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

- Input
- Sharing
- Boosting
- Reflection
The jungle of ICTs

QUIZ TIME!
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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Q3: What is the world’s second largest search engine?

1. Bing
2. Yahoo
3. YouTube search
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Q4: What is Instagram?

1. An online photo editing app for desktop computers
2. A mobile phone photo sharing app
3. An add-on for iPhones that allows you to weigh products in supermarkets
4. It doesn’t exist any more because Facebook bought it
The jungle of ICTs

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Q5: What is a blog?

1. No different to any ordinary website
2. An online magazine
3. An online diary
4. A website with text written in the first person (I said X, I did Y) and with a comments function
The jungle of ICTs

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Q6: What is a listserv?

1. A tennis expression
2. An electronic mailing list software
3. A server for lists of all sorts
4. A planning software
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Q7: What is a Twitter hash-tag?

1. A picture posted to Twitter of someone smoking cannabis
2. A word with a # sign in front of it that makes the word clickable
3. A register of keyword searches in Twitter
4. The list of the day’s top trends on Twitter
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Q8: What is a Google+?

1. A new Google search tool that gives you better search results if you pay
2. A whole new generation of Google tools that work on your mobile phone
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
The jungle of ICTs

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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.
2. Software that is open 24/7.
3. Software that is out open about its content...out, proud and designed for the LGBTI community.
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The jungle of ICTs

Q10: What is Thunderclap?

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2. A platform for causes to blast out a timed Facebook Post or Tweet.
3. A very strong form of clap on the shoulder which is giving to people performing well.
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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)