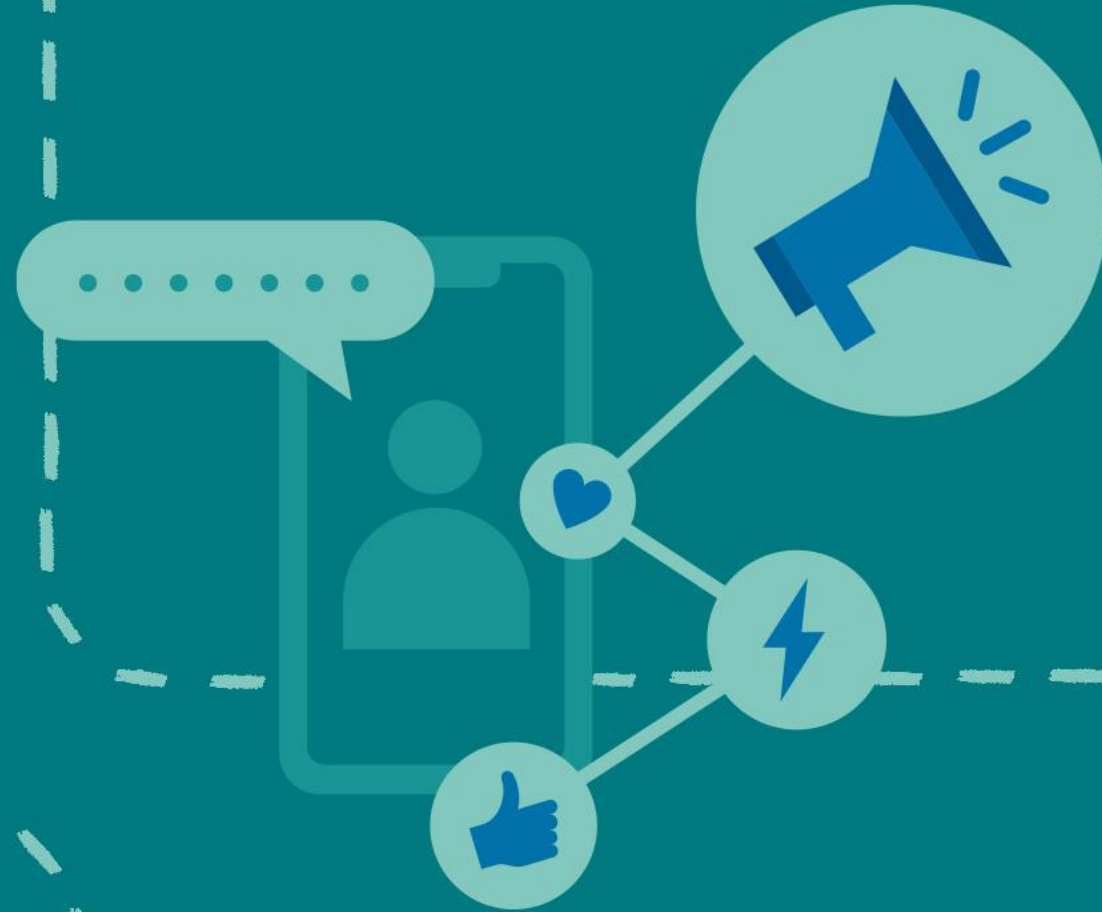


# Digital Empowerment





Check-in

**What hashtag seen online as  
piqued your curiosity recently?**

# House Rules



**Kindly change your  
name to:**

**ORG\_NAME**  
(e.g. AHA! BD\_Juan  
Dela Cruz)



**Always show  
respect. This is a  
safe space.**

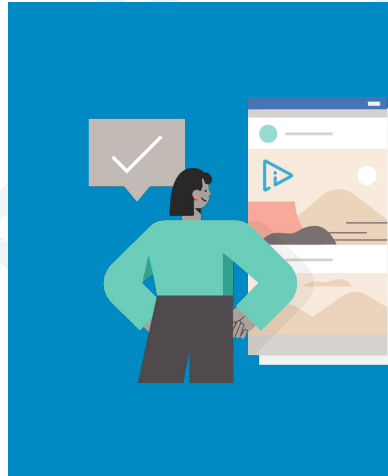


**Unmute only when  
you are speaking.**

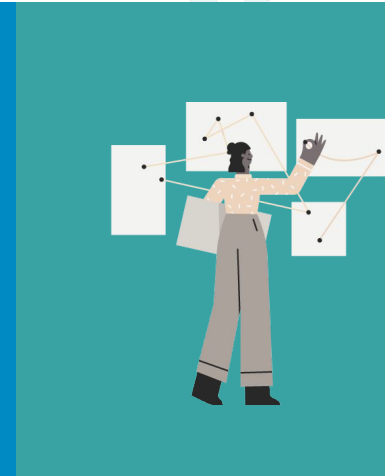


**Press Zoom's Raise  
Hand button if you  
want to speak.  
When called, kindly  
unmute yourself  
and answer.**

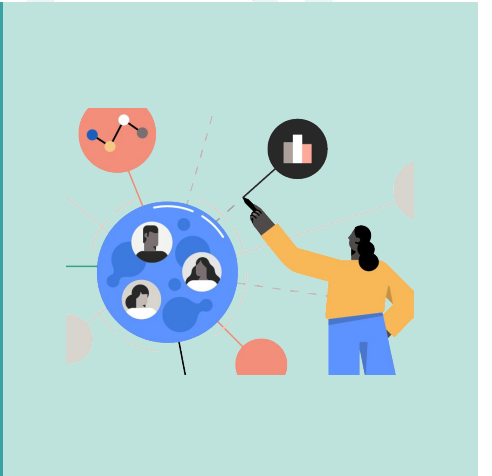
# Building a community of responsible digital citizens



**Build  
Awareness**



**Educate**



**Thought  
Leadership**



# Digital Citizen

A Digital Citizen is a person who confidently uses digital technologies to understand information online and interact positively with others.



