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MODULE 5

WE THINK DIGITAL

# Digital Empowerment

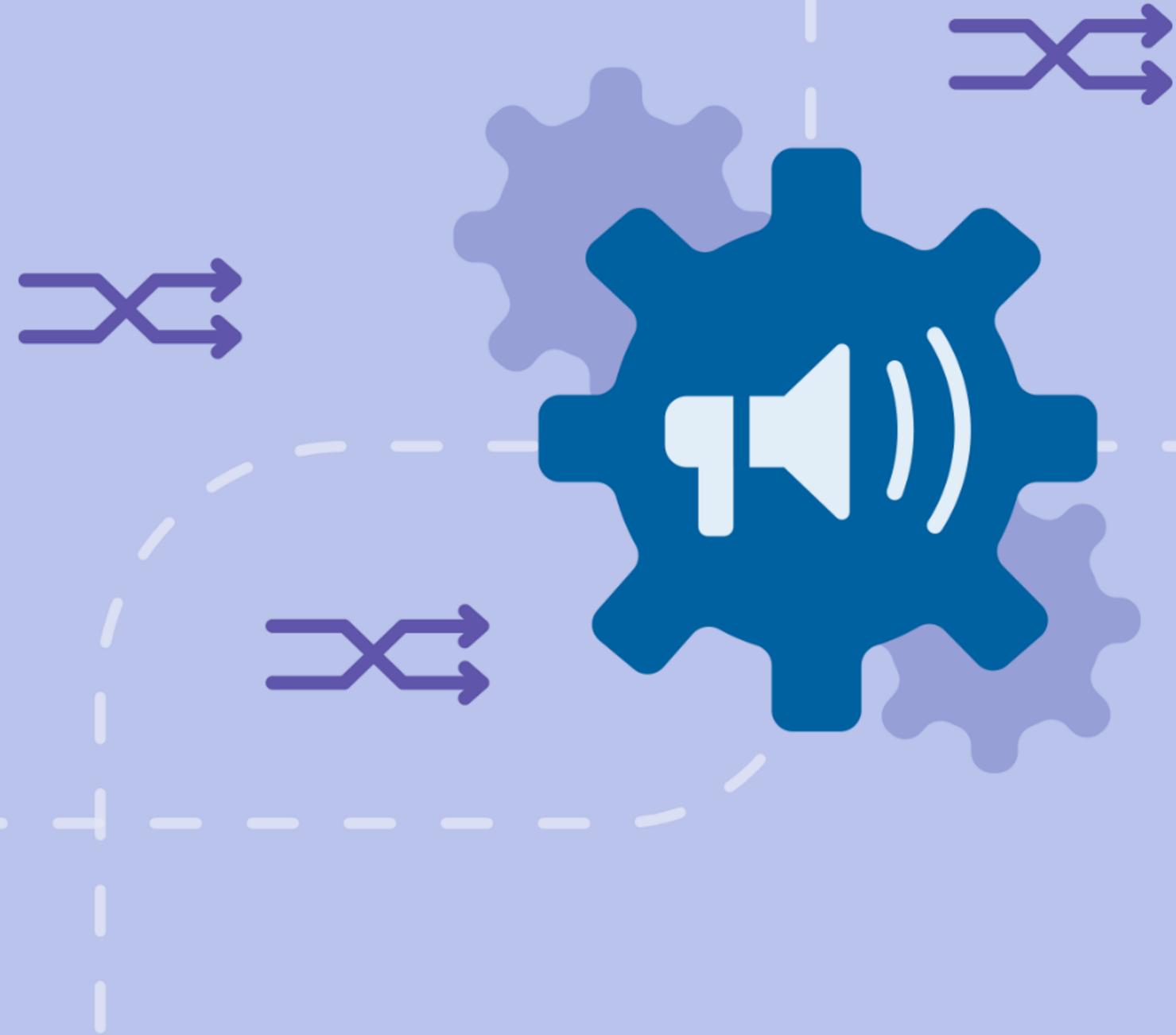


 Meta

We Think Digital

LESSON 1

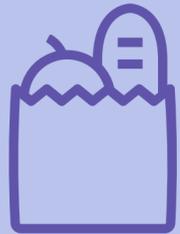
# Advocacy and Making Change



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WHAT IS  
**Advocacy?**



What if bus stations forced you to take **3 buses** & **a long walk** to reach the nearest supermarket?

