

The Power of Social Media

A Million Voices

Agenda

- Motivation behind
- The plan
- Interest groups
- Strategy creation



**What did you know about the situation in Donbas region
before you came here?**

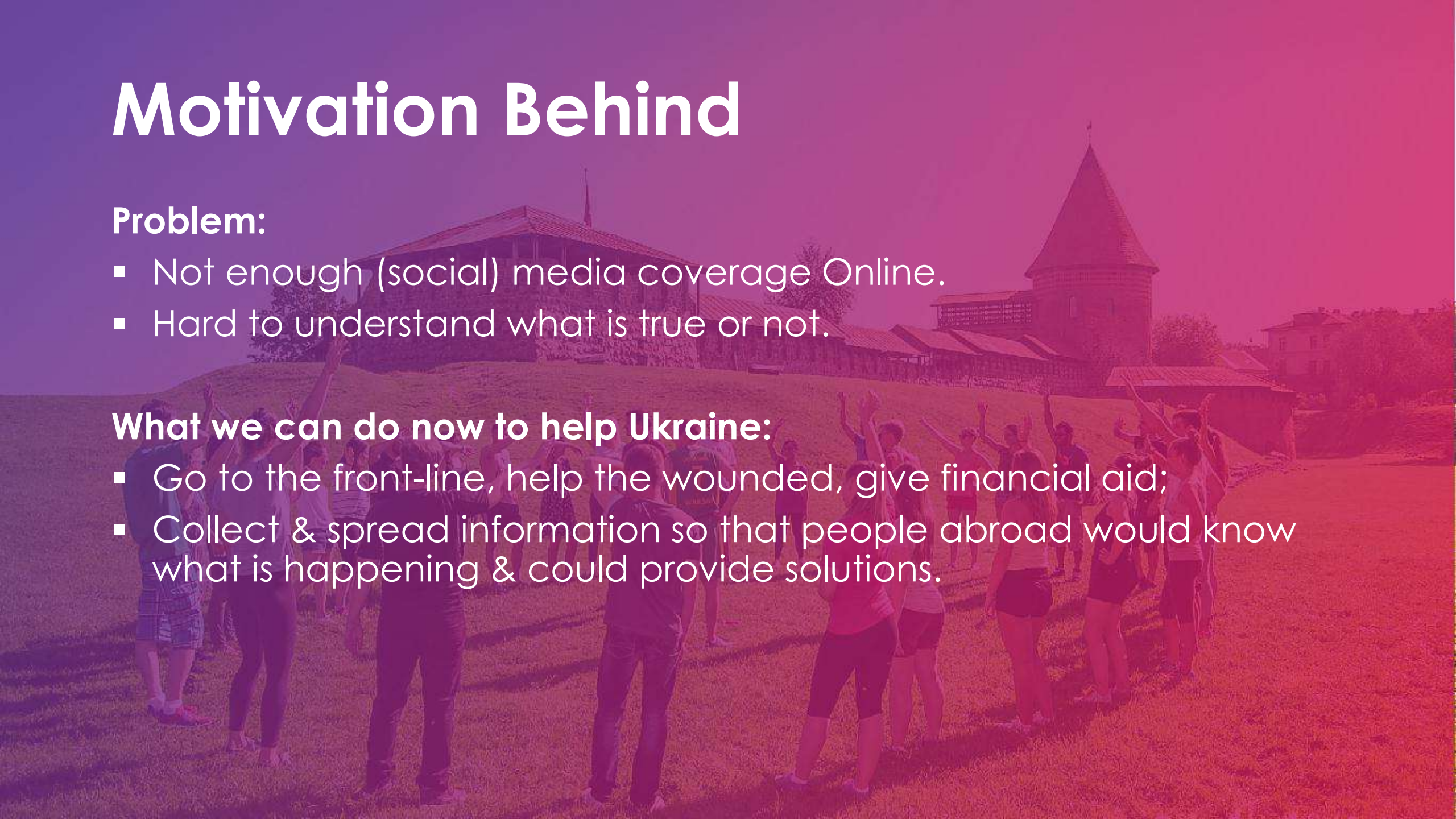
Motivation Behind

Problem:

- Not enough (social) media coverage Online.
- Hard to understand what is true or not.

What we can do now to help Ukraine:

- Go to the front-line, help the wounded, give financial aid;
- Collect & spread information so that people abroad would know what is happening & could provide solutions.



The Plan

During this week you'll become **micro-influencers** and **story-tellers** from East Ukraine region.

Target audience: families, friends, co-workers, media, the general population in your country / Europe.

We'll use **(social) media, web & blog pages** for that.



Humans of Kramatorsk?



Humans of New York

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"It's basically the newborn stage forever. He has both epilepsy and a very rare genetic disorder. He can't feed himself. He's not toilet trained. He can't speak. He can't tell us if he's sad, or grumpy, or hungry. He's had more doctor appointments than both of us combined in our entire life. We're actually heading to a neurologist appointment right now. The most difficult thing is finding peace and serenity. Every time he has a seizure, I'm afraid it will be fatal. People with his disorder don't live very long. But the disorder also makes him very happy. So he's oblivious and enjoying the world. But I've been traumatized. My husband is so supportive but a lot of days I feel completely alone. There have been times when I've filmed myself on my phone just to have someone to talk to. But every day I can choose to not be overwhelmed by my anxiety and fear. Instead of curling up to cry, I can choose to meet him with joy where he's at. I felt loved by God when he was born. I was working as a special education teacher, so I thought that God had given me a perfect fit. We named him Iman Yageen, which means 'faith



Iconic Photography?



Viral Challenge for Attention?



Each put your name on a piece of paper

On the same paper write down your name & numbers of the **two topics** below that are most interesting to you.

1. **Video creation;**
2. **Story-telling;**
3. **News blog;**
4. **Photography;**
5. **Online support / aid campaign;**

Your piece of paper should look like this:
Gedas + 2,3 + P, C, U

- + If you have skills with:
- Photoshop or similar (add letter **P**)
 - Moviemaker or similar (add letter **M**)
 - Copywriting in English (add letter **C**)
 - Social media campaigns (add letter **S**)
 - Spoken Ukr/Ru (add letter **U**)



During this Week

- Today: Speaking club
 - Tomorrow: NGO Hub
 - Tue & Wed: Avdiivka & Pokrovsk;
 - Thu: Organising events;
 - Meeting IDPs & social activists;
 - Free time in Kramatorsk.
-
- Work with your team during the whole week to cover the most interesting information.
 - Put the material together, run the campaign & present it to others.
 - Time to present: **Day 7, 13:00**

Knowledge Assessment



Groups

Orange:

- Name
- Name
- Name
- Name
- Name

Topic

Green

- Name
- Name
- Name
- Name
- Name

Topic

Blue

- Name
- Name
- Name
- Name
- Name

Topic

Yellow

- Name
- Name
- Name
- Name
- Name

Topic

Your Task Now

Strategy creation with your team:

- Main idea behind your campaign
- Target audience
- How will you collect information
- Campaign promotion channels
- What materials & outside help is needed
- Task-distribution

40 Minutes for that. Quick presentation & feedback afterwards.

LET'S GO!

