

Communications Campaign Toolkit

For Youth Leaders in Environmental Causes

It's Time. Make your voice heard!



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Sir David Attenborough stated, "**Saving the planet is now a communications challenge.**"

He is referencing the fact that conservationists often know what the problems are and how to solve them.

What is missing in the sector are clearer messages, which encourage more support and action.

This toolkit is driven by the belief that clearer messages and campaigns have the potential to ignite widespread support and action with the support of youth leaders. Involving youth in environmental awareness is essential for fostering a sustainable and environmentally conscious future.

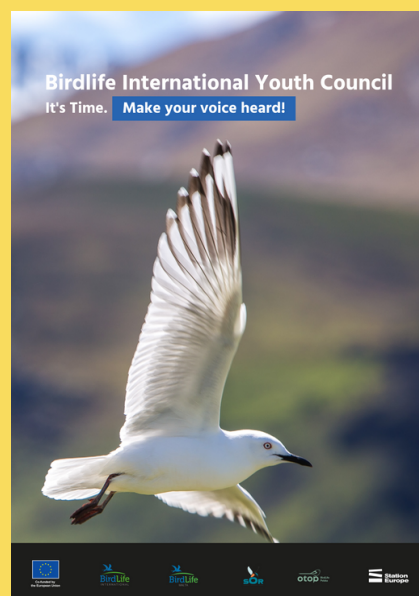
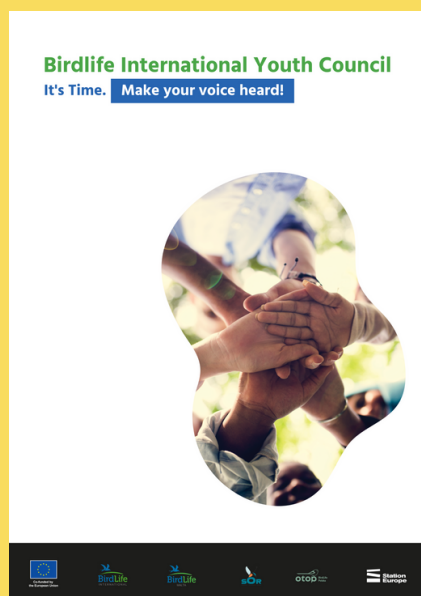
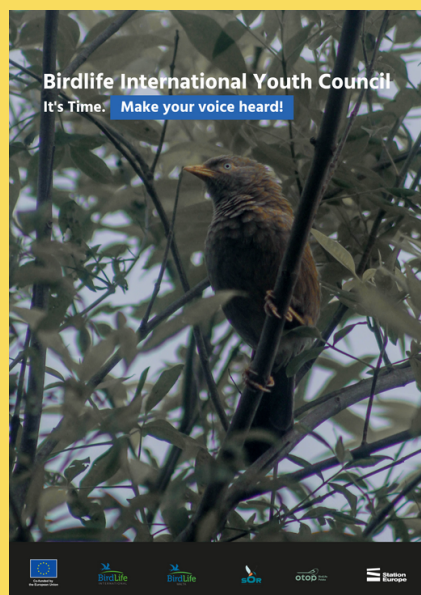
Their passion, creativity, and energy make them key contributors to the global efforts to address environmental challenges. Therefore, this toolkit aims to equip youth leaders and environmental organisations with the tools and strategies necessary to amplify their message, inspire change, and contribute to the urgent mission of preserving our planet.



How to recruit youth

A good recruitment campaign involves inspiring visuals!

Take a look at Station Europe's creative work in designing the visuals for the It's Time project recruitment campaign. The consortium of partners used these to raise young people's curiosity about the initiative and gather candidates for the role of Young Leaders!



A recruitment campaign needs good visuals to be successful as they quickly capture attention, present information effectively, and create a memorable impression. Visuals engage a diverse audience and adapt to modern communication trends, increasing the online reach of the recruitment campaign. In a visually-driven world, compelling images and graphics differentiate a campaign, making it more shareable and memorable.



Case study 1 - It's Time Cambridge Training plan

If you are an educator, our guide on implementing the social media campaign workshop is for you to use! This resource provides a step-by-step guide to enhance students' communication skills and lead them in creating impactful campaigns on topics they're passionate about. Dive into practical strategies and engaging activities designed to equip the next generation with digital & advocacy skills and a sense of purpose. Make a change and show young people the power of online communication and the potential of making your voice heard through social media.

Social Media Campaign
12th September, 12:00-16:00

Learning objectives

1. Develop their own social media campaigns.
2. Learn about the importance of their actions.
3. Develop new skills on using social media.
4. Acquire knowledge about the utility of social media.

Duration	Module	Description
30 minutes	How to: Create a Social Media Campaign	Split into teams: The Young Leaders learn to identify the elements of a social media campaign and then create a first sketch of a campaign.
30 minutes	Presentations	Open discussion and a survey on the workshop, e.g. what they liked, what could be improved, and so on.
10 minutes	Introduction & Icebreaker	Welcome and introduction game (icebreaker) and agenda.
10 minutes	Inspiration time: examples of social media campaigns	The participants learn about the importance and usefulness of a social media campaign.
30 minutes	Creating a persona: #NatureEmoji	Each participant has to create a story about a #NatureEmoji. At the end, they will present their emoji and the creative process behind it.
5 minutes	Feedback & wrap-up	Open discussion and a survey on the workshop, e.g. what they liked, what could be improved, and so on.

