



## **Gold DofE volunteering section Personal Safety & Self Defence Campaign**

### **1-week social media campaign**

In an ever-growing technological world, social media is an important forum for people and communities. It can be used to for promotion, inclusion, and information. Therefore, as part of your Gold volunteering campaign with RESOLVEit, we ask you to create and implement a Digital Personal Safety Campaign for one week.

For this campaign, you will need to think about who you want to reach out to. You need to consider your target audience, and what it is that you think they need to know about personal safety and self-defence. If you would like to narrow your topic down and do a specific campaign, you are welcome to do so.

For example, your campaigns could be centered around topics like:

- Self-defence
- Personal safety on a night out
- Personal safety online

And more! The choice is yours.

The campaign will run on the RESOLVEit social media platforms for one week. We ask that you send a plan of your social media posts, with the content and captions you intend to share, to your RESOLVEit Digital Campaign mentor, prior to it going live.

Posts should be planned daily and can include content such as:

- Videos
- Photographs
- Infographics
- Stock images (so long as the owner is credited)
- Photoshop creations of your own
- Canva images, creations of your own
- Boomerangs

Please remember that we must adhere to Copywriting laws. Thus, any content taken from a stock image site needs to be credited accurately and EVERY time it is used.

This one-week campaign should be well thought out and appropriate for the audience that you are targeting. Think about what times are best to post, what content different groups of people would be most receptive to and how to make your posts engaging. One thing to bear in mind is National Days, as they are great to acknowledge especially if any occur during your campaign that are relevant. You also need to consider engagement, whether you could collaborate with any other social media pages and whether any hashtags are appropriate to spread your message further. Furthermore, it is not just the posts themselves that you need to create but think of the captions you will use too! You want to write captions that people will find beneficial and interesting.

We look forward to working with you on your campaign!

**Contact: [dofe@resolveitcic.co.uk](mailto:dofe@resolveitcic.co.uk)**

