



# Awareness Pakistan Campaign Reports

CAMPAIGN DESIGNING COURSE

COURSE INSTRUCTOR: DR. SAFEENA YASEEN

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# **Road Safety Campaign Report**

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# 1. Executive Summary

The Road Safety campaign aimed to raise awareness about the importance of road safety among students and the general public. The campaign included a seminar, a quiz, and a poster competition, all conducted in collaboration with the National Highways and Motorway Police (NHMP) and the Student Support Centre (SSC). Social media promotion on Instagram and press coverage were integral components of the campaign. The campaign aimed to encourage citizens to take the initiative in adhering to and promoting road safety. By involving the National Highways and Motorway Police (NHMP), we sought to foster a collaborative society where everyone is responsible for their own safety and the safety of others.

## 2. Proposal

### Subject: Proposal for Road and Transport Safety Awareness Campaign

To whom it may concern,

I hope this letter finds you well. We are writing to propose a campaign aimed at raising awareness about road and transport safety in Pakistan. We believe that this initiative is essential considering the increasing number of road accidents and fatalities in our country.

#### Background:

Outside the university gate, the roads are perilous, with frequent accidents occurring. It is crucial for Bahria University students to attend this campaign to understand the importance of road safety and contribute to reducing accidents.

**Proposal Overview:** We propose to conduct an interactive seminar on road and transport safety awareness, which will also offer 5 Community Service Program (CSP) hours for students attending the seminar. We seek collaboration with the CSP team to organize and manage the campaign jointly.

#### Key Components:

1. **Interactive Seminar:** The seminar will focus on educating participants about road safety measures, traffic rules, and the consequences of reckless driving. We propose inviting a relevant delegate from the traffic police, such as S.P National Highway M. Kamran, to conduct the seminar and provide expert insights on road safety practices and regulations. Additionally, representatives from Toyota, our suggested sponsor, will be invited as special guests for the seminar.
2. **Suggested Sponsor:** Toyota
3. **Press Releases:** Press releases will be issued to invite media representatives to attend the seminar and cover the event.
4. **CSP Hours:** We request the CSP team to allocate 5 CSP hours for students attending the seminar, as part of their community service commitment. This will incentivize student participation and encourage them to engage actively in promoting road safety awareness.
5. **Social Media Campaign:** In addition to the seminar, we plan to leverage social media platforms to amplify our message and reach a broader audience. We will create hashtags for the campaign, encouraging civilians to post online about drivers and people violating traffic safety laws. By making it a trend, we aim to raise awareness and encourage accountability among the public regarding road safety practices. We will also seek assistance from our sponsor, Toyota, to share our campaign posts on their social media pages, thereby informing and building awareness among their followers.

## Objectives:

1. **Increase Awareness:** To educate the community about road safety measures, traffic rules, and the importance of adhering to safety guidelines.
2. **Promote Accountability:** To encourage individuals to take responsibility for their actions on the road and report violations through the Instagram campaign.
3. **Foster a Culture of Safety:** To instill a culture of safe driving practices and promote collective efforts towards reducing road accidents and fatalities.

## Expected Outcomes:

1. Increased awareness and understanding of road safety measures among participants.
2. Enhanced sense of responsibility and accountability among individuals regarding road safety.
3. Establishment of a culture of safety-consciousness within the university community.

Relevance of the Campaign: Road and transport safety awareness is crucial for the well-being of our community. By educating individuals about safe driving habits and traffic regulations, we can significantly reduce the number of accidents and fatalities on our roads. Furthermore, promoting road safety aligns with our department's mission to create responsible and socially conscious media professionals who contribute positively to society.

In conclusion, we believe that conducting a road and transport safety awareness campaign is a timely and impactful initiative that will benefit our students and the wider community. We hope for your support and collaboration in organizing this campaign and look forward to making a positive difference in promoting road safety in Pakistan.

Thank you for considering our proposal. We are eager to discuss this further and address any questions or concerns you may have.

Sincerely,

Syed Khalid Hassan (Campaign Manager), Ghayyas Qureshi, Areeb Khan, Ahmed Mujtaba

Campaign Supervisor: Dr. Safeena Yasin

Approved by DD Academics after submission of proposal

Bahria University  
EXTRA CURRICULAR ACTIVITIES IN BUIK

Name of the occasion: Road Safety Awareness 07th May 2024

Overview of the occasion: Road Safety Seminar on Road Safety in collaboration with SSC & Motorway.

Chief Guest: Expected No of Guests:

Type of activity: Commercial ☐ Non Commercial ☐ Promotion ☐ Seminar ☒ Assignment ☐

Venue/Place Required: Al-Beruni ☐ Fatima Jinnah Hall ☒ Class Room ☐ Presentation Hall ☐ Open Area ☐

Time: From 1:00 to 4:00 No. of Souvenirs: 100

Charges, if required to be paid in Rs.:

Sponsors: Amount Donated/Sponsored:

No of expected spectators: Students ☒ Faculty ☐ Staff ☐ Outsiders ☐

Organizers of the Event: Dr. Safeena Yasin Signature: Dr. Safeena Yasin

Supervising Faculty: Dr. Safeena Yasin (B.S. & Campus Devt.)