Day and duration	Module	Description
12th September, 16:00-17:00	Canon experience Preparation for interviews on 13th for Nature reserve and Partnership	This is an introductory meeting to their experience, we will be giving the Young Leaders their Canon devices and scratch cards with the challenges they have to accomplish. With these tools they are prepared to start their activities.
13th September, 09:30-12:00	Nature reserve	The Young Leaders will have to create short videos using the Canon device on the topics given.
13th September, 14:00-16:00	Partnership Fair	The Young Leaders will create a TikTok regarding the importance of youth mobilization for positive change.
13th September, 16:00-18:00	Video editing	The Young Leaders will have to choose an editing app in order to edit their videos. They will be guided by Station Europe according to the app selected. Last, they will have to send the videos to Station Europe.

Video editing platforms:
iMovie, iMovie for iOS, Canva, Instagram, Armoza, Adobe Premiere Rush, iMovie, iMovieGo.

1. How to create
2. How to use
3. How to edit

Make your voice heard!
12th September | 12:00-16:00

Make your voice heard!
12th September | 12:00-16:00

Make your voice heard!
12th September | 12:00-16:00

01. It's Time to speak
02. Find the inspiration
03. Make sure you got every thing right and go to it!

We developed a training plan for the first international meeting of the It's Time project that comprises the calendar of activities and the methods used.

