FINAL PREPARATIONS WEBINAR

20-21 SEPTEMBER 2019
THAT'S WHY, ON SEPTEMBER 20 & 21, CIVICUS' SPEAK! CAMPAIGN WILL BRING PEOPLE TOGETHER
INTRODUCTIONS

1. Your name
2. Your country
3. How you are feeling (rating out of 10 & reason why)
PART 1:
MEDIA & CONTENT
SOCIAL MEDIA

• Social media is a great way to get the word out about your event and attract attendees.

• The hashtag for the campaign is #TogetherWeSpeak – please use this whenever you advertise your event or share photos/videos/highlights, and encourage participants to do the same.

• During the hours of action, we’ll collect all posts with #TogetherWeSpeak on the SPEAK! website homepage, and repost some of the best content via the CIVICUS social accounts.

• We’ll also be monitoring the hashtag #OneNextStep for the commitments that organisers and participants make at the conclusion of the events (more on this later).

• You can find banner and profile images for Facebook and Twitter on the SPEAK! Resources page, which we suggest you add to your social accounts in the days before your event.

• You can tag CIVICUS on Twitter @CIVICUSalliance or Facebook @CIVICUS.
SOCIAL MEDIA

Here are some **sample posts** for you to share on Facebook, Twitter, Instagram and other platforms. When relevant, you can include the **public link to your event page**:

- [insert Facebook/Twitter profile image] Our world is more connected and divided than ever. It's time to SPEAK! with those we don't normally. Join us. #TogetherWeSpeak
  www.togetherwespeak.org

- We’re so excited for our SPEAK! event on [insert date]! Join us: [insert event page link]
  #TogetherWeSpeak

- The SPEAK! 24 Hours of Global Action are coming! 20-21 September 2019. What events are happening in your city? Find out at www.togetherwespeak.org #TogetherWeSpeak

You can also create your own posts — just make sure to know your **objective**, keep it **short**, select the **best photos**, **edit videos** to time, and include the **hashtag**
MEDIA COVERAGE

• Getting newspapers, radio or TV stations to cover your event can help it have a wider impact beyond the people who attend.

• If this is important to you, consider what factors make your event appealing to the media:
  - Can you get a famous figure to attend?
  - Is there something visually arresting or creative that would look great on television?

• Do some research to find the contact details of prominent media outlets and journalists where you are, and let them know in advance that your event is happening.

• We’ve uploaded a sample press release to the Resources page, based on an event in Argentina, that you can edit and send to media outlets.
PHOTOS & VIDEOS

- A powerful photo can **capture the emotion and energy** of your event — a moment of laughter, frustration, surprise, or revelation.

- Short **videos (max 2 mins)** can also be a great way to show your event and share it online — but consider if people may not talk so freely if they are being recorded.

- The event organiser survey (more on this later) asks for **3 photos to “show” your event**:
  1. The first photo should show who attended and where it was held.
  2. The second should show some of the activity that took place.
  3. The third should show us the atmosphere of the event, such as a close-up emotional photo of one or more attendees.
PHOTOS & VIDEOS

• If you have **additional photos or videos** you’d like to share, please do so via social media using #TogetherWeSpeak

• **Assign responsibility** for capturing images to someone with good camera skills — and remind them of the pictures they need to get

• Remember that **metadata** contained in digital photographs (e.g. time, date, location, and other details) can be sensitive, so please delete where necessary
WHAT MAKES A GOOD PHOTO?

Photo credit: Build Green Group, Albania

Great because: emotive, captures a moment of authentic connection

Photo credit: INCIDE, Colombia

Great because: shows smiling/laughing, one person expressing an emotion and another reacting
WHAT MAKES A GOOD PHOTO?

Great because: full of colour, action and positivity, straight to camera

Photo credit: Dream Factory Foundation, Botswana

Great because: outdoor setting, interesting venue, shows all participants

Photo credit: Build Green Group, Albania
WHAT MAKES A POOR PHOTO?

• Try to avoid:
  - Low lighting or strong back-lighting
  - Pictures where people look bored or disengaged
  - Videos longer than 2 minutes
It’s essential that you get permission from attendees to feature in photos/videos, and that the consent is both free and informed.

This can be done via a written notice, a spoken announcement at the start of the event, or giving people the chance to opt in or out (e.g. by providing a coloured sticker to wear).

However you do it, make sure participants understand what the photos are for – including the possibility they will be featured in reports/promotion of the SPEAK! campaign – and that they are free to choose not to feature in them.

