



Co-funded by the
Erasmus+ Programme
of the European Union



.stiftung
digitale-chancen





Kind Speech DAY





What is it? A day dedicated to kindness

The schools participating in the programme will organise each month a post/an event/a communication to launch a "kind" message aimed at fighting hate speech.
All the messages launched during the 6 months of the project will form a campaign.

The exact day of the release will be decided by the schools.
These messages will become part of a leaderboard, online on the learning platform.

The initiative will be carried out by 5 institutions in each Member State (Italy, Belgium, Greece, Germany, Romania, Bulgaria)





What is a communication campaign?

"Communication campaigns utilize a purposeful promotional strategy to change knowledge, attitudes, behavior or policy in a specific, intended audience via marketing and advertising techniques»

We want to move people to understand the power of kindness, using the Manifesto by Parole O_Stili as a compass to fight Hate Speech

Our/your campaigns aim to **reinforce the impact of the message by repetition**, all together we are stronger and will spread a stronger message





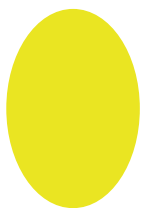
Steps to set up the Kind Speech Day campaign each month





1

Choose the day of the FIRST Kind Speech Day of your school



During the KSD you'll organize an activity/message/communication to promote kind speech and to fight hate speech.

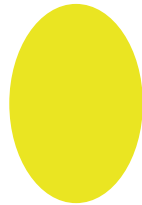
You can organise all the dates at the beginning of the campaign or chose/communicate the date of the next KSD at the end of each event.





2

Choose a theme for your KSD



You need to choose the topic of your KSD: for example, you could talk about the LGBTQIA+ community, environment, disabilities, etc.

The topic also can be related to one of the principle of the Manifesto of non-hostile communication.

You could take inspiration from Influencers and/or Youtubers:

<https://mgiep.unesco.org/kindness>

<https://www.gofundme.com/c/heroes/daisy-hampton>

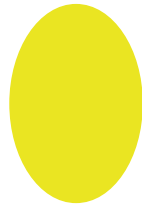
You could cover different topics each KSD or concentrate on a single topic for the entire campaign.





3

Choose the activity you wish to have on your KSD and choose the graphic material to use to promote it



Would you have a social activity or shoot a video or do a flash mob or write an article or invite someone to talk at school? Everything's fine.

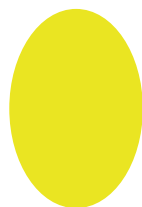
It may be better to plan in advance and offer a variety of activities for the campaign (not just one post a month, but a video, a song, an article, etc.)





4

**Choose where and how
you want to share your
activity**



You can use the platforms you prefer to deliver the message: Facebook, Instagram, TikTok, website, etc.

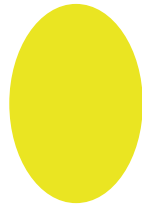
Please let us know what you do: on social media always tag @amelieprojecteu and send an email to the Amelie Project's contact of your Country with all the details so we can help and/or share your campaign.





5

**Time to go on with your
KSD!**



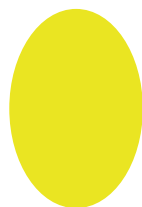
Have fun in realizing it!