During the event, Station Europe aimed to create a space of learning for the Young Leaders. The idea behind our workshops was to help Young Leaders develop the essential skills and knowledge in order to bring a positive change when it comes to nature and climate issues while using digital tools. Furthermore, they gained the information to continue this work after the event in their home countries and have an impact both at the national and international levels.



Communication workshop - How to create a Social Media Campaign

“How to: Social Media Campaign” introduced Young Leaders to the usefulness of Social Media and the power it could give to promote, among others, the subjects you consider important. They learned how to create their social media campaigns, following simple but effective steps: Key Campaign Message, Target Audience, Medium and Impact. From then, the Young Leaders had the essential tools and information to be actively present offline and online.

Everyone can lead their own social media campaign!

Follow our social media campaign workshop designed for young change-makers and learn the essential steps of creating and conducting an awareness online campaign. Our workshop’s objective is to enhance communication skills and empower participants to use social media effectively. Station Europe’s educational content equips the next generation with the tools to amplify their voices, lead to positive change, and turn their interests into purpose.

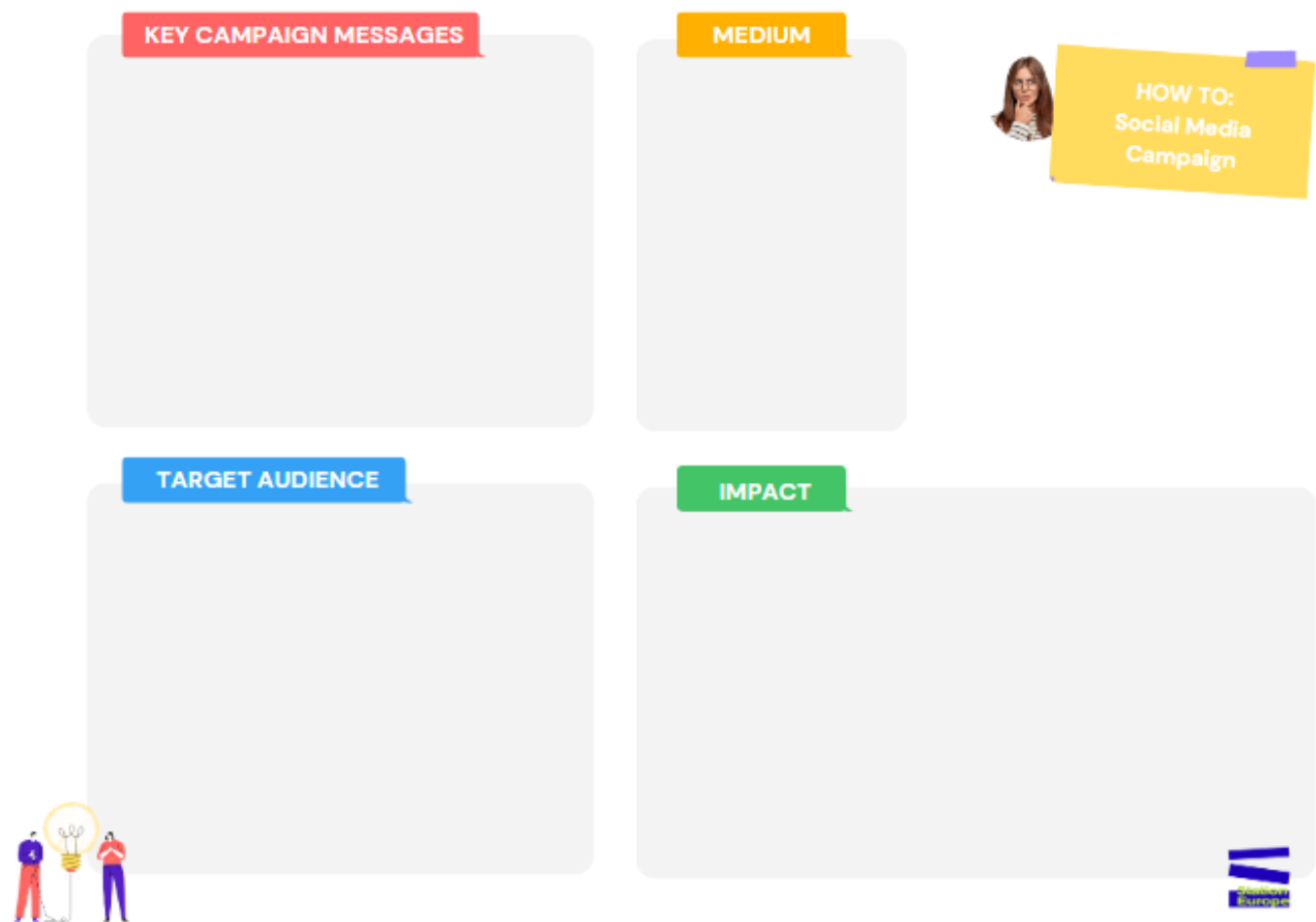
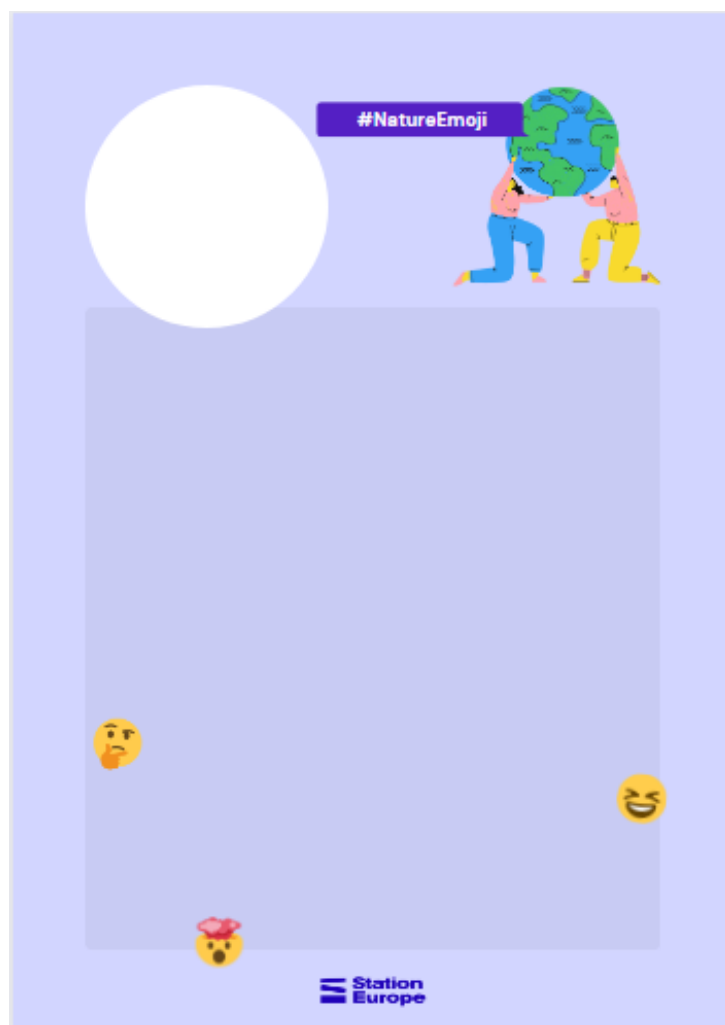