How might you try to change this?

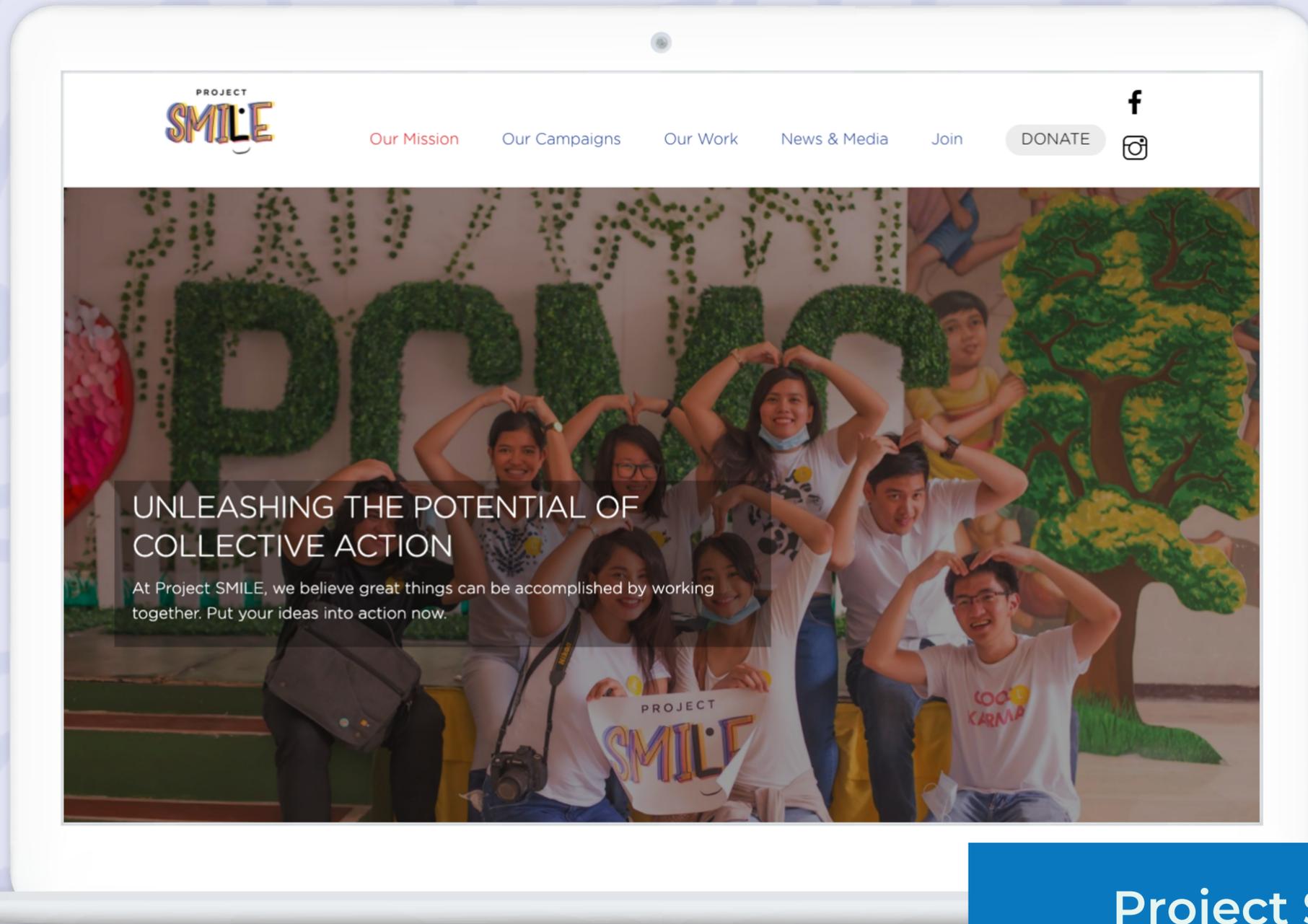
Are there people you might reach out to who can help you?

