

BROADCAST STRATEGY FOR TEENAGERS (15-18)

Objective

The primary objective of this broadcast strategy is to raise awareness about school bullying and harassment, focusing on the emotional, psychological, and social impacts it has on teenagers. The goal is to engage the target audience, empower them to take action, and promote a supportive, inclusive school environment where bullying is no longer tolerated. The strategy aims to leverage digital platforms and social media to spread key messages, encourage dialogue, and provide resources for prevention and intervention.

Target Audience.

1.Teenagers.

Teenagers are the most vulnerable group affected by bullying, both as victims and perpetrators. They are the primary stakeholders in this issue and are likely to engage with digital content.

Addressing this group helps to foster peer-led advocacy and change, creating a peer-support network that challenges the normalization of bullying.

2.Teachers.

Teachers play a vital role in recognizing and addressing bullying behaviors. Engaging teachers helps to foster a positive school culture and provide them with the tools to intervene effectively.

Teachers are also key figures who can amplify anti-bullying efforts in the classroom.

3.Parents.

Parents are often unaware of the extent of bullying that may occur in schools, especially when children do not openly discuss these issues. Empowering parents with knowledge will enable them to be proactive advocates for their children and work with schools to combat bullying.

Engaging parents can also provide emotional support to victims of bullying and encourage open conversations about the problem at home.

4. School Administrators.

School administrators are essential for implementing systemic changes and ensuring that anti-bullying policies are enforced. They can help institutionalize support structures and programs that address bullying at a broader level.

How to reach the audience

1. Through street walks.

2. Social Platforms

3. Sudden meetups

4. References.

Social Channels

1. Instagram

- **Why Instagram?**
 - Instagram is highly visual, making it perfect for sharing infographics, short videos, and impactful images related to bullying awareness. This platform also attracts a large proportion of teenagers, who are often active users.
 - Instagram's Stories and Reels allow for quick, engaging content that can spread awareness rapidly.
- **Strategy:**
 - Create visually appealing graphics and videos with short messages on anti-bullying. Use bold, straightforward language that resonates with teenagers.
 - Share stories from real students, both victims and allies, to create a sense of community.
 - Use popular, relevant hashtags like #StopBullying, #SpeakUp, and #NoMoreBullying to increase visibility.
 - Collaborate with influencers who have a strong teenage following to spread your message in an authentic, relatable manner.
- **Channels:**
 - @bullyingnoway (Instagram page for bullying awareness)
 - @stopbullyinggov (Official U.S. government page on bullying prevention)

2. TikTok

- **Why TikTok?**

- *TikTok is the go-to platform for teenagers and young adults. Its video format encourages creativity, making it ideal for spreading short, punchy messages about bullying.*
- *TikTok's algorithm makes it easy for content to go viral, allowing messages about bullying prevention to reach a wide, engaged audience quickly.*
- **Strategy:**
 - *Create short, emotionally charged videos that can go viral. For example, share reenactments of bullying scenarios and how people can stand up to bullies.*
 - *Use trending sounds or challenges and tie them to anti-bullying themes. For example, use a popular dance challenge to spread positive messages about inclusion and kindness.*
 - *Engage influencers and creators to participate in campaigns using hashtags such as #StandUpToBullying or #EndBullying.*
- **Channels:**
 - *@stopbullyinggov (TikTok account for bullying prevention)*
 - *@itsgetbetterproject (LGBTQ+ anti-bullying support)*

3. YouTube

- **Why YouTube?**
 - *YouTube is an excellent platform for long-form content and can be used to deliver in-depth discussions and emotional stories about bullying.*
 - *Many teens and young adults turn to YouTube for advice, life stories, and community engagement, making it an important platform for building deeper connections.*
- **Strategy:**
 - *Create powerful video content such as interviews with bullying survivors, professionals discussing anti-bullying strategies, and discussions on the psychological impact of bullying.*
 - *Use YouTube's community tab to engage with followers and run polls or Q&A sessions on bullying-related topics.*
 - *Run ads targeting students, parents, and teachers with anti-bullying messages.*
- **Channels:**
 - *StopBullying.gov (U.S. government channel with anti-bullying content)*
 - *The Trevor Project (LGBTQ+ support, which often includes bullying prevention resources)*

4. Twitter(X)

- **Why Twitter?**
 - *Twitter's fast-paced, real-time format allows for spreading quick, impactful messages and links to other resources. It's a platform for discussion, which is key when addressing an issue like bullying.*

- *It also provides an opportunity for campaigns to trend and gain national or even global attention.*
- **Strategy:**
 - *Share daily facts and statistics about bullying and its effects on teenagers to educate the audience.*
 - *Start conversations using hashtags like #AntiBullying, #StopBullying, or #BullyFree.*
 - *Engage with people who are discussing bullying and provide helpful resources or advice in response to tweets.*
- **Channels:**
 - *@StopBullyingGov (Official government anti-bullying Twitter account)*
 - *@BullyingUK (An organization focusing on anti-bullying support in the UK)*