Recommended by: (HoD) Dr. Safeena Yasin Remarks: Proceed Recommended

Deputy Director Admin Remarks:

Recommended / Not Recommended

Director's Remarks:

Approved / Not Approved

Date: Signature: 30/5

### 3. Campaign Planning and Strategy

The campaign planning involved:

- By brainstorming various social issues with the team. Once we identified road safety as a critical issue, we analyzed the root causes. We concluded that a significant reason for poor road safety is that citizens do not take responsibility for enforcing and practicing road safety laws. Therefore, our goal was to empower citizens to take responsibility and address this social issue themselves.
- Identifying target audiences: Given our limitations as student campaigners, we decided to contact the NHMP to help spread our message. Their media wing can attract greater media coverage, significantly amplifying the campaign's reach. This reach not only targeted the students of Bahria University Karachi Campus, but also the general public.
- We developed a timeline for the campaign activities and coordinated with the Media Department and the Student Support Centre (SSC). To motivate student involvement, the SSC provided Community Service Hours to participating students and helped organize a meeting with the NHMP. Where it was decided the NHMP will have a seminar to educate as well as conduct a quiz regarding road safety. Alongside the seminar a Poster competition would take place and concluding with a road safety walk.
- Following the meeting, logistical operations commenced. This included booking the Fatima Jinnah Hall for the seminar, securing a space in the Media Department for the poster competition, and creating placards for the road safety walk.
- Marketing Strategy included posting CSP hours posters through the CSP Clubs social media as well as our own Instagram page. All graphics and content were created by Awareness Pakistan.
- All of the event was to be recorded hence we had our own videographer and photographer, and a press release was drafted.

## 4. Campaign Activities

### Seminar

- **Date:** 7<sup>th</sup> May 2024
- **Location:** Fatima Jinnah Hall
- **Participants:** Students, faculty, NHMP officers
- **Summary:** The seminar covered key road safety topics including traffic rules, safe driving practices, and pedestrian safety. NHMP officers shared real-life experiences, videos and statistics to emphasize the importance of road safety.

### Quiz Competition

- **Date:** 7<sup>th</sup> May 2024
- **Location:** Fatima Jinnah Hall
- **Participants:** Students
- **Summary:** A quiz competition was held by the NHMP after the seminar to test students' knowledge about road safety. The quiz included multiple-choice questions and true/false statements. The winning team was handed prizes.

### Poster Competition

- **Date:** 7<sup>th</sup> May 2024
- **Location:** Media Studies Department near Mac Lab
- **Participants:** Students
- **Summary:** Students were invited to create posters that highlighted key messages about road safety. The posters were displayed and judged by a panel including NHMP officers.

### Road Safety Awareness Walk

- **Date:** 7<sup>th</sup> May 2024
- **Location:** From Fatima Jinnah Hall towards the Globe
- **Participants:** NHMP, students, faculty
- **Summary:** The NHMP had asked everyone to gather outside the hall with posters and placards and walk towards the main assembly point as a PR stunt.

# 5. Collaboration and Partnerships

## **National Highways and Motorway Police (NHMP)**

- Provided expert speakers for the seminar.
- Assisted in planning the quiz and poster competition.
- Supplied educational material and gave away prizes and souvenirs

## **Student Support Centre (SSC)**

- Coordinated student participation.
- Communicated with NHMP
- Promoted the campaign within the CSP CLUB socials.

## **Student Group from BS 7 Media Campaign Design Course**

An extra group was added to ours to help them with the course as well as them assisting with social media graphic design and other logistical needs.

Group members

Maryam

Aimen Bilgrami

Aysha Naushad

Esha Alam

## 6. Social Media Promotion

- **Platform:** Instagram
- **Content:** Posts, stories, and videos highlighting key road safety messages, event updates, and participant highlights.

More posts available on the Instagram Page and the google drive link



## 7. Press Coverage

- **Press Release:** Distributed to local and national media outlets.
- **Coverage:** 18 Different News outlets had published articles or had tickers



## 8. Campaign Outcomes

- **Awareness:** Increased awareness about road safety among participants and the broader community by receiving press coverage.
- **Engagement:** High levels of engagement in seminar, quiz, and poster competition.
- **Feedback:** Positive feedback from participants and collaborators.
- **Social Media Metrics:** Got 100 followers in 2 days

## 9. Deliverables

### Photos



## Written Documents

### SPEECH

#### **Speech for Road Safety Awareness Seminar**

##### *Opening Address:*

Ladies and gentlemen,

Good morning and a warm welcome to this important Road Safety Awareness Seminar organized by the BS Media Department in collaboration with the Student Support Centre (SSC) and the National Highways and Motorway Police (NHMP). Today, we are honored to have esteemed guests from the NHMP, faculty members, and our dedicated students joining us for this impactful campaign.

Allow me to begin by introducing our distinguished guests. We have with us representatives from the National Highways and Motorway Police, including [Name of the DIG], and other faculty members from Bahria University Karachi Campus: Principal [Name], Head of Department of Media [Name], and Mr. Shairoz Vihari, Manager of SSC. I would also like to acknowledge Dr. Safeena Yaseen from the Media department faculty, Miss Sumera and Ms. Anum from the SSC, for helping supervise for this campaign, and all the students who have contributed their efforts to make today possible.

