ECO-MEDIA

Lesson 3
Dos and don'ts / Tips / Important Concepts

Project Number
2021-1-ES01-KA220-ADU-000026310

Co-funded by
the European Union

This project has been funded with support from the European Commission.
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Introduction

“How wonderful it is that nobody need wait a single moment before starting to improve the world.”

Anne Frank

Objectives of the lesson

- Identify the dos and don'ts of digital activism to ensure responsible and effective advocacy.
- Understand the importance of ethical considerations in digital activism.
- Explore ethical challenges that arise in the digital activism landscape.
- Discuss strategies for addressing and navigating ethical dilemmas in digital activism.

Learning outcomes

- Identify the dos and don'ts of digital activism, including best practices for effective communication, engagement, and information sharing.
- Understand the ethical considerations involved in digital activism and their importance in promoting responsible advocacy.
- Recognize and analyze ethical challenges that may arise in the context of digital activism campaigns.

Targeted skills

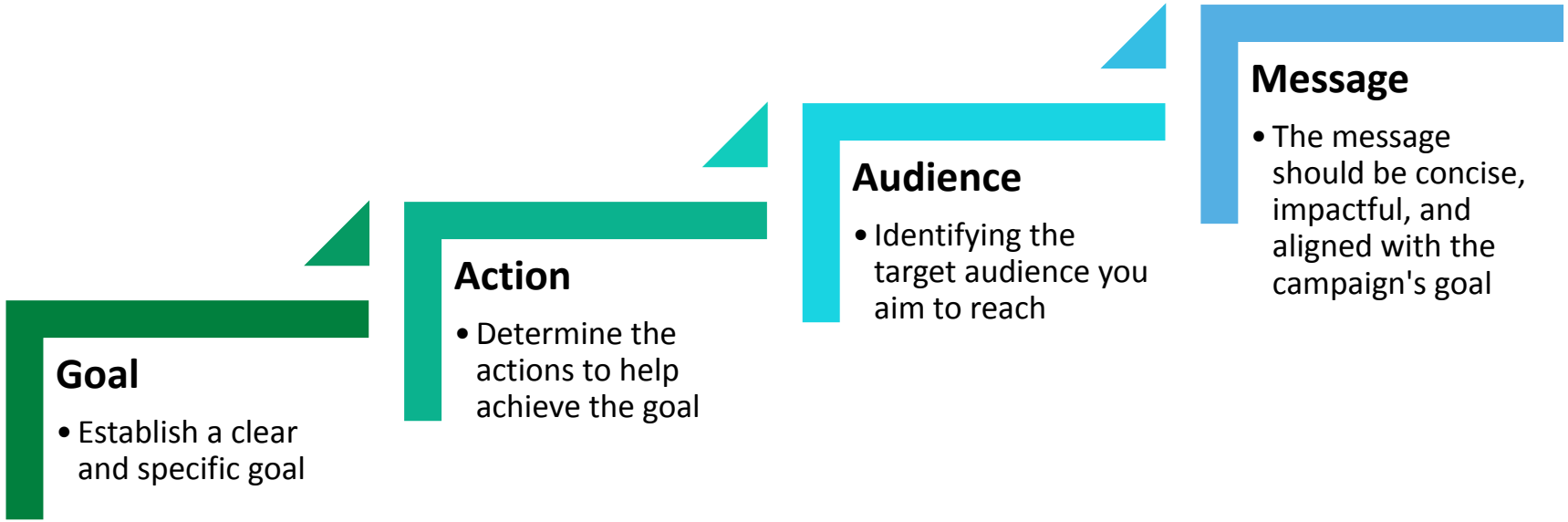
- Ethical decision-making
- Empath skills
- Critical thinking skills
- Self-reflection
- Media literacy

