



MODULE 7

COLLABORATION AND COMMUNITY SUPPORT IN PREVENTING SOCIAL MEDIA RISKS



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Lesson 7.3

Implementing Community and School-Based Awareness Campaigns



ERASMEDIAH

Educational Reinforcement Against
the Social Media Hyperconnectivity



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the European Union**

Implementing Community and School-Based Awareness Campaigns

Objectives:

- Understand the importance of raising awareness about social media risks and responsible online behavior.
- Learn strategies for designing and implementing awareness campaigns.
- Explore ways to engage various stakeholders in campaign efforts.
- Identify tools and resources for effectively delivering campaign messages and assessing their effectiveness.

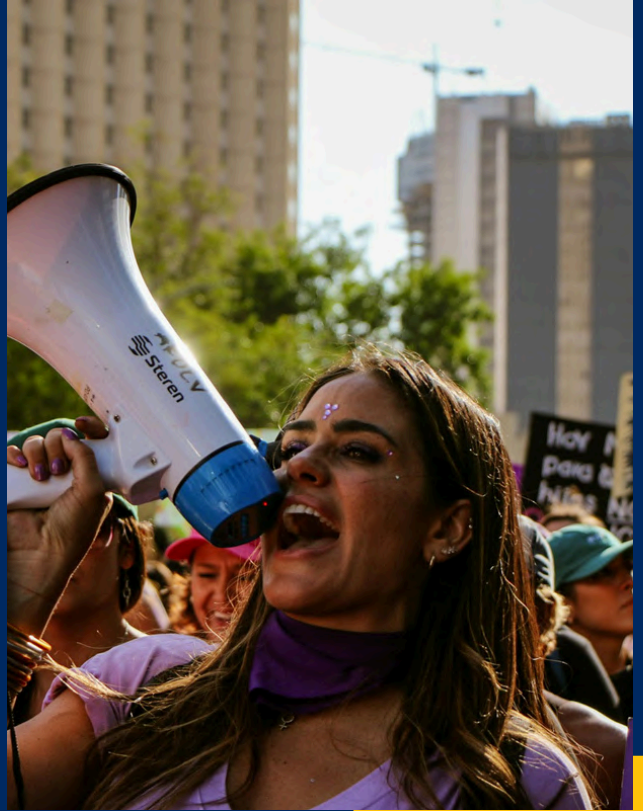
Key Message(s):

- Awareness campaigns are essential in preventing online risks like cyberbullying and privacy breaches by educating both students and the broader community.
- Designing a campaign requires clear objectives, a target audience, and engaging content that resonates with participants.
- Involving multiple stakeholders (schools, families, local organizations) can amplify the campaign's reach and sustainability.
- Ongoing evaluation helps determine the success of the campaign and identify areas for improvement.



TYPE OF LESSON:





Lesson Overview

This lesson focuses on the planning, design, and implementation of community and school-based awareness campaigns aimed at promoting safe social media use. Participants will learn how to tailor campaigns to different audiences, develop impactful messages, and engage key stakeholders in spreading awareness. The lesson will also cover how to measure the effectiveness of these campaigns and ensure they create lasting change in the community.

The workshop is organized into 4 steps:

- 1: Understanding the Need for Awareness Campaigns (5 Min)
- 2: Designing an Effective Campaign (5 min)
- 3: Engaging Stakeholders in Campaign Implementation (15 min)
- 4: Evaluating Campaign Impact and Sustainability (15 min)



Step 1

Understanding the Need for Awareness Campaigns

The Impact of Social Media Risks

Cyberbullying:

- Nearly 1 in 3 young people worldwide have experienced online harassment.
- Effects include anxiety, depression, low self-esteem, and withdrawal from school or social activities.

Privacy Concerns:

- Youth often overshare personal information, leading to risks like identity theft or online exploitation.
- Lack of awareness about privacy settings contributes to these vulnerabilities.

Exposure to Inappropriate Content:

- Young users are at risk of encountering harmful content, such as violence, self-harm, or hate speech.
- This can lead to desensitization, unhealthy behaviors, or emotional distress.



Step 1

Understanding the Need for Awareness Campaigns

Importance of Awareness Campaigns

Prevention Over Reaction:

- Campaigns educate youth and stakeholders about online risks, reducing the need for intervention after harm occurs.