6

Write a report about your KSD for Amelie's partners



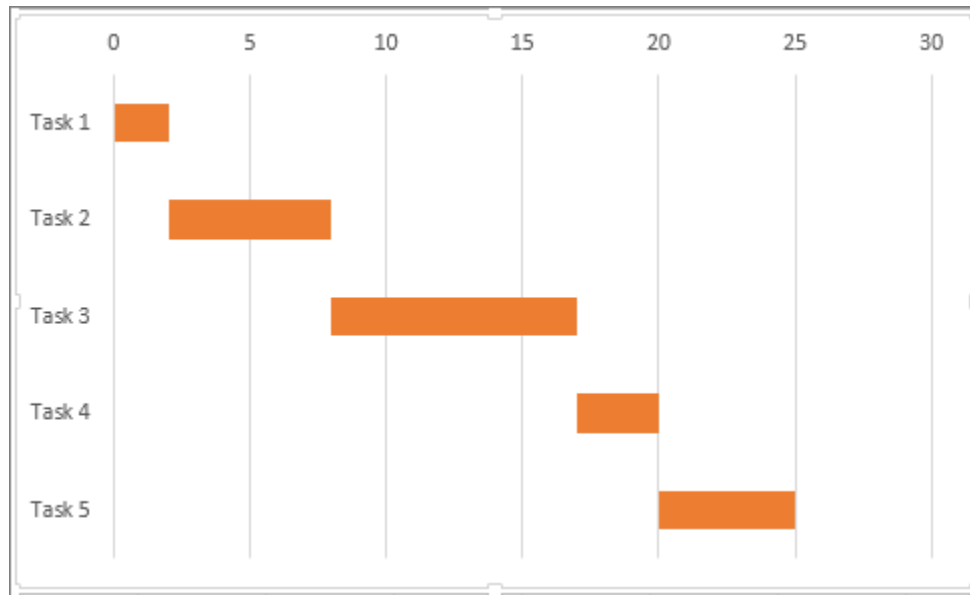
Tell us how you have organized it, if you have reached your goals, how many people participated online and offline, etc.

Tell us also the date of the next KSD so we can keep track!





Scheduling Activities with a GANTT chart – a lifesaver!



Gantt Charts are a vital tool when it comes to manage a project, so widely used because of how useful they are. The basic idea behind Gantt Charts is very simply: they tell you about the overlap of processes. It allows you to quickly see the status of any project and see how far along it is. It also allows you to manage processes that depend on the completion of other processes. Mostly, Gantt Charts allow project managers to quickly give estimates about how long the project will take to complete.





Example



KSD TIMELINE

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
MONTHLY TASKS				
Choose the day your FIRST Kind Speech Day				
Choose a theme for your KSD				
Choose the activity you wish to have on your KSD				
choose the graphic material to use to promote it				
Choose where and how you want to share your activity				
Time to go on with your KSD!				
Write a report about your KSD for Amelie's partners				



Guidelines for teachers

- on how to set the message about the campaign
- on the choice of media





TIPS set up the campaign

Theme: kindness, non hostile communication and inclusion

Target Audience - Identify the Target Audience - Who am I engaging?
Knowing your target means knowing the people who are following you and to who is addressed the message.

Editorial plan - What am I going to do?
Imagine your Editorial Plans as a Journey:
The mission is the goal, the hearth of the communication on social media,
that unique aspect that makes you stand out from the crowd





What is an Editorial Plan?

An editorial plan is **a roadmap for content deliverables and an essential part of your communication campaign.**

The editorial plan is a more tactical document that describes how you'll execute that strategy, with specific content themes, topics, channels, and goals.

Which social media are you using? Who is your target audience? What is your message? Etc





How to set up the Editorial Plan

1. **Start from the analysis:** analyze the activity you want to accomplish, will you open a class page on IG, TikTok, ecc? Analyze the pages of competitors... and influencers and outline the key points that you will need to realize with your social strategy
2. Define **Communication Templars: Mission, Target, and Objectives.** Once defined, they will guide you in creating your editorial plan - who are you addressing your message? - what's your goal with that message?
3. **Find the Tone Of Voice...** and never betray it! It will be your ally in writing, in the choice of contents and in the moderation of the page.





Editorial Calendar Plan – example – what to post and when

Social Media Activities for: INSERT MONTH						
Special days/holidays:						Blog Activity Twitter Activity Facebook Activity LinkedIn Activity
NOTES FOR THE WEEK	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
INSERT ANNOUNCEMENTS OR FOCUS		1 Author: Topic:	2 	3 Author: Topic:	4 	5
	7 	8 Author: Topic:	9 	10 Author: Topic:	11 	12
	14 	15 Author: Topic:	16 	17 Author: Topic:	18 	19