# Learning Objectives



**Understand the concept of advocacy by helping identify issues that matter**



**Apply how social media can be used as an avenue to build your advocacy network**



**Identify ways to move forward with your advocacy online**

# Topics

## SECTION ONE

**What is advocacy?**

## SECTION TWO

**What are the key  
components to start an  
advocacy?**

## SECTION THREE

**Time for Action!**

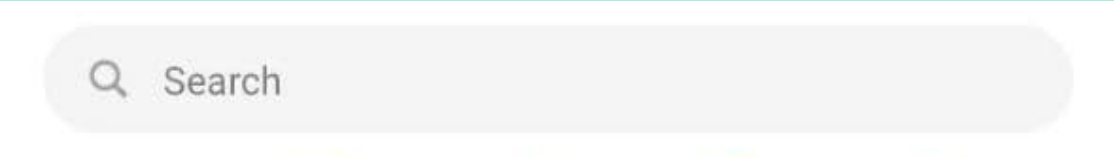


## Activity

Name

Pre-test Learn Code:  
<Learn Code>

1. Open Facebook Messenger.
2. Type “Digital Tayo” in the search bar.



3. Click “Digital Tayo”.



Digital Tayo



Digital Tayo  
Business

4. Answer the questions.



# What is advocacy?

# How do you feel about these changes?



**Dress Code**



**Deforestation for  
Commercial Development**



**Change of bus  
station route**



**Wow**

**Like**

**Neutral**

**Duh**

**Oh no!**



# What is Advocacy?

**The desire to stick up  
for what you believe  
in and create change.**



# What does advocacy mean to others?

Having a strong and passionate voice.  
Bridget Simpson

Advocacy means giving a person  
support to have their voice heard.  
Advocacy Focus

Advocacy means taking action to create  
change.  
TheirWorld





## Activity

What is  
advocacy,  
really?

Type MYTH or TRUTH in the Zoom chat box.

### MYTH VS TRUTH

Advocacy is only for  
professionals.



## Activity

What is  
advocacy,  
really?

**MYTH!**

Answer: Advocacy is for  
anyone who wants to start  
positive change



## Activity

What is  
advocacy,  
really?

Type MYTH or TRUTH in the Zoom chat box.

### MYTH VS TRUTH

Advocacy is only  
about politics.



## Activity

**What is  
advocacy,  
really?**

**MYTH!**

Answer: Advocacy can cover a wide range of issues you care about.