Maybe you have friends with similar problems. How might you all stand up for yourselves?

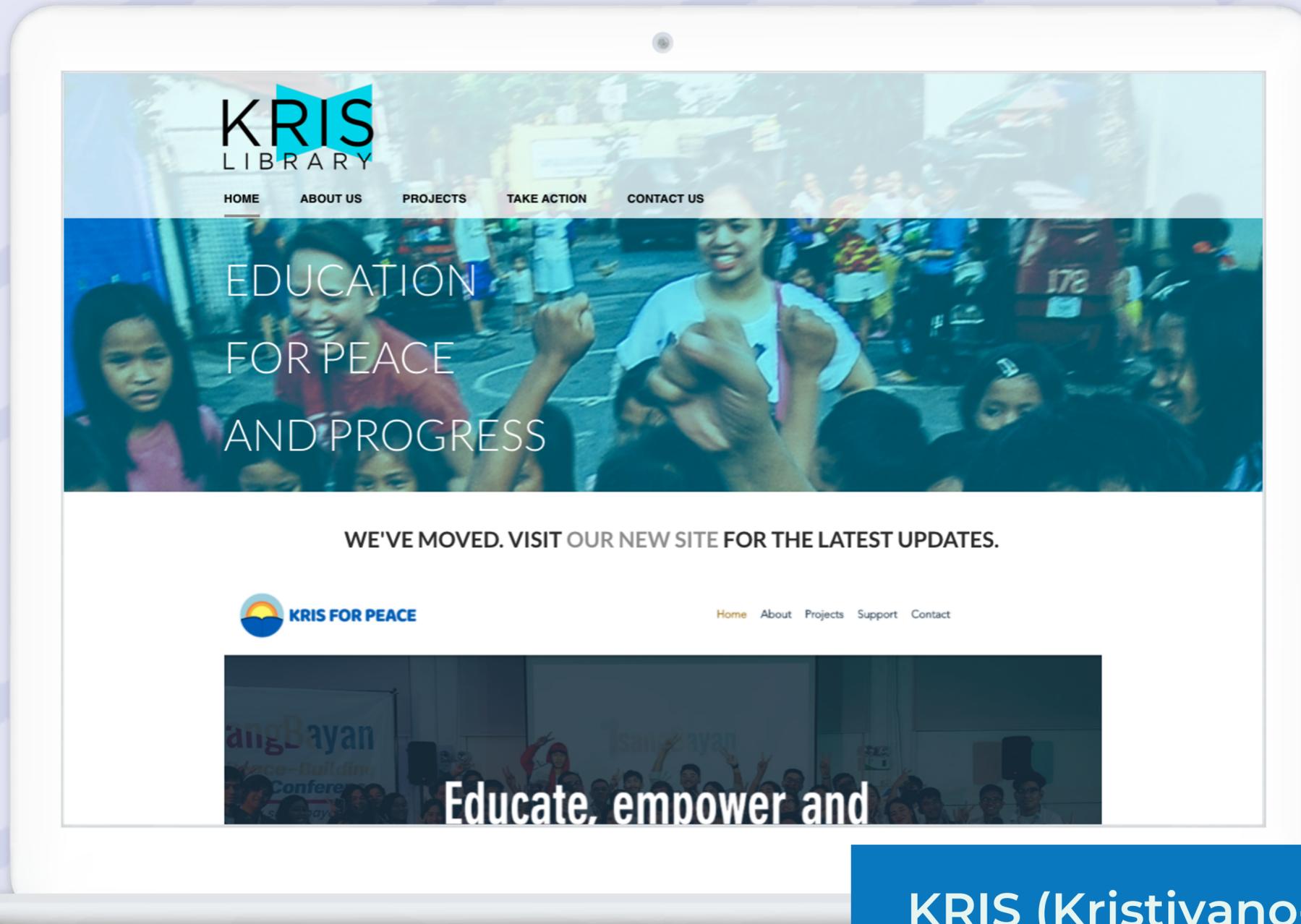


