

REACH-OUT CAMPAIGN GUIDELINES

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CHAPTERS

Chapter 1: Introduction	3
Chapter 2: How to define the purpose of your campaign	4
Chapter 3: How to define your target group/audience?	5
Chapter 4: How to choose the right platforms/channels?	6
Chapter 5: How to budget for your campaign	8
Chapter 6 : Equipment	10
Chapter 7: Tips on doing research	11
Chapter 8: Choose your creative approach	12
Chapter 9: Content editing	13
Chapter 10: 10 Do's and Don'ts of Content Creation	15
Chapter 11: Release and posting	17
Chapter 12: Technical insights	18
Chapter 13: Social Media + Mental Health	19
Chapter 14: Additional Tips	22

CHAPTER 1: INTRODUCTION

These Reach-Out Campaign Guidelines are a compilation of the tips, procedures and strategies for those looking to design reach-out campaigns to maximize the reach and impact of their social actions. It is following training on reach-out campaigns received by 20+ young people from different NGOs across Europe, where they were taught all about Reach-Out Campaigns, how to develop ideas, how to post on social media, how to create video content, and how to interact with an audience.

The following guidelines will provide an overview of the most relevant topics to consider when developing your own reach-out campaigns.



CHAPTER 2:

HOW TO DEFINE THE PURPOSE OF YOUR CAMPAIGN

Before creating any content, you have to set the purpose of your campaign. Creating viral content is one thing but besides views, ***why do you want to go viral?*** To help you define your purpose, here are some questions you can answer beforehand:

- What would you like to accomplish with your campaign?
- What message are you trying to get across?
- Why do we need to speak about this specific subject?
- What information do you want to share?
- What is the feeling you want the viewers to feel while watching the videos?

Here are some examples of campaign goals:

- Raise awareness on social and political issues...
- Inspire people to do something/to think about something
- Increase the impact of your projects and actions
- Heighten organization awareness
- Increase organization website traffic
- Reach +out to new followers
- Get feedback from people on social media
- Build a strong community

Note that your campaign can have several goals. Keep also in mind that almost 40% of young people use social media like TikTok and Instagram instead of Google to get information. Social networks have a very high impact potential and one must therefore be careful about the information shared.



CHAPTER 3:

HOW TO DEFINE YOUR TARGET GROUP/AUDIENCE?

Your audience is the group of people who are most likely to be interested in what you are doing. Besides sharing a potential interest in your content, they share characteristics with each other.

Defining your target group is important as it allows you to have a more effective and precise impact on people. It also means the resources and time you will spend on social media will be spent on relevant audiences. Besides, when targeting a specific group, you'll be able to share a message that really echoes and connects with them.

Here are tools to help you targeting your audience:

- Ask yourself: Who do you want to talk to in your video? Think about their gender, age, location, professional environment, and interests.
- Take a look at your current audience to identify the group who wants to engage with you and try to understand them:
 - Who follows you, who likes, comments, shares, and saves your content?
 - What do they have in common? (language, age, interests, fields of studies...)
 - What are they looking for on social media, where are they looking and why are they looking?
- Once you've identified your target group and you know what they want, think about what you can offer to them.

Although the majority of the time you will be interacting with an audience that already resonates and identifies with your content, don't hesitate to talk to people who disagree with you: if you talk to an audience who already agrees with you, then you don't really bring something new. Making a video for people with a different point of view can create debate and help convince people to think differently. Since people who agree do not really 'care' about this type of content as they already know about it and share this point of view, it can be quite easy to get the attention of people who don't agree with you. This is particularly important when considering the impact you want to make with your Reach-Out Campaign.

CHAPTER 4:

HOW TO CHOOSE THE RIGHT PLATFORMS/CHANNELS?

There is a multitude of social media platforms and they don't all have the same purpose. Types of content and audience will depend on the media used. Here are some examples:

- **Facebook, Twitter and LinkedIn** are social networks you can use to associate individuals with your project/association. They are a place to share news and updates. People will visit your page to learn about you and your values. They can help you to widen your reach, raise awareness, interact with people, build your community, etc.



Facebook

As it's the biggest social network with over 2 billion users, having a FB page can be a good idea to reach a maximum of people.



Twitter

Since there is a character limit for tweets, it's important to publish short, direct and precise information to reach people.



LinkedIn

Professional network, LinkedIn can help you reach different people. Using it is a good way to promote both your association/project and members.