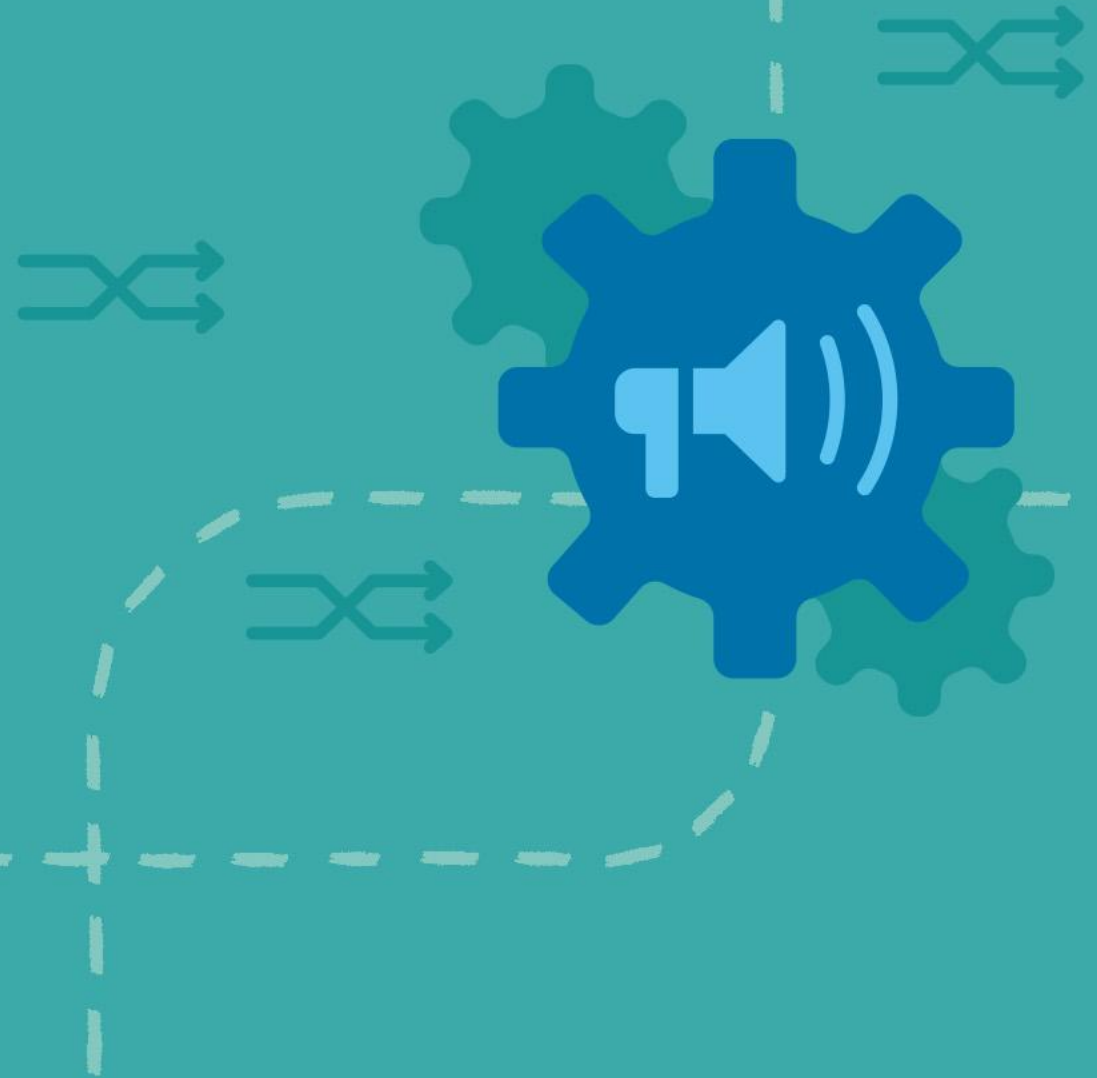


**Every time you speak up for yourself  
or others, you are an advocate.**

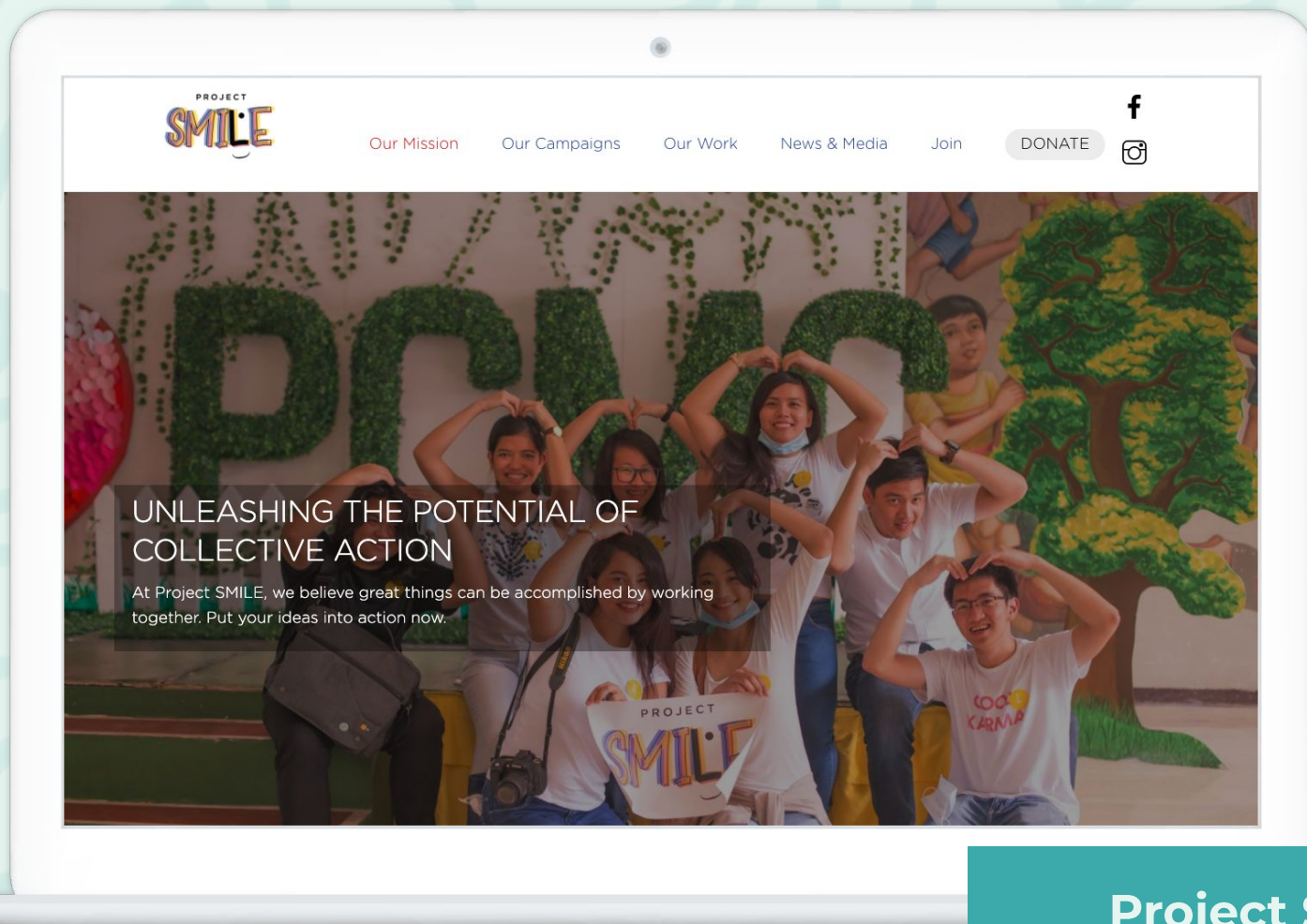


**Why should we care?**

Through the power  
of advocacy, we  
can make a  
difference and  
work towards a  
**better society.**