# What Is Advocacy?

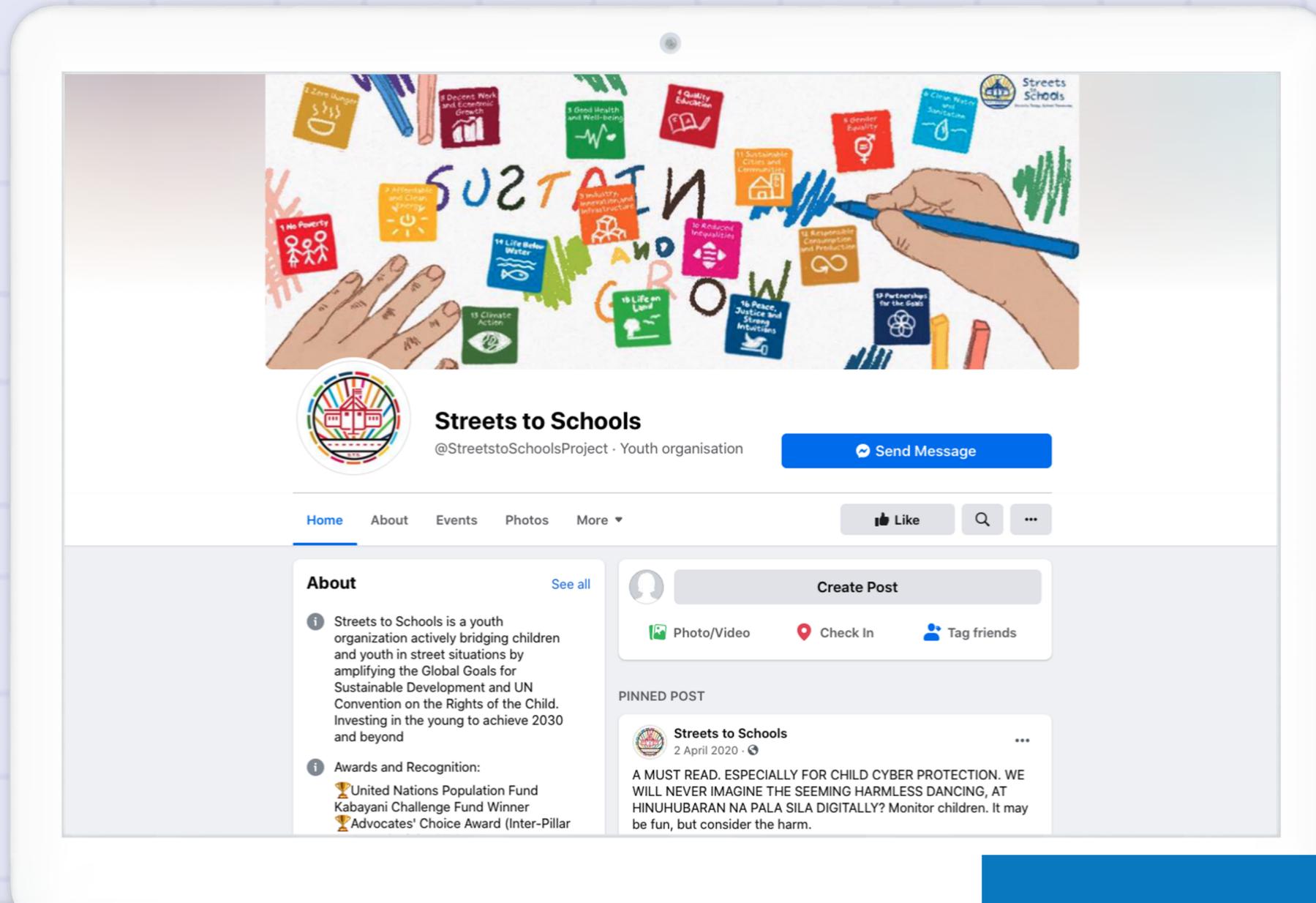
The desire to stick up for what you believe in and create change.



