



Project "ADULATION- Adult Education for Social Change"

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IO4 – ADULATION Toolkit for successful online campaigns and petitions



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Introduction

ADULATION Toolkit for Successful Online Campaigns & Petitions aims to enable adult educators to understand social media and provide adult learners with tools and procedures to run successful online campaigns on issues affecting adults and the society they live in. This toolkit will train adult educators and learners on how to use social media to support and promote social initiatives and run successful online campaigns on important issues that affect our societies (the importance of Social media for Social Change).

What is a petition?

A petition is the foundation of any successful campaign because it allows people to show their opinions, explain to the world what they are doing, and show their support to someone or something quickly and easily, etc. All the above combined ensure a correct first step to achieving the change people want.

Technically a petition consists of a statement signed by a group of people calling on a specific target to take action. For example, people collected signatures on a petition to the EU representatives urging it to create/suggest a new law that bans pesticides' use and the intensive agriculture model, which is destroying biodiversity¹. The objective of the petitions process in the European Parliament is to ensure that you have the opportunity to communicate with Parliament and express your right to petition, which is one of the fundamental rights of all European citizens and residents, enshrined both in the Treaty and in the Charter of Fundamental Rights. Your petition allows Parliament, through its Petitions Committee, to conduct an ongoing reality check on how European legislation is implemented and measure the extent to which the European institutions respond to your concerns. The objective of the Petitions Committee is to respond to all petitions and, when possible, to provide a non-judicial remedy to legitimate concerns on issues related to the EU fields of activity which petitioners raise with us². The number of signatures will show how many people support the action that citizens have proposed. Petitions are a long-established right of expression and participation that has gained increased public attention and political relevance through online technologies and social media. With the emergence

¹ The "Save Bees and Farmers!" European Citizens' Initiative. further information available at <https://www.savebeesandfarmers.eu/eng/about-us/>

² For further information about the Petition, please visit the Petitions Web Portal of the European Parliament at <https://www.europarl.europa.eu/petitions/en/home>

of specific online petition platforms, the number of petitions has increased, and more people are keen to join and sign initiatives (Riehm et al., 2013; Berg, 2017; Halpin et al., 2018).

What do you want to change?

A petition is not only a declaration of intent unless it is a declared query aiming at reaching a specific goal. Because of this, it is important to share a clear idea of what people are aiming to accomplish. The most relevant petitions demand a specific change from the national or EU representatives who can concretely support to reach it. These petitions also provide effective solutions to the problem or issue to solve it practically. Since the entry into force of the Treaty of Maastricht, every EU citizen and an all-natural or legal resident of the Member States has had the right to submit a petition to the European Parliament in the form of a complaint or a request on an issue that falls within the European Union's fields of activity. Petitions are examined by Parliament's Committee on Petitions, which decides on their admissibility and is responsible for dealing with them³. It is important to ensure that the proposal for the change you are asking for doesn't already exist. Maybe it does, and other obstacles prevent it from being enforced. In this case, you'll need to review your proposal⁴.

What should you say?

The solution offered must be direct, quantifiable and concrete. The petition's goal has to be expressed as clearly and transparently as possible, declaring exactly which change you want so your audience can not be confused. The message you communicate is important because your issue can determine a person's decision to engage with your cause or take action on behalf of it. You can have different messages for different target audiences, but they should all be coherent with a common frame and shared idea.

An effective frame will: 1) articulate the issue in a compelling and authentic way, 2) appeal to people's values, 3) show how things can be improved, and 4) outline what a person can do to help achieve that.

To bring about real change, we must communicate with people in a way that creates understanding and participation and inspires them to take action.

³ O. Marzocchi, *The right to petition*, article published online on the EU portal "Fact Sheets on the European Union", 10-2021. <https://www.europarl.europa.eu/factsheets/en/sheet/148/the-right-to-petition>

⁴ For further information, please review the IO2 of Adulation Project available on the project website.

What is the goal of your petition?

1. To influence a decision:

This is the core idea of petitions.

2. To increase participation:

Many petitions are not directed at any specific decision or governmental institution. Instead, they are fundamentally communicative. People should use them to reconnect supporters with the mission.

3. To rapidly grow the support:

More and more organisations across diverse sectors, as well as individuals, are using the petition format to reach new supporters that cannot be easily approached through traditional group sign-up forms. Petitions allow collecting valuable data because people express a common affinity and interest for an organisation's project or overall mission.

The petition is the most efficient way to grow the supporter catchment area. It is not necessary to tell everyone to take the same action because whoever participates in the petition will be themselves leaders, and as a result of their position, they will create their own networks.

THE RELATIONSHIP OF ADULTS WITH SOCIAL MEDIA FOR SOCIAL CHANGE

This section will focus on adults' attitude to social media and social media's role in transferring and sharing social issues and topics among adults.

Digital transformation and the role of Social Media

The change associated with applying digital technology to all aspects of society is known as "digital transformation"⁵. It is mainly associated with the commercial sector. It should be noted that non-profit organisations and individuals (citizens) who campaign for social change initiatives are to understand the relevance of digital transformation, becoming increasingly aware of the need to integrate digital and social media into their actions fully. When you support change initiatives, digital platforms enable you to communicate with audiences, strengthen relationships and convert passive attendees to active supporters. You can reach and connect with people across geographical boundaries in a cost-efficient and timely manner. Digital technologies can help you build, organise and mobilise your supporters participation easily, encouraging meaningful engagement and empowering people to take action. Digitalisation can be a powerful agent of strategic and societal change: it has been a pivotal driving force for change in society, changing how people carry their interests out, the people we connect with and how we do business. More and more digital platforms are becoming facilitators for debating, activism and growth of profound societal issues such as Human Rights issues and environmental campaigning. These issues are all being discussed online in a way that is very difficult to ignore⁶.

The digital revolution has enabled a petition to be published and spread on social media by anyone due to easy access to the Internet; however, if it is true that publishing a petition is affordable for any person, this is not the case for the organisation of a successful petition campaign. Taking into account the relevance of social media in running successful online campaigns aimed at social change, it is necessary to understand the relationship between adults and social media and digital technology -in general- and their digital skills and competences in using these technologies.

What is the relationship between adults and Social Media?

⁵ Finnis J., *The Digital Transformation Agenda and GLAMs A Quick Scan Report for European*, Culture24, July 2020

⁶ Finnis J., *The Digital Transformation Agenda and GLAMs A Quick Scan Report for European*, Culture24, July 2020

When we talk about social media, we refer to applications such as Facebook, WhatsApp, Twitter, YouTube, LinkedIn, Pinterest, Instagram, and many others. Social media have evolved over the last decade, becoming an important driving force for acquiring and spreading information in different fields such as business, entertainment, social change and politics⁷. Social media allows people to receive or send and share public messages at a low cost and easy way. These factors, in addition to many other reasons, have meant the success of social media in adults' lives. In Europe, over the past decade, social media have become ubiquitous, transforming the ways in which citizens and corporate and political actors access, share and present information. According to a report by the European Commission, 63 % of internet users in the EU aged between 16 to 74 years old used social polarisation and the use of technology in political campaigns and communication on 11 networks in 2016. Among the younger users aged 16 to 24, as many as 88% were social media users (Eurostat, 2017). According to an analysis by World Economic Forum, Europe's most popular social media site is Facebook (Hutt, 2017). Adults spend approximately 6 hours using social media daily and frequently use multiple platforms. Individuals very often use social media to seek and obtain social support⁸. Among all the social media sites that adults can use, the top ones in terms of active users, according to the recent [Digital 2021: Global Overview report](#), are also (apart from Facebook) YouTube, Whatsapp, and Instagram.

We will further discuss the most popular social media platform used by adults for social change in the paragraphs below. Social networks have transformed communication among people, and their popularity is still growing, according to the *2022 Global Social Media Statistics Research Summary*⁹. Social Networks fidelity varies in popularity with different demographics; however, the social networks use is still increasing among adults. Research conducted by Global WebIndex¹⁰ shows that globally, 58.4% of the world's population uses social media. The average daily usage is 2 hours and 27 minutes (January 2022)¹¹. Social media usage is one of the most popular online activities. In 2020, over 3.6 billion people were using social media worldwide, a number that is expected to increase to almost 4.41 billion in 2025¹².

⁷ Stieglitz, S.; Mirbabaie, M.; Ross, B.; Neuberger, C. *Social media analytics—Challenges in topic discovery, data collection, and data preparation*. Int. J. Inf. Manag. 2018, 39, 156–168.

⁸ Vannucci, A.; Ohannessian, C.M.; Gagnon, S. *Use of Multiple Social Media Platforms in Relation to Psychological Functioning in Emerging Adults*. Emerg. Adulthood 2019, 7, 501–506.

⁹ Digital 2022: Global Overview Report. Available at: <https://datareportal.com/reports/digital-2022-global-overview-report>

¹⁰ Global WebIndex. (2022). *Social Media use by generation*. Available at: <https://www.gwi.com/reports/social-media-across-generations>

¹¹ Chaffey D., *Global social media statistics research summary 2022*, Smart Insight, 29 Mar, 2022.

¹² Statista Research Department, *How many people use social media?*, Statista, Apr 28, 2022

Visiting social media websites and participating in online social networks are common online activities. Over 50 per cent of individuals in the European Union used social networks in 2016. The penetration rate is higher among individuals who use the Internet regularly. In 2020, 80% of adults in the EU used the Internet daily: the percentage of adults (16 to 74-year-olds) using the Internet every day in the EU increased by 15% when comparing 2015 to 2020 (from 65% to 80%). In 2020, the majority of northern and western regions of the EU reported relatively high proportions of adults using the Internet daily; the highest shares of adults using the Internet daily were generally recorded among people living in cities rather than those living in rural areas¹³. (EUROSTAT). In the EU, 57% of people aged 16-74 participated in social networks in 2020, up by three percentage points compared with 2019. The EU's social network participation rate has steadily increased since the beginning of the data collection (36% in 2011), according to the Eurostat research mentioned above. Among the EU Member States, the social network participation rate was highest in Denmark (85%), ahead of Belgium (79%; low reliability), Cyprus (78%), Finland (75%) and Hungary (74%)¹⁴. The data presented are derived from Eurostat¹⁵.

Social Media Activism - Are adults able to use social media successfully? What are the main reasons for using social media?

