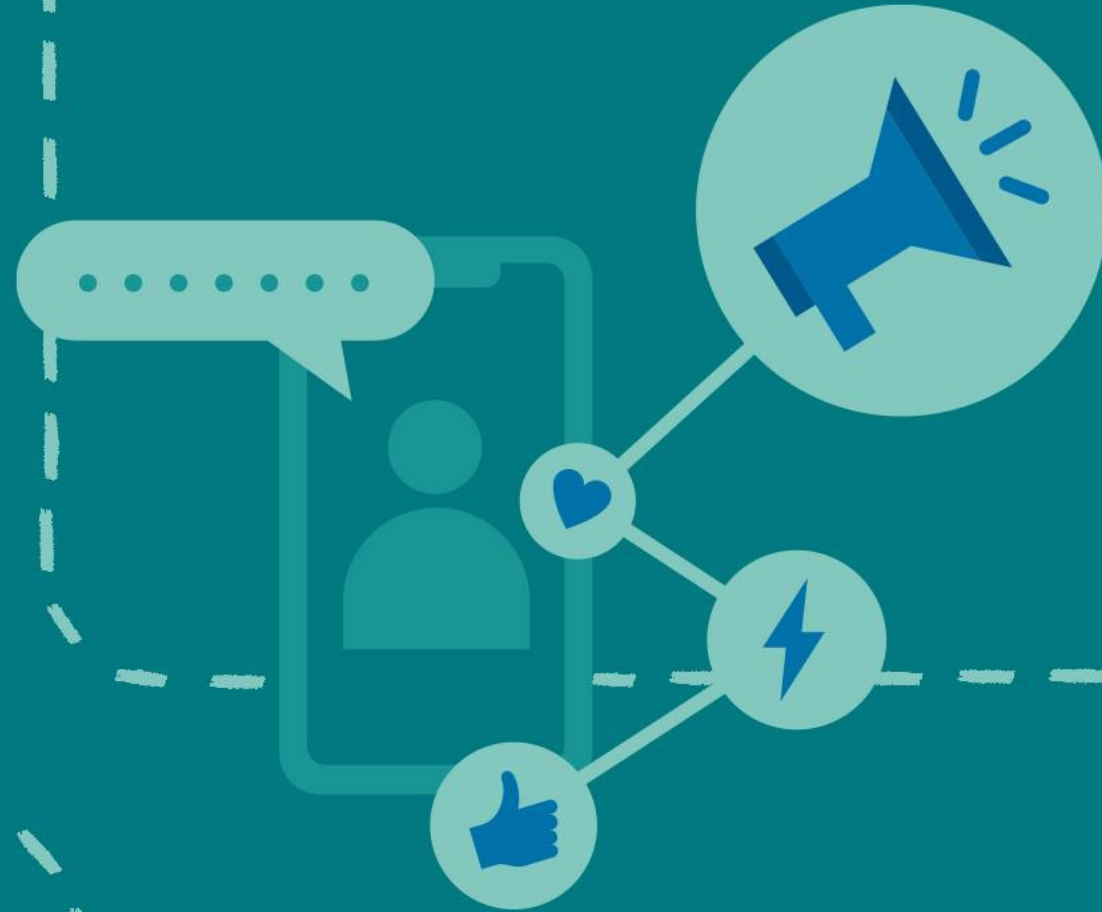


Digital Empowerment

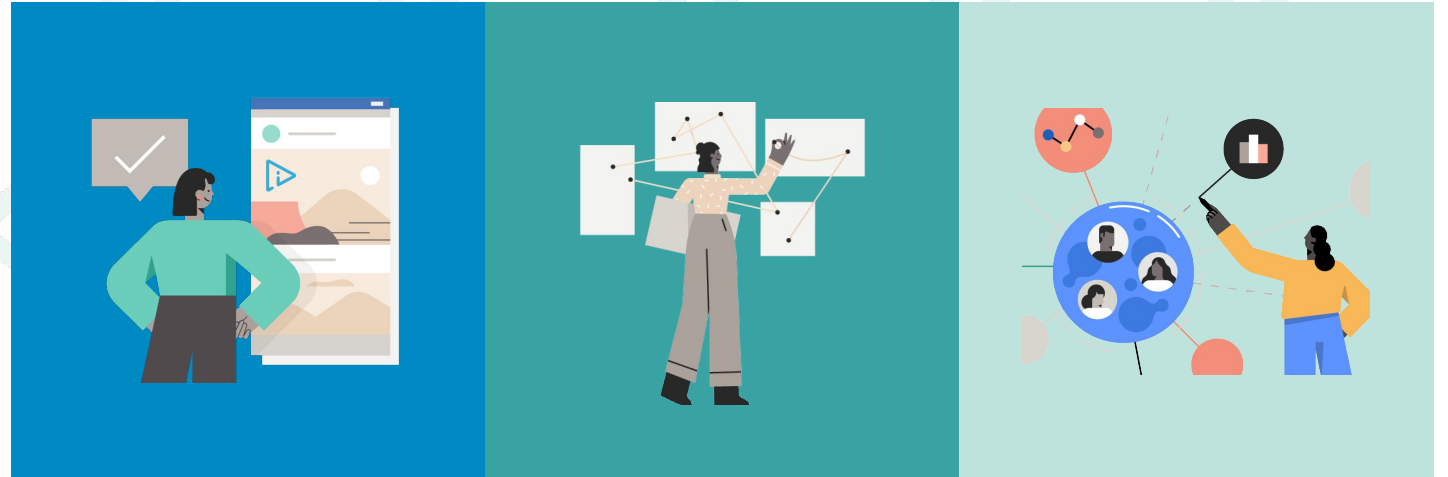


FACEBOOK



Digital Tayo

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.



What's to come...

Module 4
Digital Engagement

Module 5
Digital Empowerment

Topics

SECTION ONE

What is advocacy?

SECTION TWO

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

SECTION THREE

Time for Action!