“How to: Social Media Campaign” represented the first educational interaction with the BirdLife Youth Council. It ended with a series of “call-to-action” videos, part of the First in a Lifetime experience made by Station Europe, preparing Young Leaders for future online campaigns.



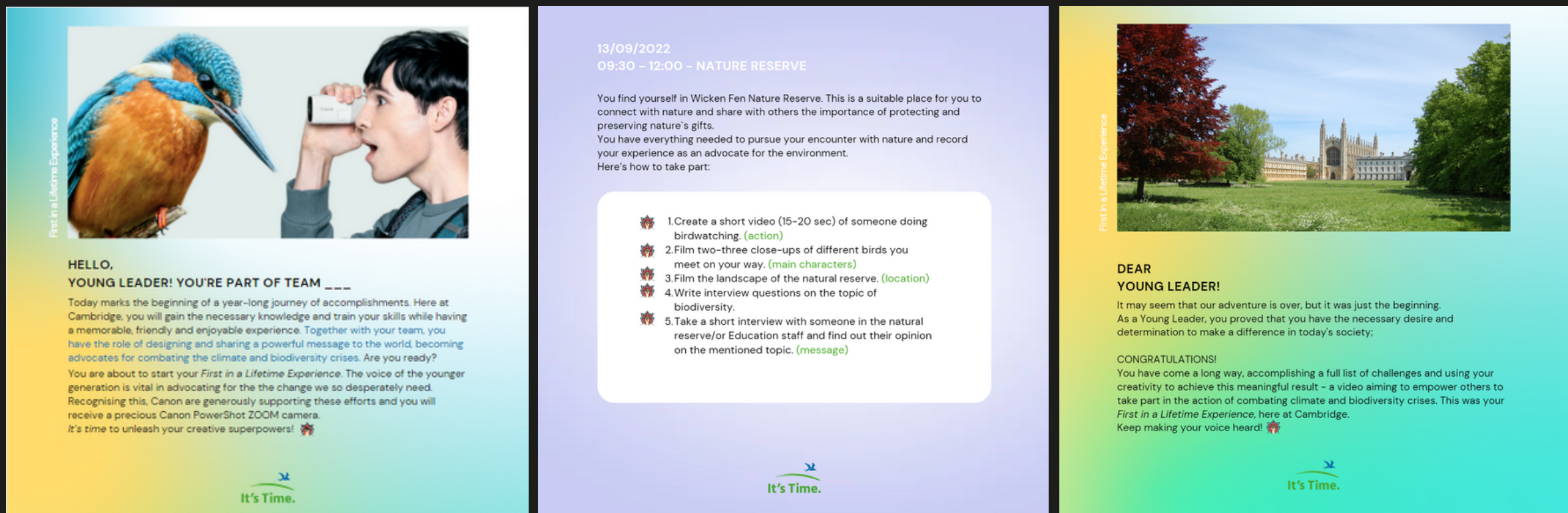
Canvas communication workshop

If you are an educator, our guide on implementing the social media campaign workshop is for you to use! This resource provides a step-by-step guide to enhance students' communication skills and lead them in creating impactful campaigns on topics they're passionate about. Dive into practical strategies and engaging activities designed to equip the next generation with digital & advocacy skills and a sense of purpose. Make a change and show young people the power of online communication and the potential of making your voice heard through social media.



Method - First in a Lifetime experience (Cambridge edition)

We wanted to create a "First in a Lifetime" experience for Young Leaders transform their tasks into more tangible and interesting activities. For this, we used cards with challenges per meeting in order to maintain their curiosity and involvement. Our team designed sets of challenge cards and shared them with the Young Leaders at the end of the workshop.

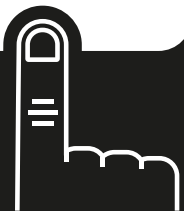


The image displays three challenge cards for the "First in a Lifetime Experience" program. Each card features the "It's Time." logo at the bottom.

- Card 1 (Left):** Features a photo of a kingfisher and a young man looking through a camera. The text reads: "HELLO, YOUNG LEADER! YOU'RE PART OF TEAM ___". It describes a year-long journey of accomplishments and challenges, mentioning Canon's support with a PowerShot ZOOM camera.
- Card 2 (Middle):** Dated 13/09/2022, 09:30 - 12:00 - NATURE RESERVE. It describes a visit to Wicken Fen Nature Reserve and lists five challenges: 1. Create a short video (15-20 sec) of someone doing birdwatching. (action); 2. Film two-three close-ups of different birds you meet on your way. (main characters); 3. Film the landscape of the natural reserve. (location); 4. Write interview questions on the topic of biodiversity; 5. Take a short interview with someone in the natural reserve/or Education staff and find out their opinion on the mentioned topic. (message).
- Card 3 (Right):** Features a photo of a large building in a park. The text reads: "DEAR YOUNG LEADER! It may seem that our adventure is over, but it was just the beginning. As a Young Leader, you proved that you have the necessary desire and determination to make a difference in today's society; CONGRATULATIONS! You have come a long way, accomplishing a full list of challenges and using your creativity to achieve this meaningful result - a video aiming to empower others to take part in the action of combating climate and biodiversity crises. This was your First in a Lifetime Experience, here at Cambridge. Keep making your voice heard!"

Station Europe developed a method of engagement for Young Leaders with various communication challenges. The "First in a Lifetime" experience is a gamified way of interacting with the participants and getting them involved creatively in the activities proposed. This approach turns normal tasks into captivating activities, cultivating curiosity through the use of scratch cards. At each meeting, young people get unique challenges, experiencing an element of surprise that sustains active participation. If you want to create a journey where engagement meets excitement for your participants, check out our online resource and redefine the learning experience of young people through tangible and creative challenges.

Read More

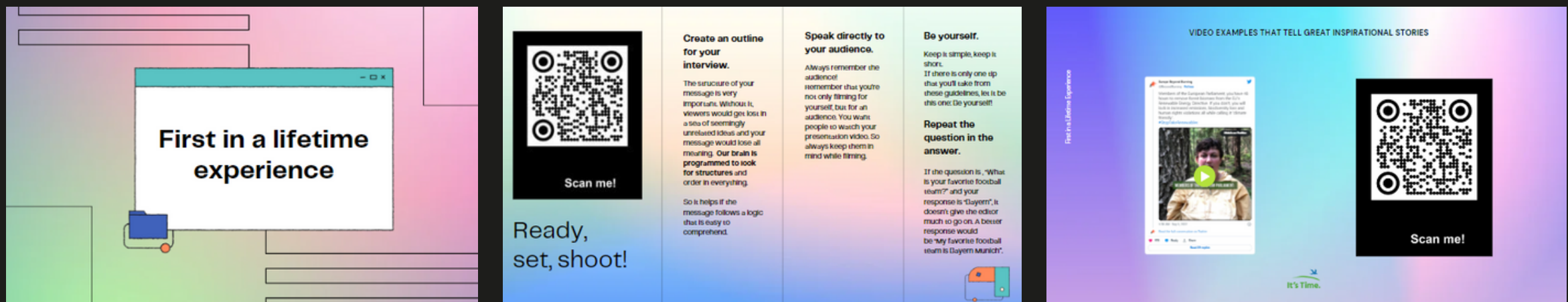


How to create a Youth Manifesto (Cambridge edition)