Social network participation includes activities such as creating a user profile, posting messages or other contributions to social networks: all these activities are not enough to ensure the success of social media campaigns for social change. Social media activism is still far from being adopted by adults on social media channels. Social media activism can generate increased awareness about societal issues: this is a tangible goal if the awareness generated is translated into real change. Digital social interaction has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Social media activism is a form of protest or advocacy for a cause that uses social media channels¹⁶. Through the use of posts and online petitions as a contributing element of this mechanism, people can express support and affinity and increase awareness of a specific topic.

¹³ EUROSTAT, *In 2020, 80% of adults in the EU used the internet daily*, Eurostat website, Oct 2021 and available at <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/edn-20211008-1>

¹⁴ EUROSTAT, *Do you participate in social networks?*, Eurostat website, Jun 2021, available at <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/edn-20210630-1>

¹⁵ EUROSTAT, *Do you participate in social networks?*, Eurostat website, Jun 2021, available at <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/edn-20210630-1>

¹⁶ Reid A. and Sehel K., *Genuine Social Media Activism: A Guide for Going Beyond the Hashtag*, Hootsuite Blog, July 7, 2020.

Social media for social change

Social media plays a crucial role in shaping public opinion about campaigns and causes. First of all, to start running an online petition for social change, adults have to be aware of the importance of using social media for social change. Secondly, they have to learn how to use the technical aspects of social media to bring social change.

Social media have been an important tool in raising awareness and calling for social change. Social media allow people to reach a new dimension of interaction and communication that never existed before. Through social media, people can now more easily denounce uncomfortable truths and injustices publicly and have a voice in different situations. With a click, they can instantly ask questions, receive answers, reconnect with other people, and have direct communication with anyone. Before the social media revolution, people did not have such tools to express their opinions publicly. They could not state their point of view in such a direct and effective way that could be quickly heard and shared by other people because the information was only provided and disseminated through radio, television, and print press. Thanks to the development of technology and the Internet, we have now found ways to speak freely through social media. They have become a catalyst for change and calls for action. As people learn how to harness the potential of the net, it can potentially lead to changing the world as we know it.

Social media can be used for social change through many actions such as creating blogs for a cause, supporting causes on social media, hosting an event to support a specific cause, running online petitions on social issues etc. This aspect has been addressed in the Adulation Project, and the main topics chosen for the online petitions are the following:

- Human rights & climate change;
- Right of the EU citizens to data protection and online privacy;
- Immigration & tolerance
- Euroscepticism

Social media is an essential tool that can be used to bring about social change because it provides real-time communication and interaction that had not been possible before the launch of social media. Social media allows people to overcome communication barriers and encourages them to express themselves freely, discuss social issues, exchange ideas, arrange meetings and organise social

campaigns¹⁷. Social media have greatly affected our lives in many ways, defining a new way of entertainment for some people, creating tools for communication that transcend geographical boundaries, providing an opportunity to have access to news and information instantly and enabling to address and support social change.

Digital communication technologies allow people to connect globally and form communities regardless of their actual geographical location (Harasim, 1993). Social networking sites such as Twitter, Facebook, Youtube and the net, in general, have contributed to the development of every individual's capacity to instantly transfer information by reducing the barriers to communication between countries. As a result, these social networks have enabled communities to organise themselves to bring about social change. People can run online campaigns to raise awareness for a specific cause by sharing information with their friends on their profiles on various social networking sites. Social media can have the support of millions of people for a particular cause. Taking into consideration this aspect, social media can be used as a tool for social change.

It is important seeing the influence of social media through a case study. The power of social media was realised in 2009 when the Iranian students' uprising started. The active involvement of Iranian activists on social media led to the realisation that social media can become a tool for social change. Another example that showcases the important role of social media in shaping the world is the Arab Spring. The coverage and promotion of the Arab Spring through social media has generated a series of actions and uprisings across the Arab countries, changing how social media was perceived. The Arab Spring uprisings and other events have shown social media's incredible power and potential¹⁸. Today, social media is considered to be a coordination tool for the organisation of social movements. Furthermore, the fact that social media are banned in several countries shows that governments recognise their power and influence. The fact that social media have the ability to connect millions of people and encourage them to support a specific purpose or act collectively is a very powerful method for social change.

The following are some benefits of using social media to reach a social change:

- Social media provide an accessible environment for individuals to express themselves. People have a chance to be supported by others thanks to the freedom and openness of social media,

¹⁷ Appel, G., Grewal, L., Hadi, R. et al. (2020). The future of social media in marketing. *J. of the Acad. Mark. Sci.* 48, 79–95

¹⁸ S. Kurtoglu, What is the role of social media on social change?, LinkedIn, Nov 11, 2020.

enabling people to connect to each other quickly and facilitating the organisation of events that aim to bring social change.

- Social media offer individuals the opportunity to connect to each other and encourage them to support a specific purpose, to start an online petition on social change.
- An important aspect of social media for social change is that it makes it easier to raise public awareness due to their directness and instant dissemination. Social media platforms like Twitter, Facebook and Youtube have the ability to bring awareness to people who may otherwise not get informed about a project or event. Social media allow the transfer of information in a quick and effective way enabling the raising of public awareness and the acceleration of the social change process¹⁹.

Social media have changed people's behaviour in relation to social issues. Many organisations have increased their engagement in social media in terms of communication and understanding of the importance of being online: social media facilitate discussions and provide wider access to volunteers, staff, journalists, individuals and more.

Social media can:

- improve engagement
- eliminate barriers
- facilitate the formation of groups that support a specific cause
- help raise money online
- facilitate connections²⁰

¹⁹ S. Kurtoğlu, What is the role of social media on social change?, LinkedIn Nov 11, 2020.

²⁰ K. Shaw, Promoting Social Change: Wielding the Power of Social Media, Mission Box, June 23, 2020

TOOLS FOR A SUCCESSFUL ONLINE CAMPAIGN

What is an Online Petition, and Do they really Work?

An online petition aims at collecting as many online signatures as possible. The same applies to real-life petitions whose objective is to gather as many physical signatures as possible. In both cases, people can serve the cause of the petition by encouraging others to support it. The cause and aim of a petition have to be relevant in order to attract more people that will show their support and help the organisers to spread awareness. Supporters can align themselves with your cause by simply clicking on a button and further sharing it with their peers. Online petitions are far more effective at reaching a larger audience. If implemented properly, online petitions have a huge potential to give a voice to your opinions till they reach the relevant authorities like the European Parliament: this is the case of the European Citizens' Initiative²¹ e.g.

How should citizens and NGOs leverage Social Media?

The most popular social media platforms that adult and senior citizens use to support their actions in terms of online petitions for social change are the following:

1. Facebook

With over 2.8 billion monthly active users, Facebook continues to be the most popular social media channel.

The following Facebook success strategies can help you in your online petition's development:

- The short and quick messages to be shared are the key to a successful post on Facebook. People generally do not like to read long texts. Do not write too many words in a post; otherwise, you risk losing the reader's attention!
- Add as many hashtags as possible to your Facebook posts! This allows you to reach a bigger number of readers who will potentially share your mission further!
- Online events on Facebook are important. Do not forget to share your live events on your Facebook page: this strengthens the supporters' participation.

²¹ Further information available at <https://europa.eu/citizens-initiative/en>

- The creation of a Facebook survey or a poll will ensure a wider number of followers because it will actively involve people in taking part in a challenging activity.
- Followers' active engagement is essential for the success of your social media communication strategy, which aims to generate a social change: people should be invited to post on their status section, adding a tag to your petition.

You should ensure that your petition has a social media presence since its launch. This will help you build a successful campaign. The first step you can take is to create a Facebook page. Select the "*cause or community*" category. Follow the steps and make sure you include all the necessary information. In the 'about' field, write a short but impactful summary of your petition/cause and why it's important. End the description with a call to action to ensure that people head straight to your petition to sign after they like your page on Facebook²².

Tips! Some tips for getting supporters for your campaigns on Facebook

When you first set up your Facebook group, page or cause, have your content ready. Post your campaign logo, your campaign title, its goals and activities and your contact details. Target your invitations to your allies. Sending invitations to everyone on your friends' list will not bring your campaign more support. Only those who are already interested in your cause will join and support your campaign. Send a clear message to the people who have joined you and encourage them to invite their friends to your Facebook group, page or cause. Send clear messages about your campaign, so the people you invite will know what the cause of the campaign is. It is also very useful to know what actions your members can take. Keep your Facebook group, page or cause updated. Post questions about your cause and regularly upload new information or content to keep your members engaged and interested in your campaign.

Here's an example of a successful petition:

[Name of the Facebook page here] is committed to [problem/issue you wish to address]. Show your support by signing our petition today! [link to petition]

Make sure you post on your Facebook page regularly. You can post about the number of signatures you've received; you may add inspiring quotes and related news articles and offer suggestions for people to promote the petition.

²² Tabas J., *How Nonprofits Can Use Social Media To Increase Donations And Boost Visibility*, Forbes, Mar 6, 2021.

Example status update:

We are so lucky to have all of your support! Have you emailed the petition link to your friends and family? Send it now and support our cause!

2. YouTube

With over 2 billion monthly active users, the online video-sharing platform owned by Google is extremely popular. Many businesses, non-profit organisations, and influencers use YouTube to market their products and services.

Video content is more expensive and time-consuming to create than articles or images, but this type of content has the biggest engagement among audiences.

YouTube success strategies:

- A YouTube channel is an essential component of a social media campaign. You should set a central channel that is search engine optimised.
- Educational videos and content create awareness of the issues of importance to your proposal and are good ways to make your petition visible on YouTube

YouTube is one of the most viewed sites on the Internet and can be an integral part of your campaign. Since videos are easy to share, you can generate many signatures for your petition if you can make your YouTube video go viral.

Make sure you complete all of the information in the video profile. Include a link to your petition in the description box, then add a call to action like, "Sign our petition!" Also, include relevant tags and a keyword-rich description so your video will appear in search results²³.

3. Instagram

With over one billion monthly active users, Instagram is a video and photo-sharing app owned by Facebook. It is popular among people aged 18 to 34. For many users, Instagram has become one of the go-to resources for news. The app allows users to quickly and easily share visual-impactful content, making it an extremely accessible tool for activists. Digital activists can create profiles for supporters to follow and quickly disseminate news via the main feed or direct messaging. The nature of the

²³ *How To Promote Your Petition*, iPetitions.

platform has led digital activists to post information in forms that closely resemble hardcopy fliers from the pre-internet age, giving it a slightly more relatable or personal touch than other platforms. Instagram also allows users to post and livestream videos. Activists have used this as a way to document their work, give visual proof of their success and turnout at events, and more.