Empowering Stakeholders:

- Awareness efforts equip students, parents, and teachers with the tools to recognize and address risks proactively.

Building a Unified Community Effort:

- Campaigns bring together schools, families, and local organizations to create a consistent and supportive online safety environment.

Success Stories:

- Highlight real-world examples of awareness campaigns that led to reduced cyberbullying rates or improved digital safety practices.



Step 2

Designing an Effective Campaign

The Foundation of a Campaign

- **Set Clear Objectives:** Define what the campaign aims to achieve. Is it raising awareness about cyberbullying, promoting digital safety, or encouraging parental involvement? Clear goals guide the campaign's design.
- **Know Your Audience:** Tailor the campaign to the specific needs and characteristics of your target group. For example:
 - **Students:** Focus on engaging visuals, relatable language, and interactive content.
 - **Parents:** Use data-driven messaging and actionable tips to highlight the importance of their role.
 - **Teachers:** Offer practical resources they can integrate into classroom activities.
- **Choose a Theme or Message:** Create a unifying slogan or theme that resonates with the audience, such as "Think Before You Share" or "Together for Safe Social Media."



Step 2

Designing an Effective Campaign

Engaging and Impactful Content

By combining well-defined objectives with creative, audience-tailored content, your campaign can effectively engage and educate its target audience.

- **Leverage Multimedia:** Use videos, infographics, and social media posts to make your campaign dynamic and engaging.
- **Incorporate Real-Life Examples:** Share testimonials, case studies, or stories to make the message relatable and impactful.
- **Use Inclusive and Accessible Content:** Ensure materials are visually inclusive, easy to read, and available in multiple languages if necessary.
- **Call to Action:** Encourage participants to take specific actions, such as signing a pledge, attending a workshop, or sharing campaign content on their own social media.
- **Focus on Simplicity and Clarity:** Keep the message concise and easy to understand for maximum retention and impact.



Step 3

Engaging Stakeholders in Campaign Implementation

Engaging Stakeholders

Identify Key Stakeholders:

- **Schools:** Teachers, administrators, and student leaders can help organize activities and integrate campaign messages into the curriculum.
- **Parents:** Involve parents by hosting workshops, sending informative materials, and encouraging them to participate in campaign events.
- **Community Leaders:** Collaborate with local organizations, nonprofits, and influencers to amplify the campaign's reach.
- **Youth Workers and Peer Leaders:** Engage youth workers and students as ambassadors to connect directly with their peers.

Build Partnerships:

- Partner with local businesses or organizations to sponsor events or provide resources.
- Collaborate with online safety experts or NGOs for credible content and training sessions.
- Use public spaces like libraries, community centers, or sports clubs to host campaign activities.



Step 3

Engaging Stakeholders in Campaign Implementation

Strategies and Tools for Engagement

Communication Channels:

- Use school newsletters and parent-teacher meetings to share campaign updates.
- Leverage social media platforms (Facebook, Instagram, TikTok) for broad community outreach.
- Create a campaign hashtag to encourage sharing and visibility.

Activities to Involve Stakeholders:

- Host interactive events like digital safety workshops or panel discussions with experts.
- Organize creative contests (e.g., poster design, video creation) to engage students.
- Launch awareness drives during school assemblies or community fairs.



Step 3

Engaging Stakeholders in Campaign Implementation

Tools for Collaboration:

- Trello or Asana: To assign tasks and track campaign progress.
- Zoom or Google Meet: For virtual stakeholder meetings or webinars.
- Canva: For creating professional campaign materials.

Consistency is Key:

- Ensure all stakeholders deliver a unified message to avoid confusion.
- Provide them with ready-made materials like templates, posters, and talking points to maintain consistency.

By effectively engaging stakeholders, campaigns can maximize impact and ensure community-wide participation.



Step 4

Evaluating Campaign Impact and Sustainability

Evaluating Campaign Impact

Why Evaluate the Campaign?

- Measure the effectiveness of your awareness campaign in achieving its objectives.
- Identify strengths and areas for improvement to refine future campaigns.
- Demonstrate the value of the campaign to stakeholders, ensuring continued support.

Methods for Evaluation:

- Surveys and Feedback: Use tools like Google Forms or SurveyMonkey to collect insights.
- Observation and Behavior Tracking: Monitor changes in social media usage patterns or online behavior among participants.
- Stakeholder Input: Conduct focus groups or one-on-one interviews with key stakeholders to gather qualitative feedback.
- Metrics and Analytics: Track social media engagement.