5. Facebook

- **Why Facebook?**
 - *While younger audiences may not be as active on Facebook, it's a platform where parents, teachers, and school administrators are highly engaged. This makes it important for reaching a broader, more diverse audience.*
- **Strategy:**
 - *Share articles, videos, and resources that are geared toward parents and educators on how to identify bullying and intervene.*
 - *Join or create Facebook groups dedicated to bullying prevention or education to engage with concerned individuals and share resources.*
 - *Run targeted ads aimed at both teenagers and parents on bullying awareness.*
- **Channels:**
 - *Stop Bullying (Official U.S. government Facebook page)*
 - *National Bullying Prevention Center (Facebook page for bullying prevention)*

6. Snapchat

- **Why Snapchat?**
 - *Snapchat's ephemeral, fun, and interactive format is popular among teens. It's a good platform for quick, engaging content such as filters, polls, and behind-the-scenes content.*
- **Strategy:**
 - *Use Snapchat's Stories to post engaging anti-bullying content, such as memes, positive affirmations, and advice.*
 - *Collaborate with influencers to create custom filters that promote anti-bullying messages.*
 - *Use geofilters at events or in schools to raise awareness about bullying prevention.*
- **Channels:**
 - *National Bullying Prevention Center (Snapchat filter for bullying awareness)*
 - *Teen Vogue (Frequently discusses mental health and bullying)*

7. Reddit

- **Why Reddit?**
 - *Reddit is a platform with a strong community-focused model, making it perfect for generating conversation around sensitive issues like bullying. Subreddits related to mental health, high school experiences, and parenting can help you reach the right people.*
- **Strategy:**
 - *Engage in subreddits such as r/teenagers, r/bullying, or r/AskReddit by sharing anti-bullying messages and helpful tips.*
 - *Start discussions about bullying prevention, share personal experiences, and provide resources in response to users' questions about bullying.*
 - *Use Reddit's "Ask Me Anything" (AMA) format to engage experts who can answer bullying-related questions.*
- **Channels:**
 - *r/Teenagers (Subreddit for teenagers, where bullying-related issues are often discussed)*
 - *r/Bullying (A smaller subreddit dedicated to bullying discussions)*

8. LinkedIn

- **Why LinkedIn?**
 - *LinkedIn is a platform for professionals, including teachers, school administrators, and mental health professionals. It's ideal for connecting with stakeholders who can help enact institutional change.*
- **Strategy:**
 - *Share articles, research, and case studies about bullying prevention programs in schools and workplaces.*
 - *Use LinkedIn Groups to engage with other professionals who work in education, child development, or mental health.*
 - *Run sponsored content ads targeting school administrators or professionals in education to raise awareness and provide resources on bullying prevention.*
- **Channels:**
 - *Stop Bullying (Official LinkedIn page for bullying awareness)*
 - *Child Mind Institute (LinkedIn page that shares mental health resources for students and parents)*

PLANS

Plan A (Ideal Strategy):

- Utilize all 8 channels, with regular posts, influencer partnerships, and live sessions to build awareness.
- Use Instagram, TikTok, and YouTube for high engagement.
- Direct outreach to teen groups on Discord and Reddit.

Plan B (Backup Strategy):

- Focus on fewer channels if Plan A proves overwhelming.
- Use Instagram and TikTok to concentrate efforts.
- If influencers aren't responsive, increase reliance on hashtags and organic posts from your own accounts.

Plan C (Worst-Case Strategy):

- Focus solely on **Instagram** and **TikTok**, as these platforms generate the most organic engagement.
- If there is low engagement, start a conversation in the comments, encouraging followers to share their stories.

Messages

"Bullying is not just an incident, it's a pattern. Every day, teens face harassment, but you can make a difference. Let's stop bullying together. #EndBullying #SafeSchools"

Tone: Empathetic, informative.

"What can YOU do to stop bullying today? Share your story and help us build a safer school environment. Your voice matters. #SpeakOut #StopBullying"

Tone: Encouraging, action-oriented.

Data Collection

As part of the broadcast strategy for addressing bullying, I distributed a survey to gather feedback from my target audience (teens, parents, teachers, and administrators). The survey was distributed across social media platforms (Instagram, Facebook, Twitter) and through online school forums. I received 89 responses from a diverse group of participants.

Out of the 40 respondents, the following statistics were recorded:

70% of respondents have witnessed bullying in schools.

50% have been harassed through physical harassment.

60% of respondents think the school does not put in enough measures to curb school harassment.

Key Findings.

The responses indicate a strong belief among participants that bullying is a significant issue in schools. There is a general consensus that schools need to implement more preventative measures and provide better support for victims. Social media was identified as a contributing factor to bullying, suggesting a need for digital literacy programs.

Challenges Faced.

One challenge I encountered was a low response rate initially. To overcome this, I increased engagement by reaching out through multiple platforms, offering incentives for completing the survey, and directly messaging groups that were highly active on bullying-related issues."

Conclusions and Call to Actions.

Based on the responses, the most effective channel for reaching my target audience was Instagram, followed by Twitter. Moving forward, I would focus more on creating interactive content and partnering with influencers to increase engagement.