Instagram success strategies:

- Hashtags are vital on Instagram. Feel free to use them when publishing content. Hashtags help attract more followers because people search for content and accounts by searching hashtags related to their interests.
- Instagram offers the option to host a live event.
- Gain more followers by hosting interactive question and answer sessions through your Instagram stories.
- In your stories and posts, you can increase engagement and visibility by tagging other organisations or individuals with whom you work.

4. Twitter

With over 330 million monthly active users, Twitter is a site where users post and interact with other users via short-text messages called "tweets". Activists can use hashtags or retweet or repost someone else's post to help disseminate information, gain followers, locate like-minded activists working in similar arenas, and quickly organise protests, boycotts and more social actions.

Twitter success strategies:

It is vital that your message/bio in the "About" section of your Twitter profile contains a comprehensive and clear introductory message about yourself so that people have a better understanding of your mission and cause.

A simple way to gain more followers on Twitter is to advertise your Twitter account on other social media channels. Connecting your Twitter account to other channels draws more followers and helps grow your network.

Always be concise in your wording, and if possible, support your tweets with images or videos.

Post often or daily if possible on Twitter. Frequent posting with hashtags offers a greater opportunity for people to come across your campaign's content. Twitter gives you access to a huge audience of millions of users, and it's a great place to promote your petition.

In order to organise an online petition on Twitter, you should choose a username that reflects your cause or petition. Secondly, you should add a user image. This could be a headshot of your petition logo or a strong image depicting the cause of your petition. Thirdly, you should create a hashtag specifically for your petition. A hashtag is the '#' sign followed by a short phrase that groups certain topics together. Using a hashtag allows you to track who is tweeting about your petition or cause, and thus, you can reach out to them and thank them personally via Twitter or other means²⁴.

Here are some general tips to keep in mind while using a platform (any):

1. Posting should be done consistently and on a regular basis. To be a successful social media user, you have to post at least once a day or more frequently.
2. Use hashtags which are relevant to your petition's topic or cause. For example, if you are advocating climate action and the preservation of nature, you may include relevant hashtags such as #protectenvironment and #naturepreservation. In order to attract more followers, you may add such hashtags as #supportourcause or #standbyus. People on social media use hashtags to find content and accounts that are related to their interests, hobbies or concerns.
3. Consider scheduling regular posting with software tools such as Hootsuite²⁵ or Buffer²⁶.
4. Monitoring and analysing the analytics of your postings is important to enhance your marketing strategy. For example, you can monitor the number of follows, likes, comments, and traffic to your website from your social media postings.
5. Use interesting and stimulating visual content.
6. Ensure that each post is linked to your petition/campaign's website.
7. Use call-to-action phrases in your posts, such as "please support," "please like," "please retweet," and other similar phrasing.

²⁴ J. Tabas, *How Nonprofits Can Use Social Media To Increase Donations And Boost Visibility*; Article published on Forbes online, Mar 6, 2021.

²⁵ Hootsuite: Social Media Marketing & Management Dashboard. (2022). Available at: <https://www.hootsuite.com/>

²⁶ Buffer: All-you-need social media toolkit for small businesses. (2022). Available at: <https://buffer.com/>

8. Insert videos
9. Make sure that your petition website promotes social media logos on every page.
10. Be prompt when engaging with your audience and be willing to answer questions, reply to comments, and respond to messages.

PRACTICAL STEPS FOR ONLINE CAMPAIGNS- GUIDELINES FOR A SUCCESSFUL CAMPAIGN

Before starting your petition, you should implement the following actions:

- Create a webpage to host the signature form
 - To become an active promoter of the initiative, you have to create a website which will host the signature form. You can easily embed it into a page using an iframe (a specific HTML code customised for your organisation). This allows you to target specific messages, monitor the campaign and manage the email contacts of the signatories.
- Choose a suitable social media platform and create your campaign's page
 - The next step to launching your digital campaign is to utilise online tools to get your cause noticed. There are several essential tools and platforms that can make your voice heard. In addition, in order to intensify your efforts in reaching momentum, you should motivate others to get involved in your actions. In fact, there are many tools that allow you to reach out to governing bodies that can directly affect changes in our society using a top-down approach.
- Set your profile
 - Choose your profile and cover photo.
 - To complete your profile on social media, you need to provide a profile description and upload a profile photo and a cover photo. All these elements should serve the purpose of the account. To create the profile and cover photos, you can download appropriate templates with suitable dimensions.

Now you're ready to start your campaign and promote your cause. In order to run a successful social media campaign, you have to take the following steps and apply a simple formula designed to help the reader gain a better understanding of the importance of taking action and the influence of such actions:

Write your headline

The title of your petition is the first thing people come across. It's your chance to highlight the significance of your cause, your proposals and your recommendations. Explain who you're trying to influence by specifying your target group and your goal within your petition title. The most effective petition titles include a verb to give people a sense of agency.

- Use a verb in your title and specify your goal
- Keep the title brief – ideally ten words or less. It will be used when your petition is shared on social media, so it needs to make sense once it is read

Example:

Ask the European Commission to officially recognise Ukraine as a candidate state for European Union²⁷

For Ukraine to be officially recognized as a candidate state to the European Union



FR I T I ES

Have you ever had the chance to walk through the streets of Kyiv, Lviv, Kharkiv, Odesa, and other Ukrainian cities? You don't feel out of place at all. You feel at home very quickly. **Ukraine is a European country and Ukrainians are asking for official recognition of their aspiration to join the European Union.**

231,877 have signed. Let's get to 300,000!

At 300,000 signatures, this petition becomes one of the top signed on Change.org!

 signed 2 hours ago
 signed 2 days ago

First name
Last name
Email

- Yes! Tell me if this petition wins, and how I can help other relevant petitions
 No, I do not want to hear about this petition's progress or other relevant petitions.

[Sign this petition](#)

Source: *Change.org*

²⁷ This petition has been published on the website of Change.org. Please visit the Change.org website for further information

Focus on the solution

Readers want to know exactly what kind of change you aim to bring in life so they can decide whether to sign your petition. Your headline should focus on the solution.

Example:

Stop Terrorism and Save the People of Artsakh!



81,545 have signed. Let's get to 150,000!

At 150,000 signatures, this petition becomes one of the top signed on Change.org!

1 person signed this petition

1 person signed this petition

First name

Last name

Email

Yes! Tell me if this petition wins, and how I can help other relevant petitions

No, I do not want to hear about this petition's progress or other relevant petitions.

[Sign this petition](#)

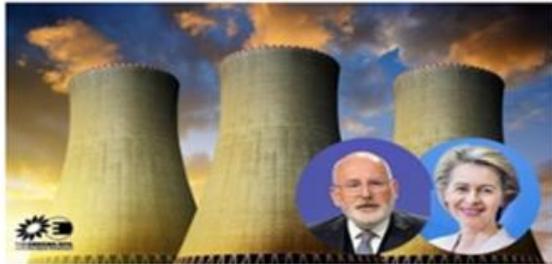
Source: Change.org

Sensitise the public

Get people's attention by making your headline emotional and acute. Be concise and clarify who is affected and why you care. If there are key dates or a specific time frame for your petition, e.g. the collection of signatures, you should include that information in the petition's description or profile.

Example:

Meltdown for Europe's energy transition: Stop the greenwashing of nuclear power and gas!



English / [Deutsch](#) / [Español](#) / [Français](#) / [Nederlands](#) / [Italiano](#)

While the negotiations of the EU's "Fit-for-55" climate package are in progress, a fatal decision is looming. The climate neutrality and sustainability of Europe's energy supply is at stake. Specifically: **New nuclear and gas power plants are to be classified as "sustainable investments"**. This would mean that gas and nuclear energy would be painted green and cash floodgates would be opened for these energy sources. **It would send the EU's climate and energy policy on a completely wrong path!**

161,013 have signed. Let's get to 200,000!

At 200,000 signatures, this petition becomes one of the top signed on Change.org!

L signed this petition
signed this petition

First name
Last name
Email

- Yes! Tell me if this petition wins, and how I can help other relevant petitions
- No, I do not want to hear about this petition's progress or other relevant petitions.

[Sign this petition](#)

- Please share my name and email address with Sven Gregoid, so that I can receive updates on this campaign and others.
- Do not display my name and comment on this petition.

Source: [Change.org](#)

Choose your Decision Makers and Target Audience

Creating an email address is the best way to keep in contact with your audience, relevant stakeholders and people who wish to support your petition. By sending your audience informative material (academic, educational, policy articles), you can let them know about your petition and give readers confidence that your petition is well organised and it can achieve its goals.

Defining your target audience is the most important step in organising a petition. The target group you aim to attract can be categorised either as "decision-makers" or "opinion-makers or influencers" or "state or private stakeholders". Decision-makers are people who are given a formal mandate to carry out policies and the power to take legal action on a certain issue, thus helping you achieve your petition's goal. Decision-makers or state stakeholders could be elected or appointed government officials or non-state actors such as religious or community leaders (in this case, the state has bestowed upon these leaders certain functions to regulate and implement laws related to custom or religion) or leaders of an armed rebel group in cases where formal government functions are not in place.

Update your petition regularly and keep your audience informed

Updating your petition is an effective way to collect the required number of signatures, keep your supporters updated and encourage them to act to support your campaign and your goals.

The petition updates are useful to attract more supporters to your petition and to keep your supporters more engaged. First, you can update your supporters whenever there is the slightest change in your campaign. Once you get a substantial number of supporters, you need to ensure they will continue supporting your cause. In order to keep them engaged, you should keep them informed. If you have useful and valuable content to share, send it to them. It would be best if you post once every week.

The example that follows illustrates the importance of updating a petition²⁸:

PETITION UPDATE

Continuing Our Efforts to #StopBullying

Danielle Green and Angie Stagge
United States

Apr 29, 2015 — Hello everyone!

Thank you again for all of your support, Angie and I are so grateful to have all of you behind us and to know that so many people are standing together to help protect our kids from senseless bullying.

For the past couple of months we have been working behind the scenes to fight for the passage of the Safe Schools Improvement Act, as well as the protection of statewide legislation. Our hope is to continue expanding our efforts and pushing for this legislation on the federal level.

