



# THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL  
MINDSETS FOR A SUSTAINABLE FUTURE



I02-A3

## TOOLKIT FOR CREATING SOCIAL AWARENESS CAMPAIGN



Co-funded by  
the European Union

CULTURE GOES EUROPE  
SOZIOKULTURELLE INITIATIVE ERFURT E.V.

**Emphasys**  
CENTRE

**IWM**  
Gesellschaft für internationale  
Wirtschaftsförderung und Management

**spectrum**  
RESEARCH CENTRE

**ASSERTED KNOWLEDGE**  
THE ICT EQUALISERS

**idec**





## THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL  
MINDSETS FOR A SUSTAINABLE FUTURE



Co-funded by  
the European Union



# INDEX

## 1. About Think Social

## 2. What is a Social Awareness Campaign



## 3. Where to start


- 3.1. Set your goal and research
- 3.2. Pick the right time
- 3.3. Who is your audience?
- 3.4. Crafter & Carry your message

## 4. Types of campaigns

- 4.1. Social media campaigns
- 4.2. Multi-channel marketing
- 4.3. Awareness events
- 4.4. Partnerships

## 5. Final tips





“  
**Generally, the involvement of marginalised groups, be they women, ethnic-minority groups (or both), are associated with greater levels of change.**

**DR ANNE LAURE HUMBERT**  
*TSCR 2012*

## 1. ABOUT THINK SOCIAL

Think Social - Promoting Social Entrepreneurial Mindsets is a KA2 project funded by the European Union.

It aims to encourage and enable disadvantaged groups of adults or adults with fewer opportunities, such as migrants, refugees, asylum seekers, low-skilled or low-qualified with a main focus on women to foster the social entrepreneurship idea and spirit in their local and at the EU level through the exchange of good practices and the adoption of innovative digital strategies.

Our goals are:

- Promoting social entrepreneurship;
- Promoting sustainable development;
- Reinforce local development;
- Inspire solidarity;
- Support innovation and digitalisation.

FIND US ON



[facebook.com/thinksocial.4learning.eu](https://facebook.com/thinksocial.4learning.eu)



[thinksocial.4learning.eu](https://thinksocial.4learning.eu)



# THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL  
MINDSETS FOR A SUSTAINABLE FUTURE

**WHAT IS A SOCIAL  
AWARENESS CAMPAIGN?**

## 2. WHAT IS A SOCIAL AWARENESS CAMPAIGN?

A Social Awareness Campaign refers to **"any time-bound, strategic campaign aimed entirely at increasing public visibility and awareness for your cause"** (OneCause, n/d).

What this means is planning a set of actions to spread the word about your values/mission that you are trying to raise awareness for, explaining why it is important and how can people get involved with the cause.

Social Awareness Campaigns (and other types of Awareness Campaigns) are well-known for how flexible and effective they can be when it comes to catching the attention of the public and educating people about a certain issue. Regardless of the topic that led you to create your campaign, your biggest challenge will be raising interest and making sure that your target audience is motivated enough to participate.

The main goal of these campaigns is to **raise visibility for what is being promoted**, so having good connections within a network is crucial, not only for dissemination but also to make sure it reaches the people who will most likely be interested in what you are saying. As such, having a good marketing plan is key (which will be covered further).

OneCause. n/d. "Nonprofit Awareness Campaigns: The Complete Guide". <https://www.onecause.com/blog/awareness-campaigns/>





# THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL  
MINDSETS FOR A SUSTAINABLE FUTURE



**WHERE TO  
START**



## 3. WHERE TO START

In order to come up with your own Social Awareness Campaign you need to take a step back and reflect on your mission and your target.

