

Module 4: Build Your IHL Campaign!



**American
Red Cross**

International
Humanitarian Law

What is a Campaign?

A campaign is an organized course of action to reach a particular goal.

What is the Goal of the IHL YAC?

To raise awareness in your community about the rules of war and special theme for the year.



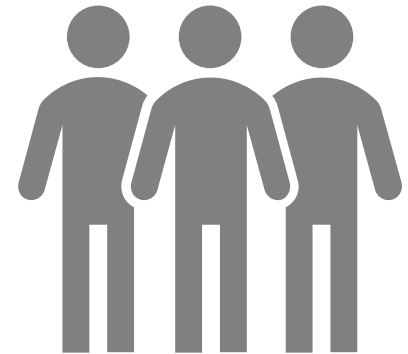
The IHL Advocate

The role of an IHL Advocate in the Youth Action Campaign is to educate the community about IHL and the special theme.



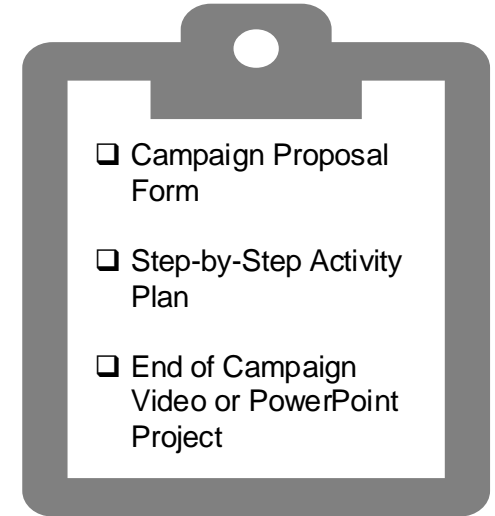
The Team

IHL Advocates form teams to create a campaign for your community.



The IHL Lead Advocate

Ensures that the IHL team stays on track with the timeline and goals.
Responsible for communicating with Coordinator



The Coordinator

Leads the IHL YAC training, manages the budget, conducts purchasing activities and ensures that campaigns meet Red Cross standards.



Campaign Activities Best Practices

- Adapt to your local context
- Utilize multiple strategies
- Avoid oversimplifying or over-complicating your message



Strategy 1: In-Person Educational Activities

- Your in-person campaign *must include a component of participation:*
 - Scavenger hunt
 - Design a simulation
 - Write a play with audience participation
 - Create an art piece that invites others to contribute
 - Host a movie screening with discussion
 - Hold a panel discussion or debate
 - Create a presentation with questions for classrooms
 - Conduct a school survey
- In-person activities that are held on virtual platforms still count as In-Person Outreach.



Best Practices — Marketing

- Create a marketing timeline.
- Build your brand.
- Design engaging content.
- Request RSVPs when possible.
- Use existing networks.
- Offer incentives.
- 40/60 rule.



Strategy 2: Social Media Activities

- A social media campaign is most effective when it has a call to action or when it invites the participation of the viewer.
- Conduct social media activities through Instagram, Facebook, Twitter, Snapchat, Tik Tok and other social media platforms to raise awareness about IHL. Use **#IHLYouthAction**



Views & Engagements

- A **view** is defined as receiving and acknowledging a post and/or taking some low level of action.
- An **engagement** is defined as seeing a post and demonstrating active participation in IHL discourse.

Platform	Action	Count
Instagram		
	View Post a video or photo on your Story, livestream	Views, likes
	Engage Ask a question, create a poll, write a post that starts a discussion	Responses, comments on a post
Facebook		
	View Post a photo or video, livestream	Likes
	Engage Pose a question or create a survey, write a post a that starts a discussion	Responses, comments on a post, shares
SnapChat		
	View Send Snaps, post on Story	Opened Snap, View on Story
	Engage Send snaps, post on Story	Response related to topic
Twitter		
	View Photos, Videos, Posts	Likes
	Engage Photos, Videos, Posts	Shares, Responses
Blog		
	View Post content	Views, site visits
	Engage Post content	Comments on blog
ICRC		
	Engage Ask friends to follow ICRC social media accounts	Follows/shares of content



Best Practices — Social Media

- Protect the American Red Cross Brand.
- Follow the Seven Fundamental Principles of the Red Cross & Red Crescent Movement.
- Respond to Comments with Caution and Respect.