Editorial Calendar Plan – example – what to post and when

Social Media Content Calendar					
Platform Codes: Instagram, Twitter, Facebook, Blog, Email blast					
Content Codes: Current Promotion , Ongoing Promos , Holiday/Event , Opening/Product Launch , Branding					
WEEK 1	Date Notes	Content/Messaging (adjust for various platforms)	Image/Graphic	Platforms	Notes
Wednesday, March 1	<i>Peanut Butter Lovers Day</i>			I T F	
Thursday, March 2					
Friday, March 3					
Saturday, March 4					
Sunday, March 5					
WEEK 2	Date Notes	Content/Messaging (adjust for various platforms)	Image/Graphic	Platforms	Notes
Monday, March 6				I T F	
Tuesday, March 7					
Wednesday, March 8					
Thursday, March 9					
Friday, March 10					
Saturday, March 11					
Sunday, March 12	<i>Daylight Saving Time</i>				
WEEK 3	Date Notes	Content/Messaging (adjust for various platforms)	Image/Graphic	Platforms	Notes
Monday, March 13				I T F	
Tuesday, March 14	<i>Pi Day</i>				
Wednesday, March 15	<i>Promotion Launches</i>				B E Update social cover photos and bios
Thursday, March 16	<i>March Madness</i>				
Friday, March 17	<i>St. Patrick's Day</i>				
Saturday, March 18					
Sunday, March 19					
WEEK 4	Date Notes	Content/Messaging (adjust for various platforms)	Image/Graphic	Platforms	Notes
Monday, March 20	<i>First Day Of Spring</i>			I T F	
Tuesday, March 21					
Wednesday, March 22					
Thursday, March 23	<i>March Madness</i>				
Friday, March 24	<i>March Madness</i>				
Saturday, March 25	<i>March Madness</i>				
Sunday, March 26	<i>March Madness</i>				





What is Tone of Voice in Communication?

Your tone of voice is the manner in which you speak to someone, not just your words. Along with non verbal clues like body language and eye contact, tone of voice is an essential element of communication that often “speaks” more powerfully than your actual words ever could. It can help you build rapport, make connections, influence others and get what you want in relationships, your career and your life. Examples of tones of voice include formal and informal, humorous, factual, respectful, assertive, questioning and conversational.

Whether it’s from your parents or during a marketing seminar, you’ve probably heard something about your “tone of voice” at some point in your life. But why is it so important?

Your tone of voice encompasses your words. It’s how you speak and the lasting impression words make on everyone around you. Think of your tone of voice like a personalized vocal “fingerprint” that distinguishes who you are and can tell others so much about you. Are you confident? Positive? Interesting? Humble? Empathetic? Your tone of voice in communication tells people all that and more.

Your tone of voice is powerful because it projects who you are as a person. Your friends, family, clients and partners are people just like you who respond best to words and phrases that make them feel good. But your tone of voice is at its most powerful in your romantic relationships.