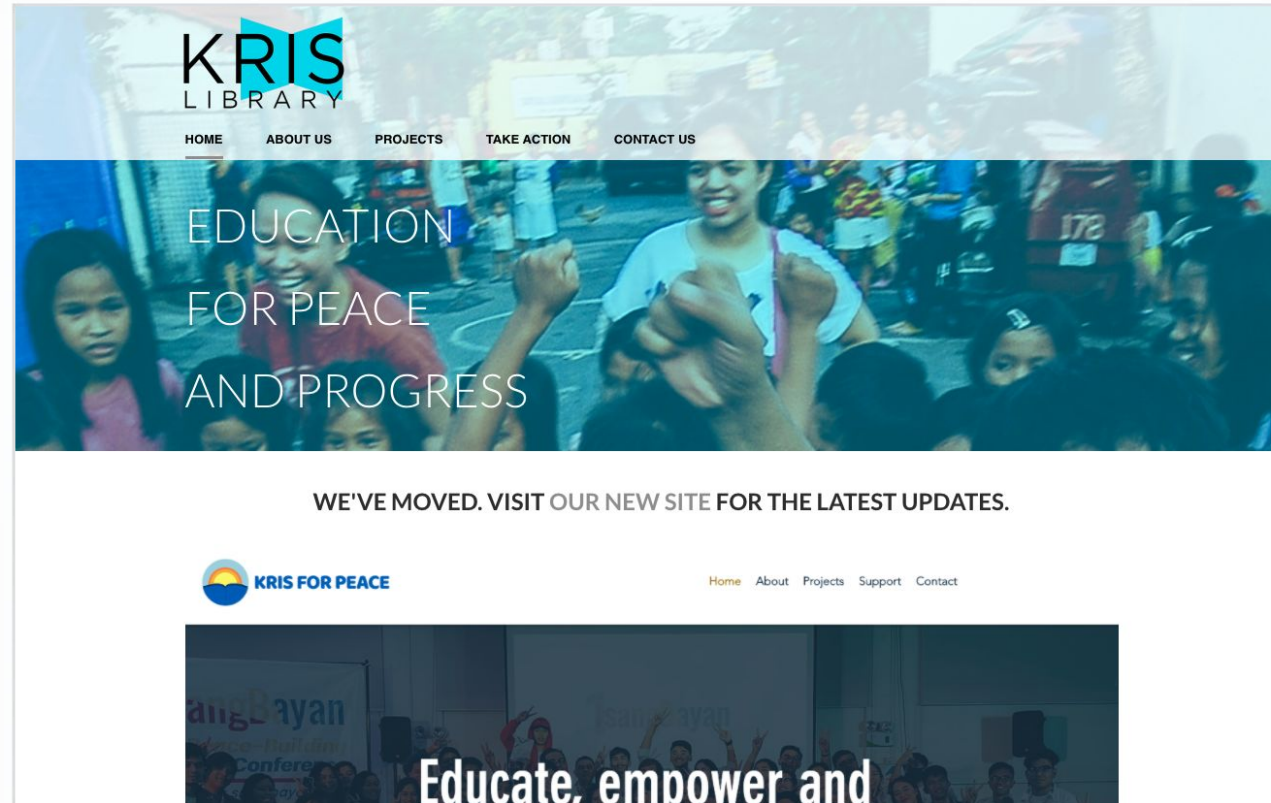






## Project Smile





**KRIS (Kristiyano-Islam Library)**



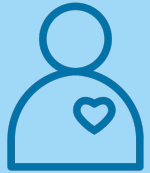
Streets to Schools



## Activity

# Finding your issue

1. Think about 1 issue in your community that you are passionate about and the change that you want to happen.
1. Type DONE in our Zoom chat box when you have an issue/cause in mind.



## Recap:

What is advocacy  
and why should  
we care?

Advocacy means taking action to create change.

Every time you speak up for yourself or others, you are an advocate.

We should care about other people who does not have a voice by being their voice. Through the power of advocacy, we can make a difference and contribute towards a better society.