Social Media Do's

- Use your own personal pages and profiles
- Check social media content with your Coordinator
- Use the Seven Fundamental Principles to guide your posts
- Follow the American Red Cross Social Media Guidelines
- Provide accurate facts and information from sources like the ICRC or American Red Cross
- Report abusive or bullying comments to your coordinator

Social Media Don'ts

- **DO NOT** create a new American Red Cross page or profile
- **DO NOT** create content and post it without checking with your Coordinator
- **DO NOT** post interpretations or call out specific armed groups or violations of IHL
- **DO NOT** post opinions or personal beliefs
- **DO NOT** respond aggressively or defensively if you receive a negative or uninformed comment



Volunteer Connection

Resources:

- Social media repository
- Pictures, videos, sample posts
- PowerPoints, background readings, activities.

Submit:

- Forms, summary project and photos.

The screenshot shows the user profile for Esme on the American Red Cross Volunteer Connection website. The header includes the American Red Cross logo and the text "VOLUNTEER CONNECTION ARC National Operations". A navigation menu at the top lists: HOME, MY PROFILE, MY CHAPTER, MY NHQ, MY GROUPS, MY SHIFTS, OPPORTUNITIES, and MY. The profile section displays a placeholder for a profile picture, the name "Hi, Esme", and the text "Volunteer Since: You have earned: 8 Red Cross hearts". Below this is a link: "Admin: Manage Opportunity queue". A dropdown menu is open under "MY GROUPS", listing "All My Groups", "NHQ All-Inclusive", "My Global Groups", "IHL Programming", "IHL Youth Action Campaign" (circled in red), and "IHL Youth Action Campaign".

IHL Youth Action Campaign

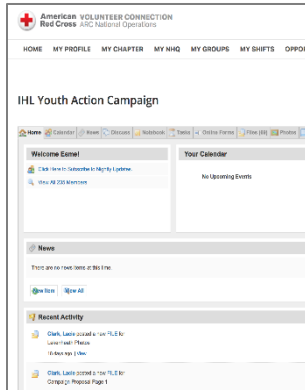
The screenshot shows a file management interface with a toolbar at the top containing icons for Home, Calendar, News, Discuss, Notebook, Tasks, Online Forms, Files (136), and Photos (1). Below the toolbar is a "Files and Documents" section with a table of files and folders. The table has columns for Name, Comments, Size, Uploaded, and Download. The folder structure is as follows:

- Forms
- Health Care in Danger Research
- Photos
- Social Media Repository
 - Youth Teams
 - Asia Pacific Division
 - Bay Area, CA
 - Camp Zama, Japan
 - Cincinnati
 - Desert to Sea
 - Lakenheath, UK
 - Massachusetts
 - Minnesota and Wisconsin
 - National Capital Region
 - New York
 - Puerto Rico - Humacao
 - South Florida
 - Spain
 - Spangdahlem, Germany
 - Stuttgart, Germany
 - Utah/Nevada

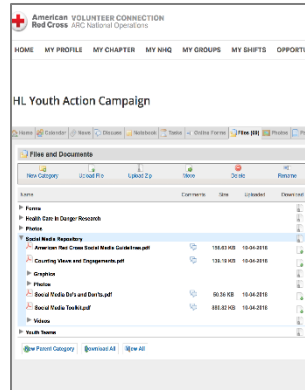


Resources

Volunteer Connection GroupShare



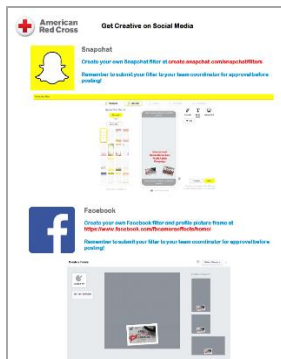
Social Media Repository



Social Media Guidelines



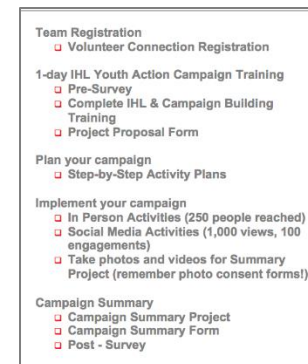
Social Media Toolkit



Activity Plans



Checklist



Campaign Summary Project

- Share the story of your campaign by completing the Campaign Summary Project.
- Submit either a PowerPoint or a video that answers the questions in your handbook.
- Be sure to take a lot of videos and pictures throughout the campaign to create the summary project!