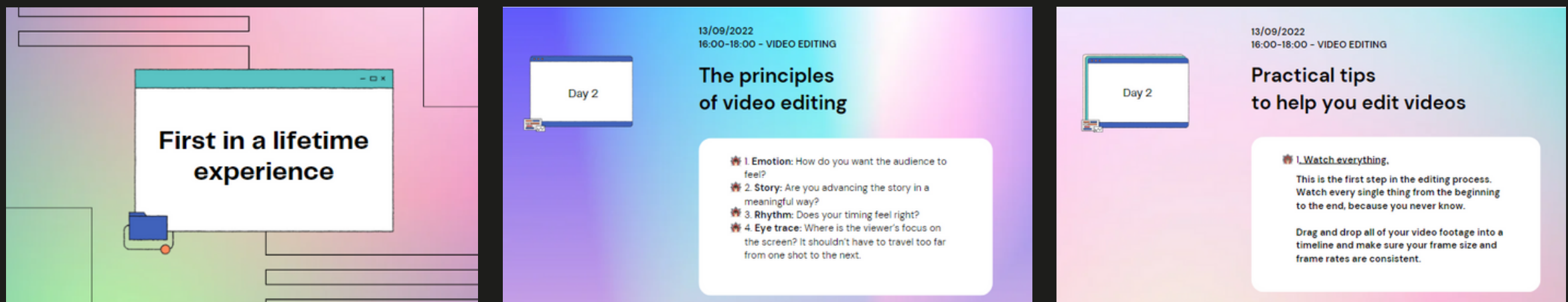
If you want to create a youth manifesto, use our guide to video content creation!

This resource helps young voices seeking to express their opinions, experiences, and visions through impactful visuals.

Here, you can find practical tips on scripting, filming, and editing, which will guide you in producing meaningful videos and sharing your message. Station Europe worked on the Youth Manifesto of the It's Time project, aiming to use the power of visual storytelling to amplify the collective voice of the youth and drive positive change.



In this video editing workshop, Station Europe will guide you through effective strategies to enhance your message across popular platforms such as Facebook, Twitter, and Instagram. Learn how to craft compelling content that aligns with celebratory international days or events relevant to your chosen topic. By following key steps, you'll be able to elevate your online presence and cultivate impactful awareness on a global scale.



[Read More](#)

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Webpage for "It's Time" Erasmus+ project

Guidelines

1. Create a webpage on your site for the "It's Time" project
2. Be sure you add a short description of the project and its activities
3. Do not forget to mention the partners of this project and add their logos



InstaStory Takeover

Guidelines

Through this activity, the Young Leaders will have to create stories for Instagram where they will talk about the It's Time project and give details about their role. The Young Leaders will tag all the partners from the consortium so that they can also share these stories on their own accounts. Each partner will choose its own period of time to create and share their InstaStories.

Structure

- Present yourself and your role as a Young Leader
- Deliver the information about the "It's Time" project and its activities
- Answer the question: Why do you think it is important for youth to understand and connect with nature?
- Closing remark - have a memorable call to action for your audience

Celebratory International Days

World Migratory Bird Day
8 October



International Volunteer Day
5 December

Podcast sessions

Guidelines

This activity consists of inviting 2 professionals connected to the project's theme. The Young Leaders will have to prepare an interview that contains approx. 4-5 questions for each professional. The invitee disposes of up to 90 seconds to reply to the question. This way, we ensure that we have more mini-episodes of 90 seconds that we can post on social media.

Possible questions to ask

- Youth and Nature - How connected are these two in the present?
- Youth's role: How can young generations save nature?
- How is climate change affecting our daily lives?
- How can we get more in touch with nature?
- What can people do to protect the environment and face climate change?

Young Leaders Communication Plan

Young people need a communication plan when advocating for a cause to ensure their message is effectively created and resonates with their target audience. A well-thought-out plan helps articulate goals, identify key messages, choose appropriate communication channels, and engage supporters. By strategically planning their communication efforts, young advocates can maximise impact, build a strong online presence, and mobilise a wider community to raise awareness and effectively contribute to their cause.