Let us Start today's Seminar by a recitation from the Holy Quran and would call Syed Khalid Hassan to Recite a Surah.

Jazak Allah Khalid

Now Rise for the National Anthem of the Islamic Republic of Pakistan

##### *Welcome Address by Dr. Safeena Yaseen:*

Now, I invite Dr. Safeena Yaseen to deliver the welcome address.

"Good morning, everyone. It is a privilege to welcome you all to this Road Safety Awareness Seminar. Road safety is a critical issue that affects us all, and today's seminar aims to educate and empower us to make safer choices on the roads. I extend my gratitude to the NHMP for their collaboration and support in organizing this event. Let's make the most of this opportunity to learn and engage in meaningful discussions about road safety. Thank you."

##### *Presentations by NHMP Mobile Education Unit:*

Following the welcome address, we will have the NHMP Mobile Education Unit conducting presentations on various aspects of road safety. Their expertise and insights will provide valuable knowledge to enhance our understanding of safe driving practices.

*Quiz and Interaction Session:*

After the presentations, we will conduct an engaging quiz session to reinforce the key learnings from today's seminar. I encourage everyone to participate actively and test your knowledge on road safety.

*Words from the DIG:*

It is now my pleasure to invite [Name of the DIG] to share a few words with us.

Thank you very Much Mr. DIG for your words and appreciate you for your service.

*Closing Remarks by Mr. Shairoz Vihari:*

To conclude this seminar, I invite Mr. Shairoz Vihari, Manager of SSC, to deliver the closing remarks.

"Thank you to all our guests and participants for joining us today. Let's take the lessons learned from this seminar and commit to practicing safer driving habits. To further symbolize our dedication to road safety, I invite everyone to participate in a walk from this hall to the globe. Together, let's raise awareness and make our roads safer for everyone.

Lastly, I encourage everyone present here to continue our discussions and efforts to promote road safety within our community. It is everyone's responsibility to practice safety and look out for one another.

Thank you once again to all our guests, speakers, and participants. Let's drive change and pave the way towards safer roads for a better tomorrow.

*End of Speech.*

## INVITATIONS



**Department of Media Studies  
and  
SSC Department**



### Road Safety Awareness Seminar

Media Studies Department in collaboration with SSC and NHMP  
invites you to the  
Road Safety Awareness Seminar  
on May 7th, 2024 at 2:00pm

**Venue: Fatima Jinnah Hall, Bahria University Karachi.**

***YOUR PRESENCE WILL BE HIGHLY APPRECIATED!***

Contact:  
Media Studies Department  
&  
SSC

(REFRESHMENT WILL BE SERVED AFTER THE THANKING NOTE)

### Program Flow

| time (tentative) | action type                             | action by                                           |
|------------------|-----------------------------------------|-----------------------------------------------------|
| 1:30-2:00pm      | Poster display area visit (iqbal block) | Media Department                                    |
| 2:00-2:20pm      | Guest to be seated at the auditorium    | Fatima Jinnah Hall                                  |
| 2:20-2:25pm      | Recitation of Quran                     | Syed Khalid Hassan (bs-7 media department student)  |
| 2:25-2:30pm      | National anthem                         | Sound system                                        |
| 2:30-2:40pm      | Welcome Address                         | Principle/ HOD/ Dr.Safeena Yaseen                   |
| 2:40-3:10pm      | Presentation                            | by DIG NHMP South zone<br>Mr.Muhammad Saleem (PSP)  |
| 3:10-3:30pm      | Road Safety quiz competition            | by NHMP<br>Quiz topic needs to be provided by NHMP* |
| 3:30-3:40pm      | Closing Remarks                         | by Manager SSC (Mr.Shahroz Virani)                  |
| 3:40-3:45pm      | Awareness walk for road safety          | Fatima Jinnah Hall- Globe                           |
| 3:45-4:00pm      | Refreshment and group photos (Globe)    | Venue-Faculty Lounge<br>Photos at Globe             |

## Press Releases

### **BS Media 7 Students in collaboration with NHMP, SSC and CSP Organize Successful Road Safety Awareness Event at Bahria University Karachi Campus**

On May 7, 2024, students from BS Media 7 at Bahria University Karachi Campus, under the supervision of Dr. Safeena Yaseen, successfully organized a comprehensive road safety awareness event in collaboration with the Student Support Centre (SSC) and CSP Ms. Anum, Ms. Sumera, and SSC Manager Shahroz Vihari.

The event aimed to educate and raise awareness about road safety among students and faculty members, emphasizing the importance of responsible driving and pedestrian safety. The initiative was supported by notable guests from the National Highways & Motorway Police (NHMP), including DIG Muhammad Saleem and Inspector Umer, along with Kamran from the Mobile Education Unit.