In an effort to help achieve our goals, we've set up a crowdfunding page on Indiegogo to help raise funds to print banners and signs, fund events, and pay for materials that we can distribute to lawmakers. Every dollar raised will go directly to helping this fight, and we would be blessed and humbled if you would consider contributing. You can do so by clicking here: <https://life.indiegogo.com/fundraisers/justice-for-angel/>

We recognize that not everyone is in a position to contribute financially, but we hope that you can still spread the word about the petition to your family and friends to help build this movement even further.

Secondly, there are many ways to keep your petition updated and your audience engaged. You may use some of the tips that follow to maximise your petition's influence:

- Share news stories or media content that is linked to the campaign
- Encourage your supporters to give you advice or comment on your actions.

²⁸ Change.org. (2022). Share Your Petition. Available online: <http://guide.change.org/share>

- Inform them about the contacts you make or intend to make with government officials, private stakeholders or decision-makers.
- Ask your supporters to support your campaign in any way they can (reaching out to relevant stakeholders that can help you win the petition, posting on their personal social media accounts, organising gatherings in the streets or live events on Facebook and Instagram to further promote the campaign's cause).

Thirdly, it is recommended that you ask your supporters to take action in relation to your petition when you update it. For example, when you share an interesting article, you may encourage them to promote it through their social media. Moreover, you may encourage them to join a conversation on social media. If a government official is having an online conversation on a topic related to your campaign, you may ask your supporters to attend it, be actively involved in the discussion and make a reference to your petition and its cause.

Create a hashtag for your campaign

To get people's attention and bring more supporters to your campaign through digital media, it is highly recommended that you create a unique hashtag for your campaign. Online campaigns are becoming increasingly popular, and a strong message accompanied by a hashtag that stands out can help you win your petition. You may create a hashtag for your campaign so that supporters can follow the campaign updates and communicate with each other on social media²⁹.

If you wish to organise an event or action, you should keep the hashtag as short as possible, and it should be spread in advance. Abbreviations and acronyms can be used to condense the content. For example, when organising a National Youth Conference on Climate, the hashtag can be #NYCClimate. For creating the brand profile of a campaign, hashtags can be a little longer for promoting the campaign's cause and the stakeholders involved.

²⁹ Change.org. (2022). Share Your Petition. Available online: <http://guide.change.org/share>

Tell your story and clarify your cause

Being able to clearly and concisely frame the issue addressed and present possible solutions to it is critical to the success of a social movement or campaign. It is recommended that you go through the messaging strategies section of this report to help you plan your responses.

QUESTIONS	ANSWERS
The problem I want to address is...	
The solution I propose is...	
How can I effectively frame the problem and solution to an outsider who knows little about my movement?	
How can I effectively frame the problem and solution to a policymaker?	
How can I effectively frame the problem and solution to a business company/social company?	

Tip: Answer these questions by writing 2-3 sentences. It's better to have them written and use them as a reference whenever needed to check if everything is going well.

Here are some tips you can follow to tell a good story:

1. Add your personal experience/feeling/point of view.
2. Set your goals and obstacles and analyse them. Who or what stands in the way? What happens if you don't achieve them?

3. Cut out any unnecessary and irrelevant details. Use a few key facts or statistics but don't go overboard. Consider whether it makes sense to someone who knows nothing about the issue. Avoid acronyms.

4. Have a clear and concise message: Your campaign communication plan needs to clearly formulate your key messages. These messages must be distinct, clear, succinct, explicit, and directly linked to your goals and objectives. They should contain the following:

- *What is the problem that needs to be addressed?*
- *What solution are you proposing?*
- *What action do you want your allies and targets to take?*

Watch this video to get more information: [Tell your story!](#)³⁰

Establish your strategy

At this stage, you should establish your strategy. This is the most crucial part of your plan and requires an in-depth analysis—you do not want to skip this part. Planning your campaign should be organised and designed meticulously. The planning process should go a long way if you wish to make your campaign more effective. At this stage, it is recommended to ask the opinion of other campaigners who had already executed their petitions and to revise your plan over the course of several days, weeks, or even months. In this way, you will ensure that you have analysed every possible parameter before launching your campaign and avoid making mistakes.

1. Clearly define what you want to achieve by having a clear set of goals and objectives that could help you reach your vision. Be creative—there are no wrong ideas at this stage. Brainstorming is a great idea at this stage.

Which of these goals and objectives seem achievable and realistic, given the context of your issue, your local environment, and your current skills?

2. Narrow your list down to 1-3 specific, achievable, and realistic goals that are more likely to be attained. Specifying your goals will help you reach your vision.

³⁰ Friends of the Earth (England, Wales & Northern Ireland). (2021). *Create a digital petition – Your story*. Available at: <https://www.youtube.com/watch?v=adIOPoKQg8>.

Goal #1:

Goal #2:

Goal #3:

3. Break your goals down to 1-4 more specific and manageable objectives. For each objective, identify your targets (what is your target-group you wish to influence or reach out to), your tactics (what methods you will use), and how you will measure your progress.

Objective #1:	
• Targets:	
• Tactics/Methodology:	
• Measures of success/evaluation:	

The goal of a campaign is to cause a shift in society. The goals you set are based on a vision you have. When you have a vision, the goals you set are usually very ambitious, aiming to bring a change in society. The goals can be achieved over a relatively longer period of time and are usually described in very ambitious language. A campaign may have one or several goals depending on the scale and magnitude of your campaign. If you have more than one goal, make sure they are all interconnected. Many organisations are already very familiar with the concept of SMART objectives (specific, measurable, achievable, realistic and time-bound).

Select the forms or channels to communicate your campaign - Best Online Petition Websites

Be creative and innovative when choosing the channels and tools to communicate your campaign. The channels and tools to communicate your campaign agenda and objectives can take the form of physical or face-to-face or virtual activities through the Internet. When you select the forms or channels to communicate your campaign, it is important to consider the following questions:

What tools/channels are accessible and available to you and your supporters?

What tools/channels will help you reach your target audience?

What tools/channels will widen the reach of your campaign?

Show how you can be a medium for change

You can motivate people to take action by showing the effect your campaign would have and how much their contribution can help achieve the campaign's goals. You just need to show them the way.

1. Start with the end goal of your petition, and then point out the different steps that need to be followed to reach it.
2. Highlight the key milestones which people can help achieve.
3. Make sure you clearly outline the problem and what needs to be done to fix it.

Choose an image or add a video

Along with your headline, your image or video will be the first thing that readers see. When people share your petition on social media, the campaign's visual elements and the video will be the main promotional material of the petition. Thus, making a good first impression is a crucial step in achieving your goal.

Keep it brief

A well-written petition can be short or long. But the more you write, the greater the chance is that people will turn away before they've added their name.

1. Aim for 150-200 words, and you'll be in a good place. Imagine you're reading your petition on a mobile phone during a busy moment when other things are happening around you. How much time would you spend reading a petition?
2. Bold a few key phrases or sentences. It will help people to go through the main points of your petition more easily and get the gist.
3. Avoid using links – links to other pages on your petition page raises the chance of people leaving and not coming back to the petition.

4. Don't try to include everything – most online petition platforms have a 'thank you' stage. After signing the petition, people receive an automated email including a link to a webpage to which they are redirected. Take this opportunity to share facts, stats and links with your petition's supporters that don't fit on the petition page itself³¹.

Create a campaign identity

While organising an online campaign or petition, it is very important to stand out. You should differentiate your campaign from others and ensure that your campaign will be promoted on different social networking sites and interact with potential supporters. To set up your online campaigning spaces, your campaign will need a *name, a description, and an email account*.

This section will guide you in developing the different aspects of your campaign's online identity.

There are three main things to keep in mind while developing your campaign's name:

1. The campaign's name or title

The name must encapsulate the main cause or the expected outcome of your campaign. It must capture the imagination of the public and attract the attention of the target audience and of potential supporters.

2. Your campaign's slogan

This is the text that usually accompanies the title of your campaign and provides an in-depth description of what the campaign is trying to achieve. This is optional, but it is recommended to include a short text explaining what the campaign or petition is all about.

3. A short version of the campaign's name or title

This is the short version of your campaign's name or title. There can be more than one short name for your campaign. The short version can be an acronym or an abbreviation of the campaign's title or name. The purpose of having a shorter version of the campaign's title is to facilitate the promotion of the campaign on social media (you may add a hashtag to the short name) and for marketing reasons. Potential supporters will retain your campaign's name and goals in their memory, and they can more easily promote it to other people.

³¹ *Create a digital petition*, Friends of the Earth Resources, 14 Dec 2021.

To determine your campaign's name, consider the following suggestions:

4. Easy recall

Your campaign's name must be easy to remember. This can be done in different ways:

- The campaign's name must be self-explanatory. Your campaign's name must capture the main points and the general objective (such as the main issue addressed, the action that you want your supporters and target audience to do, etc.). If your campaign's name is clear and descriptive, potential supporters will be more easily attracted, and it is more likely that they will support your cause. But you have to be able to describe the campaign's aim and objectives with just a few words. If your campaign's name is too long and too descriptive, it is very likely that you will lose people's attention. You have to keep them engaged and ensure that they will at least consider signing the petition.
- The campaign's title or name should respect a balance between familiarity and uniqueness. Your campaign's name must be unique or innovative, but it should be relatable and coherent.
- The campaign's name or title must be interesting, creative and catchy. Your campaign's name should stimulate the reader's mind and imagination and encourage them to be part of it. It is highly recommended to not reveal all of your campaign's information at once. However, you should ensure that the introductory text accompanying the title is coherent and interesting, attracting people's attention.

5. The campaign's name or title should be relevant to the world's most important issues

Your campaign name should be something that your target audience or potential supporters can relate to. In order to be relatable to your target audience, you need to have a deeper understanding of their needs, concerns and the main current societal issues. It would be best if you considered the following while organising your campaign:

- The campaign's name or title should contain familiar words. You should not use words that your target audience will not understand. You should avoid using jargon or acronyms as part of your campaign's name. If your target audience is unable to understand your campaign's name, then it would be less likely that they will have the will to support your cause.
- The campaign's name or title should evoke a certain feeling. Your campaign's name should stimulate people's minds and feelings. Making others feel anger, frustration or anxiety in

relation to your campaign's cause is very important in encouraging them to support your campaign.

