



EMMELINE & OTHERS:

Key change makers in Manchester (& the UK)

SESSION 12: Participating In Our Future

SESSION OUTCOME FOR STUDENTS:

Think about what you have learnt, the change you would like to see in Greater Manchester and how you can campaign to make that happen.

SESSION LENGTH: Designed for 45 minutes, activities can be extended

CRITICAL QUESTIONS:

- What are the changes you want to see in Greater Manchester?
- How could you build an effective campaign to raise awareness of these changes and make change happen?

CURRICULUM & KEY STAGE: All of the sessions in the Rise Voice Vote toolkit are generic, and can be taught as part of a number of key stages. A range of resources are provided that would support making the session suitable for different key stages and abilities.

SESSION PLAN:

ITEM		TIME ESTIMATED	WORKSHEETS & DOWNLOADABLE RESOURCES
1.	Introduce session	5 mins	
2.	WATCH: Rise Voice Vote hackday films	5 mins	
3.	TASK: Creating a campaign plan	35 mins	Campaign plan template: planning for impact Running a Campaign Hackday Social Media Takeover Guidance

ADDITIONAL OPTIONS & ACTIVITIES:

- Consider running a “Campaign Hack Day” or half day session with a year group, see our guidance here.
- Consider offering a social media takeover to students - read our advice here.
- [UK feminist resources](#) to “take action”.
- Additional [social media campaigning for good session plan](#) - 60 mins (The Politics Project).
- Run a campaign “hack day” or half-day, with a social media takeover.

WORKSHEET 12: Creating a campaign plan

Individually, in pairs or small groups plan out three strands of a campaign to help tackle an issue of your choice. There is an example below.

REMEMBER: Have clear messages about that the issue is and why you think it is important to tackle this issue?

TACTIC	WHAT WILL YOU DO? GIVE DETAILS OF WHAT AND HOW YOU WOULD GO ABOUT YOUR TACTIC.	WHO ARE YOU TARGETING? HOW DO YOU KNOW YOU CAN REACH THEM?	WHAT RESOURCES WOULD YOU NEED? (THINK ABOUT MATERIALS, TIME AND PEOPLE!)	WHY WOULD THIS MAKE AN IMPACT? HOW WOULD YOU MEASURE THE IMPACT?
<p>CAMPAIGN TACTIC 1: This should be a way to plant the 'seed' for change in people. How are you going to introduce your issue and capture other people's imagination so they support your cause?</p>	<p>Twitter Campaign - using a #hashtag to gain interest in your cause before starting main campaign.</p> <p>Run the campaign in Instagram as more young people use this - develop visuals to get interest.</p> <p>Don't give too much away now - share a tagline & key message.</p>	<p>Young people aged 14-16 who live within Manchester.</p> <p>To use hashtags and by sharing via specific Manchester/ youth channels.</p>	<p>Twitter handle and knowledge of twitter accounts around Manchester that may have an influence over young people.</p> <p>Instagram account and interesting images to gain attention.</p> <p>Try to get people to share/retweet initial campaign awareness.</p>	<p>People would gain an interest in the campaign before finding out more details - they will want to know more and can then use interest from initial seed campaign to target people for next stages.</p>
<p>CAMPAIGN TACTIC 2: This should be a way to 'water' the seed you have planted! How are you going to increase awareness and get your campaign going!</p>	<p>Video speech - write and deliver a powerful speech about campaign message in a public place around Manchester. This would then be filmed and shared on social media to help raise more in depth awareness of campaign.</p>	<p>Young people aged 14-16 who live within Manchester.</p> <p>To use hashtags and by sharing via specific Manchester/ youth channels.</p>	<p>Speech to be written. Location to perform the speech - ideally in a public place where an audience could gather. Video equipment to film speech.</p>	<p>This will ensure people find out more about our campaign and have the chance to interact with the campaign on the channels it is shared on.</p> <p>Will share date of the 'call for action day'.</p>
<p>CAMPAIGN TACTIC 3: (This final tactic should be your 'eye on the prize' technique. How will you ensure you are pushing your campaign and issue to have the biggest impact at the final stage?</p>	<p>Badges and posters to be distributed around Manchester about the campaign - these will all communicate a set date to target mayor of GM Andy Burnham about giving young people the vote.</p> <p>Encourage young people to Tweet, hold their own mini events, write letters and share their own stories on this date.</p>	<p>All young people and youth movements around GM.</p> <p>Will look to share posters within schools and local community groups</p>	<p>Badges Posters Support of schools Twitter and Instagram accounts</p>	<p>A unified day of action for young people across Manchester to make their voice heard.. Those in power are more likely to hear the message and respond and act on requests. Working collaboratively will help to gain interest of media to help raise profile further.</p>

SESSION 12 ADDITIONAL RESOURCE: Running a campaign hackday

PLANNING A 'CAMPAIGN HACK DAY' AT SCHOOL

Finding an opportunity to support students to spend some time developing their campaign ideas has a range of benefits for curriculum, learning and skills development. A half-day could be used, and there is a model agenda below.

