



Awareness Campaign Components

The following are the main components of an awareness campaign

Networks. To ensure the success of a action or project, it is essential to be part of relevant networks composed of other organizations and stakeholders, to have a thorough understanding of the context in which you are operating, and to be aware of the issues, strengths, opportunities, and threats faced by the local community.

It is also important for you to communicate their activities and goals so as to become a point of reference for local citizens;

Message. Choose the message you want to communicate and create slogans for the campaign;

Target audience. Choose the target audiences you want to reach and then tailor the message to suit them and their characteristics.



For example, if you choose students, be sure to tailor the tone of the message to them;

Objectives. Establish the goals of the communication.” What do you want to achieve with the communication?”;

Channels. Once you have established the message and objective, choose the appropriate channels to reach your target audience;

Planning. Whatever channel you use, prepare an editorial calendar that establishes precisely when you need to post, how long per week/month, etc;

Feedback. Before starting your communication plan, test it with a small sample of your chosen target group and ask for feedback;

Readjustment. Based on the feedback you just received, readjust your plan;

Implementation. Now you are ready to put your plan into practice!