- The campaign's name or title should trigger potential supporters to take action. Your campaign's name should make your supporters get up and take action and help you achieve your campaign's goals.

Promote your petition

So you've created a petition - now what? There are many steps you can take to spread the word about your petition and reach your main goal. The following section presents some tips that can help you effectively promote your petition and to get people to sign it:

1. Social media - post on Facebook using the message 'please share'. Share on Twitter using popular and catchy hashtags related to your cause. Tag or message any accounts related to your campaign and ask them to share it. For more information, you may study our social media guide.
2. Email - ask your contacts to share your petition with their contacts using their mailing list. See our guide to learn how to draft an effective email. Make it easy by including a link to a Tweet or Facebook post, a link that can be accessed by everyone.
3. Local media - send a letter to an editor, a press release to the local newspaper, or set up a photo opportunity. Create a short link for your petition, and you may easily send it via email, tag it on a social media post or send it via text message. Links with the format [bit.ly](#) and [tiny.url](#) work well.
4. Public stall/events – get signatures at local events. Take the opportunity of a local festival, event or public demonstration to attract more people and get them to sign your petition. You should ensure that your campaign's visual elements are attractive (logo, banners, leaflets, videos). These elements will attract people's eyes and encourage them to support your cause. For signature collection, you may use paper sign-up sheets or take along a tablet³².

Social media is a useful tool that helps you promote your campaign and achieve your goal more easily and effectively. For your campaign to have an impact, it requires the use of a combination of social networking tools. Different social media networking services can play different roles in your campaign.

³² *Create a digital petition*, Friends of the Earth Resources, 14 Dec 2021

Social media networking services are comprised of different elements, and they are contributing factors to a campaign's success. Some of these services are the following:

A campaign's main website is usually grounded in intensive and exhaustive content (research papers, articles, blogs) that expound on the issue you are working on. It is necessary for your campaign to have a central digital domain where all of the relevant information and knowledge can be stored. Having a main website for your campaign also makes it easier for people to know more about your campaign activities and issues. A campaign's website is also a reference point for every digital user. Blog services like *WordPress*, *Blogspot* or *LiveJournal* can be used for creating the campaign's main domain. In some cases, organisations invest in creating websites that are designed using content management software (CMS) like *Drupal19* or *Joomla20*.

You will need to have different kinds of content or material to support your campaign messages, including photos, audio (or podcasts), graphics (posters, logos, etc.) and video. For example, you may collect and publish photos illustrating your campaign's goals. You will then need to choose social networking services that handle specific types of content like *EngageMedia21* or *YouTube* for video, *Flickr* or *Picasa* for photos, and *Odeo* for podcasts. Services for updating your target audience and services for attracting more visitors to your main website are also useful. In order to promote your cause, you should prepare descriptive texts that you can send via email or social media to potential supporters, encouraging them to find out more about your campaign. At this stage, micro-blogging services like *Twitter* or *Facebook* can be very useful. Through these services, you can send links to your site or specific entries from your main website or your multimedia content to online users using a short, descriptive and stimulating text about your campaign, encouraging them to get involved in your campaign. This is also a good way to keep your target audience updated on your campaign. It makes it easier for others to spread the message to their networks. Setting up a blog for your campaign is also important. For example, *WordPress* is a free blogging service including many features that can help you promote your campaign or petition.

Engage people and organisations

Tips for NGOs to enlarge their network, promote their mission and spread their activities:

1. In order to collect millions of signatures across Europe, it will be necessary to organise specific events and have your booth at important events, conferences or festivals around Europe: take advantage of any opportunity you have to collect more signatures for your cause!

2. Before attending a public event, download and print the official signature form in your language and have physical copies of the signature form. Keep in mind that all paper signatures should be digitalised and sent to the promoters via email.
3. If the signature form does not contain all the necessary information (stamps, campaign logo, legal representative's signature), the signature may be declared invalid by national authorities. So, even on the occasion of a public event, it is suggested to collect signatures using electronic devices (smartphones, tablets, etc.): the electronic system automatically provides helpful messages to fix any possible error.
4. You can also create your own easy-to-use paper forms. But, you should ensure to transfer any physically collected signatures to the digital signature collection point of your campaign. It is important to have all signatures collected, saved in the same domain.

The power of digital storytelling

In order to build an online campaign's content that is attractive and effective in transmitting the right message, it is essential to consider not only the visual but the written material of your campaign. While developing your campaign's profile, you will need to focus on storytelling to give a detailed analysis of your campaign's cause and the concerning issues. Storytelling is a critical element of a successful campaign. In a wider sense, storytelling is part of the marketing strategy of a company aiming to promote a certain product, service or cause. Digital storytelling can positively impact a campaign's course of action. It brings people together and builds empathy, emotion, trust and loyalty. Digital storytellers use digital tools and platforms to tell their stories.

Digital storytellers should be well equipped and have the right competences to create engaging stories that will attract the reader's attention. In today's world, due to the rise of social media influencers, it is more difficult to create a community of followers. Digital storytellers must ensure to create personable and aspirational content that followers can relate to.

In the following section, you can find some useful strategies that can help you effectively communicate your content to your audience through digital storytelling³³:

- Prepare personalised, relevant content using the right tone, using content related to your campaign's target audience.

³³ King, J. (2018). The Power of Digital Storytelling. Speedwell website. Available at: <https://www.linkedin.com/pulse/power-digital-storytelling-john-king>

- Use video and visuals. According to John King, "90% of information transmitted to the brain is visual and processed 60,000 times faster than text articles."³⁴
- Understand your audience, identify the target audience's needs and concerns and adapt your distribution strategy to your audience's preferred contact point.
- While developing content, use the 5 I's method: Interest, Intrigue, Instruct, Involve and Inspire.
- Keep your story simple and to the point. Simplify your content as much as you can and try to avoid using technical terms that may confuse your audience.
- Add a personal touch to your stories making your audience feel the same way.
- Ensure that your headlines answer your audience's questions.
- Create content that will trigger your audience's feelings or thoughts.

Storytelling is an essential element of a campaign that can help you flourish. It is very important to know that the heart of storytelling is not promoting a cause "but building a relationship by exchanging knowledge and wisdom"³⁵.

Using Photos for Visibility – Dos & Dont's

A key aspect of the visibility and dissemination of an online campaign is the social media presence. Strong visual content on social media attracts the reader's attention giving them a reason to follow, like, comment and eventually support or sign a petition.

The importance of visual aids and photos in boosting the visibility of an online campaign on social media is summarised in the following statements:

LinkedIn posts with images have a 98% higher comment rate on average.

Tweets that include visual content are three times more likely to get engagement.

³⁴ King, J. (2018). The Power of Digital Storytelling. Speedwell website. Available at: <https://www.linkedin.com/pulse/power-digital-storytelling-john-king>

³⁵ King, J. (2018). The Power of Digital Storytelling. Speedwell website. Available at: <https://www.linkedin.com/pulse/power-digital-storytelling-john-king>

Facebook posts with photos get more likes and comments³⁶.

The following section provides tips for creating visual content on social media.

- Visual content should be part of a social media strategy

Having great visuals is not enough without a strategy. Every company that wants to promote its products in the best possible way invests a lot of time and effort in creating a unique brand identity and visual language on social media. The same approach should be followed for the design of online campaigns and petitions. Campaigns should have a visual strategy that includes:

- ✓ **Audience research:** Adjust the visual content to the target audience's interests and tastes.
- ✓ **Create a mood board:** Add content, colour palettes and a recurring image for the campaign's posts to help you shape a direction and a unique social media identity.
- ✓ **Themes:** Combine recurring themes or pillars. A Green NGO's Instagram feed, for example, includes a combination of green tips, calls for events and useful information about environmental issues.
- ✓ **Platform:** Plan your visual strategy based on the specifications of each social channel. On Instagram, for example, the focus is on the picture and thus, creating attractive content is important. On Facebook, pictures are important, but users tend to give more focus on the post's text.
- ✓ **Timing:** Ensure that you post visuals on social at peak times. Usually, the peak times are on weekdays in the morning.

- Use the creative basics

Apply the following best practices for creating social media visuals:

Use a clear image: Use a high-resolution image and avoid blurry images. High-resolution images make a post look more professional and appealing to the reader

³⁶ Sehl, K. (2019). 12 Tips for Creating Engaging Visual Content on Social Media. Hootsuite. Available online at: <https://blog.hootsuite.com/epic-guide-creating-social-media-visuals/>

Have a clear subject: Have a single focal point in the image

Apply the rule of thirds: This photography technique involves placing subjects (person) in a photo. Avoid placing people in the centre of a photo.



The photo below is an illustration of the practical application of the rule of thirds. You should align the subject's body along one of the vertical lines in the imaginary rule-of-thirds grid. The subject's face should be at one of the intersection points (one of the upper ones)³⁷

Photo credits: Mathies Daven, digitaltrends, 2021

Use natural light: Dark images are not appealing. Adjust the brightness to make the photo look natural.

Adjust the photo's contrast: Contrast provides balance and makes photos look more natural. It is suitable for black and white photos.

Simplify things: Make sure your visual is easy to understand and easily readable

Add the right dimensions to a photo: Images with the wrong aspect ratio or low resolution can be stretched or cropped. This would reflect negatively on your campaign or petition.

How to measure the impact of your campaign or petition

The success or the impact of an online campaign cannot be measured only by the number of signatures collected. Many interconnected elements contribute to a petition's success. An online campaign comprises many actions that take place simultaneously or consecutively, and each action contributes to the enlargement of the campaign's impact on the digital and physical world. It is hard to showcase that the total number a petition has collected has triggered a change in legislation or a change in a company's policy. According to people who study digital activism, the greatest power of petitions is

³⁷ Mathies, D. (2021). How to use photography's rule of thirds – and when to break it. Digitaltrends. Available online at: <https://www.digitaltrends.com/photography/what-is-the-rule-of-thirds/>

bringing people together for a single cause, and it often acts as an entry point for many supporters to form their own petitions³⁸.

In order for a campaigner or a petition writer to determine the impact their action has had, they can see whether their supporters indulged themselves into further research and reading online in relation to the petition's topic. Moreover, many petition signatories tend to make posts on the petition's theme on their personal social media accounts, promoting the issue addressed by the petition or other related topics. This could be an indicator of a petition's impact and influence.