# Project Smile



KRIS (Kristiyano-Islam Library)



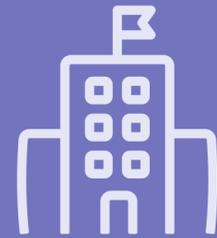
# Streets to Schools



## Activity

# What Issues Do You Have in Your Community That Are Important to You?

### Task 1



Research and identify an aspect of your community that you would like to change.

### Task 2



Create a poster to illustrate the problem and/or solutions.

# Building Your Advocacy Network



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“It Isn’t **What** You Know,  
It’s **Who** You Know.”





## Activity

# What Cause Do You Care About?

What is the main message of the campaign?

What platform is the most effective?

Who is the intended audience?  
Did your campaign reach its intended audience?

LESSON 3

# Raising Awareness Through Media



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# Using Media for Change



**HolaSoyGerman**

Uses YouTube to share funny stories.



**Malala Yousafzai**

Uses Twitter to stand up for the rights of women and young people.



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

# Show Us Media That Is Inspiring and Could Help You Spread Your Message!





## Activity

Create Your Own  
Media Content to  
Raise Awareness  
Around Your Cause



An Image Idea

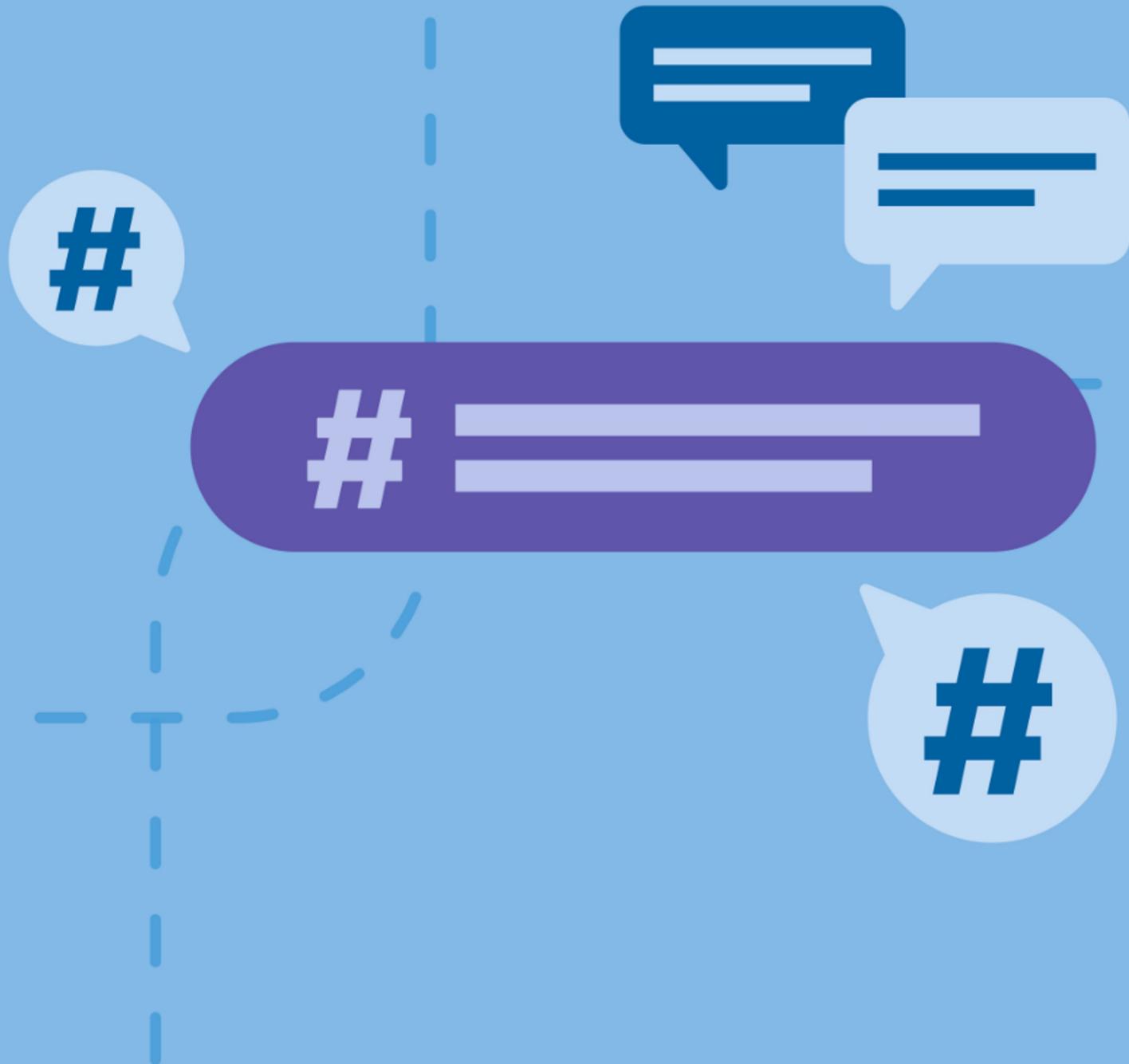


A Text Post Idea