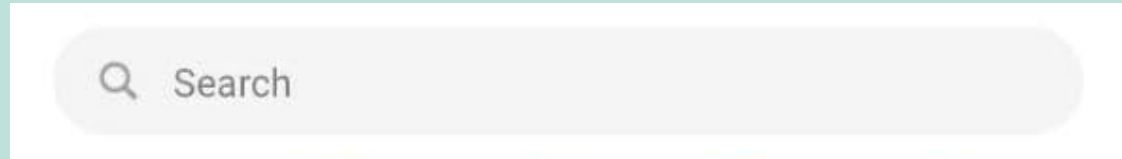


Activity

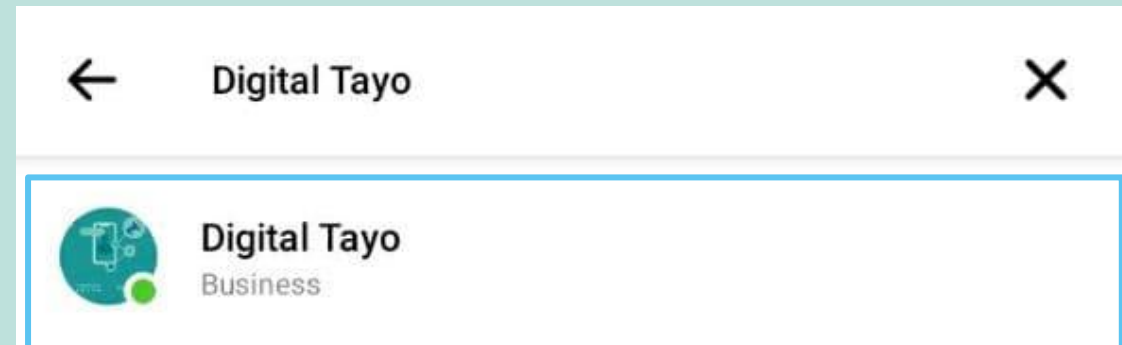
Name

**Pre-test Learn Code:
<Learn Code>**

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



3. **Click “Digital Tayo”.**



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.