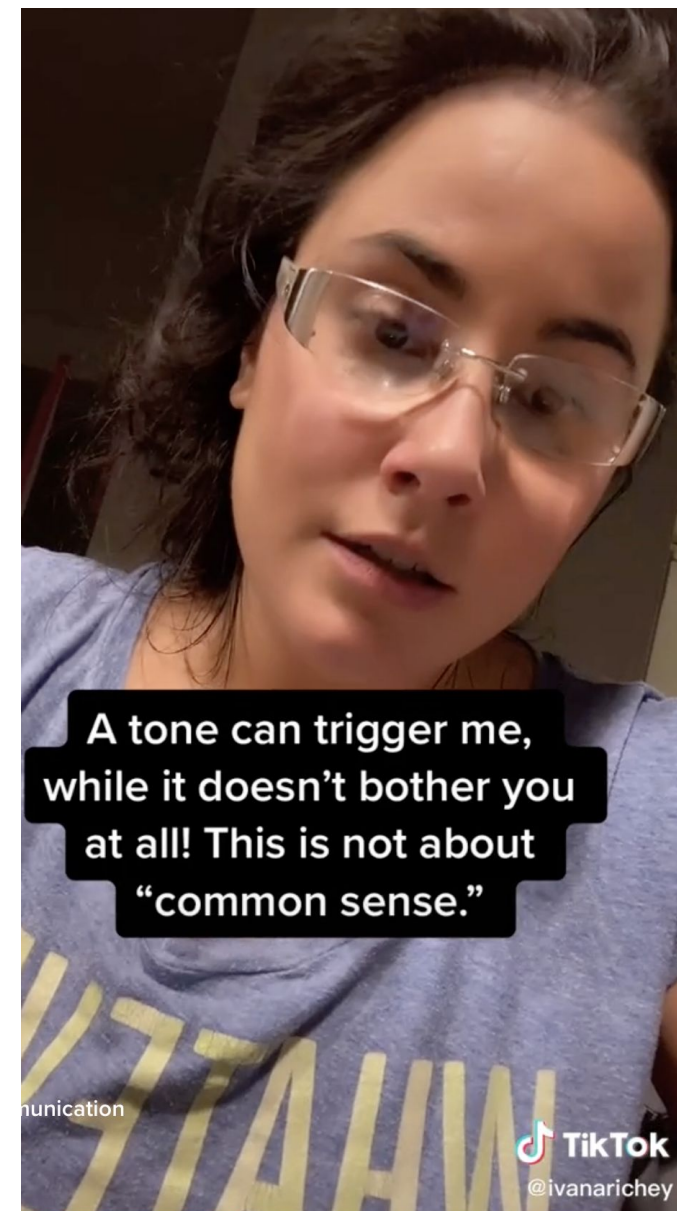


Tone of Voice – Examples

Watch these videos on TikTok:

<https://www.tiktok.com/@bevspeaks/video/6975533675614129414>

<https://www.tiktok.com/@ivanarichey/video/6914848902042684677>





How to set up the Editorial Plan

4. **Define your style:** in line with the image of your page, designed for the social reference and always consistent over time;
5. **Outline and schedule your content.** Organize your communication without getting lost in a thousand "but we publish it? and "how about posting this?"
6. **Spend your time on social media:** always look at trends, communication trends and the activity of influencers of your target;

Stay up to date, always!





A Campaign made of...

- Words

Words are a bridge: I choose words to understand, to make myself understood, to approach others

- Ideas

Share with your audience initiatives through surveys, quizzes, countdowns, links, hashtags, questions, events

- Photos

Give your campaign a visual identity through a simple and intuitive design





Guidelines for social media

Facebook

Social platform with the highest potential for engagement and increased visibility.

Two tips:

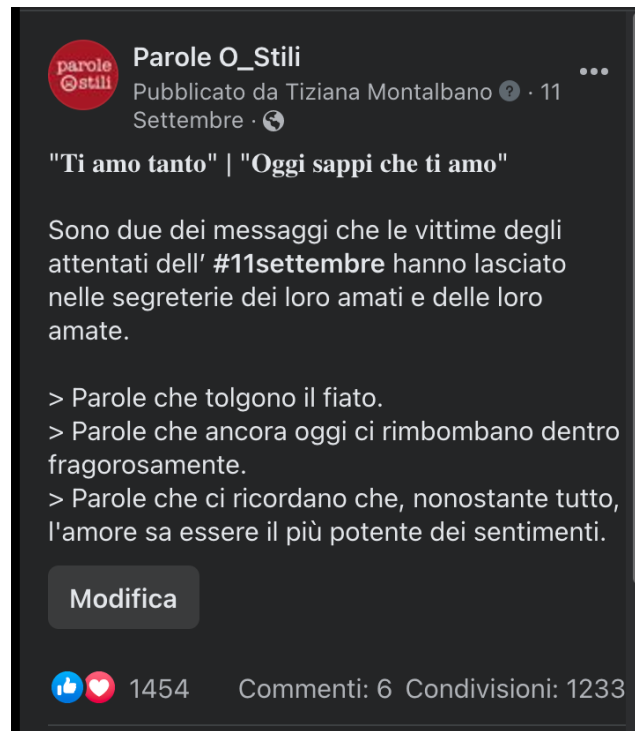
1. Use tagging and sharing actions;
2. Get the fanbase involved.





