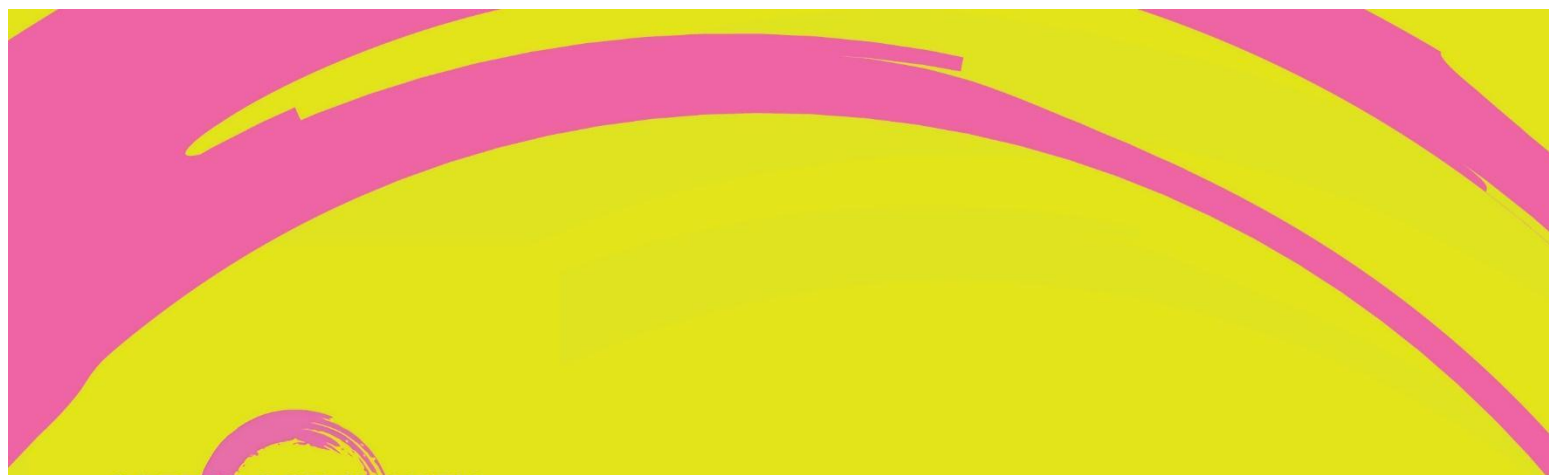


WP2 - Social Action Toolkit

Digital Tools and Social Action

Learner Handout





Social Action Toolkit

How-To Guide

Title: Digital Tools and Social Action: Ways they can be mobilised

Introduction:

Digital tools such as social media have emerged as a powerful medium for social activism in recent times. With the rise of technology and internet connectivity, social media has become a popular platform for young people to express their opinions, share information, and connect with like-minded individuals on a global scale. The ability to reach a large audience quickly, share resources and communicate in real-time has made social media an invaluable tool for promoting social activism among young people. In this context, social media has become a crucial component of social activism, providing an accessible and empowering means for young people to get involved and create meaningful change in society. In this How-To -Guide we will discuss some ways that social media can be used for social action with young people:

Materials Needed:

- Access to internet and social media platforms
- Phones with access to social media
- Flip chart paper
- Markers

Step 1: Raising awareness:

Youth workers can encourage young people to take action on social issues that they are passionate about. Social media platforms like Facebook, Twitter, Instagram, and TikTok can be used to raise awareness about social issues and injustices. Young people can use these platforms to share information, facts, and stories about various causes. For example, they might share articles





	<p>or videos that highlight the impact of climate change on their community, or they might share personal stories that illustrate the need for more mental health supports. Hashtags can be especially powerful in spreading awareness on social media. When a hashtag becomes popular, it can help to amplify a message and make it visible to a wider audience.</p>
Step 2: Mobilising and organising	<p>Social media can also be used to mobilise and organise young people around a particular cause or issue. By creating social media groups or pages, young people can be encouraged to come together with like-minded individuals to plan and coordinate actions and events, such as marches. For example, if a group of young people is concerned about climate change, they might create a Facebook group to organise a climate strike in their community. They can use the group to communicate with one another, share resources, and plan logistics for the event.</p>
Step 3: Advocacy and lobbying:	<p>Social media can also be used to advocate for policy changes or to lobby elected officials. Young people can use social media to share information about pending legislation and to encourage their peers to contact their elected officials to express their support or</p>