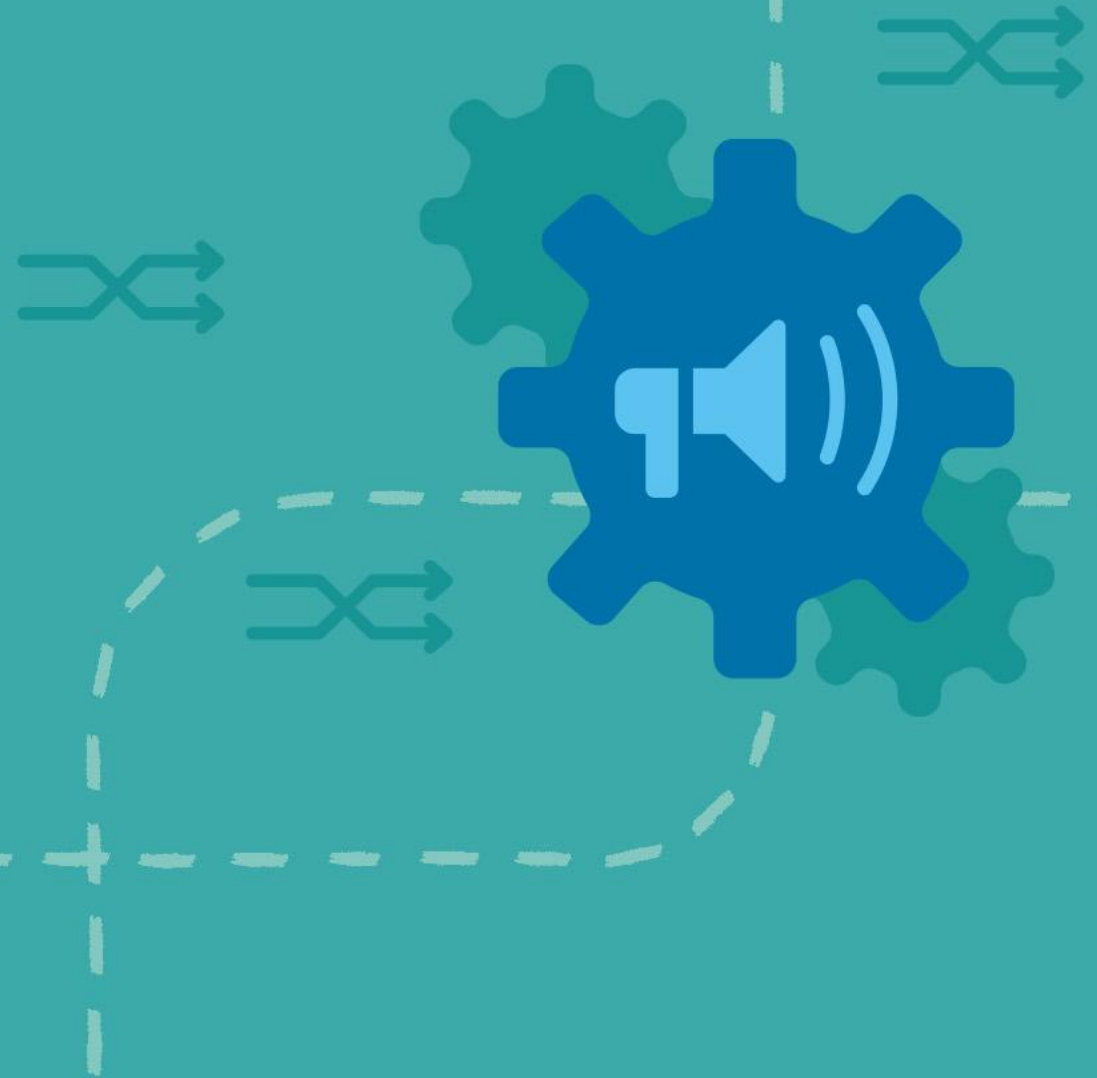


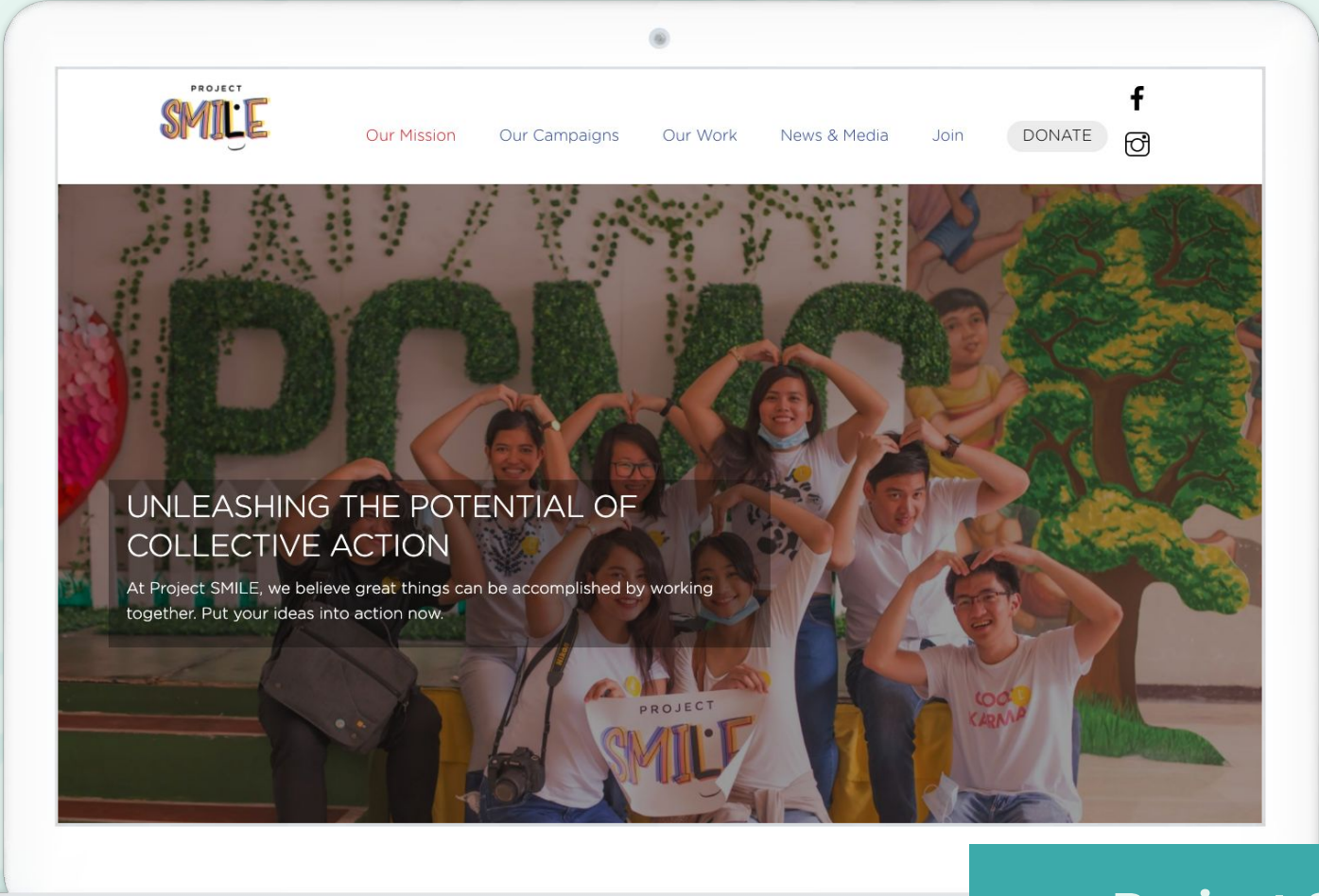
**Every time you speak up for yourself
or others, you are an advocate.**