The event featured several engaging activities, including:

- **Seminar on Road Safety:** The NHMP representatives conducted an informative seminar highlighting road safety guidelines, traffic laws, and the consequences of reckless driving.
- **Quiz Competition:** A road safety-themed quiz was held to test participants' knowledge and encourage active learning about safe road practices.
- **Rally:** A spirited rally was organized, commencing from Fatima Jinnah Hall and culminating at the main entrance of Quaid Block, symbolizing unity in advocating for safer roads.
- **Poster Competition:** Students showcased their artistic skills and creativity through a poster competition focused on promoting road safety awareness.

The event concluded with the distribution of prizes to quiz and poster competition winners, acknowledging their contributions to promoting road safety awareness within the university community.

Dr. Safeena Yaseen expressed her gratitude to the Student Support Centre, CSP Ms. Anum, Ms. Sumera, and Manager Shahroz Vihari for their collaboration and support in making the event a success. She also commended the students of BS Media 7 for their dedication and efforts in organizing such a meaningful initiative.

The road safety awareness event not only educated participants but also fostered a sense of responsibility towards road safety, ultimately contributing to the overall well-being of the community.

## 10. Conclusion and Recommendations

The Road Safety campaign successfully raised awareness and engaged participants in meaningful activities. Collaboration with NHMP and SSC was instrumental in achieving our objectives. Future campaigns should continue to leverage partnerships and expand social media engagement to further increase reach and impact.

Recommendations include:

- Expanding the campaign to include more interactive activities.
- Use of technology to increase productivity
- Use digital methods for communication, documentation and tracking of records
- Increasing the frequency of social media posts.
- Engaging with more community partners for broader outreach.

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# 1. Executive Summary

The Digital Rights and Media Literacy campaign aimed to empower citizens in navigating the digital world and equip them for the 21st century's rapid technological growth. Key activities included a seminar featuring experts in digital rights, ethical journalism, and political science, along with a robust social media promotion strategy. Despite a logistical setback, the campaign successfully achieved its objectives.

## 2. Proposal

### **Subject: Proposal for Media Literacy Campaign**

To Whom It May Concern,

I hope this letter finds you in good health and high spirits. We are writing to propose an initiative aimed at enhancing media literacy among our student body at Bahria University, which we believe aligns closely with the academic objectives and attitude of our esteemed institution, and support the **Sustainable Development Goals (SDGs)**.

Tentative Guests: Usman Shahid and Buraq Shabbir

#### Background:

In today's digital age, media plays an increasingly influential role in shaping public opinion, disseminating information, and driving social change. However, amidst the abundance of media content, the ability to critically evaluate and navigate through this information landscape is becoming a vital skill. Recognizing this need, we aim to launch a comprehensive media literacy campaign targeting our students.

#### Introduction:

This initiative holds particular relevance to our students as they navigate their academic journey and prepare to enter the professional world. Media literacy is not only a fundamental aspect of modern education but also an essential life skill. By equipping our students with the tools to critically analyse media content, we empower them to make informed decisions, engage in constructive dialogue, and contribute meaningfully to society. Furthermore, fostering media literacy among students directly contributes to several **Sustainable Development Goals (SDGs)**, including **Quality Education (SDG 4)**, **Gender Equality (SDG 5)**, and **Peace, Justice, and Strong Institutions (SDG 16)**.

#### Proposal Overview:

We propose to organize a series of events under the banner of a Media Literacy Campaign, incorporating both online and offline activities to engage our students effectively. The centrepiece of this campaign will be postings to raise awareness on socials and pages, along with a seminar conducted by a panel of esteemed media professionals. We expect the esteemed guests to post the event on their socials and create content regarding media literacy. Additionally, we will collaborate with the **Community Service Program (CSP) team to allocate 5 CSP hours** for students attending the seminar. However, all executive decisions will be handled by our team. We intend to work closely with the CSP team and make use of their socials as well as event management skills.

#### Key Components:

**Panel Discussion and Podcast:** We intend to invite a panel of distinguished journalists to conduct a seminar on media literacy. The panellists, each bringing their unique expertise and perspective, will delve into various aspects of media literacy, including critical thinking, fact-checking, misinformation and disinformation, understanding bias, and navigating digital media platforms responsibly.

**Seminar on Media Literacy:** A seminar will be organized wherein the panellists will engage in a live discussion, addressing queries from the audience and providing practical insights into deciphering media messages effectively.

#### Objectives:

- To enhance students' critical thinking skills in evaluating media content.
- Distinguish between misinformation and disinformation
- To give understanding of freedom of speech.
- To raise awareness about the importance of media literacy in today's digital age.
- To empower students to become discerning consumers and creators of media content.
- To foster a culture of responsible media consumption and digital citizenship among the student community.

#### Expected Outcomes:

- Increased awareness and understanding of media literacy concepts among students.
- Enhanced ability to critically analyse and evaluate media content.

- Improved digital literacy skills and online safety practices.
- Establishment of a framework for ongoing media literacy initiatives within the university.

In conclusion, we believe that the proposed Media Literacy Campaign holds immense potential to equip our students with the necessary skills and knowledge to navigate the complex media landscape effectively. We are confident that with your support and endorsement, this initiative will make a significant impact on our student community and contribute towards fostering a more media-literate society.

We eagerly await your favourable consideration of this proposal and look forward to the opportunity to collaborate in implementing this campaign.