# **What are the key components to start an advocacy?**

# Key Components to Start an Advocacy



Building our advocacy  
Network



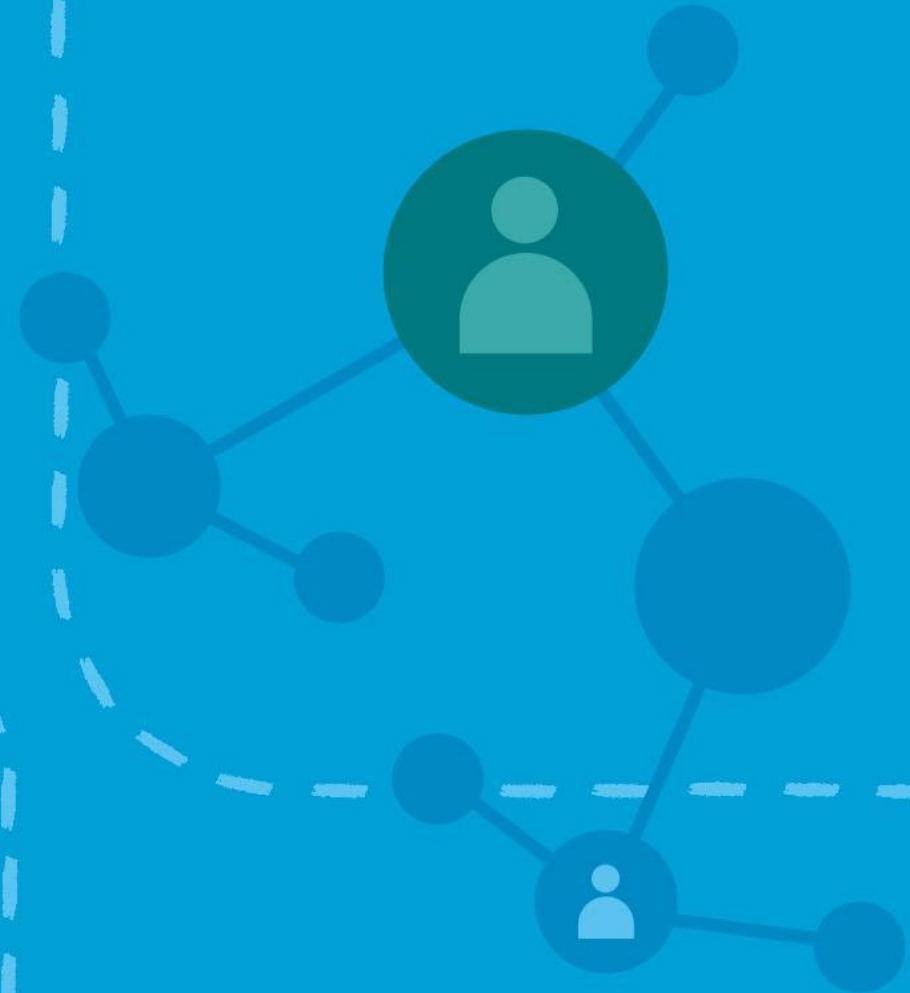
Raising awareness  
through Media



Using the power of  
Hashtags



# Building Your Advocacy Network





**“If you want to go fast, go alone. If you want to go far, go together.”**



# Building Your Advocacy Network

By sharing your advocacy efforts online, you can tell others about what you care about and potentially meet new people who may be able to assist your efforts!





## Activity

# Explore your Network

### Step 1



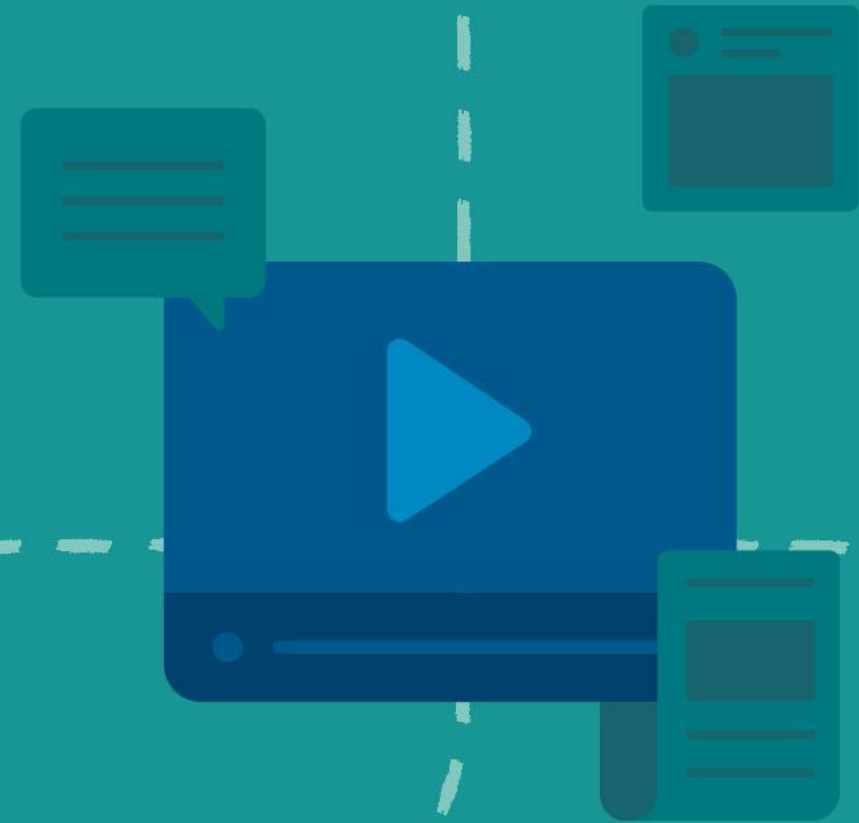
Search online for people who write, blog, or make digital media content about the issue you identified earlier – start with your own network.

### Step 2



Type your response in the Zoom chat box.

# Raising Awareness Through Media





**When engaging in advocacy efforts, media of all sorts can be powerful tools for achieving our goals.**

# Four Tips to use Social Media to Drive Social Change

**Focus**



**Get Attention**




**Engage**



**Take Action**







**Project SMILE**  
 @projectsmilephilippines · Nonprofit Organization

Send Email

Home About Events Photos More

Like Message

**About**

Project SMILE is a multi-awarded youth-led non-profit organization whose main advocacy is to uplift the lives of neglected and underprivileged Filipinos - one act of kindness at a time.