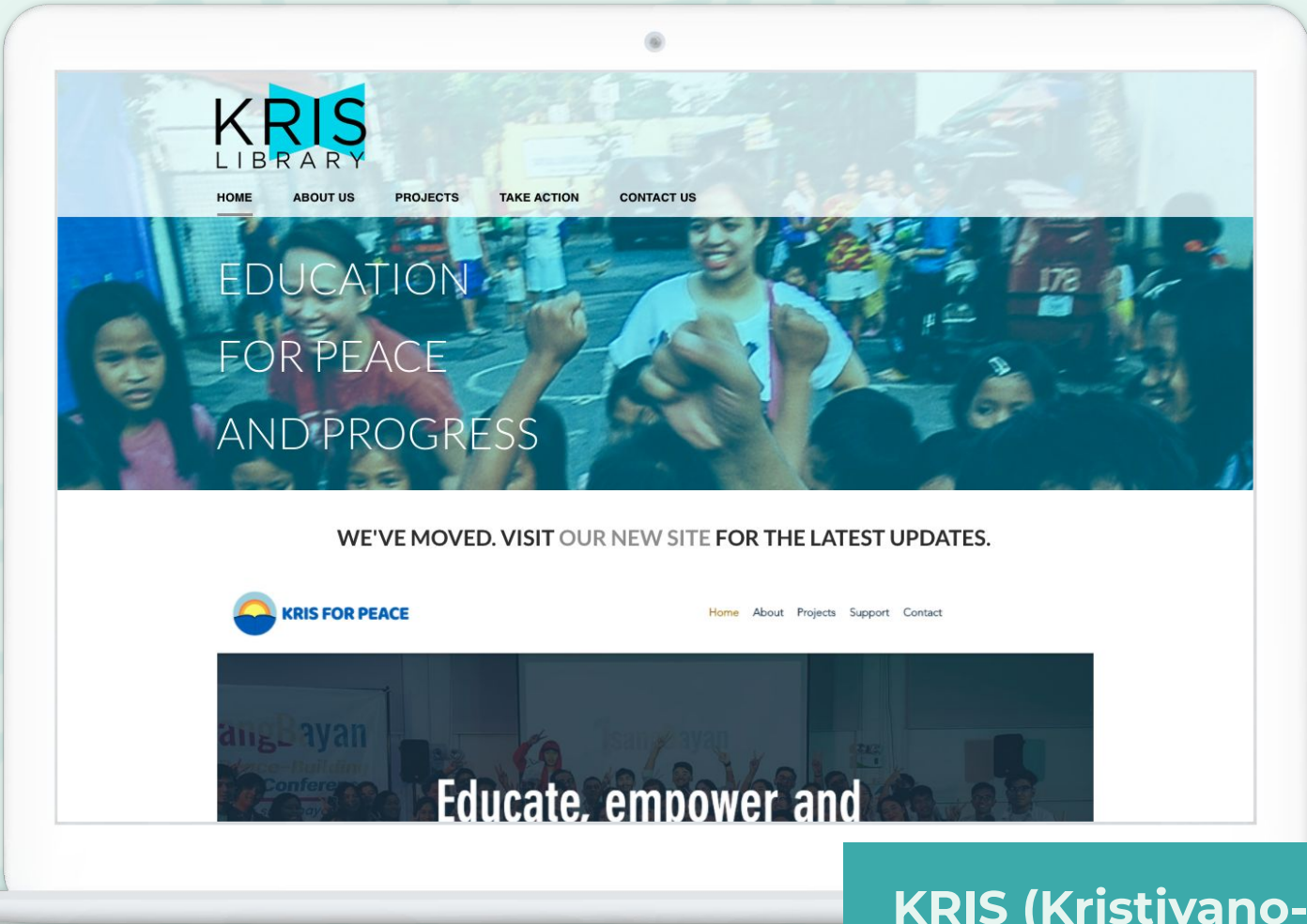
Why should we care?

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

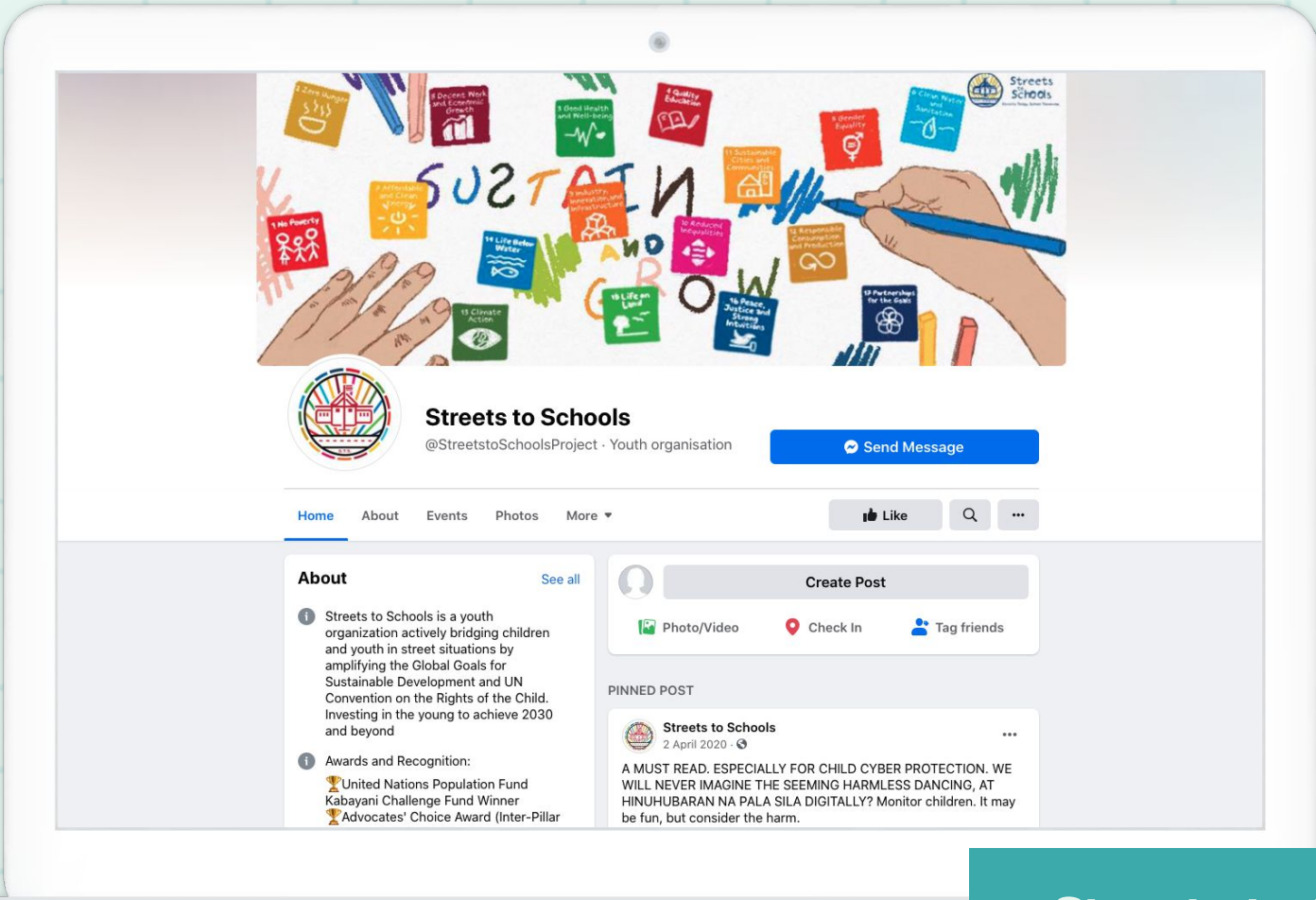




Project Smile



KRIS (Kristiyano-Islam Library)