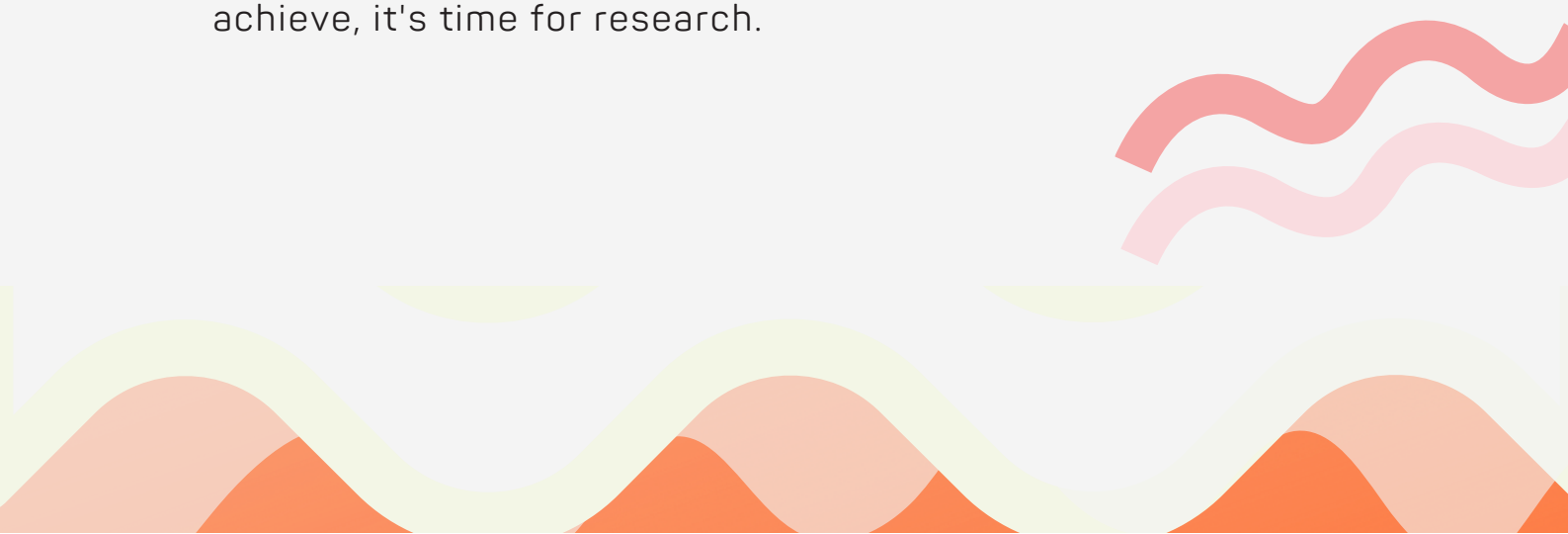
For this, we listed some steps you can take to organize your campaign.

### 3.1. SET YOUR GOALS AND RESEARCH

When you are preparing a campaign there is a set of questions you should ask yourself before you actually start the work.

- What motivates you?
- What message are you trying to deliver?
- Who is your target audience?
- How are you going to reach them?
- What aspects of your cause do you want to draw more attention to?
- What's the public perception of the issue?
- Is it connected to any national/international awareness days, months or weeks? (OneCause n/d).

After organizing your thoughts about what you want to do and achieve, it's time for research.



Research not only implies getting more information on the issue through reading books or papers, watching videos, etc. but also finding ways to measure your achievements, that is, measure growth and visibility (OneCause n/d).

You can measure your **audience growth and engagement rates** through the number of impressions your campaign receives through social media or e-mail (number of likes, clicks, shares, etc.), the number of subscribers or followers gained, or even the number of searches on Google for the content you made available online (ex: your NGO's name, the name of the campaign).

For this to be possible, you need to determine beforehand your marketing strategy during your planning process, which is covered further in this publication.

## 3.2. PICK THE RIGHT TIME

As mentioned before, you have to ask yourself when is the best time to kick-start your campaign. You need to make sure you have enough time to plan and prepare your campaign before the date you set for the launch.

In Social Awareness Campaigns, you can connect your campaign to a national/international day or month (ex: Black History Month, International Women's Day) that relates to the cause so it can reach more people, as they are more involved and pay more attention to the issue in that specific time frame. Though this is not mandatory. If you choose to connect it to an important date, make sure you build your timeframe around it (OneCause n/d).

### 3.3. WHO IS YOUR AUDIENCE?

It is crucial to **identify and define whom you're hoping to engage** so you can develop the marketing and outreach strategies that will be most effective. Narrowing down your audience/target group can help your team better target the message, how you're going to deliver it, and choose the communication channels of your campaign. (OneCause n/d).

You can narrow your audience down by asking yourself some questions about the demographics of your target audience. are they young women? Are they university students? What types of campaigns and types of communication are most effective at engaging them?



Don't just create content to get credit for being clever — create content that will be helpful, insightful, or interesting for your target audience.

— David Ogilvy

### 3.4. CRAFT & CARRY YOUR MESSAGE

When deciding what you want to share with the world, it is crucial to come up with a **cohesive and relatable message**. Your campaign should connect to your past work and what you stand for - for example, if the campaign is to be conducted by an NGO, it should be related to the NGO's values.

Connecting with the previous point regarding the audience, the way you communicate and make your message relatable is also important. Make sure you create content where people can see themselves and relate to it in a way that makes them want to act.

**Focus on one particular aspect of your cause** to give your campaign a more engaging level of specificity. For example, if your NGO's cause is related to education and children's rights, child poverty or literacy issues in your community are related topics that your campaign could focus on. "This gives your audience a more specific societal issue to focus on rather than feeling overwhelmed by your mission as a whole". By asserting a relationship with current and new supporters, you can then further connect them back to your broader cause over time. (OneCause n/d).





# THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL  
MINDSETS FOR A SUSTAINABLE FUTURE




## TYPES OF CAMPAIGNS

## 4. TYPES OF CAMPAIGNS

As previously mentioned, Social Awareness Campaigns are very flexible, as you can adopt one or even several types of campaign methods into one.

The most common strategies would be:

- Social Media campaigns
- Multi-channel marketing strategies
- Awareness events (virtual and in-person)
- Partnerships



To make sure your campaign is as successful as possible, you need to plan and strategize the campaign in advance.

— *Lilach Bullock*  
2022

Bullock, Lilach. 2022. "How to plan a social media marketing campaign, step by step". Smart Insights. <https://www.smartinsights.com/social-media-marketing/social-media-strategy/how-to-plan-a-social-media-marketing-campaign-step-by-step/>





## 4.1. SOCIAL MEDIA CAMPAIGNS

Almost everyone nowadays uses social media. So it became an effective channel to share with the world what we are thinking, which is very useful for reaching a larger audience with your Social Awareness Campaign.

There are several positive aspects to using social media for Awareness Campaigns:

- It is fairly easy to use multiple social media platforms at once (Ex: you can post on Instagram and Facebook at the same time);
- Social platforms allow you to measure your outcomes (engagement, views and likes counts, etc.)
- It allows connecting with your audience directly;
- You can use hashtags, location and tags to increase the reach of your posts (there are also paid features for engagement);
- Joining trends or challenges (or even creating your own!) is a good way to create more engaging and relatable content;
- Finding partners and building a network (influencers or other organizations that stand for the same values as you);
- Add your contacts (e-mail, website) to the profile's bio;
- They offer several different tools to work with (polls, Q&A, online live events, etc.).

With social media, you can get creative and explore different features available on different platforms. Make sure you explore the tools available to you in order to create the best dissemination plan to achieve your goals.

## 4.2. MULTI-CHANNEL MARKETING

Multi-channel marketing is a clear example of flexibility. "Multi-channel" stands for mixing and matching different types of communication vehicles in a single strategy to attract people. These channels include digital and physical alternatives, from e-mails and social media, to television, displayed ads and pamphlets (Marketing Revolution 2022). You can use several distribution channels to deliver your message, so you can reach a larger audience and increase your engagement, depending on the public's own preferences, availability and accessibility.

When you are studying your target audience, it is important to think about the channels through which a specific audience communicates. If your target group is teenagers/young adults, it is easier to reach them through social media. If your target audience is working-class adults, maybe radio ads would be an interesting approach (while people are driving to work, they can listen to your ads), or even television. That of course depends on your budget and the size of the campaign you are creating.

As this strategy demands more channels, it also demands more work, time, resources and money to make it happen, so it is recommended to try to find synergies between different channels.

Marketing Revolution. 2022. "What is Multi-Channel Marketing"  
<https://www.marketingevolution.com/marketing-essentials/what-is-multi-channel-marketing>



### 4.3. AWARENESS EVENTS

Once you established what your message is through the campaign you created, introducing awareness events is "a great way to bring your campaign full-circle" (OneCause n/d). Awareness events are not only good for spreading the word but to make your cause more visible and real, in the sense that people will be confronted with the issue you are bringing awareness to. It also allows people to network while having a different cultural or entertaining experience. Awareness events are usually used for fundraising as well.

The pandemic we faced in the last couple of years showed us that online events are also a viable option, finding new ways to adapt to a reality where people couldn't leave their homes. Using platforms like Skype, Zoom, Microsoft Teams, etc., you can host your own virtual event - for example, you can have a round table with some specialists on the topic of your Social Awareness Campaign so that people can learn more and also participate in the discussion.



One example of a Social Awareness Campaign is the "Hague for Peace" event hosted in The Hague, Netherlands by the NGO CultureClash. The aim of this conference was to raise awareness about the war in Ukraine and to raise empathy and solidarity with Ukrainian people, especially in The Netherlands, fleeing the country to find safety.

It was paired with the Go Visual Erasmus+ project final conference in order to bring the participants to use the tools they learned for a good cause. In this event, the participants from the Go Visual Project created 3 different workshops using art and games to talk about peace and what it means for people.

The CultureClash team invited several artists to share their art and invited a Ukrainian teacher currently living in the Netherlands to share her projects on non-formal education throughout schools in Ukraine.



## 4.4. PARTNERSHIPS

As previously stated in this toolkit, networking is vital for both Social Entrepreneurship and Awareness Campaigns, either to find people with the same concerns and objectives as you or to get feedback and hear other people's perspectives. And the best way to do it is to put yourself out there! The way you engage with your community, either locally, nationally, or even with international stakeholders can go from connecting with local influencers involved with the same cause as you, to going to city administration talks about the city you live in. Don't be afraid to share your knowledge and goals and start building your network!

