

# LESSONS LEARNT REPORT



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## 7 IDEAS FOR CREATING CAMPAIGN POSTS

### 01 INVOLVE THE 'RIGHT' PEOPLE

If your campaign is addressed to youth, involve youth in the co-creation of your posts, engage them, include their ideas: they will know better what their peers like and are interested in. Also involve influencers to endorse your messages.



### 02 USE REELS & VIDEOS

Reels and videos will help you promote your message in a more holistic way and include more information. You will gain more likes and views on your page as well!



### 03 USE CATCHY CAPTIONS



Always include a catchy and simple caption, with a call to action to describe more in detail the issue

### 04 CHECK AND SEARCH HASHTAGS '#'

Search for the up-to-the-minute issues and the relevant # in order to follow the trends. This will bring more followers and likes, as people might be following these #. e.g., # related to Covid-19, climate and fake news.



### 05 BE AWARE OF THE MIX OF FORMATS

Think about the combination of format you are using. Have more variety in your posts, for example reels, static pictures, infographics. You should also have different posts for Instagram, Facebook and other social media.



### 06 INCLUDE TRENDY MUSIC TO REELS AND VIDEOS

You can use music to spice up your videos and reels. If so, you can also use music related to the specific topic.



### 07 INCLUDE GIFS

GIFs are more interesting to the eyes, compared to simple pictures, and they add movement to your content. You can use GIFs to attract more audience, and to address your message in a more playful way!



## THE WINNING POINTS

TESTIMONIES AND CREATION OF  
VIDEOS

USE OF SUBTITLES

COOPERATION, EXPERTISE &  
COMMITMENT OF PARTNERS

THE USE OF CANVA

FAST LEARNING AND ANALYSIS OF THE PROBLEMS DURING THE PROCESS  
CONSTANTLY ASKING FOR HELP AND LEARNING NEW THINGS TO USE IN COMMIT

SOCIAL MEDIA AND  
MARKETPLACE PRESENCE

EDUCATIONAL MATERIAL

EXCHANGE OF PUBLICATIONS/  
MATERIALS/ EXERCISES

EXPLOITATION OF MEMES  
& TIKTOK

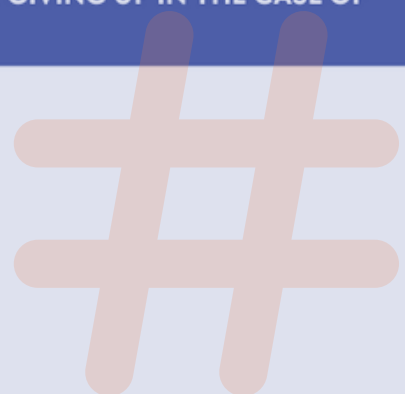
PARTICIPATORY APPROACH:  
CO-CREATION WITH YOUNG  
PEOPLE

TEAMWORK OF THE  
CONSORTIUM

FLEXIBILITY IN TERMS OF PROBLEMS AND SOLUTIONS - NOT GIVING UP IN THE CASE OF  
PROBLEMS



## TAKE ACTION



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## The #COMMIT Suggestions

COMMunication campaign against extremism and radicalisation

**Planning is fundamental: prepare a content plan and an editorial calendar.**

**Avoid too scientific analysis and too long posts: host articles on your website for deepening a topic. In social media, stay short and simple: less is more.**

**The engagement of young people in the co-design and co-creation of your campaign is the key to success! But involving them actively on the long term can be challenging: offline campaigning is as important as online one! Organise workshops, events, flash-mobs, festivals, contests and other activities to get the people to know you and motivate them to stay engaged!**

**If your campaign is European, work in groups or in tandems to facilitate exchange and brainstorming, but always keep in mind your national and local context, to effectively reach your target group. Translate and adapt general topics into specific contents!**

**Be aware that the support of social media companies and the needed budget to boost your posts are key, but not always easy.**

[HTTPS://COMMITPROJECT.EU/](https://commitproject.eu/)

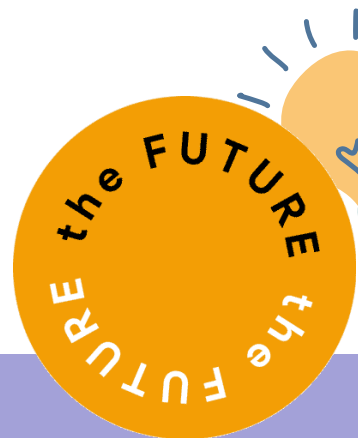
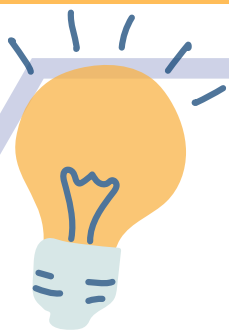


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## Lessons learnt from the campaign

- 1 Use **music** on the posts, when applicable
- 2 **Different social media** (e.g. Facebook, Instagram, TikTok) have different audiences
- 3 Posts connected to **current issues** will create debate
- 4 '*Less is more*': create **simple posts**
- 5 The campaigns should be **planned ahead**, especially video production (who will speak, where and other logistics)
- 6 The content plan should be clear, easy to follow and **adaptable**; a **co-creation procedure** should be followed with all team members
- 7 Use less complex topics and **avoid long posts**
- 8 Include **real people** and more influencers in videos
- 9 Receive **feedback** by all team members



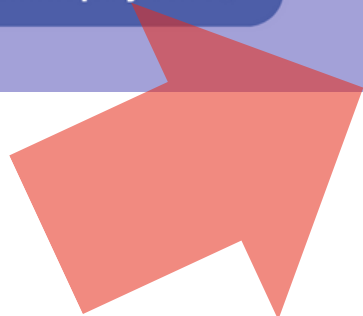
## Ideas for the future

### Learning from the #COMMIT campaign

- 1 More offline campaigning
- 2 More Facebook Lives for the dissemination of the campaign topics
- 3 Use the GAMMMA+ Model for drafting your strategy, monitor and evaluate your campaign
- 4 Start advertising from the beginning to increase the followers and the reach of the posts
- 5 Have a clear message to convey, plan the posts as they will tell a story
- 6 Involve schools in a more extensive way, including students, teachers and parents
- 7 Find useful tools, like CANVA (Pro)



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