TOP TIPS

1. Invite local campaigners or activists to share their experiences with students. You can access some ideas on local Manchester campaigns at the Rise Voice Vote website.
2. Consider working with local creatives or organisations with expertise in campaigning and lobbying to provide workshops for young people on campaigning tactics and tools
3. You can use our Social Media Takeover guide to support students to take over school social media channels for the day in a supportive and managed way!
4. Invite a local politician to speak to students [hint: Friday is the easiest day for your MP to attend]; or contact The Politics Project to arrange a digital surgery with a politician; or invite a member of the Manchester or Combined Authority Youth Council.
5. Consider inviting parents, carers and other community members to hear young people's speeches or witness their protest activity and engage in debate.

MODEL AGENDA

APPROX TIME REQUIRED	ACTIVITY	RESOURCES
10 minutes	GROUND RULES: Work out with students how they will hold a respectful and compassionate space for debate and campaigning.	See our suggested Hack Day ground rules
20 minutes	CAMPAIGN TEAM ALIGNMENT: Ask students to work in teams where they are interested in campaigning on the same issues. Students use the template to think about their key messages, target audience(s) and campaign title.	Hack Day Campaign Team template
40-60 mins (for a whole day session could be repeated, with different or same activities offered)	CAMPAIGN PLANNING ACTIVITIES: Arrange a number of activities for students on various campaigning tactics. Campaign teams decide between them who goes to which activities for their team. There are a number of worksheets to support these within other sessions: <ul style="list-style-type: none"> • Get Creative: Badge making, t-shirt printing, banner, placard and poster making; • Work with words: Petition writing, soapbox speeches, campaign poems, zine making, contacting your elected representative • Do it Digitally: Social media takeover, making and using GIFs, voxpops 	See Rise Voice Vote session plans for worksheets: <ul style="list-style-type: none"> • Session 1: Petition writing • Session 2: Voxpops • Session 3: Soapbox speeches • Session 5: Poster making • Session 6: Contacting your elected representative • Session 8: Zinemaking • Session 9: Campaign poems Social media takeover guide
30 mins	CAMPAIGNING: Arrange an opportunity for students to make soapbox speeches and/or arrange a 'mini-march' around school grounds. You could invite in an audience of politicians, local campaigners, parents/ carers and/ or the local community to listen to the views of students and ask questions. Students could be divided into common Themes of their campaigns.	Speakers Corner Tips (RVV session 3)
30 mins	SPEAKING TO REPRESENTATIVES: if you can get a local politician or MP to attend make sure students have a chance to do the questioning. If you can't get a local representative to attend in person, contact The Politics Project to organise a digital surgery.	
20 mins	EVIDENCE AND IMPACT: ask students to record the materials and campaigning items they have produced and reflect on the impact they have and could have, in the Campaign Team template. You could consider the last session in the Rise Voice Vote toolkit for ideas on how to share the work of the day more widely with the school and community.	

CURIOSITY

KIND

RESPECTFUL

HONEST

CARING

COURAGE

COMPASSION

SESSION 12 ADDITIONAL RESOURCE:

Social media takeover, guidance for a campaign hackday

Below is suggested guidance, based on practice with the Pankhurst Trust; this guidance should be aligned with the social media policy of the individual school or setting. See also list of Social Media Do's and Don'ts.

SCHOOL SOCIAL MEDIA #TAKEOVER

There will be a #takeover of the school Twitter, Instagram and other social media accounts for the Campaign hack day. We are keen to support as many students as possible to get their voices heard on the day and to use this as an opportunity to promote their campaign issues.

There will be lots of opportunity and help on hand to support them to develop their messages and to create multi-media digital content to accompany messages including videos, photos, gifs, vox pops and artwork. To ensure that all external messages are appropriate and that students are kept safe, the following process will need to be followed for any messages to go out via any of the agreed school social media platforms.