Thank you for your attention to this matter.

Sincerely,

Syed Khalid Hassan (Campaign Manager) Ghayyas Qureshi Areeb Khan Ahmed Mujtaba

Campaign Supervisor: Dr. Safeena Yaseen\_\_\_\_\_

HOD MEDIA: \_\_\_\_\_

Approved 7 CSP Hours by DD Academics

**COMMUNITY SUPPORT ACTIVITY APPROVAL FORM**

Title of the Activity: Digital Rights and Media Literacy  
 Nature of the Activity: Awareness Seminar  
 Venue: Fatimah Jinnah Hall Planned Date: 28<sup>th</sup> May 2024  
 Partner Organization: \_\_\_\_\_  
 Number of Students to be involved: 40+  
 Amount of Fund involved (if required): \_\_\_\_\_  
 Transportation (if required): \_\_\_\_\_  
 Benefits of the Activity to the community: As written in proposed it follows the Sustainable Development Goals, advocates social change and empowers to adapt to the digital age.  
 Benefit of the Activity to the students: To be aware of how to fact check, not to go into misinformation and know their rights.  
 Proposed No. of Contact hours: \_\_\_\_\_  
 Proposed No. Of Earnable hours: 7  
 Feedback of Partner Organization will be taken: Yes ☐ No ☒  
 Community Support Activity Supervisor: \_\_\_\_\_  
 Name: Dr. Safeena Yaseen Designation: Assistant Professor Date: 16/5/24  
 Initiated by HoD: \_\_\_\_\_  
 Name: Dr. M. Mujtaba Designation: HOD Date: 16/5/24  
 Remarks by DD (A&C): \_\_\_\_\_  
 Venue availability: Yes ☐ No ☒  
 Transportation availability: Yes ☐ No ☒  
 Remarks by Principal: \_\_\_\_\_  
 Remarks by Director Academics: \_\_\_\_\_  
☒ Approved 17/5 ☐ Disapproved

# 3. Campaign Planning and Strategy

## Timeline Development

- Scheduled social media posts leading up to the seminar.

## Coordination

- Conducted an online meeting with Usman Shahid to organize the program flow and agenda.
- Had collaborated with Crescendo Media to get Buraq Shabbir and Nida Imran to be part of the panel.
- Souvenirs: BUKC does not allow more than one souvenir hence had to make a certificate for each participant and frame it.

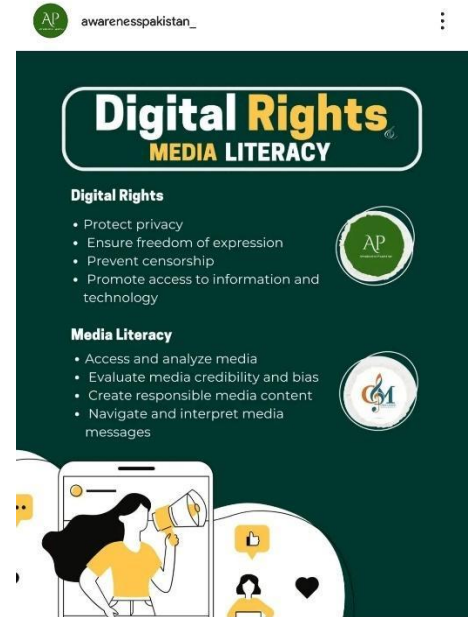
## 4. Campaign Activities

### Seminar

- **Date:** 4<sup>th</sup> June 2024 (Changed from 28<sup>th</sup> May 2024)
- **Location:** TV Studio, BS Media Department (Changed from Fatima Jinnah Hall)
- **Speakers:**
  - Usman Shahid, Digital Rights Advocate and Manager of Media Matters for Democracy
  - Buraq Shabir, Journalist from the BBC
  - Nida Imran, Political Scientist
- **Summary:** The seminar covered topics including digital rights, ethical journalism, and the political implications of digital media. Each speaker provided unique insights and practical knowledge to help attendees navigate the digital world responsibly and effectively.

## 5. Social Media Promotion

- **Platform:** Instagram (Awareness Pakistan and Media Matters for Democracy)
- **Content:** Posts and stories leading up to the seminar, featuring speaker highlights, key topics, and the importance of digital rights and media literacy.
- **Content:** Rest have been saved in the Google Drive Link



From MMFD's Page

## 6. Crisis Management

### **Issue**

- Original venue (Fatima Jinnah Hall) was booked for May 28, 2024.
- A last-minute government holiday was announced on that date.
- BUKC does not issue more than one souvenir for guests.

### **Solution**

- Relocated the seminar to the TV studio in the BS Media Department.
- Communicated the change promptly to all participants and attendees.
- Designed certificates and framed them.

## 7. Collaboration and Partnerships

### **Media Matters for Democracy**

- Usman Shahid provided expertise and helped plan the seminar.

### **BBC**

- Buraq Shabir shared insights on ethical journalism.

### **Political Science Expert**

- Nida Imran contributed her knowledge on the political implications of digital media.