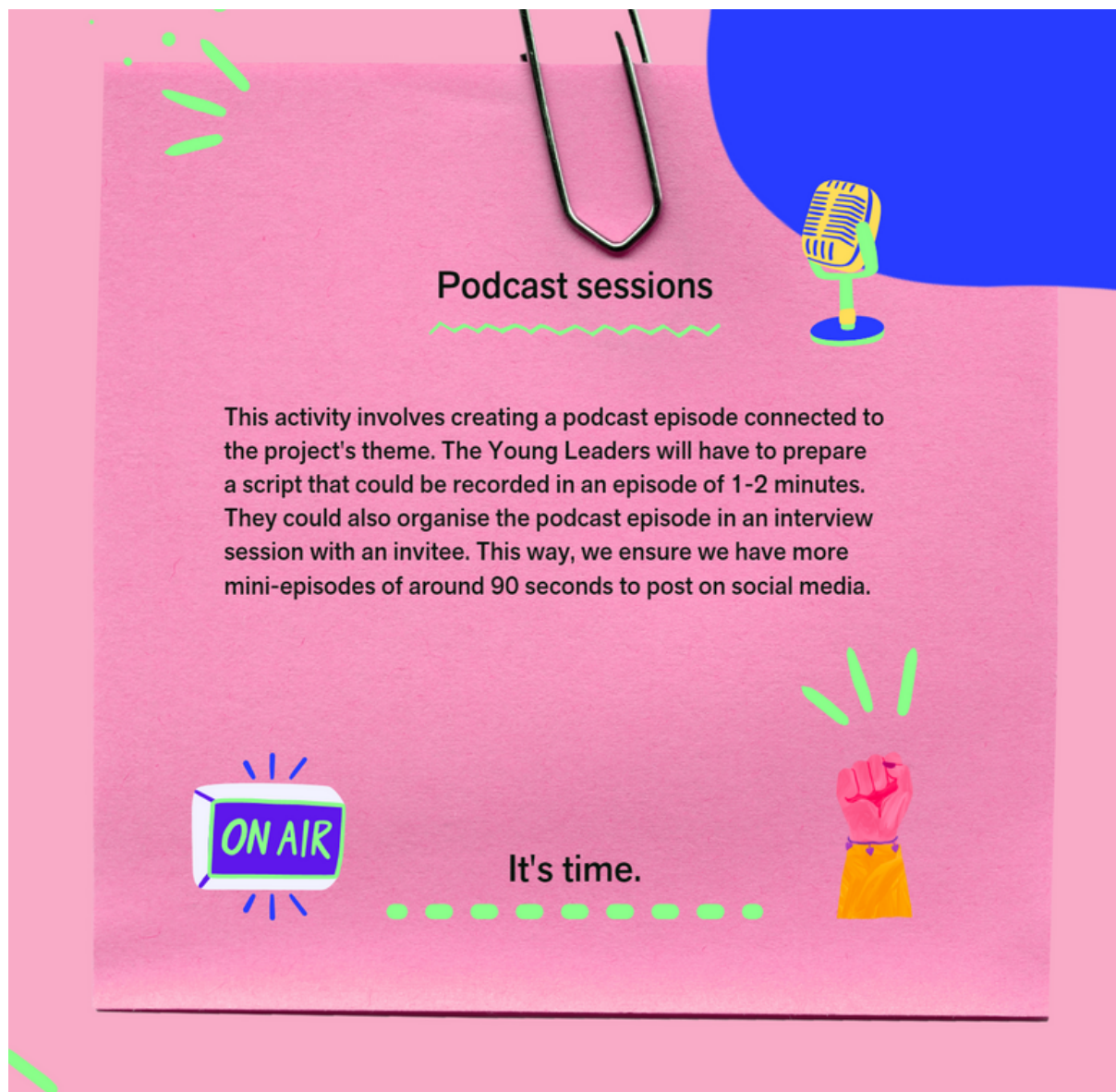
The It's Time communication plan proposal was made for creative minds! Station Europe's approach offers various engaging actions - from social media activities to written and video content creation - helping youth actively contribute and lead positive change in their communities.

The communication plan is adaptable to different topics of interest, and the activities can be developed to respond to other challenges that young people want to address.



Communication activities - Podcast

This document gave practical information and a series of activities to the project's partners and the BirdLife Young Leaders to start engaging with other youth and the public interested in the conservation work while promoting the It's Time project and making their voices heard on digital platforms.



Create podcast episodes to address topics such as environmental issues, nature connection, democratic participation or citizenship. Made for young people who have a say regarding present challenges, this resource equips you with the essentials of creating impactful audio content. From script writing to incorporating expert interviews, you can find the steps to delivering meaningful narratives that inspire change. If you want to express yourself in a creative way, use the influential medium of podcasts to amplify awareness and contribute to relevant conversations.



Communication activities - InstaStory Takeover

Become an Instagram activist with our guide to creating impactful story takeovers.

This resource offers practical insights into planning, engaging visuals, and collaboration strategies for young people.

Amplify your message through InstaStory Takeovers, raise awareness, and inspire change. Through the visual storytelling potential of Instagram, you can engage your audiences and send a call to action for the subjects that matter.



STORY TAKEOVER

A story takeover is when someone else serves as a guest on another brand, business, individual, or organization's profile.

Takeover Guest - the Young Leader

1. Be sure to introduce yourself! Give some background on who you are and tag your profile. It's important to have an attractive and clear intro.
2. Preplan your content. You don't have to plan precisely everything you're going to say, but having a high-level outline will allow your takeover to be efficient and could also assist with your confidence! You can choose your topic and think about what you want to share with others.
3. Provide a unique experience. There are millions of stories created each day. You could choose filming in a representative location for nature/biodiversity.
4. Plan the outro. You should mention the main details about "It's Time" and your role. Consider doing a closing video or image that clarifies that you're finished with the takeover. This allows viewers to close the story loop. It might say something such as, "Thanks for tuning in! You can follow me @_____ and the consortium of partners @_____."

Takeover Host

1. Create a newsfeed post to explain the takeover. This should be in an on-brand, fun way, but users shouldn't be surprised when someone else is managing your story for a day or week.
2. Add customisation. Consider any logos, color palettes, or custom fonts you'd like to use. Instagram allows much customizability, but you could edit them in Canva beforehand.

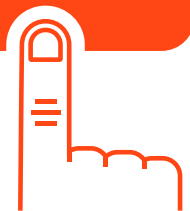
Create some guidelines that should answer the following questions:

- What type of content will be included in the takeover?
- How long will the takeover last?
- Will the content be preplanned or spontaneous?

Promoting your Instagram takeover

With your takeover ready to launch, you should promote it on Instagram and beyond. This will help ensure your followers know about the Instagram takeover and get them excited about the content.