- **Instagram, Snapchat, TikTok** are used to share different types of media contents like pictures, videos, stories, etc. They are a place where you can reach a young audience (age range between 15 and 35). Having an account can give a modern image of your project or initiative and improve its visibility while sharing news and information with visual support. It can also help to develop a community by increasing the commitment of your followers.



Instagram

Note reels and stories don't have the same impact: reels have the potential to go viral and to reach new followers whereas stories are more used to produce content for users already following you to update them.



Snapchat

Note there is a time limit to see the media sent. Each photo/video can be seen by its recipient for a short period of time (one to ten seconds). The application also allows users to create stories which can be seen as many times as you want in a 24 hours delay.



TikTok

Used by a very young audience (age range between 15 and 24), Tiktok is especially used to create short and very short videos, often with music in the background. It has a big potential of virality which can be really interesting.

CHAPTER 4:

HOW TO CHOOSE THE RIGHT PLATFORMS/CHANNELS?

- **Youtube** is a video sharing platform. While social media like Instagram or TikTok are good if you want to share short content, Youtube can be used for longer videos. Note that Youtube is the biggest search engine after Google with more than 2.5 billion monthly users. Using it can help you to widen your reach, and it gives strangers the opportunity to discover what you do. Besides, Youtube videos are always well placed on the platform as Google displays videos first in the search results.

Don't hesitate to share your content on multiple networks but keep in mind you should balance consistency with platform-appropriate content. You need to adapt.

Note that if you want to address an audience that does not originally follow your content, you should choose a distribution platform the audience uses!



CHAPTER 5:

HOW TO BUDGET FOR YOUR CAMPAIGN

First and foremost, there is no need to pay to produce good or viral content. Creativity is the key. It's totally possible to create qualitative social media campaigns for free. However, if you still want to invest in your campaign, you should budget for it and have a social media budget.

A social media budget is a document clarifying how much you think about spending on social media over a specific time. There is no rule about how much money you should spend on social media but budgets usually include some or all of the following elements:

- **Content creation:** pictures, videos, audios, talents (actors, models), production costs (props, location), graphic design, editing, copywriting...etc.
- **Influencer marketing:** working with content creators can help you boost your campaign
- **Software programs and tools:** you can use many tools according to what you are looking for (design, editing, customer service, competitive analysis, social media monitoring tools...)
- **Management:** managing a project may need money as well
- **Social advertising:** using paid social media campaigns might help you reach your goals

Here are some examples of potential costs:

Instagram

The ads may help you target your group in feeds, stories, reels, IGTV and also on the #explorepage

Snapchat

You can find branded filters and many ads on it

TikTok

You can find ad placements and hashtag challenges

Facebook

You can use ads of different formats and several targeting capabilities

LinkedIn

It can help reach a particular audience through sponsored ads and mails

CHAPTER 5:

HOW TO BUDGET FOR YOUR CAMPAIGN

The cost of those options varies. If you want to pay for your campaign, here are the minimal costs on some social media. Please note by paying the minimal cost, you won't have access to all the options:



Facebook

1\$ per day



Snapchat

5\$ per day



Instagram

1\$ per day



LinkedIn

10\$ per day



TikTok

20\$ per day

Not every boost might be worth paying for. For example, it may not be a good idea to pay for views and followers on TikTok. If you pay, views will of course be real but artificial: TikTok will indeed know they have to show your video to a specific number of viewers so the video will appear on the #foryoupage of everyone, which means it won't be relevant for a lot of people among these viewers.

Keep in mind even if social media are no longer totally free and boosts might help you sometimes, there are many free tools, such as free stocks of picture websites for example. You can absolutely run a campaign for free. If money is the answer to your problem, then money isn't the problem.

CHAPTER 6 : EQUIPMENT

Equipment is a topic that many creators tend to overthink and worry about. We have all heard some variation of the phrase: “When I buy a professional camera, then I’ll start making videos!” The most important thing to know when thinking about equipment is that it absolutely is not necessary to invest in a lot of equipment to start filming. You can make extremely good content just using your phone, and many campaigns do this every day.

However, if you do choose to invest in equipment, it is best to start with some of the following items:

- A good microphone (can help with recording voice-overs).
- Video-editing software.
- A decent camera (but remember that most phones already have perfectly good cameras!)
- LED panel lights (can be bought online) – especially good during the winter as it gets dark earlier, and so lighting can often be unreliable. This lighting can also be used for virtual meetings, etc.
- If there is one room where you have chosen to film content in, you should consider investing in rugs, curtains, blankets etc (these are great additions to help reduce noise pollution by absorbing sound waves!)