It should be noted that through online petitions, the organisers can measure the number of active and passive supporters. "Passive supporter" is a term used to describe people who don't commit to any further action other than the click of a button (slacktivism). In fact, many people don't participate in activism that requires great risk or high levels of commitment. However, through the digital visualisation of signatories, petition organisers and movements can easily distinguish between active and passive supporters. Organisers can then intensify their efforts to encourage passive supporters to actively participate in the campaign's actions.

Petition organisers should not only invite people to sign and support a specific petition but also give them the incentives to get actively involved in the organisation and implement other petitions, campaigns or events. Organisations can step in and guide their newfound supporters into a multitude of next steps in working toward a cause³⁹. They can encourage people to do planning and strategy, develop social media strategies and get involved in actions that go beyond the petition. In fact, petitions are just a part of the puzzle, a part of a multi-faceted series of actions that aim to bring a change in society.

In general, the effectiveness of an online campaign can be measured through:

- The total number of signatories;
- The dissemination of the campaign's events on social media (posts, reposts, reactions, comments, number of followers);
- The number of passive and active supporters;

³⁸ Maxouris, C. (2020). Online petitions work best when you do more than just sign. CNN. Available online at: <https://edition.cnn.com/2020/06/23/us/do-online-petitions-work-trnd/index.html>

³⁹ Maxouris, C. (2020). Online petitions work best when you do more than just sign. CNN. Available online at: <https://edition.cnn.com/2020/06/23/us/do-online-petitions-work-trnd/index.html>

- The number of supporters who became active members of an organisation or movement;
- A petition's action alters public opinion, brings an issue to the public discourse, and generates a societal reaction.

GOOD PRACTICES

Petitions have been a common practice for people to "expressively participate in democratic politics and collective action" (Vaughan et al., 2022)⁴⁰. It is regarded as an effective form of collective action that has become quite popular among citizens, and thanks to the development of technology, more and more petitions take place online. The petitions have been digitalised following the demands of the modern era. The contributing factors to the digitalisation of petitioning are numerous. Some of these factors are governments' willingness to increase responsiveness and build legitimacy, companies' willingness to pursue a revenue model based on user growth, citizens' wish to strengthen their voices and enhance their participation in civic life, and the organisations' need to run campaigns to raise awareness or mobilise their supporters. Online petitions, like the offline ones, express collective demands addressed to decision-makers, often on behalf of disadvantaged groups (Vaughan et al., 2022). Yet, there is a distinctive differing element between online and offline petitions. Online petitions are diffused in an accelerated tempo because they rely heavily on a social media logic of sharing. Moreover, some petitions are intentionally designed by digital petition platforms in such a way to be diffused and disseminated on social media in order to have a bigger influence.

To design and implement a successful online campaign, a series of steps must be followed. Social media have become such an integral part of online campaigning, and users who wish to advocate through digital mediums should know a few tips while organising an online campaign or petition.

In the USA, petitions are common, and there are petitions for every cause imaginable. Over the past decade, some petitions stood out and managed to impact and raise attention to criminal justice issues, challenge pharmaceutical companies and advocate for communities' rights.

⁴⁰ Vaughan.M, Vromen.A, Porten-Chee.P, and Halpin.D. (2022). The Role of Novel Citizenship Norms in Signing and Sharing Online Petitions.Political Studies Association. p 1-22.

Successful Petitions in the USA

In the following section, you can see a list of successful petitions that managed to get support from hundreds of people, impact society and make a strong point about the issue addressed. It is said that people see petitions as a tool to help them fix something that is systematically broken⁴¹.

1. Justice for Trayvon Martin

On February 26, 2012, Trayvon Martin, a 17-year-old man, was shot by George Zimmerman, the watch leader of the neighbourhood Trayvon lived in. His parents, Tracy Martin and Sybrina Fulton started a petition calling for the arrest of the man responsible for the son's death. The petition was created on the petition website Change.org, and it managed to attract a substantial number of supporters. 2.2 million people signed in support of the cause. Within a week of its launch, it had become one of the most popular petitions in the website's history, with 877,110 signatures. The tragic incident gradually became an international movement. Trayvon's family was supported by civil rights activists, politicians and protesters who took part in street rallies to demonstrate against his killing. The petition had a big impact. A Florida state attorney announced that Zimmerman would be charged with second-degree murder. Despite the imposition of charges, Zimmerman was freed in 2013. However, the petition's actions generated a conversation about police brutality and inequality and facilitated the development of one of the most prominent movements of the decade: Black Lives Matter⁴².



Protesters took the streets to demonstrate against the killing of the young teenager Trayvon Martin in a "Million Hoodie March" held in New York on March 21, 2012⁴³.

Photo credit: Kaur Harmeet, CNN, 2019

⁴¹ Kaur, H.(2019). 10 petitions that made the biggest impact this decade. CNN. Accessible online at: <https://edition.cnn.com/2019/12/22/us/top-petitions-decade-change-trnd/index.html>

⁴² Kaur, H.(2019). 10 petitions that made the biggest impact this decade. CNN. Accessible online at: <https://edition.cnn.com/2019/12/22/us/top-petitions-decade-change-trnd/index.html>

⁴³ Kaur, H.(2019). 10 petitions that made the biggest impact this decade. CNN. Accessible online at: <https://edition.cnn.com/2019/12/22/us/top-petitions-decade-change-trnd/index.html>

2. Preventing animal cruelty

A high school student named Sydney Helfand started a petition asking the US Congress to pass the Preventing Animal Cruelty and Torture (PACT) Act and make animal cruelty a criminal offence. The PACT Act was very close to becoming law in 2017, but this never happened. The rejection of the legislative proposal has generated a social reaction. Eight hundred thousand people signed a petition demanding the adoption of the proposal, and a few months after the petition, the US Senate passed the legislation. The petition achieved its goal when President Donald Trump signed the PACT Act into law.



An injured dog in a suspected cruelty case in Arkansas, the USA, in 2016.

Photo credit: Kaur Harmeet, CNN, 2019

3. Saving Rodney Reed

Rodney Reed is a death row prisoner who was sentenced more than 20 years ago for the murder of 19-year-old Stacey Stites in Texas in 1996. Reed claimed that he was innocent, and attorneys from the Innocence Project (an organisation that works to prevent wrongful convictions and free the innocent⁴⁴) argued that they had evidence that exonerated him. However, the lead prosecutor maintained that Reed was guilty. Reed was scheduled to be executed on November 20, 2019. The news about his executions generated a social reaction, and people asked for the execution to stop. Among the supporters of the petition created were celebrities, clergy and lawmakers. The petition was created at freerodneyreed.com, and it was signed by more than 2 million people. A second petition was created on Change.org that gathered more than 300,000 signatures. The social

⁴⁴ <https://innocenceproject.org/>

movements resulted in the blockage of Reed's execution. The Texas Court of Criminal Appeals cancelled the execution and allowed the court to examine additional evidence.

4. Getting TripAdvisor to address sexual assault

The incident that generated social actions was the alleged sexual assault of a woman by a tour guide who worked at a business supported by TripAdvisor. Following the incident, the woman contacted the website in order to warn other tourists. TripAdvisor has invited the woman to draft a review about the incident and upload it on the website. However, the company never published the review. The woman started a petition through Change.org and demanded TripAdvisor stop covering up sexual assaults. The petition was supported by more than 500,000 signatures. As a result of the public pressure, the company changed its policy on handling reviews and reports on sexual assault. The woman and the activists felt that the company had not taken enough action. A series of protests outside TripAdvisor's New York offices were organised, putting more pressure on the company. TripAdvisor was forced to change its policies, like making a commitment to partner with sexual assault support groups. The woman who was the initiator and driving force of this petition was happy to hear about the company's policy change and its commitment to provide people with the information they need to travel safely while protecting the victims.

5. Ending the ban on Gay Boy Scouts

Ryan Andresen, a young man that served in Scouts in the San Francisco Bay Area for more than 12 years, was not awarded the Eagle Scout award, the highest rank in the organisation, after he came out as gay. Following this unfortunate incident, his mother, Karen Andresen, started a petition to protest the troop's decision. Hundreds of thousands of people signed the petition and supported this cause, drawing national media attention. After the petition, the Boy Scouts of America voted to end its ban on openly gay young people. Furthermore, in 2015, the organisation decided to lift its ban on gay adult leaders.



Photo credit: Kaur Harmeet, CNN, 2019

Good practices in Visibility from organisations around Europe.

In order to effectively promote a petition and attract a higher number of supporters, online petition organisers should ensure that the petition's content and presentation are well designed and carefully selected. Online petitions are considered to be a powerful tool for the public to make a positive impact on society. The success of an online petition is based upon the text content of the petition. Petitions are an effective weapon in the hands of citizens to bring governmental and societal changes. Implementing petitions online reduces the cost of participation, dissemination and organisation. It is easier for supporters to register at an online petition website instead of participating in a demonstration. However, they have some weaknesses. Since online petitions can be created without much effort, their credibility, legitimacy, and the quality of content can be questioned. Hence, it is important to see which factors influence the success of an online petition.

The main objective of a petition is "to persuade the petition targets to make a change or persuade the public to sign" (Noshokaty, Deng and Kwak, 2016). The text content is crucial in making a petition attractive. In the majority of online petitions, the petition texts include moral, emotional or cognitive elements that contribute a lot to making them successful. Moral elements are identified in petitions supporting righteous or just causes. "Emotional elements are frequently observed in online petitions since they are central in human behaviour" (Noshokaty, Deng and Kwak, 2016). Moreover, in order to form persuasive arguments online, petition organisers utilise cognitive elements in their writing.

The amount of affection expressed in the content, whether positive or negative, is related to the emotional elements of a petition's text. It is believed that "online content with high emotional appeal is more likely to draw large attention" (Noshokaty, Deng and Kwak, 2016). In regards to morality, people ought to judge voluntarily the content they see or read based on certain moral standards. It is also believed that "restrictions are needed to instil guilt and virtue over groups in case of high moral elements" (Noshokaty, Deng and Kwak, 2016). It is harder to persuade supporters of the legitimacy of a petition that contains moral elements because its appeal is based on the moral principles or restrictions of every citizen. Another factor influencing the supporters' persuasion is the cognitive elements. The relevance of a petition relies upon the cognitive ability of individuals. Individuals with high cognitive ability are thought to seek, acquire, think about and reflect on information more frequently than people with low cognitive ability. These people are more likely to engage with content that requires reasoning and problem-solving.