	<p>opposition. One example is uplift.ie which is an Irish online petition website that encourages people to sign petitions which are then sent to elected representatives in Ireland.</p>
Step 4: Fundraising	<p>Social media can be an effective tool for fundraising for social action causes. Young people can use crowdfunding platforms or social media campaigns to raise money for organisations or initiatives that align with their values and beliefs. For example, if a group of young people is raising money for a local charity, they might create a crowdfunding campaign and share it on social media. They might also create graphics or videos to promote the campaign and encourage their followers to donate.</p>
Step 5: Share resources	<p>Youth workers and young people can use social media to share resources, such as articles, videos, or podcasts, that provide information about social issues. They might also share resources that provide actionable steps that young people can take to get involved and make a difference. This allows them to spread their resources and the impact of those resources by making them available to more people than they would have done otherwise.</p>





Conclusion:

- **Step 1: Raising awareness:** Social media platforms like Facebook, Twitter, Instagram, and TikTok can be used to raise awareness about social issues and injustices.
- **Step 2: Mobilising and organising:** Social media can also be used to mobilise and organise young people around a particular cause or issue.
- **Step 3: Advocacy and lobbying:** Social media can also be used to advocate for policy changes or to lobby elected officials.
- **Step 4: Fundraising:** Social media can be an effective tool for fundraising for social action causes.
- **Step 5: Share resources:** Youth workers and young people can use social media to share resources, such as articles, videos, or podcasts, that provide information about social issues.

Troubleshooting:

Remind the young people you are working with that what you say on social media has the same consequences as when you say them to someone face to face. Before posting they should always ask themselves if they would say the same thing to someone's face. If they say no, then they shouldn't post it. Make sure to have guidelines about their use of social media and remind them to be kind to others and use social media with caution.

Additional Resources:

- Global Fund for Children. (2021). Modern-day youth activism: Youth engagement in the digital age. Retrieved from <https://globalfundforchildren.org/story/modern-day-youth-activism-youth-engagement-in-the-digital-age/>
- Hootsuite. (n.d.). Social media activism: What it is and how to do it right. Retrieved from <https://blog.hootsuite.com/social-media-activism/>





- PBS NewsHour Extra. (2020). Student voice: How young people use social media to engage civically. Retrieved from <https://www.pbs.org/newshour/classroom/2020/11/student-voice-how-young-people-use-social-media-to-engage-civically/>
- Study Online Sussex. (2021). Social media and campaigning: Is digital activism effective? Retrieved from <https://study-online.sussex.ac.uk/news-and-events/social-media-and-campaigning-is-digital-activism-effective/>
- The Conversation. (2021). As digital activists, teens of color turn to social media to fight for a more just world. Retrieved from <https://theconversation.com/as-digital-activists-teens-of-color-turn-to-social-media-to-fight-for-a-more-just-world-201841>
- UNICEF Ireland. (n.d.). Digital activism. Retrieved from <https://www.unicef.ie/our-work/schools/global-issues/digital-activism/>

Case Study

Module Title	Digital tools and Social Action		
Case Study Title	DoSomething.org		
Type of resource	Case Study	Type of learning	Self-directed learning
Duration of Activity (in minutes)		Learning Outcome	<ul style="list-style-type: none"> ● Understand the role of digital tools in promoting social action among youth. ● Identify key digital tools and platforms that can