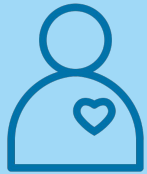
Streets to Schools



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.
2. 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

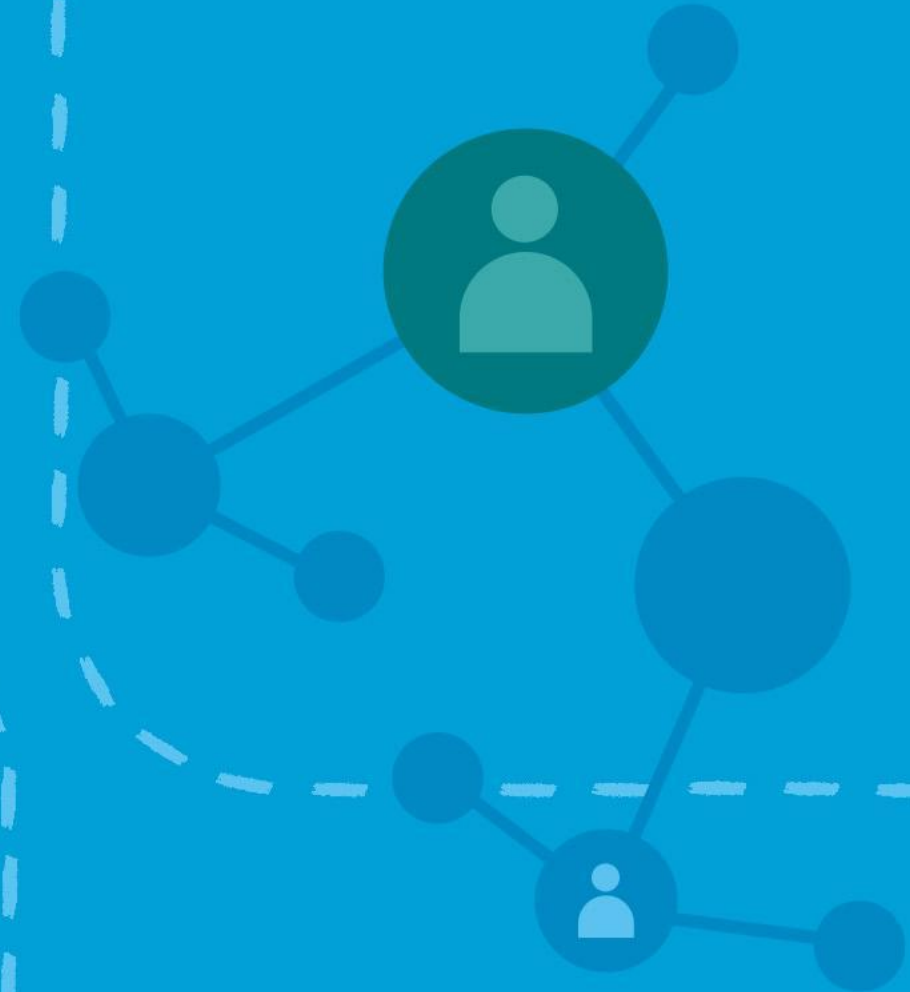


Raising awareness
through Media



Using the power of
Hashtags

Building Your Advocacy Network



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“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



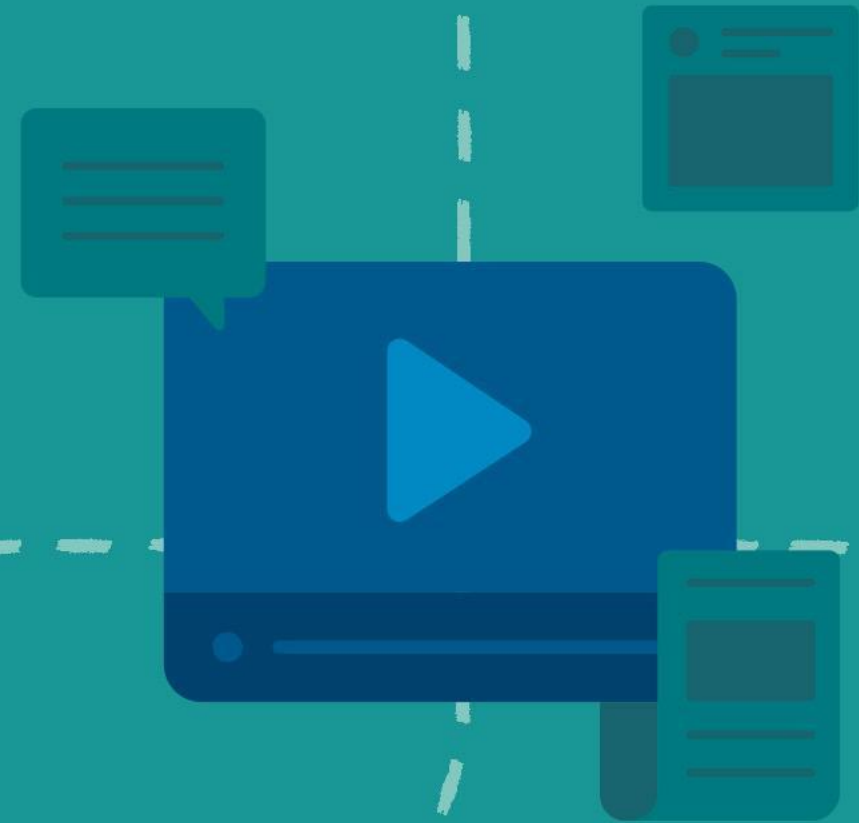
Search online for people who write, blog, or make digital media content about the issue you identified earlier – start with your own network.

Step 2



Type your response in the Zoom chat box.