A Video Idea

# Hashtags



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# Advocacy Using Hashtags



**#Hattrick**



**#PisoParaSaLaptop**



**#UmbrellaRevolution**



## Activity

# Find a Hashtag Used to Promote a Cause

**Review** the conversations with the hashtag and **summarize** the discussion

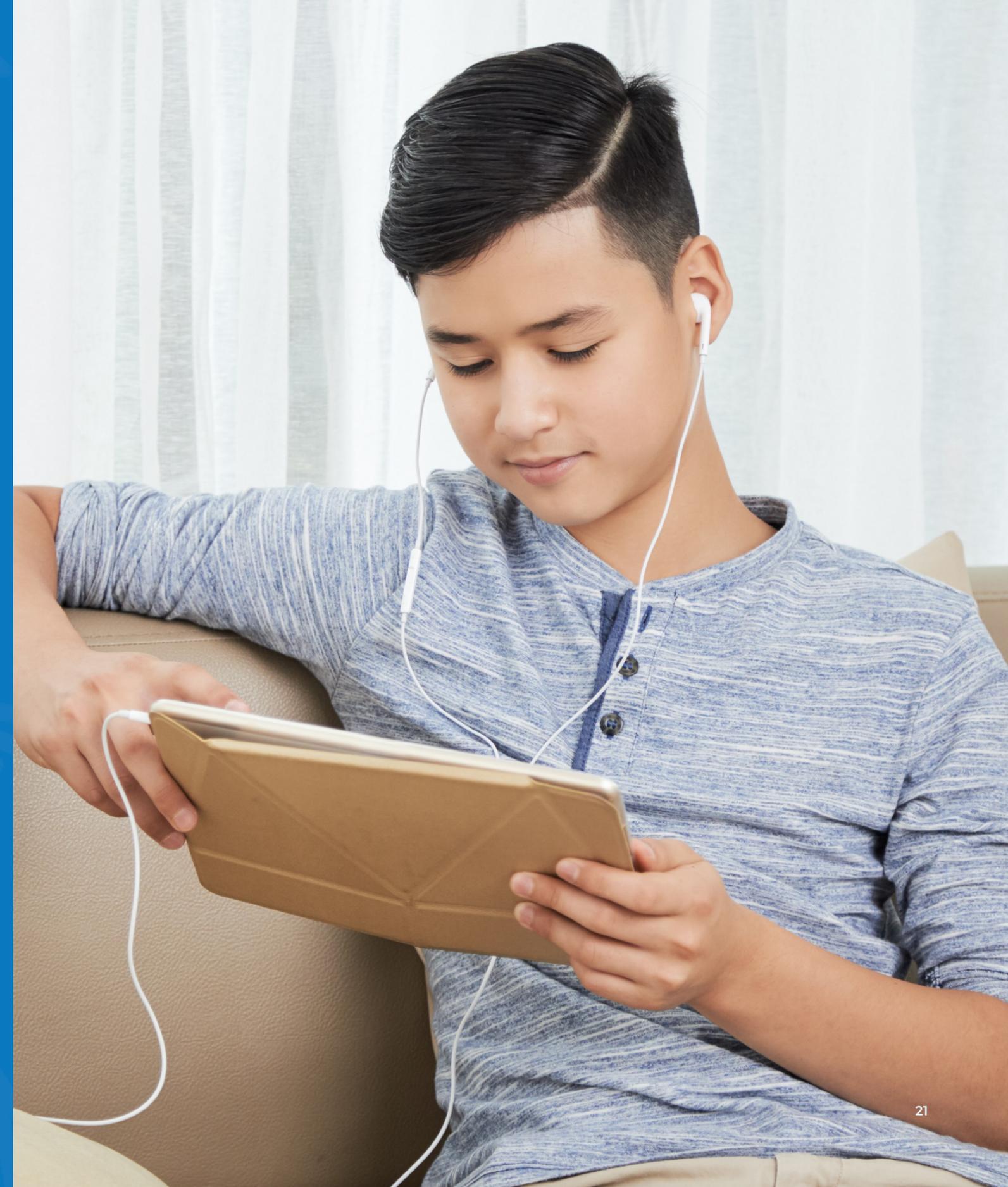


#PisoParaSaLaptop



## Activity

- ▶ What kind of content is being shared using the hashtags?
- ▶ Are there similar conversations happening under these different hashtags? Why do you think this is/is not happening?
- ▶ Do some hashtags seem to be more effective than others? Which ones? Why?





