



3 CAMPAIGNS

Which one is right for you?

Research on the programming of alternative and counter narrative campaigns indicates that many campaigns are not set up in a way to engage with a specific target audience and to change someone's thinking or behaviour. Campaigns often don't have clear and measurable goals, lack in-depth knowledge about their target audience, and don't have a call-for-action or 1-2-1 intervention component. As a result, campaigns can appear to be monologues, where one side tells a story and the other side, often random people from the broader public, is supposed to listen. *Imagine someone standing on a public square in your town telling a story they care about to random people passing by. What kind of effect and impact would you expect?*

This paper aims at helping you to follow the essential steps for a successful campaign. **We recommend that your campaign should be aimed at helping people change their perspective or behaviour. You should therefore go through all 12 steps listed below (//03 IMPACT).**

Even the most well-meaning and motivated civil society organisation (CSO) might however face time, budget, staff or capacity limitations that restrict ability. There are still campaigns you can implement to promote your organisation and the issues you work on and care about (**//01 VISIBILITY**), or to show your audience alternative ways of action (**//02 ACTION**).

//01 VISIBILITY

Steps 1-8

//02 ACTION

Steps 1-10

//03 IMPACT

Steps 1-12

//01

1. **Define your goal:** *Make it clear, realistic and measurable*
2. **Know your audience:** *Invest time in finding and understanding your audience*

3. **Pick a target:** *Narrow down your target audience as much as possible*
4. **Monitor and evaluate:** *Set up social media metrics and tools*
5. **Choose your media:** *Only use media your audience uses*
6. **Tailor your message:** *Develop messages your audience will care about*
7. **Find a messenger:** *Select a messenger credible to your audience*
8. **Stay safe:** *Prepare for verbal abuse and threats*

//02

9. **Listen to the Feedback:** *Are you reaching the right people?*
10. **Call-for-action:** *What should the audience do now? How can they help?*

//03

11. **1-2-1 Intervention:** *Engage individually, have a conversation, make them (re)think or empower them*
12. **Keep on Learning:** *Invest in an in-depth evaluation so that you are even better next time*



You want to tell them: take a look at our work!

Your objective is mostly to be seen and recognised as an actor in the field of prevention or countering extremism, and to raise awareness. Your capacity and expertise in engaging with the audience is limited.

Example: Let's consider a CSO that has worked on relevant related issues, e.g. human rights or social justice, yet not directly on prevention or countering of extremism: they might not have the capacity right now to moderate an online discussion and engage with the audience, but might like to test the water and maybe have a more advanced campaign later on.

ESSENTIALS

Spread the word
Raise awareness

//01.....

1. **Define your goal:** *Make it clear, realistic and measurable*
2. **Know your audience:** *Invest time in finding and understanding your audience*
3. **Pick a target:** *Narrow your target audience down as much as possible*
4. **Monitor and evaluate:** *Set up social media metrics and tools*
5. **Choose a medium:** *Only use media your audience uses*
6. **Tailor your message:** *Develop messages your audience will care about*
7. **Find a messenger:** *Select a messenger credible to your audience*
8. **Stay safe:** *Prepare for verbal abuse and threats*

Campaign
//02

ACTION

You want to tell them: here is what you can do!

Your objective is to be seen, to reach out and listen to your target audience. You also want to show your audience what they can do about the issues they care about by suggesting something concrete they can do. But you might not have the resources or expertise to have a qualified dialogue with individuals who sympathise with extremist ideologies or who are considering leaving an extremist organisation (see step 11).

Example: Your CSO has reached its first objective; you have put the word out there, you are reaching people and your cause is gaining traction. This might mean, in practical terms, that you are receiving 'likes', 'comments' and 'shares'. You might want to look at the comments to learn

from their feedback, but you do not have the expertise in-house to have a qualified dialogue with those who respond to your campaign. However, you are aware that most people sympathising with extremism have the urge to do something about the issues they care about, so you show them alternative actions. This could mean political or social engagement, e.g. volunteering at a specific CSO or organising a demonstration.

ESSENTIALS

*Listen to your audience
Suggest actions to them*

//02

9. Listen to the feedback: *Are you reaching the right people?*

10. Call-for-action: *What should the audience do now? How can they help?*

Campaign
//03

IMPACT

You want to engage with them and change their mind!

Your objective is to help change people's thinking and behaviour, to prevent someone from becoming an extremist or to help someone find a way out of extremism. An effective approach to bringing about behavioural change is establishing a conversation. Extremist recruiters do exactly that, they engage directly, on- and offline, with individuals who react to their propaganda. 1-2-1 interventions, direct conversation, are potentially the most effective part of your campaign, but they also require specific and qualified staff, e.g. social workers or psychologists. Former extremists can be credible and effective interventionists, too.

Example: Your CSO wants to make a real difference, you might work mostly offline and locally, e.g. with vulnerable youths, and you want to reach a larger audience and have an even bigger impact by going online.

Or, if your NGO has experience online but lacks the experience needed to engage directly, consider partnering up with qualified CSOs (like e.g. EXIT Sweden or EXIT Germany) to multiply the effectiveness for both. In some cases, the CSO might not aim at vulnerable or radicalised individuals but at empowering the people around them, e.g. parents or teachers. This also requires qualified staff or reaching out to CSOs who have the necessary expertise.

ESSENTIALS

*Establish a relationship
Make them rethink
Evaluate your campaign*

//03

- 11. 1-2-1 Intervention:** *Engage individually, have a conversation, make them (re)think or empower them*
- 12. Keep on learning:** *Invest in an in-depth evaluation to be even better next time.*

For useful info on **1-2-1 digital interventions**, please check this paper of the RAN Working Group on Communication & Narratives (CTRL+click):