Tools

Monitoring and Parental Control Apps

- **Qustodio:** A comprehensive parental control app that allows parents and educators to monitor online activity, set screen time limits, and track social media use.
- **Bark:** A digital safety tool that monitors texts, emails, and over 30 apps (including social media platforms) for signs of cyberbullying, inappropriate content, and other concerning behaviors.
- **Net Nanny:** A well-known parental control software with robust monitoring tools for social media and internet activity.

Social Listening Tools

- **Hootsuite:** A social media management platform with social listening capabilities to track conversations and trends on various social media platforms.
- **Mention:** A social media listening tool that allows you to monitor online conversations in real-time.



Tools

CANVA



A graphic design tool to create visually appealing campaign materials (e.g., posters, flyers, social media graphics).

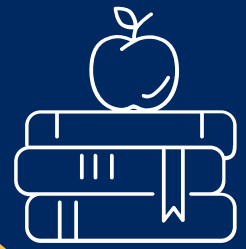
www.canva.com

SurveyMonkey



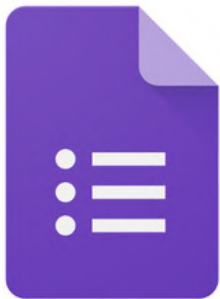
An online survey tool for collecting feedback on the campaign's effectiveness.

www.surveymonkey.com



Tools

Google Forms



Google Forms

A free tool for creating feedback forms to gather participant insights.

docs.google.com/forms

Hootsuite



A social media management tool to schedule posts and track engagement during online campaigns.

www.hootsuite.com



Key Takeaway Summary

Awareness campaigns are vital for educating students, parents, and communities about the risks of social media and promoting safe online practices.

Effective campaigns require clear objectives, tailored messaging, and the involvement of multiple stakeholders, including schools, families, and local organizations.

Engaging and creative content ensures the campaign resonates with its audience, while tools like Canva and social media platforms can amplify its reach.

Regular evaluation is essential to measure the campaign's success, identify areas for improvement, and sustain its momentum through follow-up initiatives and recurring events.

Collaboration, creativity, and consistent messaging are key to building impactful and long-lasting awareness campaigns.



Instructions for youth workers, educators, and teachers

Objective:

The goal in this lesson is to understand the importance of raising awareness about social media risks and promoting safe online practices within your school and community. Learn how to design and implement effective awareness campaigns tailored to your audience, using engaging content and appropriate tools. Focus on fostering collaboration by involving parents, students, and community stakeholders in campaign efforts.

Materials Needed:

- **Technical Requirements**

- Projector or screen for presentations.
- Laptops, tablets, or smartphones for participants to explore digital tools.
- Reliable internet connection for accessing online platforms and resources.

- **Digital Tools:**

- Access to digital tools (Canva, SurveyMonkey, etc.).

- **Presentation Slides** with examples of effective awareness campaigns.

- **Handouts:**

- Templates for campaign materials (flyers, posters, social media posts).
- Case studies or examples of successful campaigns to inspire participants.
- Evaluation forms or feedback tools (Google Forms or SurveyMonkey).



Step 1: Understanding the Need for Awareness Campaigns (5 Min)

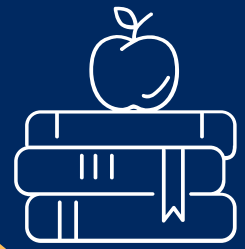
Start by identifying the key social media risks affecting youth in your community, such as cyberbullying, online predators, or exposure to harmful content.

Engage with students, parents, and teachers to understand their concerns and perspectives. Highlight the importance of awareness campaigns as proactive tools to educate and empower youth while fostering a culture of digital safety.

Use real-world examples and data to illustrate the impact of these risks, making the need for action clear and relatable.

Emphasize that collaboration among all stakeholders—schools, families, and local organizations—is essential for creating campaigns that are impactful, inclusive, and sustainable.





Step 2: Designing an Effective Campaign (5 min)

When designing an awareness campaign, start by identifying clear objectives that address specific social media risks or challenges faced by your target audience.

Tailor your messaging to resonate with different groups—use relatable language and visuals for students, factual data for parents, and practical guidance for educators.