Based on research that collected online petitions from the online petition platform *change.org* using a sample of 12,808 petitions, the following observations were made in regards to emotional, moral

and cognitive elements. Emotional elements in the text content play a positive role in the successful outcome of a petition. However, "although cognitive elements are useful in developing quality arguments, they usually undermine the chance of success of online petition due to the burden imposed on users seeking hedonistic content" (Noshokaty, Deng and Kwak, 2016). Moreover, petitions that focus on moral principles are less likely to be persuasive and thus less successful. Petition creators should make a careful selection of emotional words while writing the petition content, and they should avoid overburdening potential supporters with too many moral obligations. Moreover, they should design the petition text and content in accordance with the cognitive ability of potential supporters. People with low cognitive ability do not support petitions with highly intellectual content and technical definitions.

On a European level, many organisations, youth associations and other private or public entities organise online petitions seeking the support of European citizens. This section demonstrated some dissemination strategies followed by some organisations around Europe to enhance their visibility and attract more potential supporters to their petitions.

Extinction Rebellion – Mission & Vision

Extinction Rebellion is an international and politically non-partisan movement using non-violent direct action and civil disobedience, urging governments to take action on global warming and the climate emergency. The organisation was initially created in the UK in 2018 and soon expanded to Europe and the rest of the world. It is a decentralised, grassroots movement including a large number of autonomous local groups that take action on a local and regional level⁴⁵. The organisation implements many online campaigns to raise awareness of environmental issues.

The organisation's actions are based on the doctrine of Non-Violent Direct Action (NVDA) and its three core demands that are pursued by over 1200 groups around the world⁴⁶:

1. **Tell the Truth** – The organisation advocates for Climate Emergency, urging the governments to tell the truth by declaring a climate and ecological emergency.

⁴⁵ Extinction Rebellion. (2022). *Why Rebel?* Available at: <https://rebellion.global/why-rebel/>

⁴⁶ Extinction Rebellion 2021 Annual Report. (2021). Available at: <https://cryptpad.organise.earth/file/#/3/file/866db160042e50fbc2cd28fc8d9550b5f4d4cc52b80639b/>

2. **Act Now** – Governments are urged to act now to address biodiversity loss and reduce greenhouse gas emissions to net-zero by 2025
3. **Go beyond politics** – The organisation advocates for the creation of a Citizens' Assembly that will have the role of the advisor on the issue of climate and ecological justice.

Extinction Rebellion Values

The organisation values the participation of any group, organisation or person that wishes to implement actions on the climate emergency. The decentralised form of the organisation allows anyone to take action without asking permission from a central authority. The most important values of the organisation are⁴⁷:

- A shared vision of change
- Global mobilisation of the population to achieve system change
- Creating a regenerative culture (healthy, resilient, adaptable)
- Challenging the established toxic system
- Reflecting & Learning
- Inclusion for everyone
- Breaking down hierarchies and enhancing equitable participation
- Avoiding blaming and shaming
- Non-violent network
- Autonomy & Decentralisation

Extinction Rebellion Online Campaigns

⁴⁷ Extinction Rebellion. (2022). About Us. Available at: <https://rebellion.global/about-us/>

COP26: We Are Watching You

In 2020, Extinction Rebellion launched a global action calling on world leaders to fight for the reduction of the global temperature. On the anniversary day of the signing of the Paris Climate Agreement, Extinction Rebellion launched the 'COP26: We Are Watching You'. This event included a series of globally synchronised projections aiming to bring attention to the lack of action and broken promises from world leaders. There were night video screenings in 14 cities across the globe, including Paris, Glasgow, Washington, Buenos Aires, Mumbai and London, on different dates. The video included the message "COP26: We Are Watching You. Don't Let Us Down". The projection aimed to raise awareness of issues addressed in the Climate Agreement every month in the lead-up to the Glasgow summit to offer a message of courage and collective action. The strong message with the dramatic tone is intended to stress the interconnected humanitarian nature of the crisis that affects all human beings on the planet. The project containing video screenings was implemented in 20 countries bringing awareness to the emergency of climate action and urging governments to take stronger action towards limiting climate breakdown.

The visual identity of the event: Using bold colours and a dramatic message, the campaign aims to attract people's attention and achieve the goal of raising awareness of the climate emergency.



Photo credit: Extinction Rebellion Global website, 2020

Film on Climate Action - Whoopi Goldberg's Dramatic Call for Climate Action



Photo credit: Extinction Rebellion Global website, 2020

Thanks to the huge network of the organisation and the huge influence of its activities, Extinction Rebellion has managed to get the support of celebrities and famous people like the famous Hollywood actress Whoopi Goldberg. Whoopi Goldberg has collaborated with the organ for the creation of an animation set in the future. The 3-minute film, entitled *The Gigantic Change*, looks back from 2050 to show how people worked collaboratively to deal with the climate crisis and its catastrophic consequences. For dissemination and promotional reasons, the film went live on Extinction Rebellion's Facebook, YouTube, Twitter and Instagram on June 5 2020, as part of World Environment Day, creating a viral moment on social media and attracting millions of viewers on such an important matter.

The film depicts the environmental destruction, pointing out that climate change is an existential threat to people of all ages and backgrounds. Moreover, it focuses on the need for collective action and collaboration to build a brighter and more prosperous future. The team that created *The Gigantic Change* invited Whoopi to do the voice-over, knowing that her deep and characteristic voice would bring a dramatic tone to the performance and highlight the need for climate action. Moreover, Whoopi is a prominent campaigner on environmental issues and a person that can inspire and motivate people to take action.

The film managed to communicate the climate emergency to the wider public in an artistic and creative way. At the end of the film, viewers are directed to a page outlining the most effective actions

they can take to save the environment. The proposed actions include dietary changes, using alternative and eco-friendly means of transport, demonstrating in the streets and civil disobedience.

The film is part of the dissemination strategy of Extinction Rebellion. Through this appealing animated film, the organisation aims to improve its outreach and attract more supporters not only to Extinction Rebellion's websites and social media but also to the civil disobedience actions that take place around the world.

The Gigantic Change Link: <https://www.youtube.com/watch?v=wf6VXXNjML0>

Film on Climate Action – Joaquin Phoenix's collaboration with Extinction Rebellion & Amazon Watch

Extinction Rebellion has collaborated with Amazon Watch for the creation of a short film entitled Guardians of Life that aims to raise awareness of the climate emergency. The film is an alarm call for deforestation, biodiversity loss and wildfires across the world.

Guardians of Life is a star-studded film since the Oscar-winning actor Joaquin Phoenix is starring in it along with other Hollywood actors.

The film has a duration of only 2 minutes. It is set in an Emergency Room, and it launches a new campaign to sensitise viewers on the topic of the climate and ecological crisis. According to Extinction Rebellion's description, the film acts "as a Public Service Announcement (PSA) for the plight of the Amazon and its indigenous communities and an alarm call for deforestation and biodiversity loss taking place in every corner of the world, as a result of devastating wildfires, droughts, floods and storms⁴⁸" (Extinction, Rebellion, Press, 2020). This film is an example of the dissemination and promotion strategies the organisation employs to reach out to more people, attract more supporters and achieve its goals. The fact that famous people support this initiative strengthens the influence Extinction Rebellion has, and it gives a message that online campaigns can have a significant impact on individuals and societies.

Joaquin Phoenix is an environmental activist that participated in many protests. As a famous person and an active environmental activist, he has become a medium that spreads the message of climate emergency. A medium that enhances the dissemination strategy of the global organisation.

⁴⁸ Extinction Rebellion.(2020). Joaquin Phoenix Makes Film with Extinction Rebellion & Amazon Watch. Available online: <https://rebellion.global/press/2020/02/06/joaquin-phoenix-xr/>

The film is the first of twelve planned films that will explore environmental issues and the need for collective action.

The film is available here: <https://www.mobilize.earth/>



Photos credit: Extinction Rebellion Global website, 2020

Extinction Rebellion UK Campaigns

Free the Press

The Extinction Rebellion of the UK is active and counts numerous local groups and actions across the country. All the ongoing and upcoming campaigns are promoted through the website, which includes all the relevant information concerning the events or actions. A campaign is organised and promoted on social media and on the organisation's platform. A campaign is a combination of several actions that include physical activities (civil disobedience, protests), online engagement of supporters and online resources for information.

Free the Press is a campaign launched in September 2020. The campaign included an internationally aligned day of actions that took part in the UK, the USA and Australia. The campaign's supporters blockaded News Corp printing presses for 13 hours to push for radical reforms in the printing press. The aim of the blockades was to raise the alarm on the corrupted billionaire press institutions that failed to tell the truth about the climate and ecological crisis.

Following the blockade of major printworks in several UK cities, protesters and XR supporters took to the streets to call out the billionaire-owned press for lying about the climate crisis. Moreover, the Extinction Rebellion art department organised an event, during which they created an XR sculpture and posted some art posters to promote the campaign's cause. The event was attended, and 12 people were arrested.

The dissemination and promotion strategy of the campaign is facilitated by the following:

A website dedicated to the campaign's causes, actions and updates: The platform uses bold colours and text fonts to attract the visitor's attention and make everything more appealing.



Photo credit: Extinction Rebellion UK website, 2022

The website includes different sections that provide a detailed analysis of the campaign's aims and objectives, its communication mediums and supporting resources that can help potential supporters get involved more easily.

Extinction Rebellion content writers thoroughly explain who the campaign targets, what the campaign's purpose is and what the significance of this action is, which gives an added value to the campaign, legitimising its cause and course of action.

Website sections supporting the campaign's dissemination & promotion

- Frequently Asked Questions (FAQs)

FAQS

WHY DO WE NEED TO FREE THE PRESS?	∨
WHO ARE THESE BILLIONAIRE OWNERS?	∨
WHY IS THIS IMPORTANT?	∨
WHAT DOES THIS MEAN FOR THE CLIMATE?	∨

Photo credit: Extinction Rebellion UK website, 2022

- How to Get Involved

HOW TO GET INVOLVED

Join The Telegram Chat For Updates On The Mass Action	>
Join The UK M&M Broadcast Channel For Key Media Updates	>

Photo credit: Extinction Rebellion UK website, 2022

- Resources (Supporting material for the demonstrations)

RESOURCES

Read The Free The Press – Paint The Streets And Stickers Print Information	↓
Read The Free The Press Creative Brief: A Call To Action For XR Allies	↓
Download Paint The Streets Sticker Artwork	↓
Download Paint The Streets Poster Artwork	↓
Read The Paint The Streets Info Pack	↓

Photo credit: Extinction Rebellion UK website, 2022

A promotional Free the Press video: The thought-provoking video is available on YouTube and other platforms



Photo credit: Extinction Rebellion UK website, 2022

An online group chat created on the instant-messaging service Telegram: The group chat strengthens the communication among the campaign members and potential supporters and provides information and updates regarding the campaign's actions.