Raising Awareness Through Media



Source: This content is hosted by Facebook and currently includes learning drawn from youth and media at the Berkman Klein Center for Internet & Society at Harvard University under a Creative Commons Attribution-ShareAlike 4.0 International license. You can make use of them, including copying and preparing derivative works, whether commercial or non-commercial, so long as you attribute Youth and Media as the original source and follow the other terms of the license, sharing any further works under the same terms.



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

Home About Events Photos More

Like Message

About See All

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 (#OperationBayanhan), 2020 The Stevie Awards for Women in Business ... See More

9,661 people like this
 9,852 people follow this
<https://www.projectsmileph.com/>
 Send Message
 projectsmilephilippines@gmail.com
 Nonprofit Organization
 projectsmilephilippines

Photos See All

Videos See All

Pinned Post

Project SMILE
February 21 at 12:30 PM

2020 was one of the toughest years for fisherfolks in Caramoran, 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 fisher... See More

HAPAG KAPWA
A collaboration between Agrabah Ventures and Project SMILE

The State of Seaweed Farmers
Year 2020 was one of the toughest years for fisherfolks in Caramoran, 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 (eg. rice, vegetables, etc.) and tools for their livelihood (eg. initial planting supplies).

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 likes, 1 Comment, 77 Shares

Project SMILE

Cover Photos
Online Garage Sale for #OperationBayanhan
Project Dreamland enablement
Leap: A Dance Festival for All
Launch of PWD-Friendly Tricycle

Pay It Forward Vol. 4 Rules and FAQs
Pay It Forward Vol. 4
Pay It Forward Vol. 3
Pay It Forward Vol. 3 Rules and FAQs
Pay It Forward Vol. 2

Pay It Forward Vol. 2 Rules and FAQs
Pay It Forward Vol. 1 Rules and FAQs
Pay It Forward Vol. 1
#PeopleWithStyle
Digital Youth Summit 2018

Pay It Forward Vol. 5
Profile Pictures
BTS Post

Pay It Forward Vol. 5
Baby Box

Project SMILE

All Videos

Smile and Jam Day 2
4 weeks ago · 12K Views

Smile and Jam Day 1
7 weeks ago · 1.5K Views

2020 brought a lot of challenges and difficulties, but the dawn of the New...
4 weeks ago · 499 Views

We started our organization by organizing a simple event...
7 weeks ago · 898 Views

Project SMILE Year-End Video for 2020
8 weeks ago · 120 Views

Accessible Assistance Alliance Beneficiaries
10 weeks ago · 884 Views

Parents of children with special needs in the Philippines experience a broad range of difficulties.
11 weeks ago · 942 Views

Ang bawat magulang ay dumadaan sa iba't ibang kaisang pagsubok sa pagpapalaganap ng kanilang mga anak.
13 weeks ago · 664 Views

Our heartfelt thanks to the entire Be a Hope team!
10 weeks ago · 606 Views

Parents of children with special needs in the Philippines experience a broad range of difficulties.
11 weeks ago · 942 Views

Sabí nila ang pagiging isang magulang ay isang maling grasya...
11 weeks ago · 322 Views

When we launched the #AccessibleAssistanceAlliance, we did...
13 weeks ago · 91 Views

Want to get tips on how you can promote your child's independence?...
11 weeks ago · 26 Views

- Images
- Videos
- Events
- Fundraising

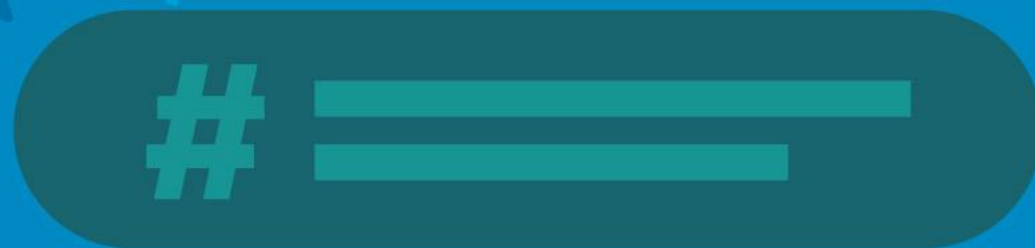


Activity

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

#gogreen

244K people are posting about this

#childrights

6.3K people are posting about this

#humanrights

261K people are posting about this

#disabilityawareness

26K people are posting about this

#SaveTheTurtles

24K people are posting about this

#BetterPhilippines

1.2K people are posting about this

#educationforall

34K people are posting about this

#autismspeaks

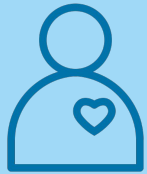
21K people are posting about this



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.