## Activity

# Create Your Own Hashtag!

**Select** an issue that is important to you and **create** a hashtag for it.



Create a Hashtag

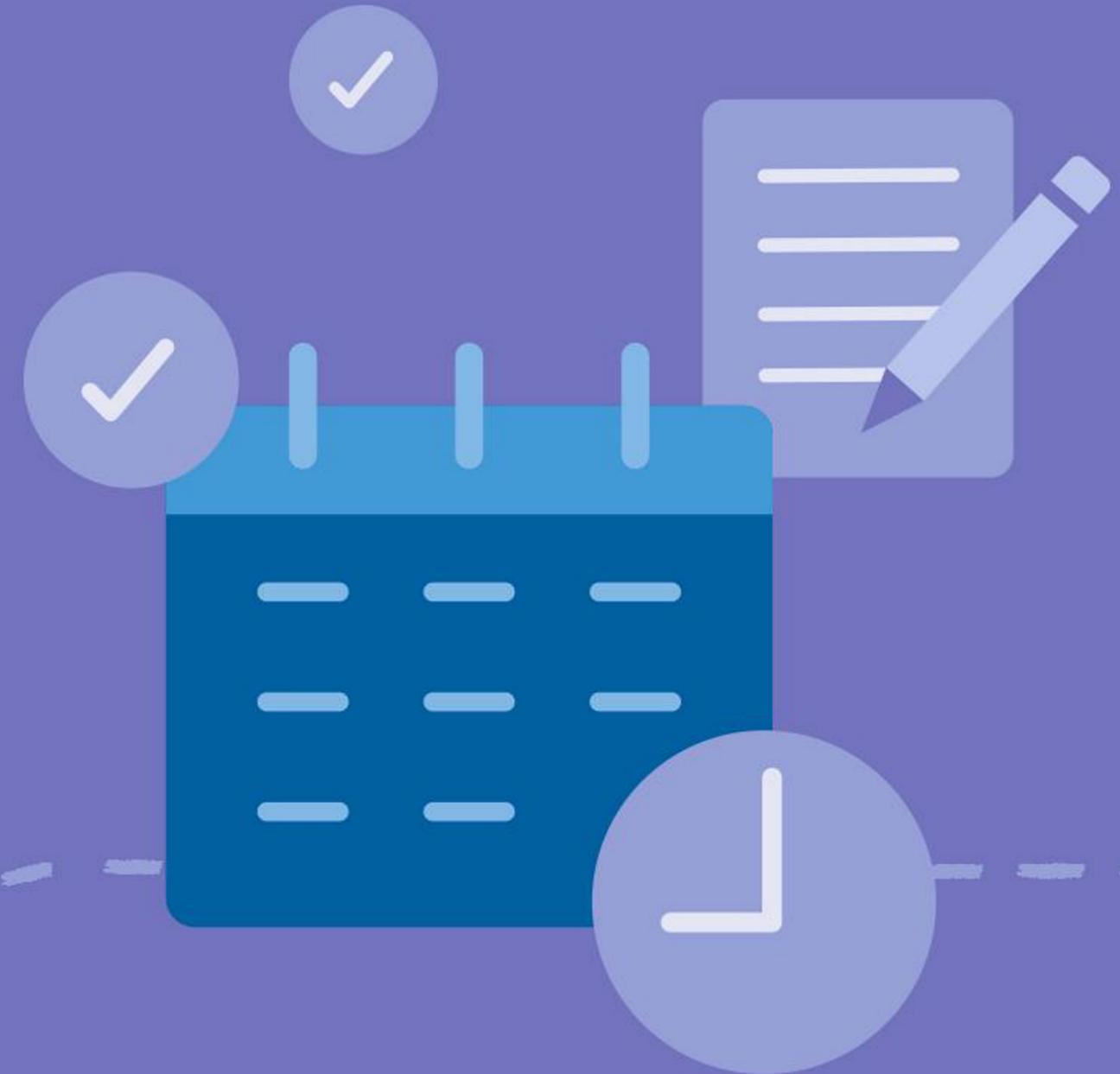


Design an Image, Infographic, Meme, Chart, or Graph



Strategize How You Can Spread Your Hashtag

# Time for Action!



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Tayo Awards



We The Youth Vote



# Youth Strike 4 Climate Philippines



# Design Your Own Community Advocacy Campaign



## 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



LESSON 6

# Exploring Your Personal Values



Source: The Greater Good Science Center studies the psychology, sociology, and neuroscience of wellbeing and teaches skills that foster a thriving, resilient, and compassionate society. The GGSC is unique in its commitment to both science and practice: Not only do we sponsor groundbreaking scientific research into social and emotional wellbeing, we help people apply this research to their personal and professional lives. Learn more: <https://greatergood.berkeley.edu/>



# What Are Your Personal Values?

Your personal values are core to your purpose in life. The things you believe in and value deeply are likely to shape the aims that give your life purpose.



## Activity

# Exploring Your Personal Values

Why are these particular values so important to you? What do they say about the kind of person you are?

How do they influence your daily life?

How do they relate to your long-term plans? Do they influence the way you hope to leave your mark? If so, how? If not, why not?



## Activity

# Reflection



Reflect on whether this exercise confirmed your sense of purpose, or if you weren't sure of your purpose, did it give you any clues or insights into what your purpose might be?

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MODULE 5

WE THINK DIGITAL

# Digital Empowerment



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