But remember, there is no need to invest in a lot of equipment to film! You can basically only use your phone to do it, at least at first.



Believe,
Achieve,
Succeed,
Repeat.

CHAPTER 7:

TIPS ON DOING RESEARCH

Before creating content, you should do some research in order to publish qualitative content.

First, remember to watch content before creating to understand how social media works. Not all social media have the same rules, codes and habits.

It's also useful to get inspiration: according to your field of action, don't hesitate to follow NGO's, charities, associations, companies, political parties, organizations, etc for inspiration. You can also find inspiration by looking at previous campaigns that worked.

Once you know what you would like to talk about, you should think about the audience you want to target and the platform you would like to use.

It's important to do some research on your topic beforehand, to know what you're going to say. You can do hashtag based research. Don't forget to always verify your sources!

Finally, before making the video, you can look for ideas to create your content in the best way. For example, you can find a way to connect with the audience by telling a story or a memory which can echo with theirs. Don't hesitate to ask people stories, you'll get them and it'll be easier to connect. In the same vein, connect with people and groups who have an interest in your video being seen. Even with groups which don't exactly share your point of view but whose cause will be served by the distribution of your content.

Here are some steps to help you organize your research:

- Watch before create
- Get inspiration
- Brainstorm: cause, audience, platform, format, ...
- Research on topic
- Check sources
- Brainstorm ideas for effective and impactful content
- Make the video

CHAPTER 8:

CHOOSE YOUR CREATIVE APPROACH

Once the research is done, you can start creating a video while being yourself. It's easier to be yourself than creating a personality for social media that won't sound as natural. In the same vein, don't hesitate to use your own voice in your videos: your voice is your trademark, your fingerprint, which makes people want to listen. To get your break on social media, you need to bring something new, different for people. Using your personality, voice, stories, etc can contribute to that.

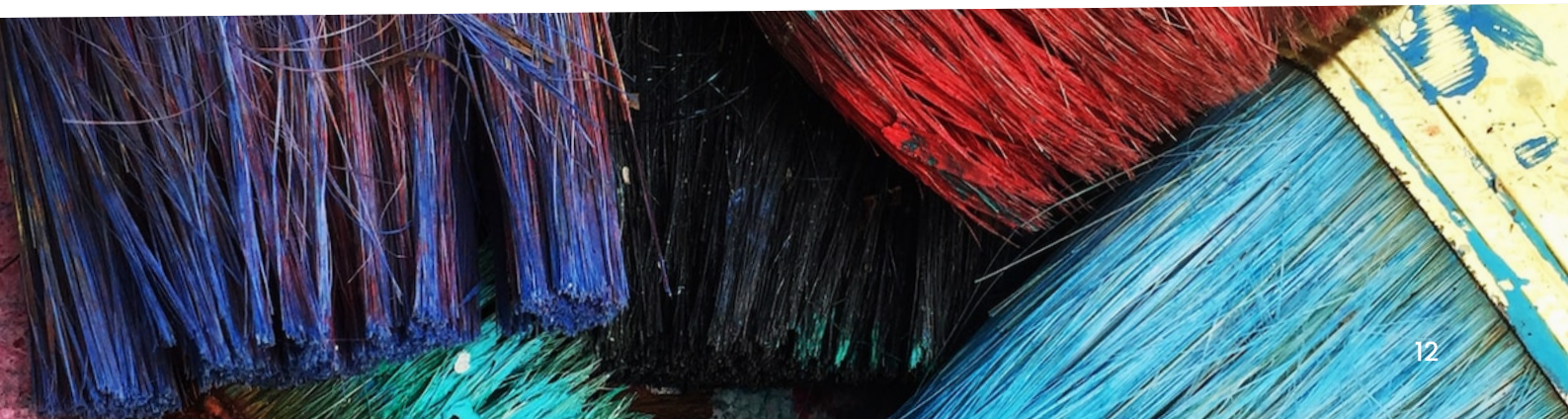
Key tip: Keep the video short, engaging and unique. If you want your videos to reach as many people as possible, keep them simple. Don't try to do very elaborate content. Your videos have to be accessible.