Awards and Recognition:  
 ♦ Most Valuable Non-Profit Response, Gold Stevie Awardee (#OperationBayanihan), 2020 The Stevie Awards for Women in Business... See More

9,661 people like this  
 9,852 people follow this

<https://www.projectsmilephil.com/>  
 Send Message  
 projectsmilephilippines@gmail.com  
 Nonprofit Organization  
 projectsmilephilippines

**Photos**

FOR YOUR SUPPORT! #THANK YOU FOR MY HEROES! #PEOPLEWITHStyle

Join the #PICK UP THE TABS... OVER A SPECIAL TREAT! TAKE A WALK HERE'S

**Videos**

1:52:03 zoom

Create Post
 

Photo/Video
 Check in
 Tag Friends

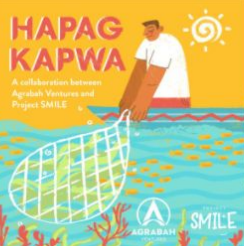
**PINNED POST**

Project SMILE February 21 at 12:30 PM ·


2020 was one of the toughest years for fisherfolks in Caramoan, Camarines Sur. The majority of them relied on seaweed farming and tourism for their subsistence.

In this light, Project SMILE collaborated with **Agrabah Ventures** to form **Hapag-Kapwa** - a campaign that aims to support farmers and fisherfolk by providing them with sustainable income, feeding their families, and helping rebuild their livelihood.


For as low as Php 500, you can support both farmers and fisherfolk... See More




**HAPAG KAPWA**  
 A collaboration between Agrabah Ventures and Project SMILE



**The State of Seaweed Farmers**  
 Your 2020 was one of the toughest years for fisherfolks in Caramoan, Camarines Sur. Majority of them if not all are relying on seaweed farming and tourism for their livelihood. For almost a year, the buying price of seaweed is at its lowest due to COVID-19, decreased demand, and expensive loans.








**Our Objective**  
 Our goal is to support seaweed farmers by helping them put food back on their tables. In partnership with Agrabah Ventures, we aim to support 850 families with food packs (e.g. rice, vegetables, etc.) and tools for their livelihood (e.g. initial planting equipment).













**Supporting Farmers and Fisherfolks**  
 For as low as Php 500, you can support both farmers and fisherfolks. By purchasing from Agrabah Ventures, farmers get to sell their product at fair market prices, thereby granting them with sustainable income. On the other hand, fisherfolks get to feed their families and rebuild their livelihood.


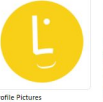
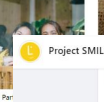
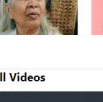
1.9K 1 Comment 77 Shares
 Like Comment Share