Use your own best judgment as well as participants’ opinions about any security or confidentiality issues that could result from taking and/or publishing event photos.

For more advice on getting informed consent and taking photos that don’t identify others, check out: https://library.witness.org/product-category/guide/
PART 2:
REFLECTION & ANALYSIS
Collecting data is about more than just gathering information ...

it’s about building knowledge and relationships that lead to change.
ONE NEXT STEP

• Bridging divisions and **building connections can take time and commitment** beyond a single event

• To keep up the momentum and help create lasting impact, **allocate time to decide on ‘one next step’** that participants can take to make their community or country more inclusive

• This can be unique to each **individual participant** or something the **whole group** (or a part thereof) agrees on

• Encourage participants to choose something that can be **realistically achieved within the 30 days** following the event

• The commitment **doesn’t have to be something huge** – change often comes as a result of thousands of incremental actions
ONE NEXT STEP

• **Examples of one next step could include:**
  
  - Participants pledge to start a conversation with someone they wouldn’t normally
  - Attendees agree to create a Facebook group to continue exchanging, discussing and planning how to overcome divisions
  - The group agrees to start a petition on a topic they discussed at the event and deliver it to key decision-makers

• Once people have agreed on their one next step, get them to **write it down and/or post on social media** (using #TogetherWeSpeak #OneNextStep)

• Also, tell them you will **follow them up** in 30 days to see how they went!
PARTICIPANT SURVEYS

• Towards the end of the event — but before everyone starts to leave! — **make sure to have each participant complete a survey**

• The purpose of the survey is to help you to **evaluate the success of your event** and make future events even better

• Make sure to **print enough copies** for everyone (plus a few extra) and **provide some pens**
PARTICIPANT SURVEYS

Then, it’s time to analyse the results …

• **Question 1** asks whether participants would recommend the event to others

• You can assess this by using the *Net Promoter Score* (NPS)® methodology, which weighs the views of ‘detractors’ (people who had a neutral or negative experience) with those of ‘promoters’ (those who had a positive experience) to give an overall score.

• Use this **free score calculator** to work out your score automatically: [www.npscalculator.com/en](http://www.npscalculator.com/en)

• NPS can range from **-100 to 100**

• The score is not an indication of failure or success in itself, but rather a benchmark of progress

• If you are using this survey for the first time, a **good benchmark to aim for is 50**
PARTICIPANT SURVEYS

• The greatest value of the survey is usually found in the reasons for the score (Question 2).

• After reading and reflecting on the reasons given, note the following:
  - What was mentioned the most?
  - What surprised you?
  - What are the most important insights or quotes?
  - What actions or follow-up steps were suggested?
  - How will you share the learnings from the survey?

• By listening and acting on these reasons, you can continue what you’re doing well, address any issues, and know you are building your understanding of what your community values.
ORGANISER SURVEYS

• As event organisers, you are requested to fill in your own short survey within 48 hours of holding the event.

• Please plan in advance to capture the following information:
  - Brief description of event
  - Total number of attendees
  - Number of women and men attending
  - Number of youth (under age 30)
  - Did you obtain consent to use photos?
ORGANISER SURVEYS

• As mentioned, the survey will request three photos that help tell your event story:
  - **Who?** — A group photo with distinct background showing the event location
  - **What?** — A photo that shows key activity from the event
  - **Why?** — A photo that captures the atmosphere (e.g. a close-up emotional photo)

• In addition, the event organiser survey will ask for the following information from the participant surveys that you analysed:
  - Number of participant surveys completed
  - Net Promoter Score
  - Most important insight or quote from participants
FOLLOW UP

• The SPEAK! team will be in contact approximately two months after your event to ask you to complete a very brief follow-up survey.
• It will ask if any changes, positive or negative, have come about because of your SPEAK! event.
• It will also ask how many participants completed the “one next step” within the 30 days.
• Think ahead:
  - How will you contact participants to find out whether they completed the “one next step”?
  - Do you have their phone number or email?
• We’ll use the results of the follow-up survey to feature some of the best events and to improve our future campaigns.
QUESTIONS?
1. Pop Your Bubble – Bringing together the right people may mean pushing beyond the ‘bubble’ of civil society in order to reach those who wouldn’t normally attend such events.

2. Break The Ice – Successful dialogue between people from different backgrounds or perspectives often begins with an activity to help them feel comfortable with one another.

3. Quality Over Quantity – Events don’t need to be big or long to be powerful; better to have a brief but meaningful conversation between two people than have thousands listen to a speech.