

ext

DIGITAL ADVOCACY & COMMUNICATIONS ASSIGNMENT

Making Your Voice Heard Online

Name: _____ Date: _____

PART A: CORE CONCEPTS (30 POINTS)

1. The Four Skills (4 points)

List the four digital advocacy skills covered in this workshop:

1. _____
 2. _____
 3. _____
 4. _____

2. Social Media Strategy (8 points)

List the SIX steps of building a social media strategy:

Step	Key Question It Answers
1.	What do you want to achieve?

-
- 2.
-
- 3.
-
- 4.
-
- 5.
-
- 6.
-

3. Platform Matching (4 points)

Match each platform to its best use:

Platform	Best For
Facebook	a) Short videos, trends, young people
Instagram	b) News, quick updates, reaching media
Twitter/X	c) Community building, events, older audiences
TikTok	d) Visual storytelling, youth, inspiration

Answers: Facebook ____ Instagram ____ Twitter ____ TikTok ____

4. Storytelling (6 points)

What are the four elements of a good story?

1. _____
2. _____
3. _____
4. _____

Why do stories work better than facts alone?

5. Data Advocacy (4 points)

Why does data make your advocacy stronger? Give TWO reasons.

1. _____
 2. _____
-

6. Digital Tools (4 points)

Name two free tools mentioned in the training and what they are used for:

Tool	What It's Used For

PART B: CASE STUDY ANALYSIS (50 POINTS)

Read the article "The Campaign That Saved the Wetlands" and answer:

1. Campaign Overview (10 points)

Complete the table about the Save Rwampara Wetlands campaign:

Question	Answer from Case Study
What was the problem?	
Who was the target audience?	

What was their goal?

What hashtag did they use?

What was the final result?

2. Social Media Strategy Analysis (15 points)

The case study shows the six steps of social media strategy in action. Give an example of each from the campaign:

Step	Example from Campaign
Know Your Goal	
Know Your Audience	
Choose Platforms	
Plan Content	
Create Schedule	
Engage Followers	

3. Storytelling Analysis (10 points)

The campaign used the story of Mukamana. Identify the four story elements:

Element	What Was It?
A Real Person	

A Challenge

Your Help

The Change

4. Content Creation (5 points)

What THREE types of content did the campaign create? Give one example of each from the case.

Content Type	Example
1.	
2.	
3.	

5. Data Advocacy (5 points)

What data did the campaign use to strengthen their message? How did they use it?

6. Measuring Impact (5 points)

The campaign tracked results. Complete the table with what you think their numbers might have been:

Metric	Estimated Result
Reach (people who saw posts)	

Engagement (likes, comments, shares)

Petition signatures

People at rally

PART C: CREATE YOUR OWN CAMPAIGN (20 POINTS)

You are launching a campaign to bring clean water to your community. Currently, people walk 2 hours daily to collect water from a contaminated river.

1. Campaign Goal (2 points)

Write a clear goal for your campaign:

2. Target Audience (2 points)

Who are you trying to reach? Be specific:

3. Platform Choice (2 points)

Which TWO platforms will you use and why?

4. Hashtag (2 points)

Create a short, memorable hashtag:

#_____

5. Story (6 points)

Write a strong social media post telling ONE person's story. Include all four story elements and a call to action.

6. Content Plan (3 points)

What THREE pieces of content will you create this week?

Day	Content Idea
Monday	
Wednesday	
Friday	

7. Data (3 points)

What data could you collect to make your advocacy stronger?

text

"Your voice matters - make it heard online!"
