



Create An Awareness Campaign

Instructions:

1. Choose a current social justice or environmental movement and create an imagined (or real!) social media campaign in support of the cause.
2. Take time to explain the following:
 - Why is the cause important to you?
 - Why do you feel it should be important to others?
 - Who is your target audience?
3. Name the campaign.
4. Collect facts, images, memes and even short educational videos on the topic. Find hashtags that relate to your cause and search out influencers to tag.
5. Create a real or pretend social media account dedicated to it and make a plan to start to build awareness!

DID YOU KNOW?

Kaylee, a Nova Scotia Youth Ambassador, decided to combine her love of learning and social justice with her skills in signing American Sign Language. With the help of Digitally Lit, she gradually built a social media campaign to draw attention to the literacy needs of Deaf and Hard of Hearing children. Next, Digitally Lit helped to find a Deaf mentor named Ellie, and together Ellie and Kaylee created a YouTube Series for Deaf children called ASL Children's Storytime. Click [here](#) to watch an episode!

