

# Third Task

Create a social campaign on your Facebook, Twitter or Instagram profile (the fake one created for your previous class) to raise awareness of an important social or environmental issue. Use previously created accounts for this

**Choose a topic: Think about what social or ecological issue you want to draw attention to (exemplary topics, you can use another one)**

- **Mental Health:** Bring attention to the issue of mental health and help raise awareness about depression, anxiety, stress or other mental illnesses. You can share information on how to deal with difficult emotions and share links to help sources such as support lines and therapists.
- **Fighting discrimination:** Pay attention to different forms of discrimination, such as racism, sexism, homophobia or religious intolerance. Provide information about the harmfulness of such behavior and encourage tolerance and respect for all people.
- **Environmental protection:** Pay attention to important environmental issues such as climate change, air pollution or waste reduction. Provide information on how you can contribute to the protection of the environment, such as recycling, saving energy or using public transport.
- **Online safety:** Pay attention to important online safety issues, such as cyberbullying, dangerous content, or a cyberattack. Provide information on ways to protect yourself from online dangers, such as using antivirus software and choosing strong passwords.
- **Physical Health:** Pay attention to important physical health issues such as heart disease, diabetes or obesity. Provide information on ways to maintain physical health, such as a healthy diet and regular physical activity.

**Develop a strategy:** determine what actions you will take to pay attention to and encourage others to take part in the campaign. You can use photos, movies, quotes, infographics and other tools to convey your message. Strategy plan write in Google Docs and Share for [maciej.potwora@g.wszia.opole.pl](mailto:maciej.potwora@g.wszia.opole.pl)

**Prepare and publish materials:** Prepare and publish graphic materials on your profiles using e.g. Vista Create (instructions to download <https://potwora.pl/wp-content/uploads/2023/03/vistacreate.pdf>)

**Create a hashtag:** Create a unique hashtag that will be easy to remember and related to your topic. Hashtag can help track and monitor posts related to your campaign. Hashtag may be the name of your campaign

**Invitation to participate:** Encourage others to take part in the campaign. You can ask your friends to like your post or to provide it further, as well as to use the hashtag to help you disseminate messages.

**Analysis of the results:** Follow your campaign results and evaluate how well it works. Check how many people took part in the campaign, what their reactions were and what could be improved to get even better results in the future.

Remember that your campaign can have a real impact on people, so try to make it thought out and responsible