

Create a social campaign

Using social platforms and social tools to campaign or raise awareness in schools.

1. Autobiographical: tell or show what you do or know personally to encourage your peers to do the same. Raise awareness and promote by example.
2. Playful: a creative solution that plays with the participatory and committed dimension of all as challenge or launch of a meme, hashtag to which an action should correspond.
3. Narrative: create a work, image or video that speaks about the chosen theme in a new, emotional, original way for a more professional solution.

Choose the content, what you want to do and the most appropriate solution/format (between points 1,2,3) to implement your social campaign

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Once you have decided on the content you choose, and explain why, which social network is the most appropriate for that content in your opinion (instagram, tik tok, whastapp, facebook, youtube, twich etc.)

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Once you have decided what you want to do and where, write down the necessary steps in succession to create social content. Whether it involves images, audio or video parts, written text and in what order.

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Once the social work is done present it in an attractive way as if you were going to participate in a job selection or public contest

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