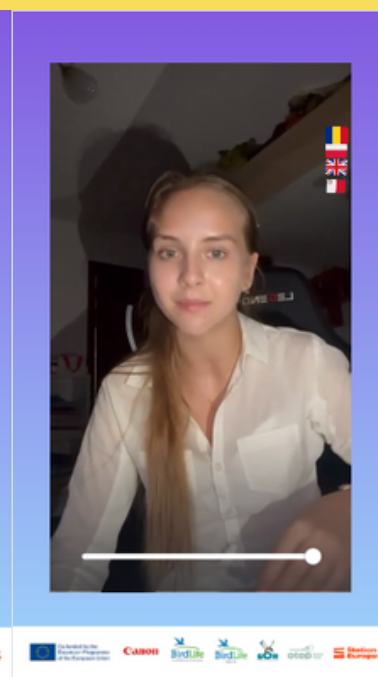
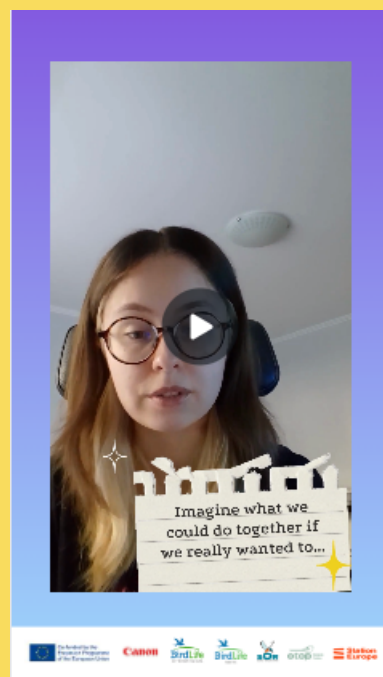
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Young Leaders' podcasts



Young Leaders' InstaStory Takeovers



Case study 2 - It's Time Cluj Training plan

To build the workshops, Station Europe researched the needs of the target group (BirdLife Youth Council's Young Leaders), their main topic of interest (nature, conservation, ornithology) and the methods it could connect to social media. We organised the workshop` structure according to the project's objectives, aligning the activities and exercises with the needs emphasised by the partners and Young Leaders. Then, we prepared the content of the workshops to be engaging and easy to understand for everyone, always comprising practical activities and following a series of learning objectives.

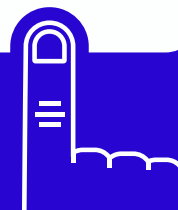


Our aim:

Station Europe aims to create a learning space for Young Leaders during the event. Our workshops aim to help Young Leaders develop the essential skills and knowledge to bring a positive change regarding nature and climate issues using digital tools. Furthermore, they will be able to continue this work after the event in their home countries and have an impact both at the national and international levels.

Engage with our guide for educators who want to teach their students to foster effective communication on digital platforms. Made for facilitators and youth workers, this resource provides a comprehensive guide for enhancing students' communication skills on social platforms. You will learn how to present your students the steps of gathering an audience using storytelling, and delivering meaningful content to create online engagement. By holding this workshop, educators contribute to the next generation of communicators, ensuring students can confidently share their interests and engage with audiences through social media.

[Read More](#)

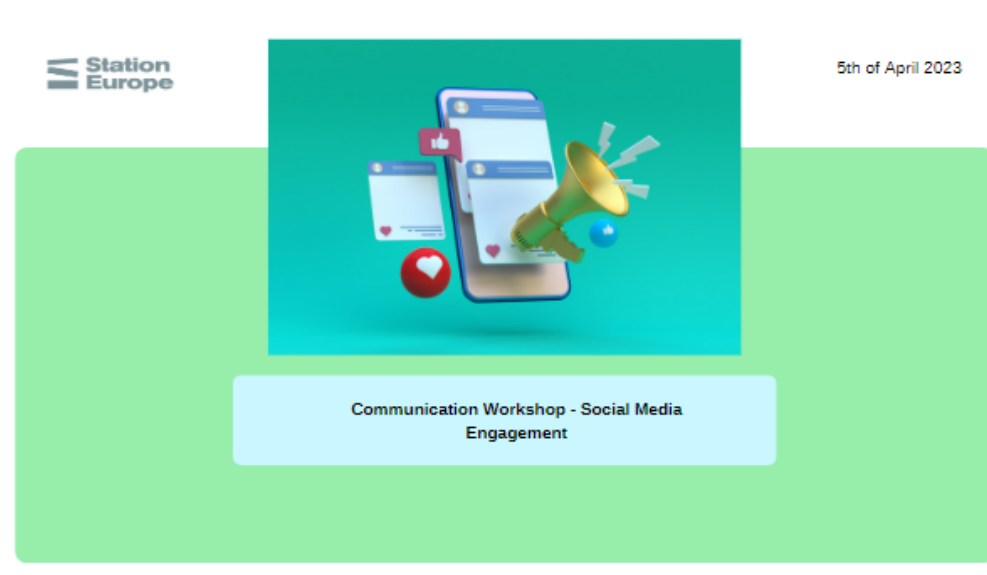


Communication workshop - Social Media Engagement

“Social Media Engagement” went further into the importance of social media in their activity as Young Leaders fighting for a cause. They got to understand more of the tools they could use in promoting their topic and learned how to attract other youth, partners or sponsorships through their online presence.

Learn from our workshop how to create engagement with your audiences on social media!

Designed to enhance communication skills, this workshop empowers participants to effectively express and share their cause on social media. This resource will help you gain skills in audience engagement, storytelling, and impactful messaging. At the end of our workshop dedicated to young change-makers, the participants will be confident communicators who use social media to amplify their voices and connect with audiences on relevant topics.




The second workshop, Social Media Engagement, aimed to empower Young Leaders to use the tools and methods given by social media platforms to increase their visibility and attract possible volunteers, sponsors and partners in their journey on nature conservation.



Method - First in a Lifetime experience (Cluj edition)

Station Europe's "First in a Lifetime" is an adaptable engagement method that can be used in multiple contexts. As part of our It's Time project activities, the method introduced scratch cards featuring TikTok challenges for steering the participants' creativity. With the purpose of engaging young people and developing their online communication skills, the "First in a Lifetime" experience took the form of TikTok challenges, following the most appreciated trends by youth. Go through our resource to learn more about developing your creative challenges for online communication.