## 8. Campaign Outcomes

- **Awareness:** Increased awareness about digital rights and media literacy among participants.
- **Engagement:** High levels of engagement during the seminar and on social media.
- **Feedback:** Positive feedback from attendees on the relevance and quality of the content presented.

## 9. Deliverables

### Photos



## Written Documents

### **Agenda - Digital Rights Session (Tuesday, May 28, 2024)**

|   | <b>Activity</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Estimated Time</b>                                                     |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 1 | <b>Ice-breaking Activity</b><br><br>Students will be given a piece of paper and asked to write their names along with one quality or feature describing themselves that begins with each letter of their names. The activity will help familiarise the students with one another and create an atmosphere conducive to participation and engagement.                                                                                                              | 15 minutes<br>(Depending on the number of students present at the venue). |
| 2 | <b>Introduction to Digital Rights</b><br><br>This segment of the session will be aimed at opening students up to the concept of digital rights. It will begin with students sharing how they perceive “digital rights” and then a comprehensive overview of basic digital rights will follow.<br><br>The discussion will include recent examples regarding rights violations, etc. in Pakistan for better understanding.                                          | 20 minutes                                                                |
| 3 | <b>Digital Rights, Misinformation &amp; Disinformation</b><br><br>This part will focus on the difference between misinformation and disinformation, citing shared understandings of information disorders in light of international definitions within the human rights circles. The objective is to provide students with a basic understanding of mis-and-disinformation, which are often incorrectly used interchangeably, and their impact on digital rights. | 15 minutes                                                                |
| 4 | <b>Questions &amp; Closing</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    | 10 minutes                                                                |

|  |                                                          |  |
|--|----------------------------------------------------------|--|
|  | The floor will be opened to questions from the audience. |  |
|--|----------------------------------------------------------|--|

## Press Release

### **Students of BS7 Media Studies Organize Enlightening Guest Lecture on Digital Rights & Media Literacy**

Under the supervision of Dr. Safeena Yaseen, the BS7 Media Studies students successfully arranged an informative guest lecture entitled "Digital Rights & Media Literacy." Held on June 4th, 2024, the event comprised an excellent line-up of prominent speakers, including digital rights advocate Usman Shahid, well-known lifestyle journalist Buraq Shabbir, and YouTuber and educationist Nida Imran.

This guest lecture's fundamental objectives were to give students an adequate basis in media literacy, educate them of their digital rights, and tutor them how to use media to benefit society. In the current digital era, fostering informed and accountable citizens requires an awareness of the subtleties around media consumption and the rights related to digital platforms.

Usman Shahid explained audiences about digital rights in the light of constitution of Pakistan, their importance, and how internet users can protect their privacy. He gave a concise description of the differences between misinformation and disinformation. Buraq Shabbir talked about the importance of online journalism in promoting media literacy. She emphasized the need for ethical reporting and the obligation of journalists to maintain the integrity of the content. Nida Imran discussed in depth how media companies might promote critical thinking as well as informed citizenship. Additionally, Nida offered feasible methods for improving media literacy across a range of media platforms.

The event was an immense success, enabling students to acquire an improved understanding of media literacy and digital rights. In addition to emphasizing the significance of these conversations in the current media environment, esteemed guests shed light on how important it has become to have all necessary information on our fingertips

## 10. Conclusion and Recommendations

The Digital Rights and Media Literacy campaign effectively raised awareness and provided valuable knowledge to participants. Despite the venue change, the seminar was well-received, and social media promotion successfully engaged a broader audience. Future campaigns should continue to leverage expert partnerships, robust online promotion, and contingency planning to ensure smooth execution.

### **Recommendations**

- Expand the campaign to include workshops and interactive sessions.
- Have an easier platform for debate.
- Integrate technology, have workshops on using software.
- More news agencies should adapt fact checking departments.
- Increase social media engagement with more frequent posts and live updates.
- Establish a dedicated crisis management plan for potential future setbacks.

## **Marketing Campaign Report for Areeb Khan Weddings Instagram Page**

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# 1. Executive Summary

The marketing campaign for the Areeb Khan Weddings Instagram page aimed to increase brand visibility, engagement, and follower growth. Key components of the campaign included a photoshoot collaboration with influencer and actor Aisha Afridi and the use of paid sponsored ads to boost wedding-related posts. The campaign successfully met its objectives, resulting in increased engagement and a wider reach.

## 2. Campaign Objectives

- Increase brand visibility and awareness.
- Boost engagement on wedding-related posts.
- Grow the follower base on Instagram.
- Showcase high-quality wedding photography through collaboration with a well-known influencer/actor.

## 3. Campaign Planning and Strategy

- The campaign was planned with a focus on leveraging the influence of Aisha Afridi and the strategic use of sponsored ads to maximize reach and engagement. The strategy involved:
- Partnering with Aisha Afridi for a high-profile photoshoot.
- Creating visually appealing and shareable content for Instagram.
- Using targeted sponsored ads to amplify the reach of key posts.