PREPARATION

Prior to the event the following steps will be taken:

- Review school social media policy and guidance, including addressing the use of visual images and photography of students and teachers
- Make sure all staff are informed
- Pre-event key messages posted and pinned on all platforms communicating the nature, purpose and timing of the takeover.
- Agreed roles for approving posts, moderating and period required (could be a number of hours or days following the event dependant on the relative levels of traffic on the social media channels).
- Display the Social Media takeover Do's and Don'ts prominently

STEP BY STEP PROCESS FOR AGREEING THE TWEETS / INSTAGRAM OTHER CHANNEL POSTS:

Staffing:

- Posting team: an allocated member of staff(s) responsible for approving and posting.
- Consider having additional social media advisors available to offer tips on content design and messaging.
- Moderator: staff or volunteer available to moderate any resulting conversation or discussion on social media channels.

STEP 1 PROPOSERS: Campaign Teams will apply what they've learnt in the workshops about messaging and campaigns to the design of their media posts, using slips provided to draft their message. They will then take their draft post to social media advisors or directly to the posting team.

STEP 2 ADVISORS - IF AVAILABLE: Social media advisors will be available throughout the day to help campaign teams to maximise the impact of their media. They will share any tips to help improve the messaging, the visual presentation or offer advice on who to tag in.

STEP 3 POSTING TEAM: Complete a final read through, check hashtags in place and post on school social media accounts as agreed.

STEP 4 MODERATORS: will be checking the traffic on the accounts throughout the day for responses, responding or removing as appropriate.

STEP 5 SHARED ACCOUNTABILITY: If anyone spots any messages going out or any responses which raise concern please alert the Posting Team immediately. This applies to everyone present on the day or engaging with the #takeover, be you a teacher, student, facilitator, contributor, follower. We all share a responsibility to keep each other safe and to keep social media a safe and please space for all.

SESSION 12 ADDITIONAL RESOURCE: Social media DOs & DON'Ts

DO

BE NICE

It really helps

PREPARE YOUR POST

Make it a positive experience

BE GENEROUS

Give credit and think before tagging

MAKE IT CLEAR

that you are speaking on behalf of your campaign group

BE RESPECTFUL

to others when making any statement

BE AWARE

that you are personally responsible for all communications which will be published on the internet for anyone to see

GET PERMISSION

If you are using photographic images or film ask people who feature in these if they are happy for them to be shared

DON'T

EXPRESS OPINIONS ON BEHALF OF THE SCHOOL OR ANYONE ELSE

stick to your campaign message

LINK YOUR POST TO ANY POLITICAL PARTIES OR PARTY POLITICAL CAMPAIGNS

your message will be heard if it is well crafted

SHARE ANY PERSONAL INFORMATION

school social media is open to the public

HARASS, BULLY OR USE ANY FOUL OR DEROGATORY LANGUAGE

just don't!

SESSION 12 ADDITIONAL RESOURCE: Instagram takeover template

CAMPAIGN NAME: _____ #: _____

OUR CAPTION:

#RISEVOICEVOTE #TAKEOVER

TOP TIPS: Keep caption short, relevant, interesting & on message! People like bright, colourful photos and videos. Tag in relevant influencers for a shot out. Don't forget to follow the DOs & DON'Ts

CAMPAIGN NAME: _____ #: _____

OUR CAPTION:

#RISEVOICEVOTE #TAKEOVER

TOP TIPS: Keep caption short, relevant, interesting & on message! People like bright, colourful photos and videos. Tag in relevant influencers for a shot out. Don't forget to follow the DOs & DON'Ts

CAMPAIGN NAME: _____ #: _____

OUR CAPTION:

#RISEVOICEVOTE #TAKEOVER

TOP TIPS: Keep caption short, relevant, interesting & on message! People like bright, colourful photos and videos. Tag in relevant influencers for a shot out. Don't forget to follow the DOs & DON'Ts

SESSION 12 ADDITIONAL RESOURCE: Twitter takeover template

CAMPAIGN NAME: _____ #: _____

OUR TWEET:

#RISEVOICEVOTE #TAKEOVER

TOP TIPS: No more that 280 characters. Add photo/image/video/gif. Use your hastag #RiseVoiceVote #takeover. Tag in relevant influencers. Don't forget to follow the DOs & DON'Ts

CAMPAIGN NAME: _____ #: _____

OUR TWEET:

#RISEVOICEVOTE #TAKEOVER

TOP TIPS: No more that 280 characters. Add photo/image/video/gif. Use your hastag #RiseVoiceVote #takeover. Tag in relevant influencers. Don't forget to follow the DOs & DON'Ts

CAMPAIGN NAME: _____ #: _____

OUR TWEET:

#RISEVOICEVOTE #TAKEOVER

TOP TIPS: No more that 280 characters. Add photo/image/video/gif. Use your hastag #RiseVoiceVote #takeover. Tag in relevant influencers. Don't forget to follow the DOs & DON'Ts