Project SMILE
 Send Email Like Message












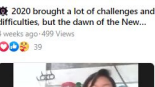






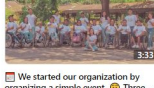







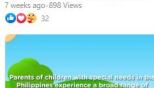

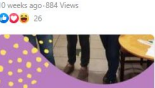
Project SMILE
 Send Email Like Message




**All Videos**



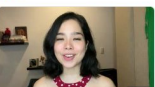




- Images
- Videos
- Events
- Fundraising

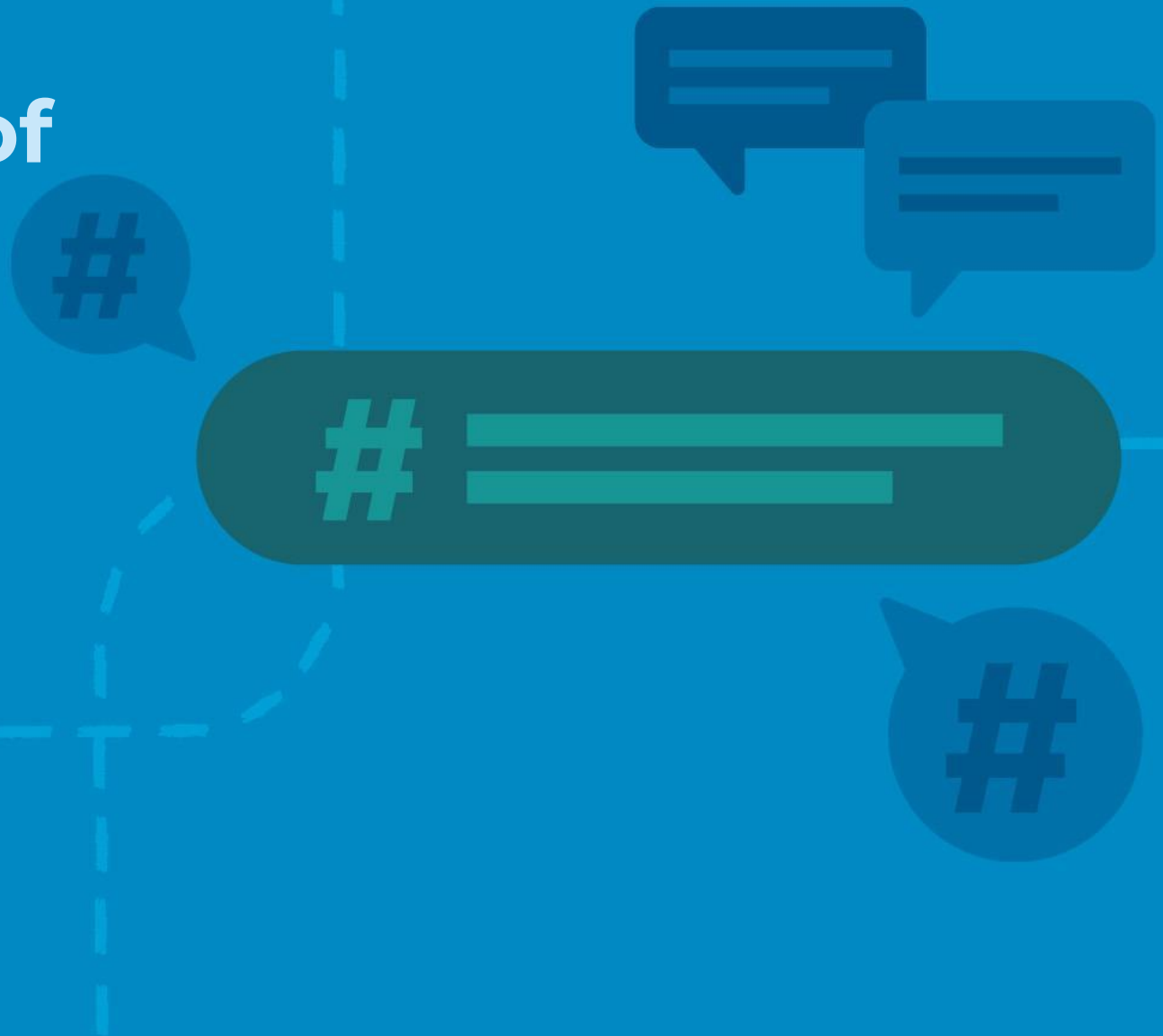


## Activity

# Raising awareness through media

- **STEP 1: Explore ideas on what images, videos or other content format that will go well with your message**
- **STEP 2: Type your response in the zoom chat box**

# Using the Power of Hashtags





# Advocacy Using Hashtags



**#Hattrick**



**#PisoParaSaLaptop**



**#UmbrellaRevolution**



**Do you use hashtags in your social media posts? What hashtags have you used?**

**A hashtag is simply a keyword phrase, spelled out without spaces, with a pound sign (#) in front of it.**



## How do I use hashtags?

- A hashtag must be written as a single word, without any spaces.
- You can include numbers in a hashtag, but punctuation and special characters (like \$ and %) won't work.
- You can search for a hashtag using the search bar at the top of any page.
- You'll only see posts that were shared with you.

# Advocacy Hashtags

## #BabaeAko

1.2K people are posting about this

## #humanrights

261K people are posting about this

## #BetterPhilippines

1.2K people are posting about this

## #gogreen

244K people are posting about this

## #disabilityawareness

26K people are posting about this

## #educationforall

34K people are posting about this

## #childrights

6.3K people are posting about this

## #SaveTheTurtles

24K people are posting about this

## #autismspeaks

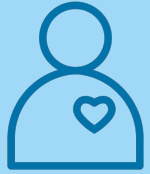
21K people are posting about this



## Activity

# Using the power of Hashtags

- **STEP 1: Think of 3 related hashtags for your advocacy**
- **STEP 2: Search the content available in either Facebook, Instagram or twitter for each of these hashtags**



## Recap

Building responsible communities who have the same goal or advocacy can lead to greater impact.

To raise awareness through media, focus on a goal, grab attention, engage people, and take action.

Hashtags allow us to draw attention to our ideas by connecting our posts to other posts on the same topic.