Incorporate diverse content formats, such as videos, infographics, and real-life stories, to maximize engagement.

Ensure the campaign is inclusive by considering cultural and age-related sensitivities.

Collaborate with stakeholders to align efforts and maintain consistent messaging across all channels.

Finally, plan a mix of offline activities (e.g., workshops, assemblies) and online content (e.g., social media posts) to reach a broader audience effectively.





Step 3: Engaging Stakeholders in Campaign Implementation (15 min)

To ensure the success of your awareness campaign, actively involve all relevant stakeholders, including schools, parents, youth workers, community leaders, and local organizations.

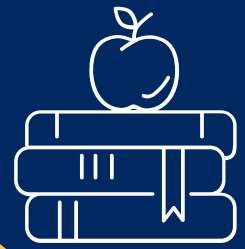
Start by clearly communicating the campaign's objectives and how each stakeholder can contribute. Schools can host workshops or events, parents can reinforce campaign messages at home, and community organizations can provide resources or funding.

Utilize multiple communication channels, such as newsletters, social media, and local events, to engage stakeholders and keep them informed.

Encourage collaboration through shared planning sessions or task distribution, ensuring that everyone has a defined role.

Lastly, emphasize consistent messaging across all stakeholders to create a unified approach and maximize the campaign's impact.





Step 4: Evaluating Campaign Impact and Sustainability (15 minutes):

To ensure the success and longevity of your awareness campaign, start by using a combination of tools such as surveys, feedback forms, and analytics to measure its impact on the target audience. Track participation rates, behavior changes, and engagement levels to assess effectiveness. Involve stakeholders like parents, teachers, and community leaders in providing qualitative feedback through interviews or focus groups. For sustainability, integrate campaign themes into regular school activities or community programs, and establish annual events to maintain awareness.

Reflection Questions:

Take some time to reflect on your role in implementing community and school-based awareness campaigns. Consider the following: How can you tailor campaign messages to effectively reach and engage your target audience? What strategies could you use to involve stakeholders, such as parents, teachers, and community organizations, in the campaign? Reflect on the tools and resources you could leverage to design, implement, and evaluate your campaign. Lastly, think about sustainability—what actions can you take to ensure the campaign's impact continues over time? Write down your thoughts and be prepared to share them in a group discussion.



Key Takeaways:

Effective awareness campaigns educate students, families, and communities about social media risks. Collaborate with schools, parents, and local organizations to create tailored messages and use engaging tools. Evaluate success through feedback and participation metrics, then sustain impact with recurring events and ongoing partnerships.

Follow-Up and At-Home Activities

Encourage students and families to create a digital safety pact at home, outlining safe online behaviors and guidelines for social media use. Organize a family workshop where parents can learn about digital tools and strategies for monitoring online activity. Involve students in creating awareness materials, like posters or social media posts, to spread the campaign's message further. Additionally, assign reflection activities where students track their own online habits and share positive changes they've made. Consider setting up a school or community event to revisit digital safety and keep the conversation alive.

Tips for Teachers:

As a teacher, involve students in creating and sharing awareness campaign materials, such as posters or social media posts, to encourage ownership and engagement. Collaborate with parents by providing them with resources and encouraging their participation in campaign events. Use creative approaches like storytelling or peer education to make the message relatable. Incorporate campaign themes into the curriculum through discussions, projects, or digital safety lessons. Regularly assess the impact of the campaign by gathering student feedback and making necessary adjustments to keep the conversation alive and relevant throughout the school year.



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QUIZ

1. What is the primary goal of an awareness campaign on social media risks?
 - A. To monitor students' online behavior
 - B. To educate students, families, and communities about social media safety
 - C. To restrict access to social media for all students
 - D. To ban certain social media platforms in schools

2. Which of the following is essential when designing an effective social media awareness campaign?
 - A. Focusing solely on creating posters
 - B. Tailoring messages to specific audiences such as students and parents
 - C. Ignoring the role of parents and community members
 - D. Using only traditional media like newspapers

3. Which of the following is an example of how to evaluate the effectiveness of an awareness campaign?
 - A. Monitoring social media activity daily
 - B. Asking students and parents for feedback through surveys
 - C. Not allowing students to use social media for a month
 - D. Reducing the amount of digital content shared





