



PYLON ONE



KADIN VE GENÇ GİRİŞİM MERKEZİ



ASOCIATIA  
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NEW EUROPE  
FOUNDATION



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# Gender awareness campaign: Youth become gender equality Ambassadors

## Local Youth Participation Event In Poland 23-26 January 2025

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YouthPartEQUALITY



# IN THIS PRESENTATION YOU WILL FIND:

01.

What is a social campaign?



02.

Stages of creating a social campaign

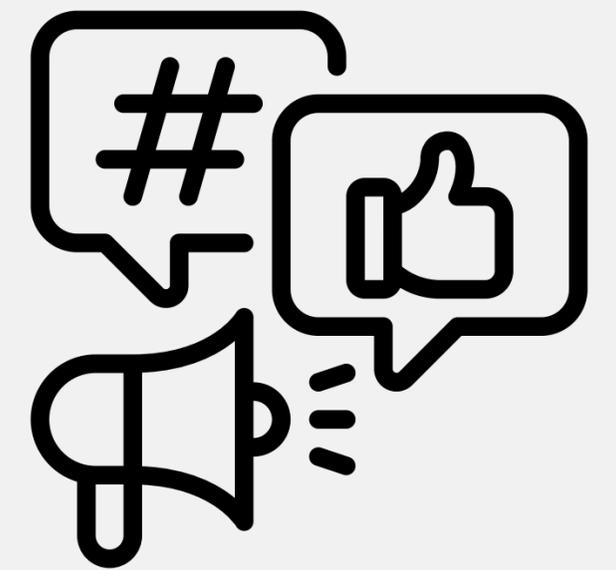
03.

Good practices for effective campaigns

04.

Examples of effective social campaigns





## WHAT IS A SOCIAL CAMPAIGN?

A social campaign is a planned effort to raise awareness, change attitudes, and inspire action on social issues like gender equality, human rights, or public health. It uses media, storytelling, events, and advocacy to engage communities and influence change.

Social campaigns aim to educate, challenge stereotypes, and promote policy reforms. They rely on research, audience targeting, and clear messaging to create impact. By mobilizing people through social media, public events, and collaborations, social campaigns help drive meaningful and lasting social change.



# STAGES OF CREATING A SOCIAL CAMPAIGN



## 1. Defining the campaign objective

- What do we want to achieve? SWOT
- analysis Surveys and interviews

## 3. Creating key messages and emotions

- What slogan and main message will best reflect the problem? What emotions do we want to evoke? (shock, sadness, sense of agency, hope)

## 2. Identification of the target group

- Who is the campaign aimed at? (young people, parents, companies, political decision-makers) What values are important to this group?

