Handout-A06.2. Counter-narrative campaign's log-frame

|  |  |
| --- | --- |
| Campaign’s name | *What is the name of your counter-narrative campaign* |
|  |
| Campaign’s audience(s) | *Describe your audience characteristics. That is, who are the people that your campaign is targeting. Where and when are they engaged on social media?* |
|  |
| Campaign’s impact(s) | *What is the behavioural or social change the campaign aims to contribute to. That is, the long-term results you want to achieve with your campaign.* |
|  |
| Campaign’s goal(s) | *Describes how or by which means your campaign will contribute to achieving the expected impact.* |
|  |
| Campaign’s objective(s) | *How many people you aim to reach with your campaign? How many social media posts or campaign content you aim to produce?* |
|  |
| Campaign’s content | *Create the content of your campaign: create your message; add the message to your medium; select a messenger (optional); and develop your call to action.* |
|  |
| Campaign’s dissemination | *Which social media channels will you use to run the campaign. That is, how will you create visibility, or by which means will you spread the content of your campaign?* |
|  |
| Campaign’s evaluation | *Which methods will you use to assess whether you are achieving set goals and objectives? Which type of monitoring and evaluation indicators do you aim to use?* |
|  |