



## Social Media Campaign: a 10 step guide:

	Step	Lithuanian Relief Organisation Example
1	Choose an <b>important issue</b> and area that the campaign will focus on, in order to promote local <b>works of the Order of Malta</b> .	The Lithuanian Relief Organisation focused on the support for <b>the elderly</b> , raising public awareness for the needs of those who are <b>vulnerable, isolated and lonely</b> .
2	<b>Create an idea</b> for your campaign, and a specific Order of Malta project in the local area to support.	Using Facebook and other social media channels, the Lithuanian Relief Organisation <b>raised awareness for needs of the elderly</b> and their 'Malteser Soup' campaign.
3	Choose a short and attractive <b>slogan or message</b> for the campaign, to catch the attention of the public.	The Lithuanian Relief Organisation chose the slogan " <b>You'll be old too...</b> ", as a reminder that everyone will get old and that everyone has a responsibility to take care of the elderly in their local community.
4	Find additional materials that help to <b>evoke an emotional and personal response</b> to the issue and area of focus.	To make the project more personal, each volunteer was asked to <b>write a handwritten letter</b> about the elderly person they look after. Each letter included a short story of an individual's life and demonstrated how much the volunteers and members of the Order sincerely care about each individual.
5	Choose which <b>social media channels</b> you will focus on to share your idea and advertise your campaign.	<b>Facebook</b> was the primary channel of communication for the Lithuanian Relief Organisation. <b>News forums and blogs</b> were also used, as they facilitated discussions about the needs of the elderly in Lithuania and opened up the campaign to a wider audience.
6	Decide on a product to <b>advertise your slogan</b> , like t-shirts, buttons, wristbands or caps.	In Lithuania, the "You'll be old too..." slogan was <b>placed on t-shirts</b> .



<p>7</p>	<p>Make a list of <b>high profile personalities</b> willing to raise awareness for your campaign, such as politicians, bankers, journalists, singers, sports personalities, personalities of the Order.</p> <p>You should have at least 20-30 “celebrities” to have a good campaign. The more you have, the better the result.</p>	<p>The Lithuanian Relief Organisation contacted over 50 high profile people, including:</p> <ul style="list-style-type: none"><li>• The wife of the Prime Minister of Lithuania</li><li>• The Minister of Social Affairs</li><li>• Well known sports personalities</li><li>• TV celebrities, including journalists, singers and TV personalities</li></ul> <p>By involving high profile individuals, the organisation was able to reach a wider audience and increase their fundraising by 30%.</p>
<p>8</p>	<p><b>Send out materials</b> to your high profile personalities with details of how to publicise your campaign.</p>	<p>In Lithuania, <b>each personality was asked to post a selfie on Facebook</b>, with details of the Malteser soup campaign and how people were able to donate.</p> <p>They were also asked to share a few thoughts about old age, the need for projects for the elderly, and the importance of the Lithuanian Relief Organisation’s work.</p>
<p>9</p>	<p>Ensure that you have <b>10-14 days of intensive activity</b> on your chosen social media channel, ideally with 2-3 new posts each day.</p>	<p>Between 1 and 10 photos were posted each day, <b>reaching 1.5 million people</b> on social media and getting over 39,000 “likes” and thousands of “shares”.</p>
<p>10</p>	<p><b>Share each photo through every available channel, locally and internationally.</b></p> <p><b>Important:</b> Appoint an individual to be responsible for managing the responses on your chosen social media platform.</p>	<p>The Lithuanian Relief Organisation posted the photos on Facebook and their own website.</p> <p>They asked <b>everyone involved in the campaign</b> to do the same on both national and international platforms.</p>