For a video to go viral, it has to make an impression on viewers by touching them, giving them hope, making them laugh, sad, revolted, inspired... Viral videos usually have at least one of the following criteria:

- Controversial
- Emotional
- Funny
- Inspirational
- Topical

Videos can be of any type: daily or weekly vlogs, scripted pieces, trends, videos using trending audios, storytimes... Be creative, it can be anything you can think of. In case you don't have a specific idea, trends are a good starting point. Don't hesitate to change your content. Don't ever be stuck in the same videos. Be creative, flexible, explore different types of content to reach out to new audiences. Don't be afraid to create debate!

Remember you have to adapt the length of the videos according to the platforms used. On social media like TikTok, it's better to create short videos (15-45 seconds long videos) whereas on Youtube, it's totally possible to create longer videos.



CHAPTER 9:

CONTENT EDITING

Once your video is filmed, it needs to be edited for optimisation. First, about the video itself, edit and trim clips so that every second is maximized. Especially on social media like TikTok where one can scroll very easily and quickly.

If a video takes too long to get into the heart of the matter, you need to optimise your videos the most to entice in the first few seconds.

Then, you can set the mood and the tone of your video, through sounds and visuals. About the sound, don't hesitate to use your own voice. You can also use background music (such as trending songs) and/or sound effects which help give life to the video and keep viewers focused.

If the video is just talking from the beginning to the end without any optimisation and editing, it can be boring for viewers.

As for the visuals, you can play with the design elements and use different types of graphics, transitions, text effects, colors, subtitles, fonts, etc.

You can also add light effects if necessary. Don't be afraid to try new things! All these elements are also a way to show your personality. Do not neglect both thumbnails and captions: they are essential!

You should pick an eye-catching cover for your video. On social media, covers and thumbnails can really make a difference. Captions have to be catchy and shouldn't be longer than a line or two.

CHAPTER 9:

CONTENT EDITING

Here are some editing apps to help you:

- Lightrroom for pictures editing
- Godaddy studio for thumbnails
- TikTok is enough if you only use TikTok!

What's more, when editing your video, you can also think about the hashtags you'll use when posting it to help you reach more viewers. Here are some tips about how to use #:

- You should use between 6 and 8 # per video for greater efficiency.
- You shouldn't use too long hashtags #. Be aware there is a character limit for hashtags.
- You can't use punctuation, numbers or symbols in hashtags.
- You can use # in different languages.
- You should balance between general and famous # on which many people will click (#foryoupage on Tiktok or #explorepage on Instagram) and relevant and precise # on which people looking for specific information will click. Using only popular # will result in your video getting 'lost' among other videos posted with the same # by others.
- You can use 'political' hashtags if you want, if this is relevant.
- You can use # with the word 'tips' in it. People like tips: #makeuptips, #careertips...

CHAPTER 10:

10 DO'S AND DON'TS OF CONTENT CREATION

Do's:

1. Find the right light.

Make sure your light source comes from behind the camera, and whatever you want to show is well visible. Natural light is preferred. For example, if you want to record yourself you can sit in front of a window during daylight.

2. Stabilize your camera.

Place your camera or phone on an even surface or a tripod so it won't shake while you record.

3. Find the right angle.

Of course, you can get creative with your angles and even use them as stylistic devices, but if you're going for a natural look you should Make sure to position your camera at eye-level height.

4. Make sure your audio is clear.

Find a quiet environment to record your video with as less background noises as possible. If you are recording a voice-over hold your microphone close to your mouth. You can also record it under a blanket so that the sound is as dry as possible. Try to avoid echoey rooms.

5. Make your content inclusive.

Add subtitles to videos for people that have a hearing impairment and audio descriptions for people that have problems reading.

6. Be authentic.

CHAPTER 10:

10 DO'S AND DON'TS OF CONTENT CREATION

Don'ts:

1. Not giving credit.

When you use someone else's content as your own. Always give credit to the original creator. This can regard for example: picture- and video-material, choreographies, scripts and the music that you use in your video.

2. Lying.

Making up fake stories for getting attention on social media is nothing new, but lies have short legs, and a lot of times people that lie on social media get exposed very quickly. In the end, it is better to stay authentic. It also makes you more believable and trustworthy to your followers.

3. Not fact-checking.

If you post content that includes 'facts' always check the sources before posting to avoid spreading false information.