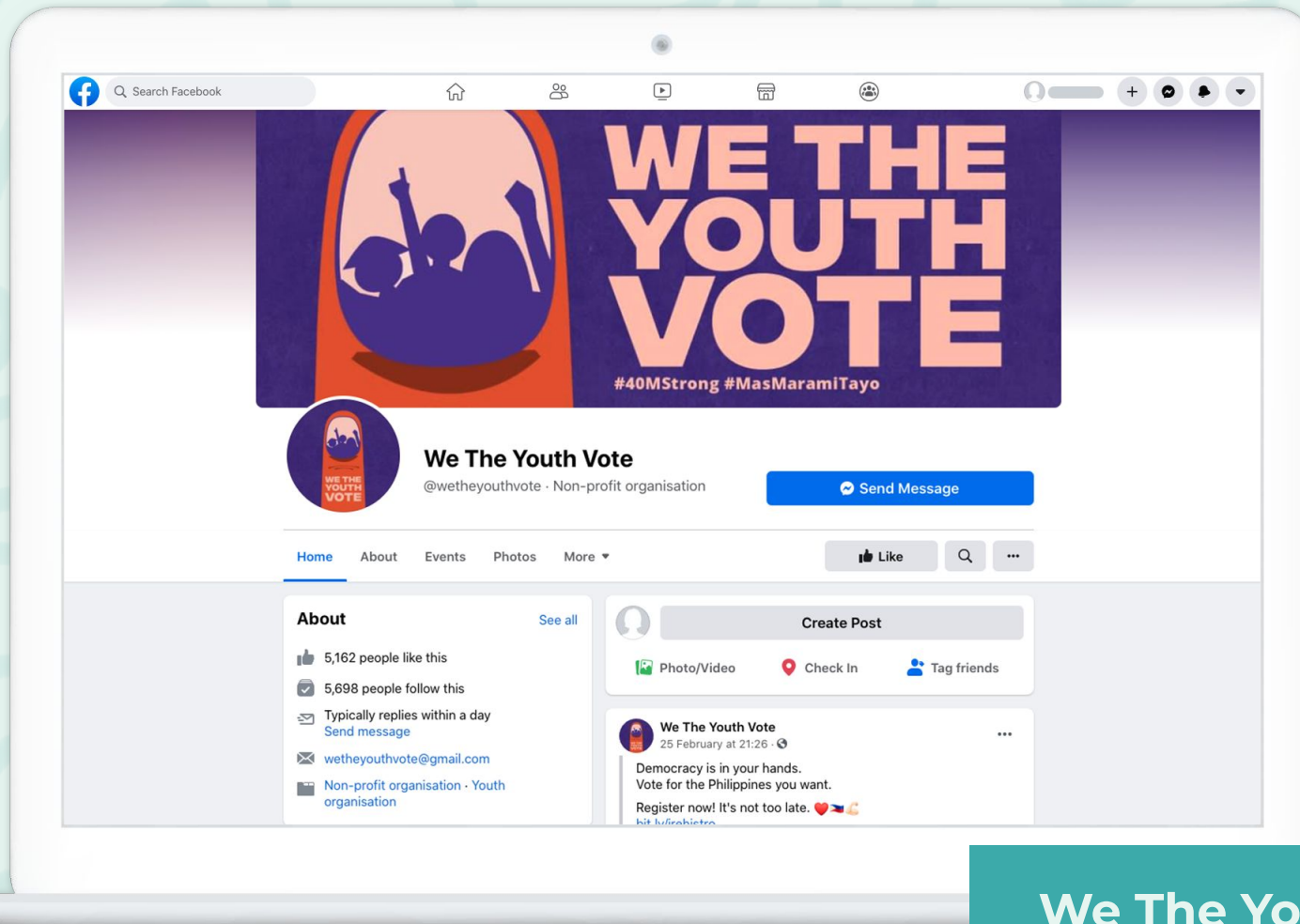
Hashtags allow us to draw attention to our ideas by connecting our posts to other posts on the same topic.



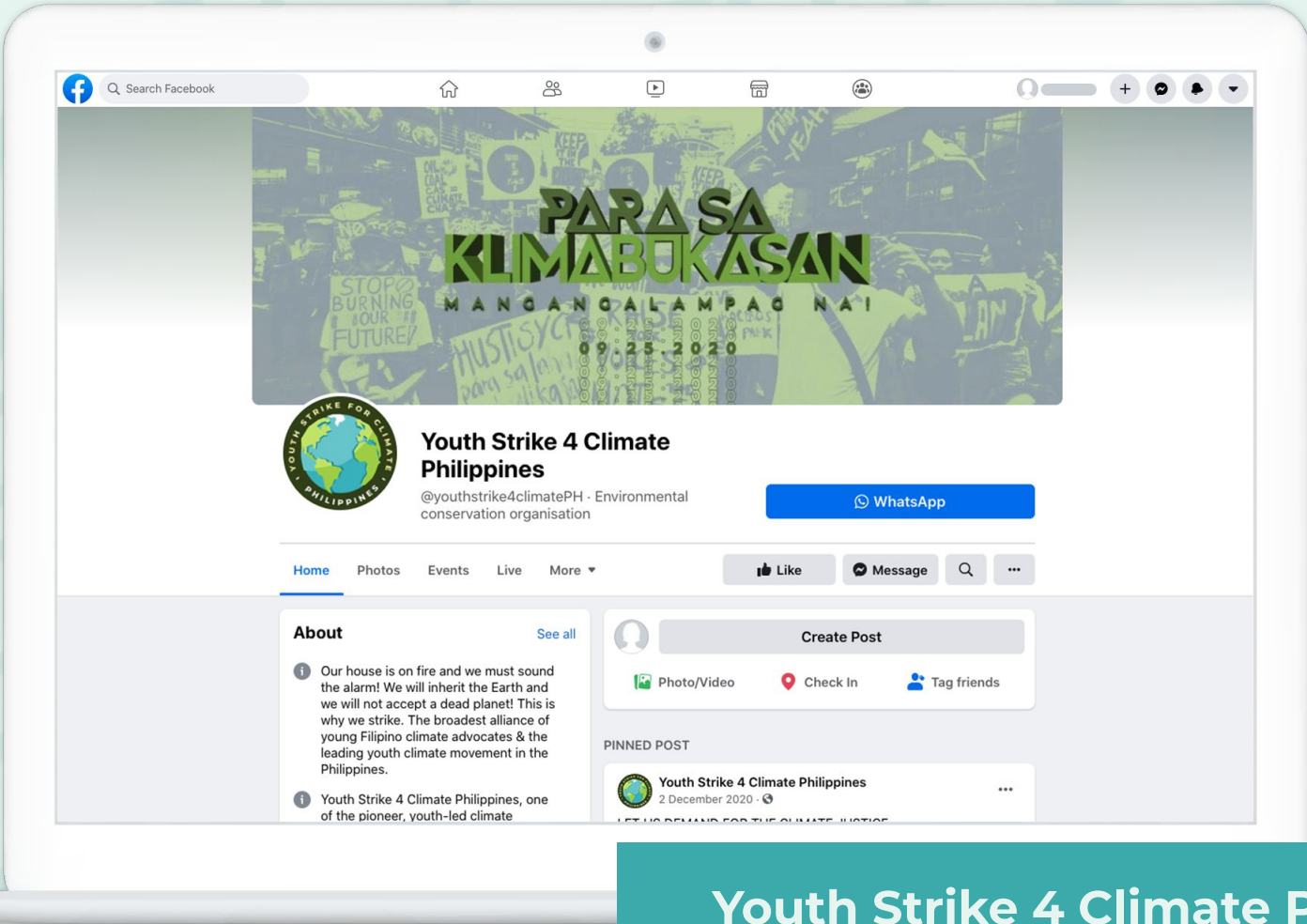
Time for Action!