Dos of digital activism

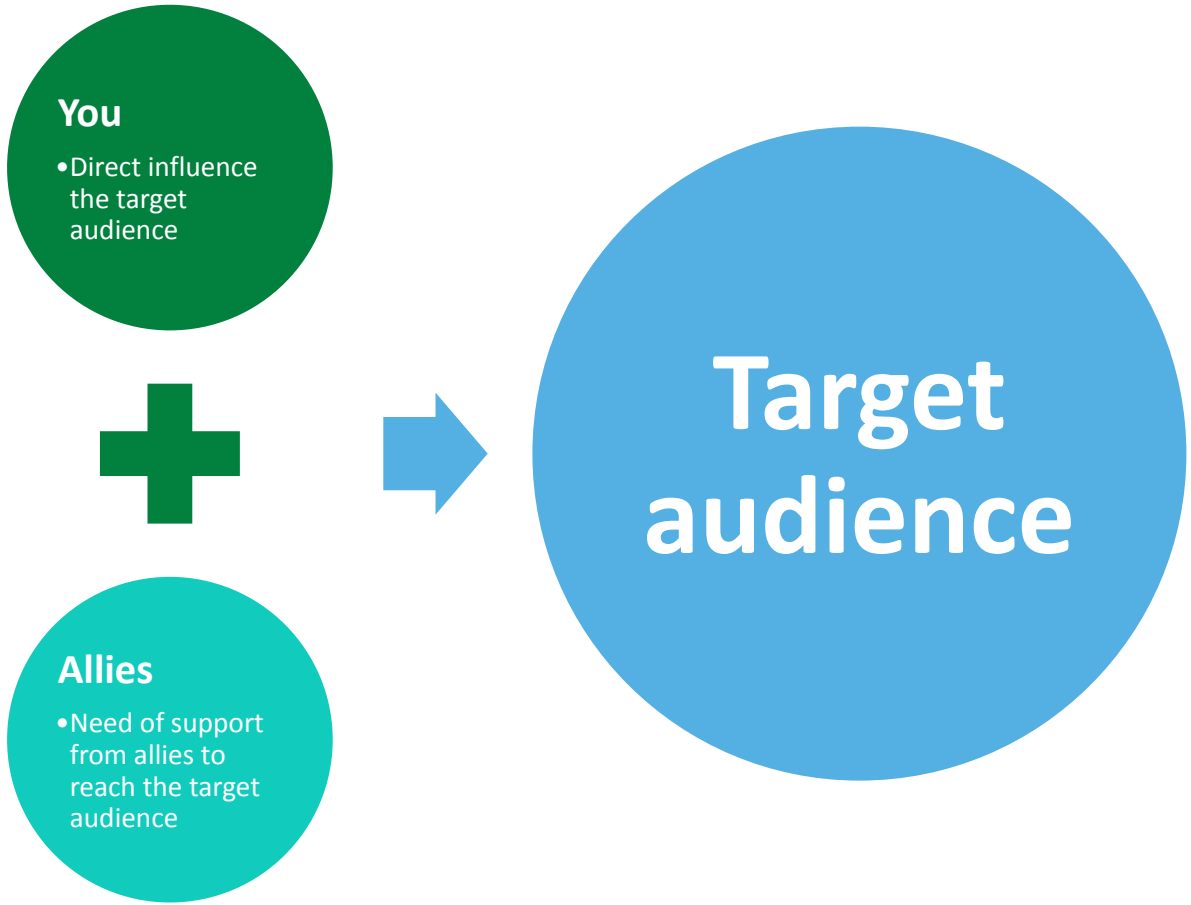
Dos of digital activism

- Clearly defined objectives
- Verification of information
- Adaptation of message to the needs of the target audience
- Engage in dialogue with target audience
- Collaborate with like-minded individuals
- Use multiple digital platforms
- Use hashtags
- Use visuals
- Maintain a consistent presence
- Build an Authentic Online Presence
- Protect your personal information and online safety
- Stay updated

Digital activism strategy



Reaching the target audience



#hashtags

BRING
BACK
OUR
GIRLS
TOGETHER
WE STAND

#BRING
BACK
OUR
GIRLS

BRING BACK
OUR
GIRLS

Multiple digital platforms

Dialogue with target audience

Don’ts of digital activism

Don’ts of digital activism

- Spread misinformation
- Encourage online harassment
- Neglect privacy and security
- Overuse of hashtags
- Be involved in endless online debates and arguments
- Respond impulsively
- Ignore constructive criticism and different viewpoints
- Share private conversations or personal information without the consent of the people involved
- Dismiss the experiences and voices of individuals
- Ignore accessibility to content excluding people with disabilities
- Use of manipulative tacticks

Do not encourage online harassment

Do not share fake news

Do not overuse #hashtags

christianblair_style •

#fashionaddicted #myshopstyle #classyandfashionable #fashioninspiration #bloglife #womensshoes #todayiamwearing #outfitshare #whatiwear #whatiweartoday #oneofthebunch #ltkunder100 #liketkit #thedarlingmovement #ootdwatch #stylecollective #ltkstyletip #stylebloggers #bloggersofinstagram #blogpost #shopthelook #casuallook

Tips for successful digital activism campaign

Tips

Define clear goals and objectives of your campaign

Know your target audience

Organize the campaign
- Timeline
- Milestones
- Tactics

Use various social media platforms

Use powerful stories

Encourage your supporters to participate in campaign

Collaborate with influencers

Evaluate the impact of campaign

Reflect and learn

Be openminded

Be adaptive

Let’s brainstorm!

- What social or political issues are you most passionate about, and how can you use digital platforms to raise awareness and mobilize support for those causes?

Let’s brainstorm!

- What are some potential challenges you may encounter in your digital activism journey, and how can you overcome them?