			<p>be used to support social action projects.</p> <ul style="list-style-type: none"> • Develop strategies for integrating digital tools into social action projects to enhance their impact and reach.
<p>Aim of Activity</p>	<p>DoSomething.org is a successful example of a non-profit organisation that engages young people in social change. By studying their approach, youth workers can gain insights into effective strategies for mobilising young people to take action on social issues.</p> <p>DoSomething.org has a strong social media presence and is able to leverage these platforms to reach a wide audience of young people. Youth workers can learn from their approach to social media and adapt these strategies for their own organisations.</p> <p>Overall, DoSomething.org is a valuable resource for youth workers and those who work with social action projects. By studying their approach, organisations can learn how to effectively engage with young people, create successful campaigns, and make a meaningful impact on the causes they care about.</p>		
<p>Introduction</p>	<p>DoSomething.org is a non-profit organisation that was founded in 1993 with the goal of encouraging young people to become active in social change. The organisation's mission is to inspire and empower young people to take action on the causes they care about, and to create a world where every young person has the ability to make a difference. Although it mainly works with young people in the USA, it has members from over 131 countries around the world who have taken part in their campaigns</p>		
<p>Challenge</p>	<p>DoSomething.org is the largest tech company exclusively for young people and social change. Their digital platform is activating millions of young people to create offline impact in every US area code and in 131 countries around the world. DoSomething members and their participation in volunteer, social change, and civic action programs have created and inspired long-lasting changes in their communities, including having:</p> <ul style="list-style-type: none"> • Donated 1.2 million period products to shelters and those in need since 2016. • Cleaned up 4.7 million cigarette butts to protect the planet since 2015. • Bolstered youth voter turnout with 415,222 registered voters since 2018. • One of the most successful campaigns run by DoSomething.org was the "Teens for Jeans" campaign. This campaign ran from 2008- 		





	<p>2020 and collected over 5 million pairs of jeans for homeless teenagers in the United States. The campaign worked by encouraging young people to donate their gently used jeans to local participating retailers, who then distributed them to homeless teens in their communities.</p> <p>The success of DoSomething.org can be attributed to several factors. Firstly, DoSomething.org has a strong social media presence and is able to leverage these platforms to reach a wide audience of young people. The organisation has over 6 million members and followers across various social media channels, which enables it to spread its message quickly and effectively.</p> <p>Secondly, their campaigns are well-organised and easy to participate in. DoSomething.org provides clear instructions on each campaign, why it is important and how to get involved. It also provides information and resources for schools and youth groups to get involved. This has helped to mobilise a large number of young people to participate in their campaigns.</p> <p>Thirdly, DoSomething.org has been able to create a sense of community around each of their campaigns. The organisation regularly shares stories and updates on the impact of each of their campaigns, which helps to keep participants engaged and motivated. This sense of community also encourages young people to continue to take action on other causes they care about.</p> <p>Young people who take part in each of the DoSomething.org campaigns have the opportunity to receive a cash amount of money which they can use towards school or college costs. So not only is there an incentive to feel good, there's also a financial reward that can be used to help young people to continue to do good.</p> <p>Overall, DoSomething.org is a fantastic example of an organisation that is able to inspire and empower young people to take action on social issues. The organisation's strong social media presence, well-organized campaigns, and sense of community have enabled it to make a significant impact on the lives of homeless teens in the United States. For more info www.dosomething.org</p>
<p>Assignment</p>	<ul style="list-style-type: none"> ● Read the following article on social media activism: https://online.maryville.edu/blog/a-guide-to-social-media-activism <p>Questions for reflection:</p>





	<ol style="list-style-type: none"> 1. How can you leverage your social media presence to engage with young people and inspire them to take action on social issues? 2. In what ways can you organise and facilitate campaigns that are easy and accessible for young people to participate in, while still making a meaningful impact? 3. How can you create a sense of community among the young people you work with, and empower them to take ownership of the causes they care about? What resources and support can you provide to facilitate this process?
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Call to Action Activity

Theme	Digital Tools and Social Action
Activity Title	Make your own TikTok video
Type of resource	Call to Action Activity





Photo

Photo by [Josh Rose](#) on [Unsplash](#)



Duration of Activity (in minutes)

60 minutes

Learning Outcome

- Identify key digital tools and platforms that can be used to support social action projects.
- Develop strategies for integrating digital tools into social action projects to enhance their impact and reach.