## 4. Collaboration and Partnerships

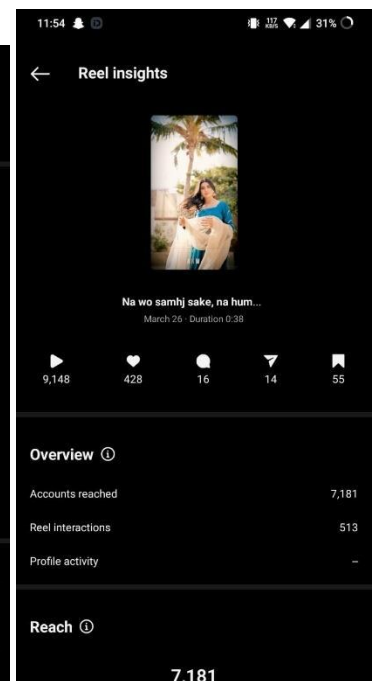
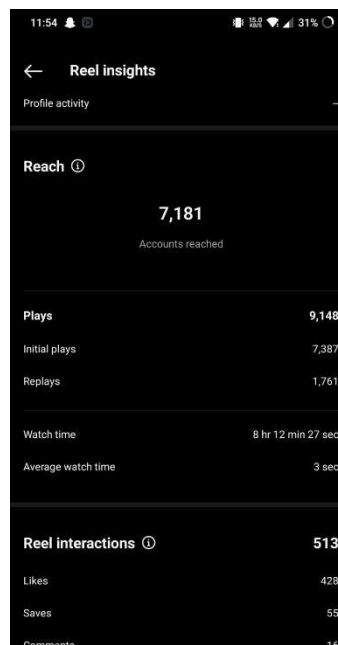
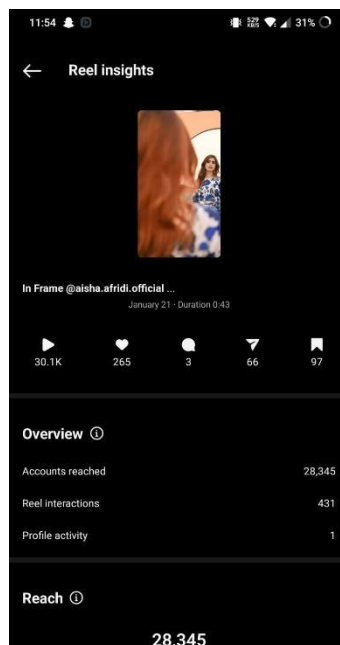
### Influencer Collaboration

- **Partner:** Aisha Afridi, a well-known influencer and actor.
- **Collaboration Details:** A photoshoot featuring Aisha Afridi in various wedding setups, highlighting the expertise and creativity of Areeb Khan Weddings.
- **Outcome:** The collaboration generated significant buzz and engagement, attracting Aisha Afridi's followers to the Areeb Khan Weddings Instagram page.

## 5. Social Media Promotion

### Instagram Content

- **Posts:** High-quality images from the photoshoot with Aisha Afridi, showcasing different wedding themes and setups.
- **Stories:** Behind-the-scenes footage from the photoshoot and teaser clips
- **Engagement Metrics:**