Get involved in different projects, go to several events connected with the topic you want to raise awareness for, and mingle with people that can provide you with some help or even join your cause. Sharing expertise and experiences is important and can add a lot of value to your campaign. Having known supporters or partners adds legitimacy and increases the reach and engagement of your campaign.

You can also establish partnerships with your own supporters by creating an Ambassadors program. Involving people who have been supporting even more by turning them into active advocates for your awareness campaign is a good way to expand your reach by spreading the word about your campaign online and promoting your events.

An example of a partnership campaign (that also integrates social media) is #EuropeWeeks2020.

Every second year the European Commission runs the European Youth Week, which took place from the last days of April until the first days of May. During the pandemic, since most initiatives were put on hold, a consortium of partners from the Community Goes Europe2 Project, with partners from all over Europe, decided to host their own remote Europe Weeks 2020 in order to celebrate youth and cooperation in Europe. The consortium included countries such as Germany, Portugal, Russia, Spain, Belarus and Ukraine.

For this, they created their own online campaign to promote solidarity and unity across Europe. They used the hashtag #EuropeWeeks2020 and the tagline "We are building solidarity across nations" to promote their vision. They created content on interculturality and the EU and its values. They also hosted events through Zoom, such as a Game Night, workshops, and online movie screenings.





# THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL  
MINDSETS FOR A SUSTAINABLE FUTURE



## THE THINK SOCIAL DIARIES



## 5. THE THINK SOCIAL DIARIES

The multi-level and multi-purpose Think Social Campaign has left a substantial impact, extending its influence beyond the realm of adults and adult educators. It served as a catalyst for raising awareness among policy makers, as well as the broader general public, regarding crucial matters such as the EU Green Deal and the United Nations' sustainable development goals. This campaign not only empowered adults and educators with valuable competencies but also acted as an instrumental vehicle for disseminating information and fostering a collective consciousness regarding pressing societal and environmental challenges. Its reach and resonance went beyond the immediate participants, leaving an enduring mark on the broader community and the policy landscape. Now, presenting the Think Social YouTube Playlist, featuring participant testimonials that encapsulate this remarkable journey.

**A BUSINESS IDEA IS ALWAYS RELATED  
TO SOMETHING THAT WE ARE  
PASSIONATE ABOUT.**

**- PANAYIOTA**

**FIND MORE TESTIMONIALS HERE -  
[THINK SOCIAL YOUTUBE PLAYLIST](#)**

We've got a treasure trove of captivating Instagram stories from the campaign. Dive into their vibrant world by following this link!

 **SOCIAL MEDIA MATERIALS:**  
**INSTAGRAM STORIES**



And explore our captivating campaign-related archive right here!

 **GRAPHICAL MATERIALS: ARCHIVE**



# THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL  
MINDSETS FOR A SUSTAINABLE FUTURE



## FINAL TIPS



## 6. FINAL TIPS

Here are some final tips for you to follow when preparing and conducting a Social Awareness Campaign:

- Create a sense of community

Don't use social media as just an outlet for posting your campaign messages. It is also an amazing tool for community-building, which allows you to encourage supporters to actively post about your campaign, share your messages, and join conversations.

- Start conversations

As previously stated, engaging in social media and its trends and challenges is a quick and effective way to break the ice, start a conversation, and make your campaign more visible.

"The ALS Ice Bucket Challenge is a classic example that helped the organization raise \$115 million to fund ALS research. This success was driven by the fact their challenge sparked conversations, encouraged tons of social shares, and introduced an extremely wide audience to the challenge of ALS for the very first time." (OneCause n/d).

- Centralize your online experience

Offering your audience a great online experience should always be a priority, which is key for awareness campaigns, given that you'll have the attention of new supporters for a short period of time. Make sure that that time is valued and taken seriously, by offering your audience a centralized, intuitive online experience. (OneCause n/d). Make sure you create a webpage/social media page dedicated to your campaign as a central location for information and contacts.



# THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL  
MINDSETS FOR A SUSTAINABLE FUTURE



**Download the app!**



Co-funded by  
the European Union



# THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL  
MINDSETS FOR A SUSTAINABLE FUTURE

Design: Telma Roque  
Content: TELMA Roque, Pwint K Thar  
Edit: Maryna Bykova



Erasmus+

**THE EUROPEAN COMMISSION'S SUPPORT FOR THE PRODUCTION OF THIS PUBLICATION DOES NOT CONSTITUTE AN ENDORSEMENT OF THE CONTENTS, WHICH REFLECT THE VIEWS ONLY OF THE AUTHORS, AND THE COMMISSION CANNOT BE HELD RESPONSIBLE FOR ANY USE WHICH MAY BE MADE OF THE INFORMATION CONTAINED THEREIN.**



This document may be copied, reproduced or modified according to the above rules.

In addition, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

All rights reserved. © Copyright 2023 THINK SOCIAL