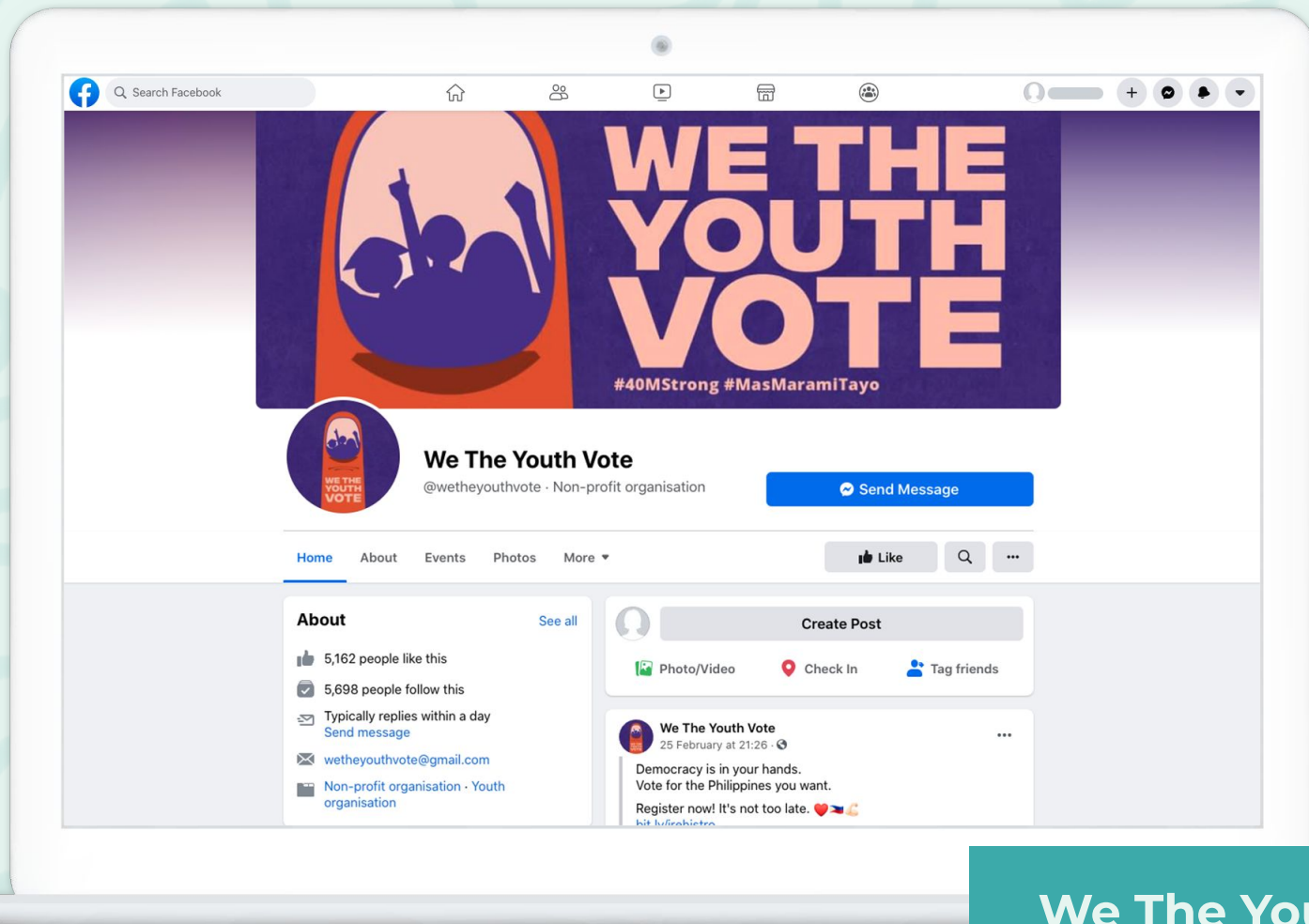


# Time for Action!





Tayo Awards



We The Youth Vote



## Youth Strike 4 Climate Philippines



## Activity

# Design Your Own Community Advocacy Campaign

What is the issue you want to address?

How do you want to address this issue?

What community does this affect?

What media platforms will you use to raise awareness around your cause? In what ways?

Is there a pop culture character you would like to use for your campaign? How so?

What hashtag would you create for your campaign?

Who will be in your support network?

What is the timeline for your campaign?



## **My Advocacy Campaign: Sharing Session**



# Summary

1. Advocacy is the desire to stick up for what you believe in and create change.
1. Through the power of advocacy, we can make a difference and contribute towards a better society.
1. The key components to start an advocacy include:
  - building our advocacy network
  - raising awareness through media, and
  - using the power of hashtags.

# Summary

- 4. The bigger and better the network of people we know, the easier it will be to create change in our communities.
- 4. To promote your advocacy, focus on a goal, grab attention, engage people so they can connect to your goal, and take action and empower others.
- 4. Hashtags allow us to draw attention to our ideas by connecting our posts to other posts on the same topic.



# Key points



Advocacy is the desire to stick up for what you believe in and create change.



Through the power of advocacy, we can make a difference and contribute towards a better society.



The key components to start an advocacy include:

- building our advocacy network
  - raising awareness through media, and
  - using the power of hashtags.

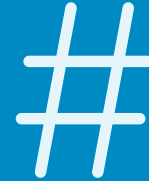
# Key points



The bigger and better the network of people we know, the easier it will be to create change in our communities.



To promote your advocacy, focus on a goal, grab attention, engage people so they can connect to your goal, and take action and empower others.



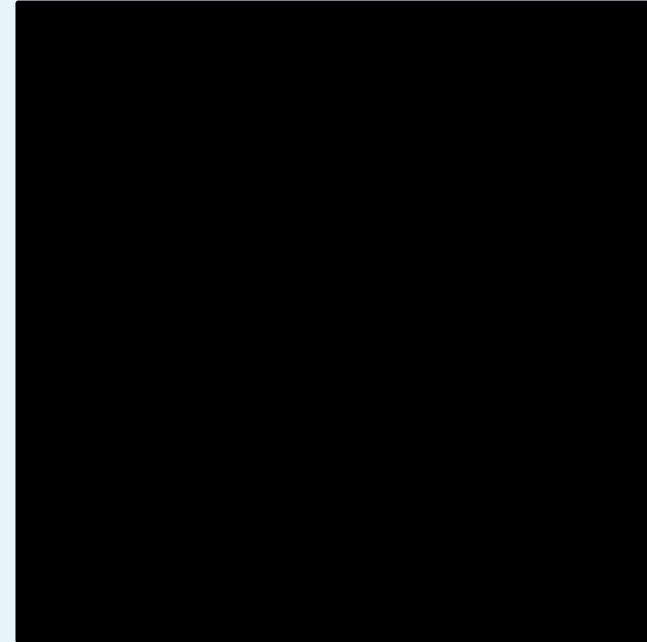
Hashtags allow us to draw attention to our ideas by connecting our posts to other posts on the same topic.



What are your **KEY TAKEAWAYS?**  
**Share them with 3 people after this.**

**Please answer our  
evaluation form!**

[bit.ly/INSERT LINKHERE](https://bit.ly/INSERT LINKHERE)



**Thank you!**  
**#DigitalTayo**

**Post-test Learn Code:**  
**<learn code>**

# Digital Empowerment