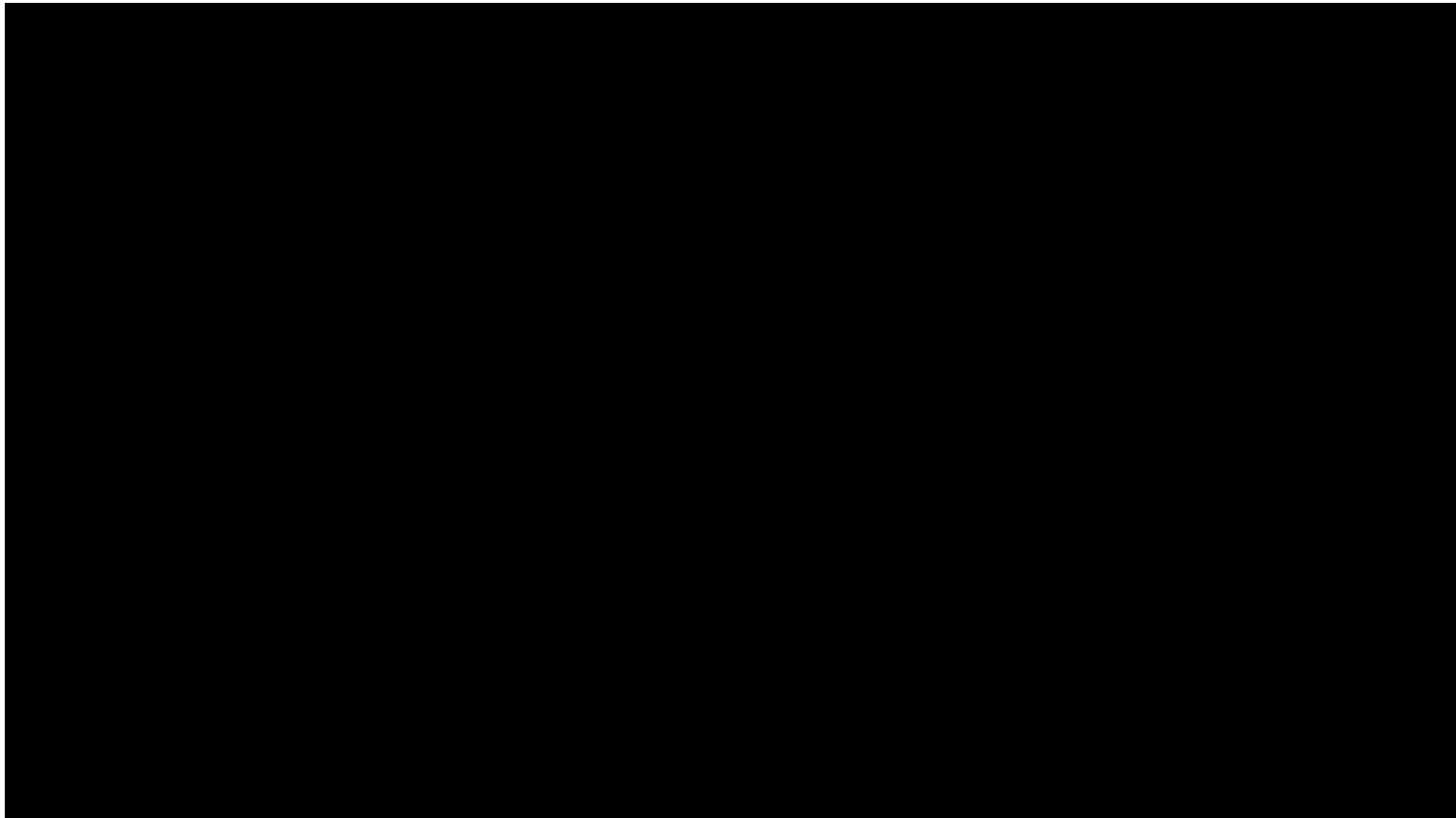


The Summit

- Throughout the campaign, teams will track their in-person and/or online reach.
- Teams will create a Campaign Summary Project to describe their campaign.
- IHL Advocates can apply to attend the IHL YAC Summit in Washington D.C.



Example: Care for Healthcare



Now it's your Turn!

Build Your Campaign Using *Design Thinking*

- Design thinking is a process of problem solving that puts the human experience at the center of finding solutions.



What's Next?

1. Work through the steps in your Design Thinking Campaign Building Tool and Step-By-Step Activity Plan.
2. Check your campaign with your Coordinator.
3. Implement your campaign!
4. Record data.
5. Create your Summary Project and apply to go to Washington, D.C.!



Good Luck!



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