QUIZ

4. How can sustainability of a social media awareness campaign be ensured?

- A. By discontinuing the campaign after one month
- B. By integrating the campaign into school curricula and organizing annual events
- C. By only focusing on social media platforms
- D. By limiting participation to students only

5. Why is collaboration with stakeholders like parents and local organizations important in an awareness campaign?

- A. It helps to increase the campaign's reach and engagement
- B. It reduces the number of participants in the campaign
- C. It makes the campaign more competitive
- D. It helps avoid feedback from the community





Solutions

Question 1: B

Question 2: B

Question 3: B

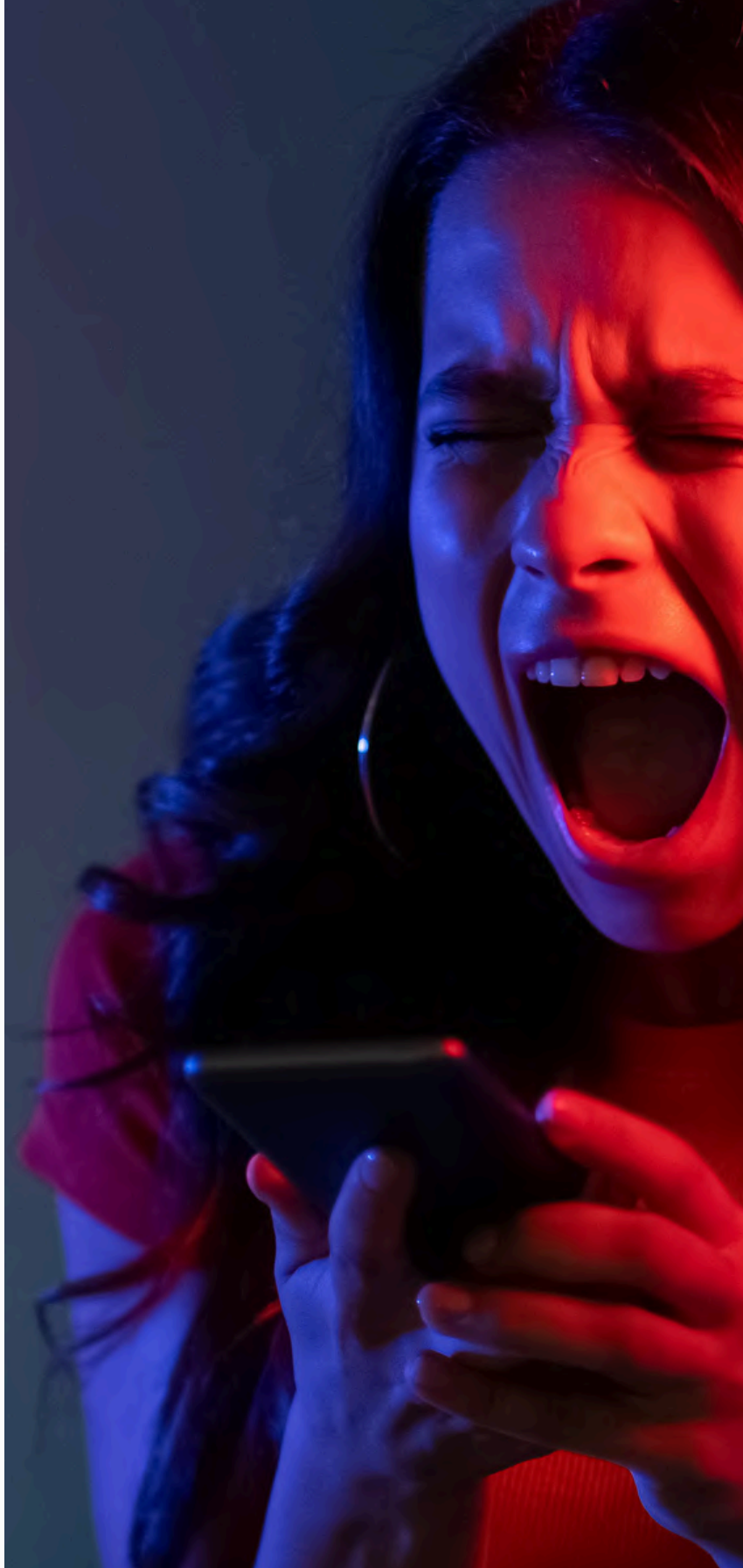
Question 4: B

Question 5: A





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