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

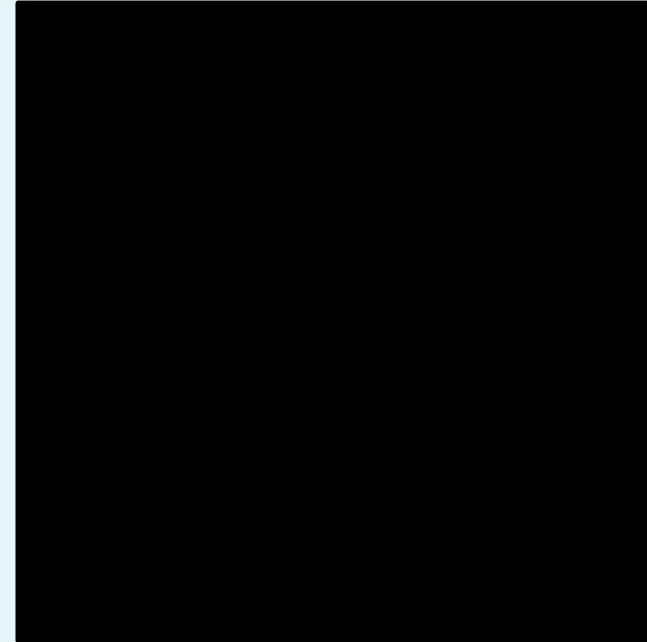
1. Advocacy is the desire to stick up for what you believe in and create change.
2. Through the power of advocacy, we can make a difference and contribute towards a better society.
3. The key components to start an advocacy include:
 - building our advocacy network
 - raising awareness through media, 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.
5. 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.
6. Hashtags allow us to draw attention to our ideas by connecting our posts to other posts on the same topic.

**Please answer our
evaluation form!**

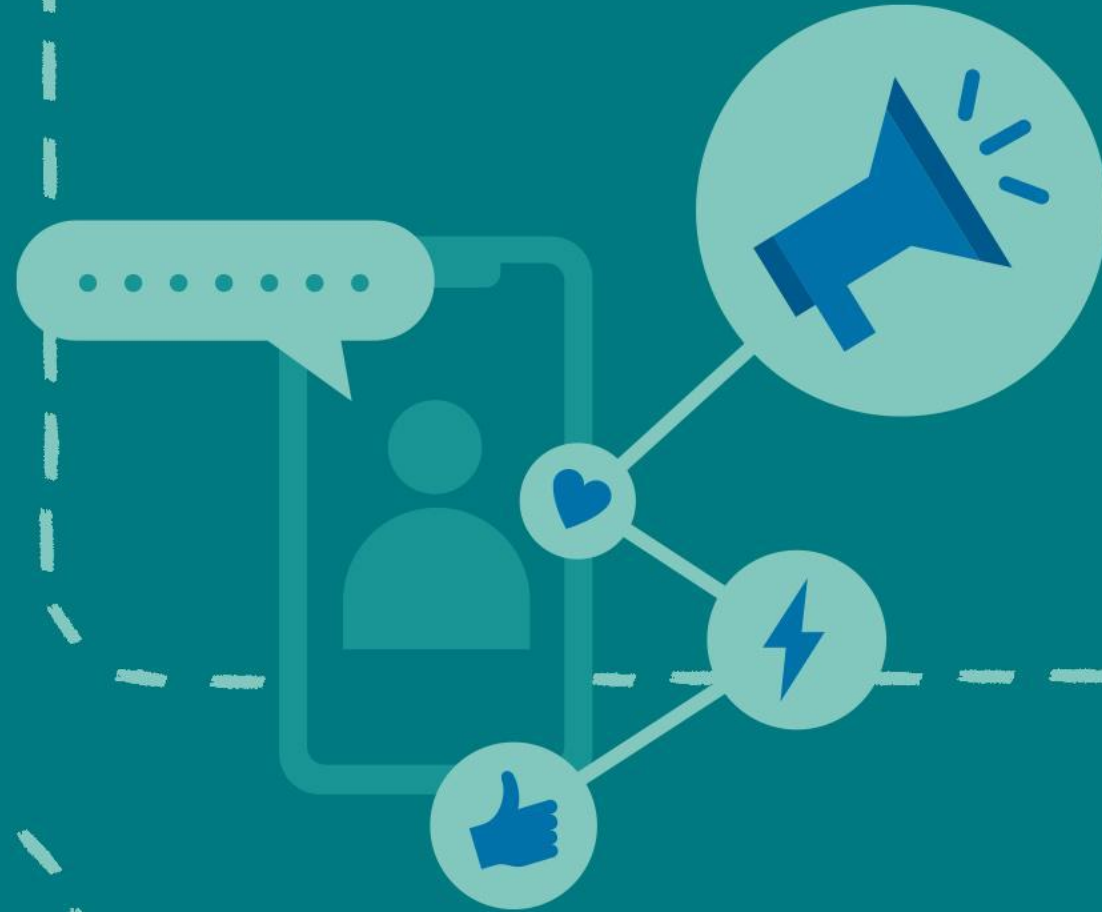
bit.ly/INSERT LINKHERE



Thank you!
#DigitalTayo

Post-test Learn Code:
<learn code>

Digital Empowerment



FACEBOOK



Digital Tayo