## 4. Selection of communication tools and channels

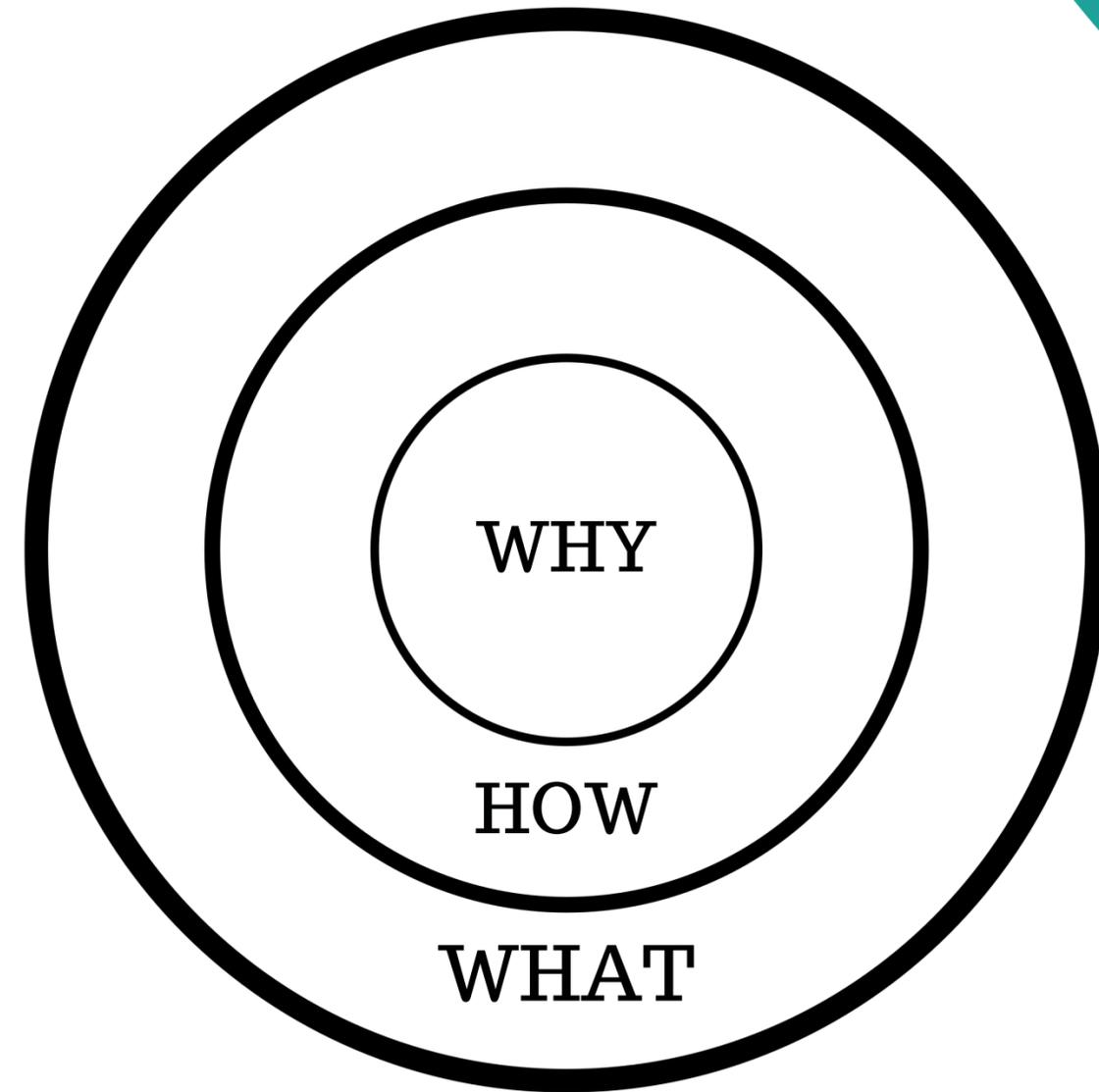
- Where is the best place to reach our target group? What content formats will be effective?



EXTERNAL FACTORS  
INTERNAL FACTORS

| FINISH SWOT |            |
|-------------|------------|
| STRENGTHS   | WEAKNESSES |
| CHANCES     | THREATS    |

SWOT Analysis Table



Golden Circle (Simon Sinek)



## 5. Choosing communication channels and content formats

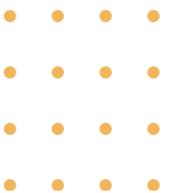
- PESO Method AIDA Method Design Thinking
- Social media Posters and leaflets
- Traditional media (TV spots, radio, press)

## 6. Call to Action

- What do people do after watching a campaign? User-Generated Content (UGC) Challenge on Social Media
- Crowdsourcing

## 7. Measurement of campaign effectiveness

- KPI (Key Performance Indicators) – defining success indicators: – Reach – Engagement – Conversion Sentiment Analysis



# What makes a campaign effective?

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- ✓ Clear Goal – Define a specific and measurable objective (awareness, policy change, or community action).
- ✓ Strong Message – Communicate a clear, relatable, and engaging idea.
- ✓ Credible Data & Stories – Use facts, statistics, and real-life experiences to build trust.
- ✓ Targeted Audience – Tailor content to reach and resonate with the right people.
- ✓ Multi-Platform Approach – Combine social media, events, and partnerships for maximum impact.
- ✓ Call to Action (CTA) – Provide a clear next step (sign a petition, attend an event, share content).
- ✓ Collaboration – Work with influencers, organizations, and policymakers to expand reach.
- ✓ Consistency – Maintain ongoing engagement to sustain momentum and impact.



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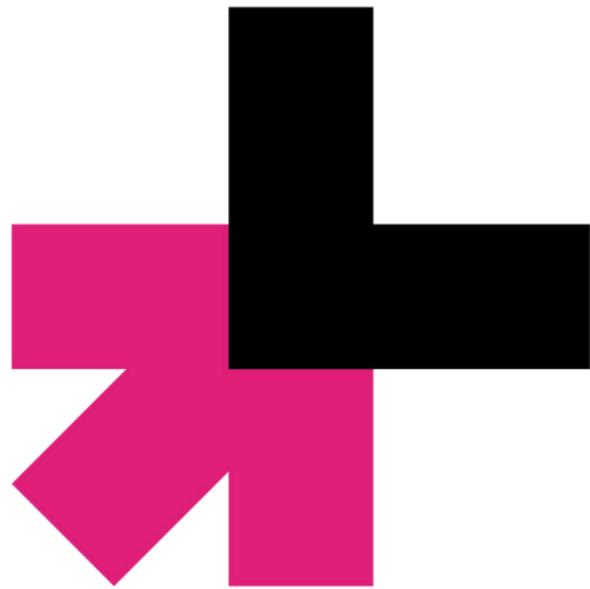
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# Examples of effective social campaigns

