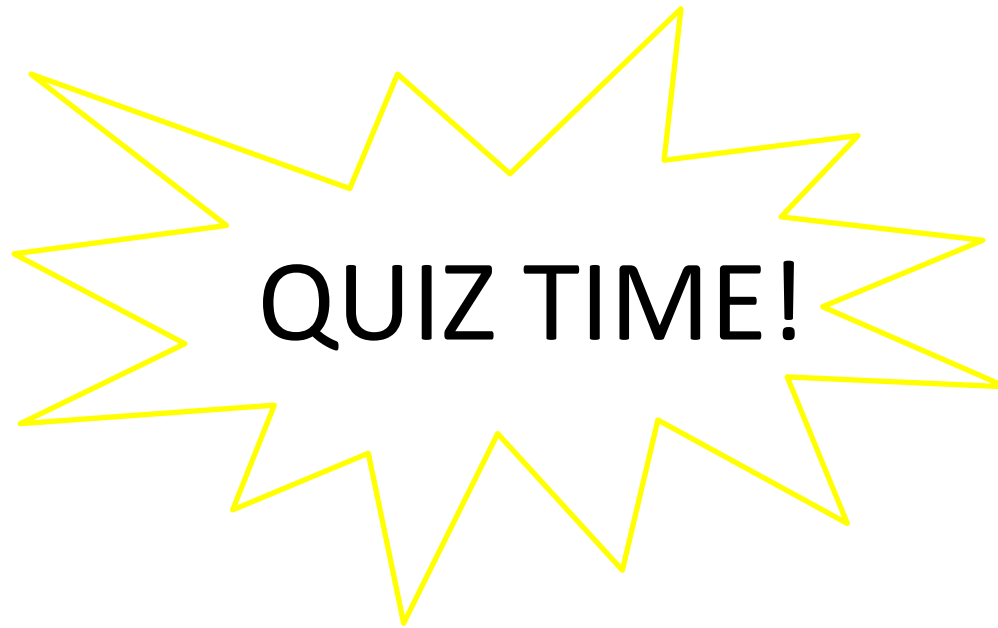
What's on for the next 1.5 hour?

1. Aims of the session
2. The jungle of ICTs
3. Some examples of online campaigning
4. What is a good online campaign? (small groups)
5. Sharing the good experiences

Aims of the session



The jungle of ICTs



The jungle of ICTs

Q1: What is ICT (in this context)?

1. Image Composition Tool
2. Institute Catholic de Toulouse
3. Information and Communications Technologies
4. Insurance Council of Texas

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Q2: What is the biggest social network worldwide?

1. Facebook
2. VK
3. Skype
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A yellow starburst graphic with multiple points, highlighting the first item in the list.

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Q4: What is Instagram?

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3. An add-on for iPhones that allows you to weigh products in supermarkets
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The jungle of ICTs

Q8: What is a Google+?

1. A new Google search tool that gives you better search results if you pay
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3. A new social network that aims to take on Facebook and Twitter
4. The system that allows you to add your website to Google's search index

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Q9: What is an open source software?

1. Software made available to the public, enabling anyone to copy, modify and redistribute the source code without paying royalties or fee.
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3. Software that is out open about its content...out, proud and designed for the LGBTI community.

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Some examples of online campaigning



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Lessons learned....

- Be realistic when deciding on tools vs. human resources
- Be clear on target group(s)
- Have clear objectives and if possible tangible indicators for success

Some examples of online campaigning

Any ?s

What is a good online campaign?

- Groups of 4-5 people
- Discuss (10-15 min):
 - Find each an example of a good online campaign?
 - Choose one
 - Why is that campaign good? Write down success factors on post-it(s)
 - What would you have done to make it even better?
- Choose one group member to present the group finding (2 min)