



Awareness raising campaigns

Within outreach campaigns, active engagement and stakeholder research care combined. This can be explored through **developing a viral campaign**.

Interacting online

Interaction depends very much on the types of digital tools you decide to use.

There are four main ways people can usually **interact with online information**:

- **Interactions with a page:** call-to-action button clicks, profile clicks, any tab clicks (e.g. e-mail, website, etc.);
- **Interaction with posts:** comments, likes, shares, reactions;
- **Interaction in direct messaging:** like messaging a page or responding to a message;
- **Interaction with other pages:** mentions of your page, commenting on other page's posts.

The higher and more positive this response, the better the promotion will be through sharing the content. An engaged user is more likely share a topic, to mobilise others and stay updated about it. They will share the value of what is being promotes and even co-create further activities related to it.

Creating a 'viral' campaign online

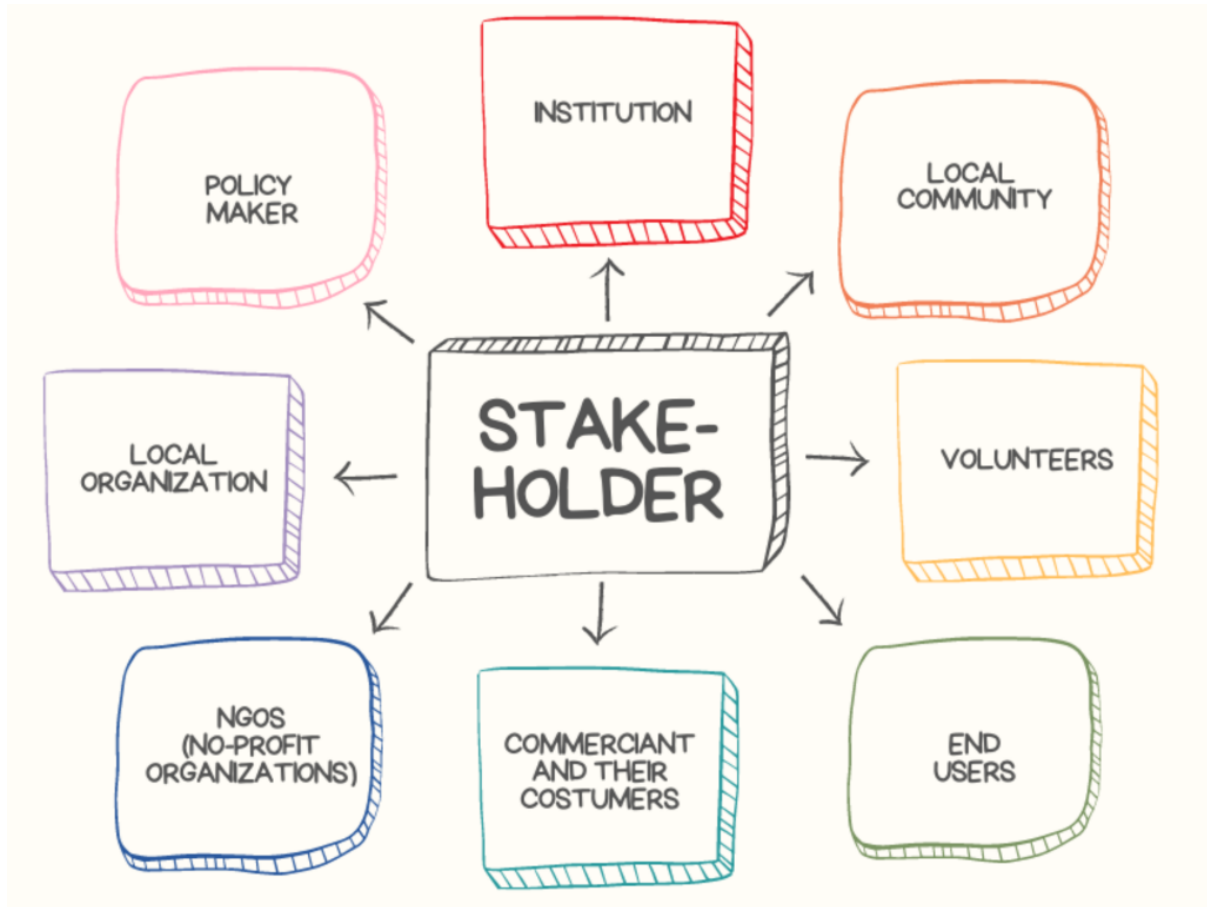
In the world of digital awareness raising, an online campaign is a **plan of action** that, through digital channels in which users are involved allows a specific goal to be achieved.

With the term "viral," refers to a content (news, images, videos) that have become very popular in a relatively short time. They are seen by many tens of thousands of people.