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**HeForShe**

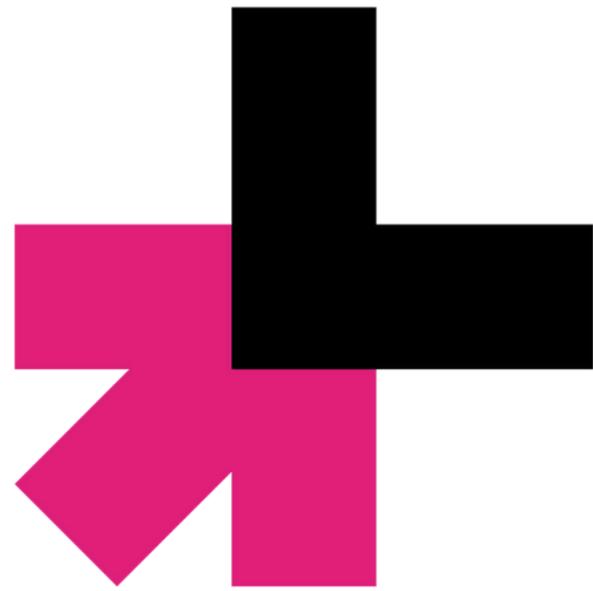
UN Women Solidarity Movement  
for Gender Equality

## HeForShe

HeForShe is a global social campaign launched by UN Women in 2014. Its aim is to engage men and boys in the fight for gender equality, which distinguishes it from other campaigns focused primarily on women. The campaign slogan emphasizes that gender equality is not just a “women’s issue” but a shared social challenge.



# Analysis of an effective social campaign on the example of "HeForShe"



**HeForShe**

UN Women Solidarity Movement  
for Gender Equality

## 1. THE CAMPANIANIANS

- Including men and boys in gender equality efforts. Raising awareness of gender equality.

## 2. Identified target group

- Main audience: Men and boys (of all ages), business leaders, politicians.

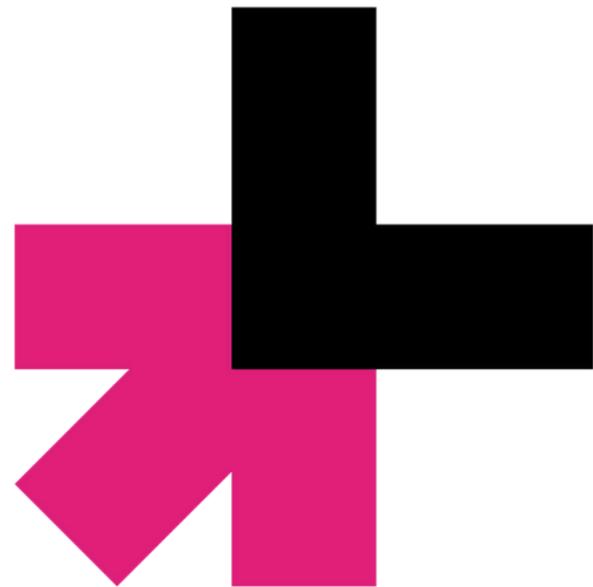
Intermediate group: Women as campaign

- ambassadors, feminist organizations, media.

Location: The campaign was global in nature, but was adapted to local cultural conditions.



# Analysis of an effective social campaign on the example of "HeForShe"



**HeForShe**

UN Women Solidarity Movement  
for Gender Equality

## 3. Creating key messages and emotions

- Responsibility – everyone can be part of the solution. Engagement – the campaign does
- not blame men, but encourages them to act. Pride – men who support gender equality
- can be leaders of change.

## 4. Selection of communication tools and channels

- Social Media – The campaign quickly went viral thanks to the hashtag #HeForShe.
- Live Events – Emma Watson's Speech at the UN in 2014 viewed over 6 million times.
- Partnerships with corporations – e.g. Unilever, PwC and Barclays have signed a commitment to equality in companies.





# Summary

## How to effectively create a social campaign?

1. Identify the problem and define the target group
2. Create a message that appeals to emotions and inspires action
3. Select the right channels and methods of communication
4. Engage the community through storytelling and interactivity
5. Measure the effectiveness of actions and optimize the strategy





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# THANK YOU FOR YOUR ATTENTION

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