Aim of activity

This activity demonstrates to youth workers the importance of engaging with young people via social media. It allows youth workers to:

- **Meet young people where they are:** social media is a popular and accessible way for young people to connect with others and access information. By engaging with young people via social media, youth workers can meet them where they are and connect with them on platforms that they are already using.
- **Expand reach and impact:** social media provides youth workers with an opportunity to reach a wider audience and have a greater





	<p>impact. By engaging with young people on social media, youth workers can connect with individuals and communities that they may not have been able to reach otherwise.</p> <p>This activity gives a step-by-step guide to using TikTok to raise awareness about a cause. SpunOut.ie is one organisation that is using TikTok and other social media channels to share information with young people. reliable source of information on mental health and well-being for young people in Ireland. By being aware of SpunOut.ie's social media presence, youth workers can access a wealth of information and resources to support their work with young people. Overall, SpunOut.ie's social media presence is an important resource for youth workers to be aware of. By understanding how SpunOut.ie utilizes social media for good, youth workers can learn effective strategies for reaching and engaging with young people on mental health topics, and access reliable resources to support their work.</p>
<p>Materials Required for Activity</p>	<ul style="list-style-type: none">● Internet access with access to social media platforms● Mobile phone with access to TikTok
<p>Step-by-step instructions</p>	<p>Step 1: Download TikTok</p> <p>If you don't have the app already, download TikTok from the app store on your mobile device. It's available for free on both iOS and Android.</p> <p>Step 2: Understand the platform</p> <p>Before you start creating content, take some time to familiarise yourself with the platform. Browse through the app, watch different types of content, and get a feel for how people use it. Check out SpunOut.ie and DoSomething.org videos to see how they engage young people on social issues.</p> <p>Step 3: Identify your cause</p> <p>Choose a social cause that you're passionate about and want to raise awareness for. Do some research to learn more about the cause and gather information that you can use to create your content.</p>





Step 4: Plan your content

Think about the type of content you want to create. You could make a video, a series of videos, or a challenge. Consider the message you want to convey and how you can make it engaging and shareable.

Step 5: Create your content

Use the TikTok features like filters, effects, and sounds to create your content. There's a lot you can do with the app, so take some time to experiment and have fun with it.

Step 6: Use relevant hashtags

Use relevant hashtags to make your content more discoverable. A hashtag is a word or phrase that starts with the hash symbol (#) and is used to categorise content and make it more discoverable to users who are interested in that topic. By using a hashtag in your TikTok video's caption or comments, you can make your content more visible to people who are searching for or following that particular hashtag. Consider using popular hashtags related to the cause or create your own unique hashtag.

Step 7: Share your content

Share your videos on TikTok and other social media platforms like Instagram, Twitter, and Facebook to reach a wider audience. Ask your friends to share the content also. Tag others in your content to expand the reach.

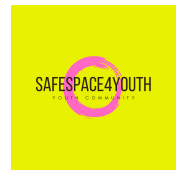
Step 8: Engage with your followers

Respond to comments and messages and encourage your followers to share your content with their own followers. Engaging with your followers can help you build a community and create more impact.

Step 9: Collaborate with others

Collaborate with other TikTok users who are also passionate about the cause. This can help you reach a wider audience and create more impactful content.





Step 10: Measure the impact

Keep track of the views, likes, shares, and comments on your content to see how effective it is at raising awareness for the cause. This can help you adjust your strategy and improve your content over time.

Example of a youth organisation using TikTok to promote awareness on social issues

SpunOut.ie (@spunout.ie) is an Irish youth organisation that focuses on promoting mental health and well-being among young people. The organisation uses TikTok to create short videos that provide helpful tips and information on various mental health topics.

In another video, titled "5 ways to improve your mental health," SpunOut.ie provides simple and practical advice for improving mental well-being. The video features a series of short tips presented in a visually appealing and easy-to-digest format. These videos have been successful in engaging with SpunOut.ie's audience on TikTok and promoting important messages about mental health. They use humour, relatable content, and a clear focus on actionable tips to make the content more accessible and engaging for young people. SpunOut.ie's videos on TikTok cover a range of mental health topics and use a variety of formats to engage with their audience. They provide practical advice, encourage self-reflection, and address important issues like stigma and the importance of seeking help.



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