



STRATEGY DIGITAL PRESENCE

A digital presence does not have to take the form of a dedicated website: there are various other platforms, such as blogging or Twitter, which you can use to promote your campaign. The aim here is to document the ambition of your community of participants, the progress towards your goal, as well as your findings to date. This can serve as a handy reference when explaining the efforts of the campaign to anyone from news outlets to policymakers, and can also prove useful when recruiting new participants.

SHARE

FORMAT
Meethod

TIMEFRAME
1 day

GROUP SIZE
All

FACILITATION LEVEL
Low

REQUIRED MATERIALS
Computers

STEPS

- 1
- 2
- 3
- 4

A good exercise is to workshop the goals of the project. Why is everyone involved? What are the aims of the campaign, and how best might you articulate these?

Don't overcomplicate things. With the vast array of social media platforms available, a simple hashtag on a social media account or a micro-blogging platform is often more than enough to create a conversation

Stick to skills you have at hand. Being resourceful is very important for this exercise. It is often tempting to shell out for things like bespoke website creation, but this entails recurrent costs and is hard to maintain without the proper in-house skills.

Involve the participants in the creation of the digital presence. This is a great way to encourage ownership of the campaign and content management, but it also fosters community building.

Benefits

This is a great way to share your community's goals, hard work and findings. By creating a digital presence, you can ensure this content and data are easily accessible to everyone.

Tips

Keep in mind the following guiding questions while implementing this method: 1) What are the goals of our campaign? 2) What have we found so far?

Sources

1. GoNano Project

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