4. Forgetting to "proofread your content"

spelling mistakes, videos cut off mid-sentence, the wrong format. All these little mistakes can decide whether your content goes viral or not. Always double-check your content before posting to make it as professional as possible.

Attitude towards content creation:

- It's always better to film with the app on which you are going to post the video. The quality will be better.
- It's better to record in a place without echo and background. It is better to avoid large empty spaces and prefer rooms where there is fabric for example. It might even be a good idea to record in your room under the duvet.
- It's better to record yourself than to use voice synthesis because your voice brings something new, different from the others and that's part of what you can offer.
- It's possible to post your video on every platforms. To this end, try to avoid mentioning a platform in your video so that it is more flexible and can easily be shared everywhere.
- When you have an idea for a video but can't film at the time, briefly record your idea in a draft on TikTok, so that you can find the idea every time you go to your profile.

CHAPTER 11:

RELEASE AND POSTING

Here are some quick tips on how to release and post your content!

- There are times of the day when the video is more likely to be seen than at other times. You can check this in different ways on different platforms (for example, creator tools on TikTok, account insights on Instagram, and through google search engines for other platforms depending on your country). Aim to post an hour before the most popular time on each platform.
- Keep in mind evenings work best: people are at home on their phones.
- If you announce a video at a specific time, try to stick to this time.
- Don't forget that it is okay sometimes to delay or to release in an unexpected pattern.
- Remember during a crisis (political, health, etc), the impact of videos on the audience might be different.
- Pick a time to post and commit to it.
- Don't hesitate to reshare your video on other platforms (other Social Media like Instagram or Facebook, websites, etc).
- Respond to comments
- Send your video to your friends to boost your engagement.

Consistency is the key:

- Don't forget you'll never succeed if you stop!
- Even if you're lazy about posting, if you pick a time to post, you should commit to it. You don't always have to post elaborate videos. If you don't have much motivation or no ideas, you can post simple things (for example the second part to another video).



PASSION LED US HERE

CHAPTER 12:

TECHNICAL INSIGHTS

First, don't forget to update your profile/channel to a business or creator account. It will give you access to your statistics. Statistics can then help you develop content and engagement evaluation methods. Here are some tips to help you create content that might have a good engagement:

- On several social media such as TikTok, you can see for each video, the number of views, likes, comments, shares and saves. Once you have seen the video analysis, compare the engagement to your other videos and see if the video has a good one. If the video has done well, try to replicate them, to do a second part of your first video, to do another similar one...
- It's also possible to see if you are gaining new followers from a specific post/video. If a certain type of videos/posts gets you a lot of followers, it can be a good source of inspiration for future videos/posts.
- Last but not least, don't hesitate to take note of comments that offer new content ideas!

What's more, the post-first challenge can also help you develop your audience. Here it is:

- Post a new video at the same time on your profile everyday for 10 days
- Don't focus on the videos' statistics or performance
- At the end of the 10 days, watch all your videos and review them
- The video(s) with the best statistics should be the starting point for your next video!
- Extra tip: use the # from your most popular videos on any new video.

All the technical advice is one thing, but the most important thing is creation and perseverance. Sometimes videos are going viral, sometimes they're not and you need to push it to the limit. You need to keep going and keep working at it. It might take time! Be brave and learn to lower your expectations.

CHAPTER 13:

SOCIAL MEDIA + MENTAL HEALTH

Social Media is fun, most of the time. But there are some scientifically proven risks for your mental health. This section of the guidelines is supposed to make you aware of some of the negative influences social media can have on you and how to handle the feelings that come along with them.

Self-worth and Comparing yourself to others

Do you know these thoughts?: *I wish I had their body/money/ house/car/career/ style/pet/influence/vacation/happiness/confidence/success/grades/relationship/ health/talent/family/fame. I want what she/he/they have. This person's content is so much cooler than mine. I have fewer followers than this person. I am not, will never be as pretty/successful/talented as this person. I need to change. I am not good enough.*

And the list goes on and on and on. All these thoughts are examples of how social media makes us compare ourselves to the people and the content we see. Social media lets you see the carefully selected best parts of everyone else's lives, which you then compare to the negatives in your own life. This is a dangerous thought process because it leads to a bunch of negative feelings, like low self-worth, self-doubt, anxiety, and sadness.

