

# Digital Activism for CSOs

## Executive Summary

This training equips NGOs with the skills to leverage digital activism and AI for impactful communication. Participants will explore strategies for community engagement, crafting compelling digital narratives, and crafting clear calls to action. It allows participants to explore and experience the potential of AI to personalize outreach and analyze data for sustainable community engagement. It also touches upon ethical considerations of AI use and social media strategies.

## Training Outline

- **Introduction**
  - Digital Media and the rise of digital activism.
  - NGO Communication & Digital Activism
  
- **Community Engagement & Mobilization**
  - Strategies for building online communities around a cause (e.g., Facebook groups, online forums).
  - Importance of fostering two-way communication and amplifying user voices.
  
- **Digital Storytelling**
  - Techniques for crafting compelling digital narratives (e.g., video testimonies, photo essays).
  - Platforms for sharing digital stories effectively (e.g., YouTube, Instagram Stories)
  
- **Designing Calls to Action**
  - Designing and communicating petitions, volunteering opportunities).
  - Leveraging urgency and social proof to motivate action.
  - Tracking and measuring the impact of calls to action.
  
- **Utilizing AI for Effective Communication**
  - Data-Driven Strategies for Engagement:

- Utilizing social media analytics to understand audience demographics and preferences.
- Identifying online trends and tailoring content accordingly.

- **Developing Action Plans**

- Outlining a communication plan for their NGO using digital tools and AI.
- Define goals, target audiences, key messages, and channels for outreach
- Measuring impact