First in a Lifetime Experience




**HELLO EVERYONE,
NEWCOMERS AND EXPERIENCED YOUNG LEADERS!**

Welcome to our second international meeting!


We are thrilled you are here with us for this unique and exciting project! Your commitment to making this gathering a success is truly appreciated!

Learning occurs best when we engage in the material and step outside our comfort zones. Therefore, we have designed this new First in a Lifetime Experience to challenge you and allow you to gain new perspectives. As we embark on this journey together, we hope you keep an open mind and embrace the unexpected. We look forward to creating a dynamic and meaningful atmosphere for the most prosperous experience possible.


 It's Time.

OPTION 2 – LEARN SOMETHING NEW

Learning is a life-long activity. Sharing information with others can be fun, whether a new hobby, a fun fact, or even a new perspective on an old interest. And using the "Learn Something New" hashtag and challenging your audience can be a great way to generate engagement.


LIVE 

People enjoy sharing bits of information with each other, so this challenge offers you various opportunities to be creative and adapt it to your main topic of interest – nature! What could people learn new from you regarding nature? What about conservation or your favourite bird species?


 It's Time.

OPTION 1 – SHARE SOMETHING THAT MAKES YOU HAPPY

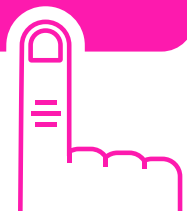
This is an easy challenge that can be used to connect with your audience. All you need to do is share something that makes you happy. Of course, dispensing smiles are often very memorable for the public. There are lots of brands and organizations that use happy moments as a way to market their services or stories. Especially around some celebratory days, you could connect this challenge with a significant celebration for your topic – such as World Migratory Bird Day.

LIVE 

Yet, a great thing about this Tik Tok challenge idea is that the possibilities are endless. Happy things or experiences impact people, so finding nature-related moments or elements they can identify with should be easy.

 It's Time.

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AI Avatar - Aisha on TikTok

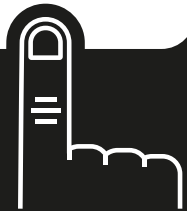


Get inspired by Station Europe's innovative approach to online communication!

As we wanted to emphasise the idea that social media and AI can lead to social good, we used our AI avatar, Aisha, and TikTok, one of the most popular social media platforms among youth, to amplify the message of the It's Time project, reaching diverse audiences.

Station Europe equipped its AI avatar, Aisha, with the necessary information and created impactful content to be shared with its audiences on TikTok. Enjoy our results and start thinking about your next innovative communication action.

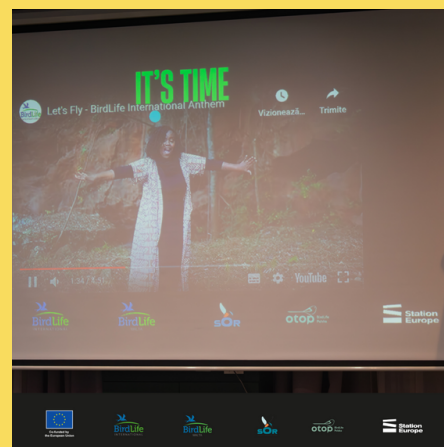
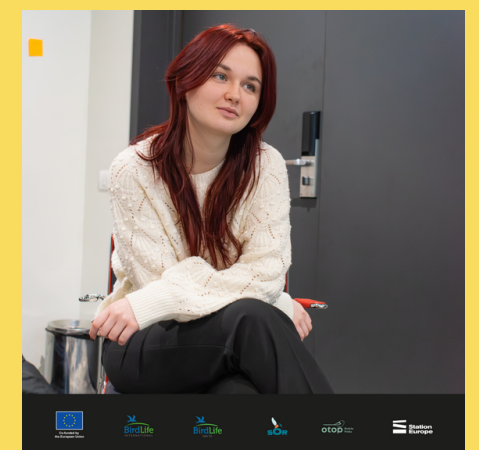
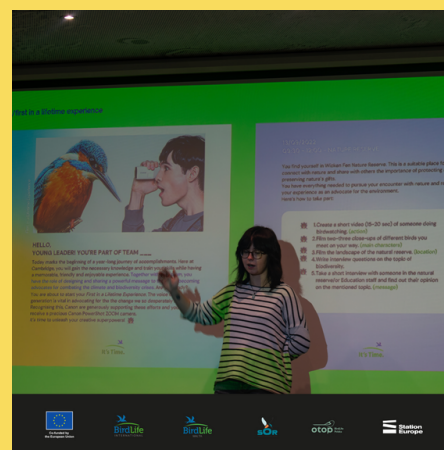
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Multiplier event in Bucharest

While online communication brings you closer to a broad audience, on-site events are the ones where you can share your achievements comprehensively!

Creating a multiplier event where you gather people from your community is essential to a communication campaign. There, you can present the project's outcomes, discuss your work and involvement, and attract other change-makers to take action on your topic of interest. Make the multiplier event part of your communication plan and use it to amplify your reach and impact!





It's Time is an Erasmus+ funded project that aims to involve young people in the fight against the climate and biodiversity crises by providing them with tangible ways to take action. This project takes shape under a consortium of 5 partners from Europe: BirdLife International, BirdLife Malta, Ogólnopolskie Towarzystwo Ochrony Ptaków, Societatea Ornitologică Română, and Station Europe.

Funded by the European Union. However, views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