Here are some tips and reminders to keep in mind when you tend to compare yourself to others on social media:

Observe your thoughts and reflect: The moment you get a negative thought regarding yourself like *'I'm not good enough'* stop and ask yourself: Why exactly am I thinking that right now? Are my expectations of myself realistic? Is what I am seeing realistic?

CHAPTER 13: SOCIAL MEDIA + MENTAL HEALTH

When you try to be more aware of your feelings when using social media it is like you are training a muscle. After some time you will get better at catching yourself having those negative thoughts and it will get easier to distance yourself from unrealistic expectations and content that affects your self-worth negatively.

We are all Humans: People on social media are normal people just like you: they also have bad days and self-doubts. They also mess things up. And no matter how great they seem to be, there is no such thing as being perfect or having a perfect life.

ALWAYS remind yourself: Most of the things that you see on social media aren't real or only show a small part of reality. People only post the best pictures and videos of themselves and their works. And most of the pictures and videos are edited.

And lastly: Your self-worth is not determined by your number of likes or followers.

Overstimulation

Social Media can be a lot. Instagram, TikTok, Facebook, and etc. are run by algorithms that are supposed to make you stay on the platform as long as possible. Based on your interests and mood, those algorithms feed you with content that is just perfect for you and gives you little serotonin boosts.

CHAPTER 13:

SOCIAL MEDIA + MENTAL HEALTH

It is no wonder why a lot of us open our phones and when we look back up from it all of a sudden two hours have passed. There is just so much to see on these apps, but scrolling for hours can overstimulate your brain. When you think about the mass of information your head has to process in such a short time it is no wonder why we feel so drained after a long social media session. Think about all the bright-colored images, blinking videos, all the different types of music in the background, the news headlines you scroll past, the comments underneath the posts, other people's emotions. Even the posts you don't actively look at are perceived by your subconsciousness. Social media is like an all-you-can-eat buffet for your brain, so it is important to know when to take break.

Symptoms of overstimulation are: feeling overwhelmed, anxious, panicky, angry, impatient, tired, irritable (even at things that shouldn't really upset you), you have a hard time focusing, you feel uncomfortable in your own skin, or being overemotional. Overstimulation can also affect your sleep and your dreams. Maybe you have nightmares or can't fall asleep because all the information is still going through your head.

So what can you do to get rid of the feeling?

Reduce the stimuli. Even if it is hard at first, put your phone or device away. Give your brain time to process all the information properly. Focus your thoughts on simple things, like your breath or your surroundings. Mindfulness can help calm you down and make you feel more comfortable. But in the end, it is important to avoid getting overstimulated at all and there is only one way to do that: Reduce your screen time.

Other risks or effects of social media use can be the fear of missing out (FOMO), the feeling of loneliness, anxiety, and depression. It is also important to keep in mind that social media is highly addictive.

CHAPTER 14:

ADDITIONAL TIPS

Finally, here are some general tips you can keep in mind when creating any type of content:

- Any content can go viral. The idea is making content that catches people's eye so they share it.
- No need to be an expert. You don't have to know exactly how to produce content when you start, this is a learning-by-doing process.
- No need to have a lot of money/equipment to produce good/viral content.
- Focus is important. It's better to focus on one topic in your video. If you wish to achieve several goals and talk about several subjects, create several videos.
- Timing is everything!
- The shorter the better. If you want a video to get viral on social media, it's better not to create a very long video and to go straight to the point.
- Keep it simple and direct. Accessibility will help you go viral.
- Connection with the audience is the key. Create connection by telling a story, sharing memories, something people might have in common, something they can identify.
- Angles can make the difference. To talk about a precise subject, you should choose an angle that can interest people: by telling a story they can relate to or by telling something that will make them be curious or make them feel emotions. Once you have their attention, it's easier to approach the subject in more depth.

CHAPTER 14:

ADDITIONAL TIPS

- Don't hesitate to create debate.
- Talk to people who disagree with you. You won't convince those already thinking like you.
- You won't convince everybody: you might not convince the person who is always against your point of view but you might convince the one who sometimes is against it.
- Adaptation is your ally. Even if you have an 'extreme' point of view, you should convince people step by step. If they have a completely opposite way of thinking to yours, you won't convince them just by telling your truth in a radical way but you might get some of their attention by adapting what you want to say to make it sound less radical and more accessible. (Tell 'reduce meat consumption' instead of 'stop eating meat').
- Keep in mind the press is invaluable.
- Try to always show people your content and have feedback about it.
- Relax and enjoy!