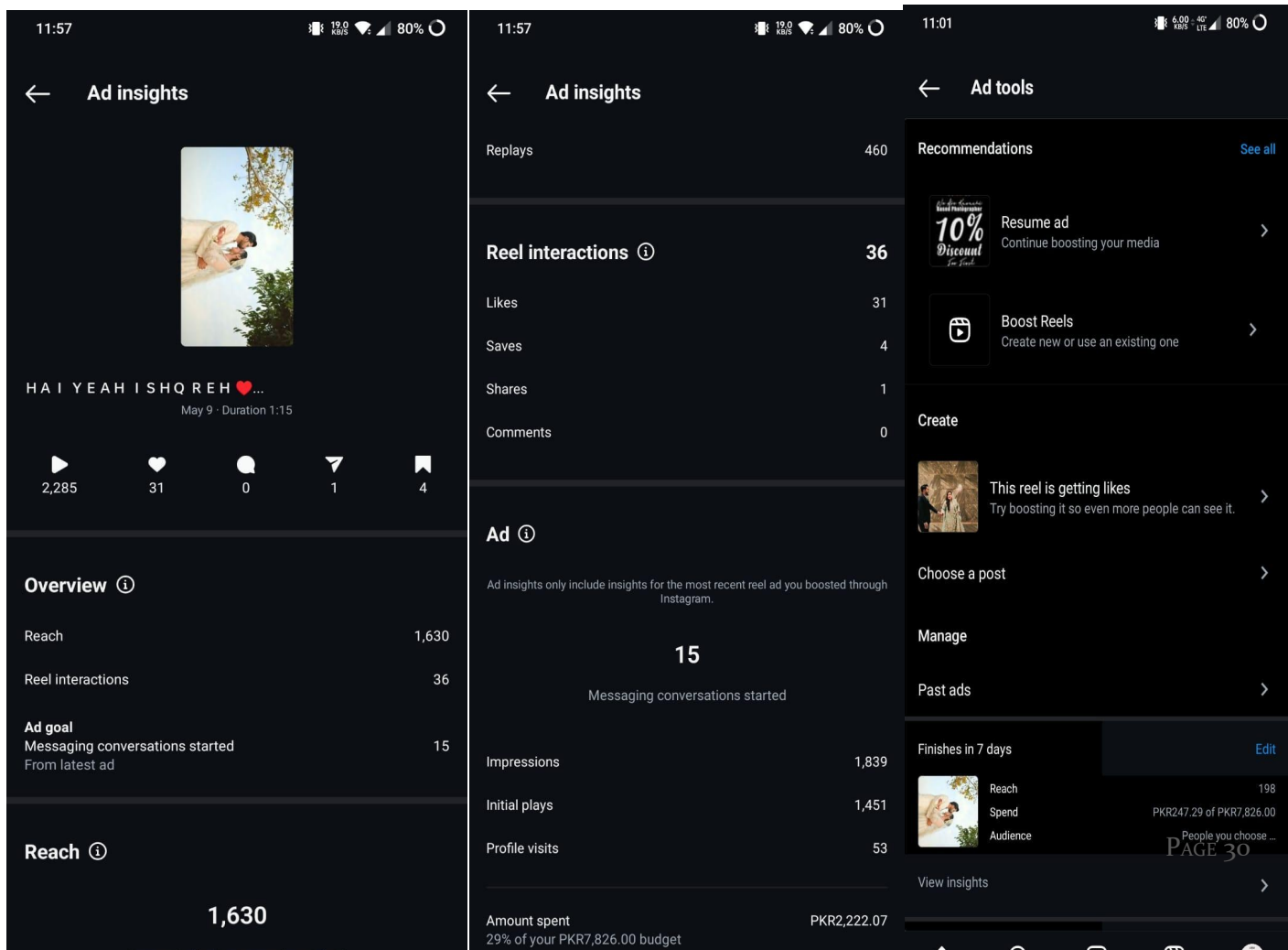
## Organic Growth

- Leveraged Aisha Afridi's influence to attract new followers.
- Engaged existing followers with regular updates and interactive content.

# 6. Paid Advertising Performance

## Sponsored Ads

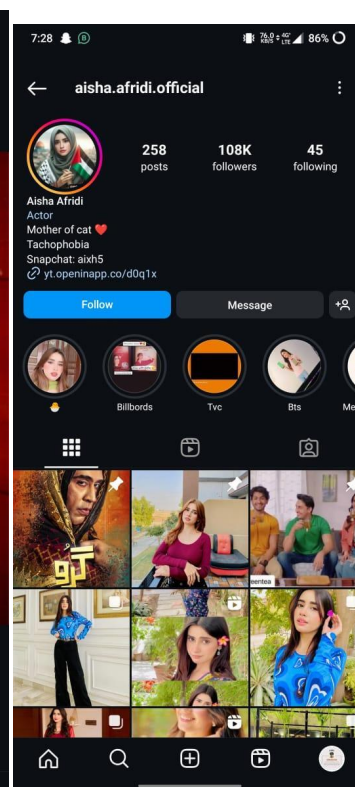
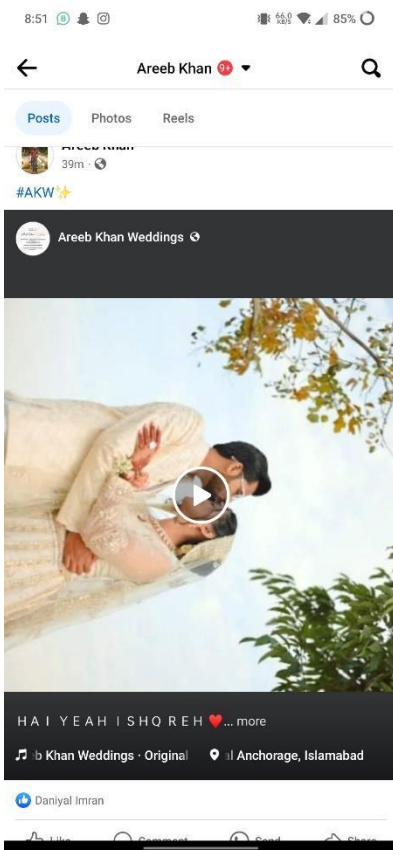
- **Objectives:** Increase the reach and visibility of wedding posts.
- **Target Audience:** Individuals interested in wedding photography, planning, and related services.
- **Ad Performance:**



## 7. Campaign Outcomes

- **Brand Visibility:** Significant increase in profile visits and impressions.
- **Engagement:** Higher levels of likes, comments, and shares on posts featuring Aisha Afridi.
- **Follower Growth:** Noticeable increase in the number of Instagram followers.
- **Content Reach:** Expanded reach through both organic and paid efforts.

## 8. Deliverables



## 9. Conclusion and Recommendations

- The marketing campaign for Areeb Khan Weddings successfully enhanced brand visibility, engagement, and follower growth on Instagram. The collaboration with Aisha Afridi proved highly effective in attracting attention and generating interest. The use of sponsored ads further amplified the reach of key posts, contributing to the overall success of the campaign.

### **Recommendations**

- Continue collaborating with influencers to maintain and grow audience engagement.
- Increase the frequency of high-quality photoshoots and shareable content.
- Optimize future sponsored ads based on performance data to maximize ROI.
- Explore additional social media platforms for broader reach and engagement.