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| Skills for change | Tutor notes |
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| Session: using digital media This session aims to encourage participants to think about the use of digital media in campaigns. They will be given tips on how to use digital media most effectively and begin to apply this learning. |
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### Objectives

They will:

* Learn the ten top tips for using digital media for campaigning
* Explore how they can apply these tips when creating a campaigns plan

### Session timing

This session should last for 60 minutes.

### Audience and numbers

The audience for this session is students that would like to gain skills in campaigning. This session has been designed for 15-20 people.

### Learners previous knowledge of subject

This can be quite varied, so ensure you allow space for delegates that do have a higher level of knowledge to share their learning during discussions.

### Learning outcomes

* Understand that it is important to think about online communication while planning the campaign.
* Use online communication to build a community, understand audiences and contact influencers.

### What you will need

* Room set-up cabaret style with tables, or a semi-circle of chairs with floor space for the activity
* Flipchart paper
* Pens
* Post-it notes
* Printed hand outs

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| Timings | What you need | Tutor activity | Delegate activity | Learning outcome |
| 5 minutes | PowerPoint presentation | Introduce the session and explain what you will be doing.  Introduce learning objectives. | Listen  Introduce themselves, answering the questions given to them by the tutor. | Relax delegates into the environment. |
| 15 minutes | PowerPoint presentation | Deliver the ‘ten top tips’ using the slides provided.  Encourage questions if delegates have them. | Listen  Ask questions | Understanding of top tips. |
| 1 minute | Printed versions of the hand out (enough for the class) | Give delegates the hand out | Take a hand out | Knowledge of where they can find more information. |
| 15 minutes | PowerPoint presentation  Flipchart paper  Marker pens | Introduce the activity that you would like the delegates to take part in.  Split them into groups of 2-4.  Hand out a sheet of flipchart paper and some marker pens to each group.  Explain that they need to:   * List the digital media channels available to them * Write down the audiences they reach using these channels * Create a post for each channel to ‘launch’ a new campaign | In groups of 2-4 they need to:   * List the digital media channels available to them * Write down the audiences they reach using these channels * Create a post for each channel to ‘launch’ a new campaign | Understand what digital media channels they have available to them.  Work in groups to write posts for each digital media – applying the learning from the presentation they have just received. |
| 15 minutes |  | Ask each group for feedback on the exercise. Ask them to provide examples of what they have written and ask them to explain why they have chosen to do it like that. | Feedback on the previous activity.  Offer suggestions to other groups to improve their posts. | How posts will need to differ on digital platforms, depending on the audience |

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| Timings | What you need | Tutor activity | Delegate activity | Learning outcome |
| 5 minutes | PowerPoint presentation | Talk through the remaining two slides on ‘communicating your campaign’.  Encourage students to use these questions to help with planning their campaigns. | Listen | Learn practical questions to answer when creating a communications plan for a campaign |
| 4 minutes | PowerPoint presentation | Wrap up the session by saying thank you and reviewing the learning objectives.  Ask if anyone has any further questions, or anything else to add. | Listen  Ask questions | Confirm understanding on the topic |

Further content

If your session finishes quickly, or you think that you will need more motivation at the start of the session, here is a link to a good video about social media statistics and trends: <http://www.youtube.com/watch?v=5yxuljHX09I>

If you need to learn more about digital media before you deliver this session, have a quick look through the hand out that you are giving to delegates. It contains interesting advice and blogs on using digital media.