

What is the story your project is telling? Who are you speaking to?

1. OBJECTIVES OF THE WORKSHOP

The objective of this exercise is for students to recognise the importance of planning how they will share the BePart project they are working on with other students, developing a narrative of their project, tailoring their messages and tone to their audience.

2. THE AUDIENCE

The group starts the exercise by reflecting collectively on what their “key audience” is; what goal they identify in communicating to them; how to structure the key messages for each and what channel they expect this communication to happen through. “*Will they be speaking to other students in their school? Will it be other people outside the school? etc*” In order for students for students to explore this, teachers will invite them to reflect on what their audience is like. “*What is their age? What do they like? What could make them interested in your project?*” The teacher / facilitator will encourage everybody in the group to use their imagination.

3. THE COMMUNICATIONS

In this part of the exercise students will work on the narrative of their specific project thanks to the questions prompted in the different boxes of the document.

- Newspaper / Magazine Cover: if they were to summarise what they want to say in a Magazine cover, what would this say?
- Social media platform: if they were to use social media to speak to their audience, what would this social media platform be?
- Hashtag: if they were to select a few Hashtags, what would they be?
- Content: what do they want to say? How will they say it?
- Call to action: what do they want their audience to do? Is it sharing the social media posts they create? Is it participating in the decision making? Is it to be informed? What else?
- Who will be doing what?: here is where they can discuss the real plan! How will they organise and divide the work?

Newspaper / magazine cover

If you were to summarise what you want to say in a Magazine cover, what would this say?

Social media

if you were to use social media to speak to your audience, what would this social media platform be?

Content

What do you want to say? How will you say it?

Who will be doing what?

Here is where you can discuss the real plan! How will you organise and divide the work?

Key Audience

Will you be speaking to other students in your school? Will it be other people outside the school?
What is their age? What do they like?
What could make them interested in your project?

Hashtags

if you were to select a few Hashtags, what would they be?

#yourhashtagshere

Call to action

what do they want your audience to do? Is it sharing the social media posts they create? Is it participating in the decision making? Is it to be informed? What else?

Newspaper / magazine cover

Double click to edit. Delete this before writing your answer ;)

Social media platform

Content

Who will be doing what?

Key Audience

Hashtags

#

Call to action