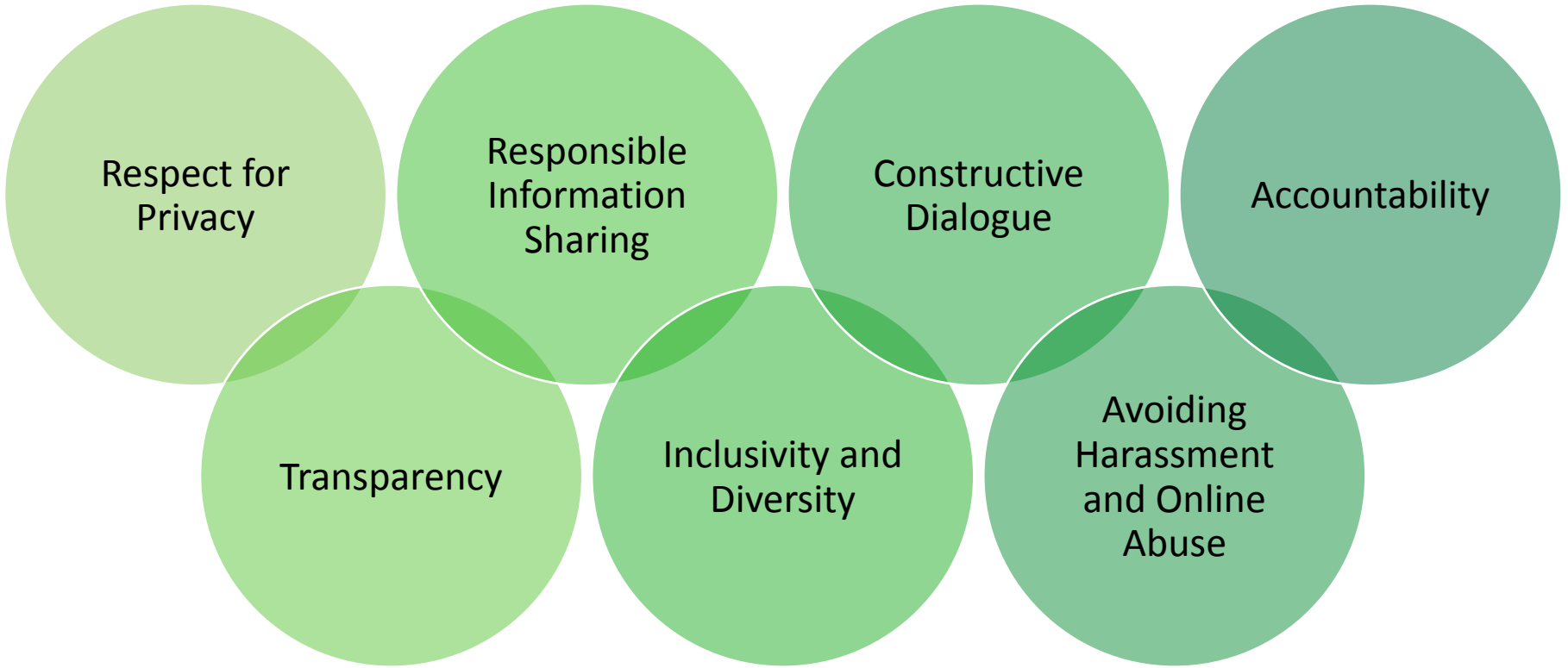
Ethical considerations

“You are personally responsible for becoming more ethical than the society you grew up in.”
Eliezer Yudkowsky

Ethical considerations in digital activism

- Respect the privacy of individuals involved in your campaign
- Be mindful of collecting and handling personal data
- Ensure compliance with relevant data protection regulations
- Recognize and respect diverse cultural perspectives
- Protect yourself and your supporters from online harassment
- Make your content accessible to all, including people with disabilities and limited internet access
- Verify information and sources before sharing them to prevent the spread of misinformation
- Take responsibility for the consequences of your activism

Ethics in digital activism- key takeaways



Let’s brainstorm!

- What ethical considerations should you keep in mind when conducting digital activism, such as respecting privacy, avoiding misinformation, and promoting respectful dialogue?

Conclusions

Conclusions

Following best practices and ethical considerations can help digital activists maintain credibility, build trust, and maximize their impact.

Tips for successful digital activism include defining clear goals, leveraging diverse digital tools, engaging with target audiences, and adapting strategies based on feedback and analysis of impact.

Key concepts such as authenticity, transparency, responsible information sharing, inclusivity, and respectful dialogue are essential in ethical digital activism.

Hashtag activism, when used strategically and in conjunction with other actions, can be a powerful tool for raising awareness and mobilizing support.

Ethical considerations in digital activism are crucial for maintaining integrity, respecting individuals' rights, and fostering a positive and inclusive online environment.

References and additional resources

References

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Additional resources

- What is: Digital Ethics? Available at: https://www.youtube.com/watch?v=PCHAGVftN1I
- Hashtag Activism: The Ethics of Online Campaigns. Available at: https://www.youtube.com/watch?v=LDpGS_jAgJA
- What is Digital Ethics? Available at: https://www.youtube.com/watch?v=JHQBQ3QeWCY
- The power of online activism. Available at: https://www.youtube.com/watch?v=fp_LoZUEOf8

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ECO-MEDIA

FIND US

ON SOCIAL MEDIA!

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