The *Free the Press* promotional video is available here: <https://www.youtube.com/watch?v=2YQL08-Fumk&t=1s>

Deep Water

Deep Water Campaign was created to raise awareness of the alarming issue of extreme and changing weather patterns involving flooding and rising sea levels. The outreach campaign group aims to urge governments to find solutions to the climate emergency and encourage people to take collective action.

The dissemination strategy of the campaign includes:

Deep Water Website: A website on the campaign's aims, involved members and actions

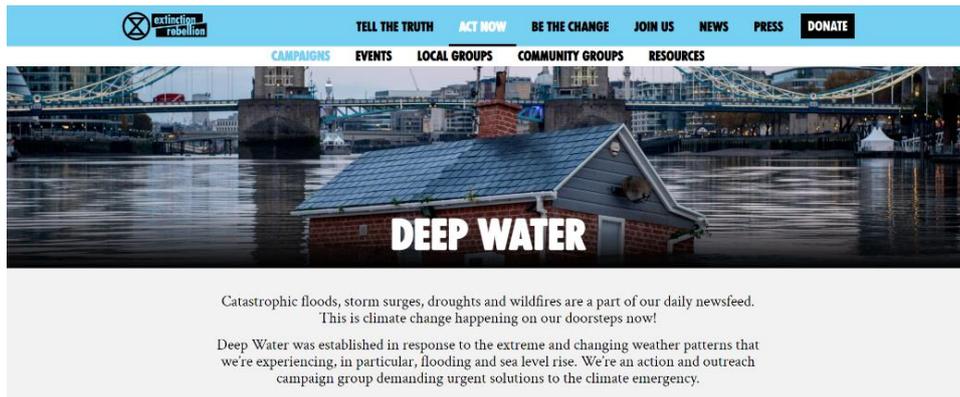


Photo credit: Extinction Rebellion UK website, 2022

Deep Water Talks: For this campaign, the group members created a series of videos showing how people can get involved in the campaign. The videos include presentations or speeches on the topics concerning the climate crisis. Through the website and the videos that are available freely on YouTube, the organisers invite people to get in contact with them and deliver a talk as speakers or to propose a speaker for these talk videos. Using those talk videos, the organisers strengthen the campaign's promotion while maintaining close communication with anyone who wants to get involved. Allowing potential supporters to be actively involved in the development of the campaign, as speakers, for example, is a great way to disseminate and promote an online campaign.

DEEP WATER TALKS

Find out about flooding, Deep Water's aims and how you can get involved by watching our talk videos. Please share these talks.

- [What It's Like To Be Flooded – Part 1 \(11:33 Mins\)](#) >
- [Types Of Flooding – Part 2 \(16:04 Mins\)](#) >
- [Here's The Science – Part 3 \(10:26 Mins\)](#) >
- [Join Us In Extinction Rebellion – Part 4 \(11:48\)](#) >
- [Tell Us More About Deep Water – Part 5 \(9:37 Mins\)](#) >
- [Deep Water Full Length Talk – All Parts \(53:14 Mins\)](#) >



Photos credit: Extinction Rebellion UK website, 2022

Deep Water Social Media & Contact Details: The organisers have created several social media accounts for the promotion of the Deep Water Campaign in order to attract potential supporters and promote the campaign's aims to a maximum degree to as many people as possible. Moreover, they generated an email address to maintain communication with anyone who wishes to contact them via email.

STAY IN TOUCH

SIGN UP FOR DEEP WATER NEWS

Follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

Join the Deep Water [Telegram chat](#).

Or contact us at deepwater@extinctionrebellion.uk.

Photo credit: Extinction Rebellion UK website, 2022

Deep Water Facebook page containing videos, educational articles and other material



Photo credit: Extinction Rebellion UK Deep Water Facebook page, 2022

Extinction Rebellion Dissemination Strategies

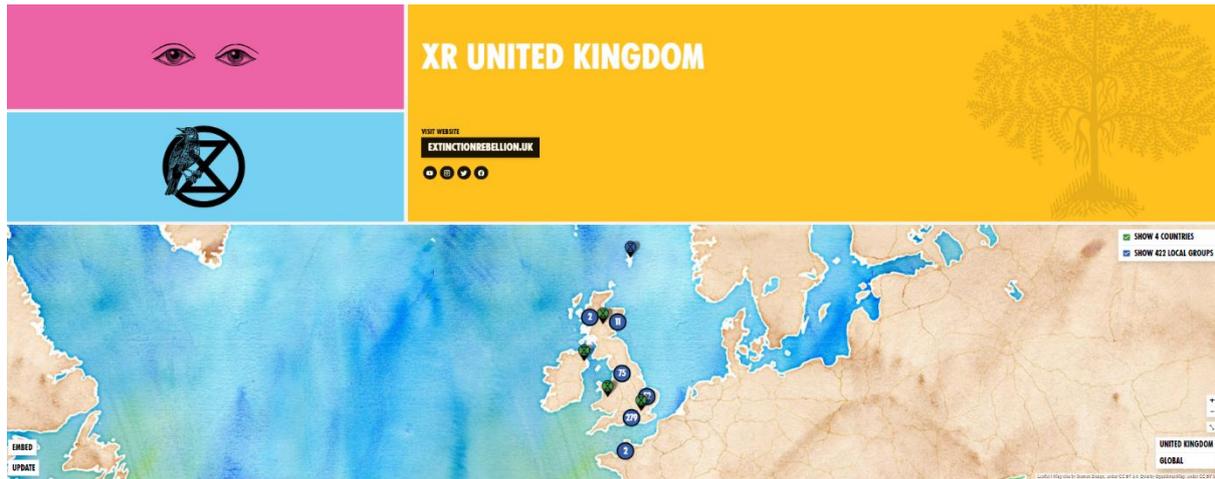
Extinction Rebellion has a very strong digital presence. The organisation is active in many countries around the globe, and every branch has its own website and social media accounts. The central branch of the organisation is XR Global.

This global organisation comprises people from all over the world, from different backgrounds, cultures and political affiliations. The organisation, born in the UK with a series of non-violent civil disobedience actions, ignited global actions. The call to rebel became global, with groups popping up in Europe, the US and soon worldwide.

Extinction Rebellion is leaderless and lacks a central coordinating committee or team. Local and national groups organise their own events, promoting them through social media and digital platforms. All local groups apply this dissemination strategy. There are 1186 groups in 84 countries that are active in climate action. XR movements are known for compelling legislation, pushing governments to take action, and generating a discussion on the climate and ecological crisis on a global scale through media coverage, local and international events and the organisation of non-violent protests all over the world. Every country has its own page on the XR Global website (<https://rebellion.global/>) on which all the national and local groups are presented along with all the events organised by those groups. Each national Extinction Rebellion has its own social media accounts: Twitter, Facebook, Instagram, Tik Tok, and YouTube. Moreover, the organisation has a special domain called XR Tube that contains a series of promotional, informative and call-for-action videos. Extinction Rebellion takes advantage of the full potential of digital tools and media in order to maximise the dissemination and promotion of its events, attracting more supporters to its cause.

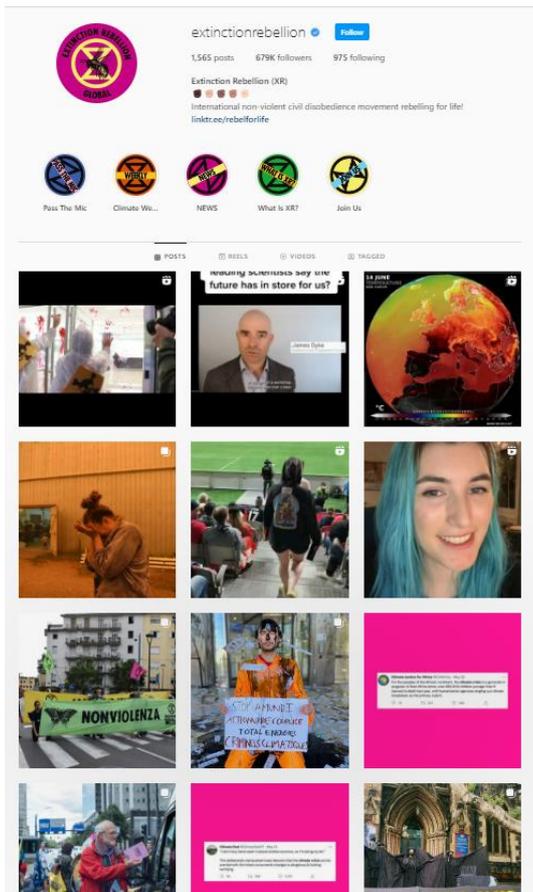


A map showing the 81 countries actively involved in the global movement and the Extinction Rebellion national and local groups around the globe.



Each country has its own page on www.rebellion.global. The picture below demonstrates the dedicated page for United Kingdom's local groups and the events organised by each group.

According to the Extinction Rebellion Global Annual Report 2021, digital means and tools were employed to a great extent to support the activities of the global movement and enhance the dissemination of the XR events. The Extinction Rebellion has a media team of experts that ensure the voices of people are heard and amplified. The XR Global Twitter account boasts 375 thousand followers, up 5%, with tweets reaching between 15-21 million monthly impressions. In 2021, retweets jumped from 300 up to 1000. Instagram has 670 thousand followers and reached five times as many non-followers. Approximately 539 thousand people viewed Facebook Reels. The XR Global website is constantly updated with material and technical support for people with impairments. Moreover, in 2021 the organisation created the Regenerative Rebellion video to raise awareness of the climate emergency. This video had one of the fastest social media spreads of 2021 and is featured on many platforms related to environmental issues.



Two screenshots were taken from the XR Global Instagram account, containing several videos, thought-provoking posts and photos from the various events organised around the world.

Photo credits: Extinction Rebellion Global Instagram account, 2022





ADULATION

Adult Education for Social Change



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