Establishing an online viral campaign mean establishing the **most efficient ways** through which the plan of action,-and consequently also the goals, can **engage as many people as possible**.

Stakeholders and the Stakeholder Map also becomes crucial to the plan: these can include partners, sponsors, followers, who need to be taken into account.

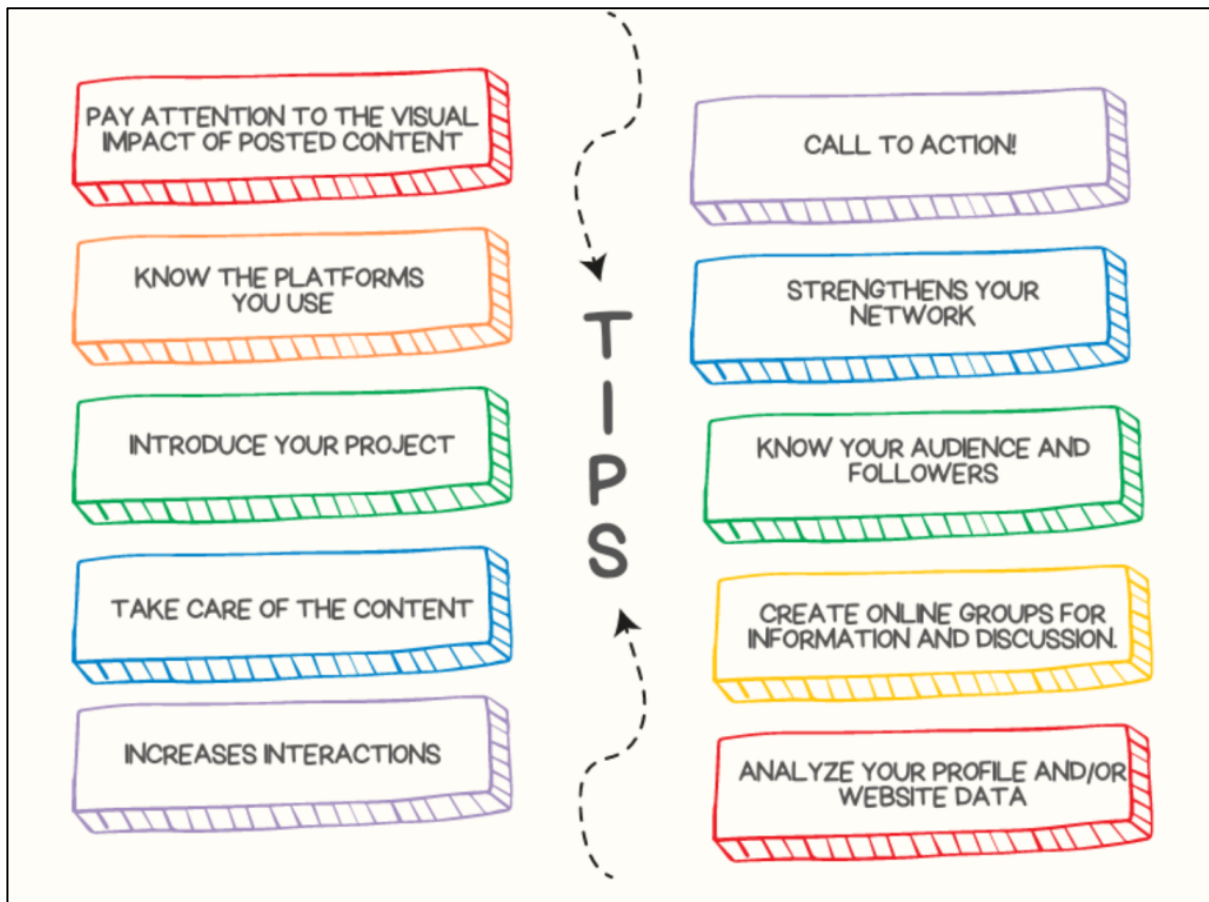
The stakeholder identification activity through the stakeholder map can be replicated with respect to **digital engagement** and integrated into the strategies and action plan to create a viral online campaign.



Linking these elements together, establishes the approach planned to reach the campaign goal.

The purpose is to convey a very specific emotion to the campaign audience, followers and stakeholders, thus increasing the desire to support through action, stimulating enthusiasm and active participation. Emotional elements are, therefore an important key factor.

With this in mind, here are some tips on creating an online viral campaign, which you can repurpose according to your needs and preferences.



Determine **which online tools** would be the most efficient to communicate the issue and the campaign.

Establish a **strategy** for each of the groups of stakeholders. The more specific and targeted the strategies, the more effective the awareness campaign will be.

Ensure you carefully consider how the goals, actions and long-term vision can be **communicated effectively**.

Integrate other approaches with your online campaign. For instance using printed materials, the organisation of public meetings and training, professional consultation and the use of informal networks to disseminate information.