An example of Facebook content:

- September 11th anniversary
- A post with the most frequent words the victims left on their loved ones voice mails:
 - “I love you so much”
 - “Today know that I love you”
- > Words that leave speechless
- > Words that even today are so strong
- > Words that remember us that love is the most important feeling
-





Guidelines for social media

Instagram

A Social media with a young approach:

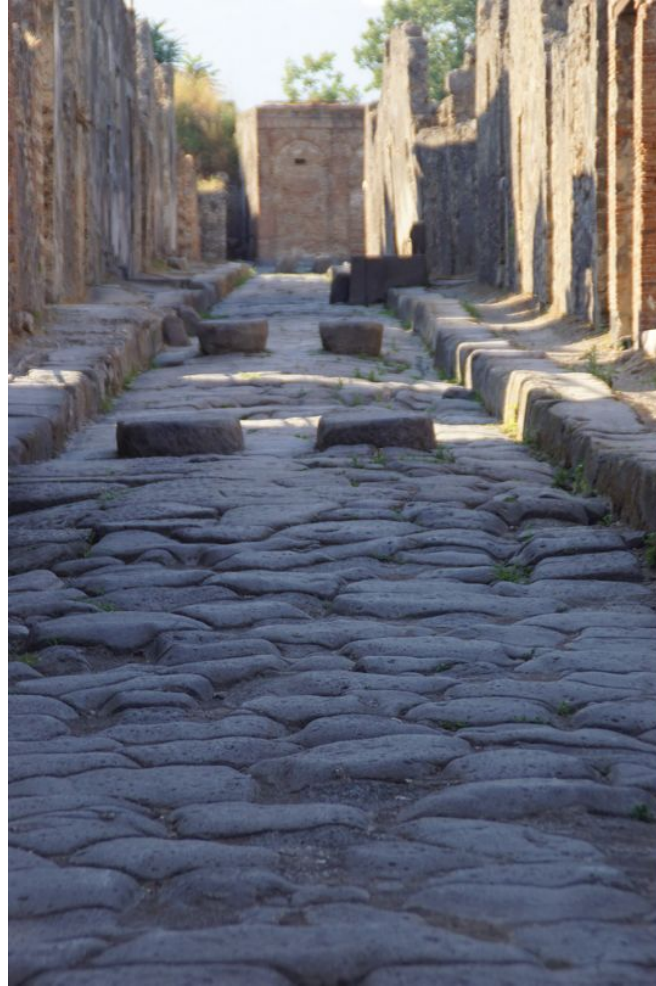
1. optimize the profile with links, hashtags etc. (e.g., #nohatespeech...)
2. captures the user's attention with stories (you can engage the audience with quizzes / surveys / stickers / countdowns) and high-impact content (eg, REEL)





Virtual Tour of Pompei - Celebrity edition

Imagine what and how
a celebrity would post
on Instagram after a
visit to Pompei





Virtual Tour of Pompei - Celebrity edition

Tour Pompei - celebritie...

a cura della 2Q2021 del Liceo Righi di Bologna

4 visualizzazioni

CONDIVIDI MODIFICA

Livello senza titolo

Tappa 1: Castellum Aquae

Tappa 2: Macellum

Tappa 3: Casa del Poeta Tragico

Tappa 4: Tempio di Apollo

Tappa 5: Foro

Tappa 6: Teatro Grande

Tappa 7: Fullonica

Tappa 8: Palestra Grande

CLICK HERE

Realizzato con Google My Maps

Quando condividi la tua mappa, avrà questo aspetto in modalità di sola visualizzazione. [Ignora](#)

Co-funded by the
Erasmus+ Programme
of the European Union



Virtual Tour of Pompei - Celebrity edition



What Greta Thunberg or Pope Francis would have said about their visit to Pompeii?

Guess it and challenge your creativity!



Examples of Instagram Posts:

Poll about fake news:

"One of the 2 pictures is fake. Which one?"



Ask a question to the community and post the results:

Question: Do you fear most that your children could become a victim of cyberbullying or a cyberbull?

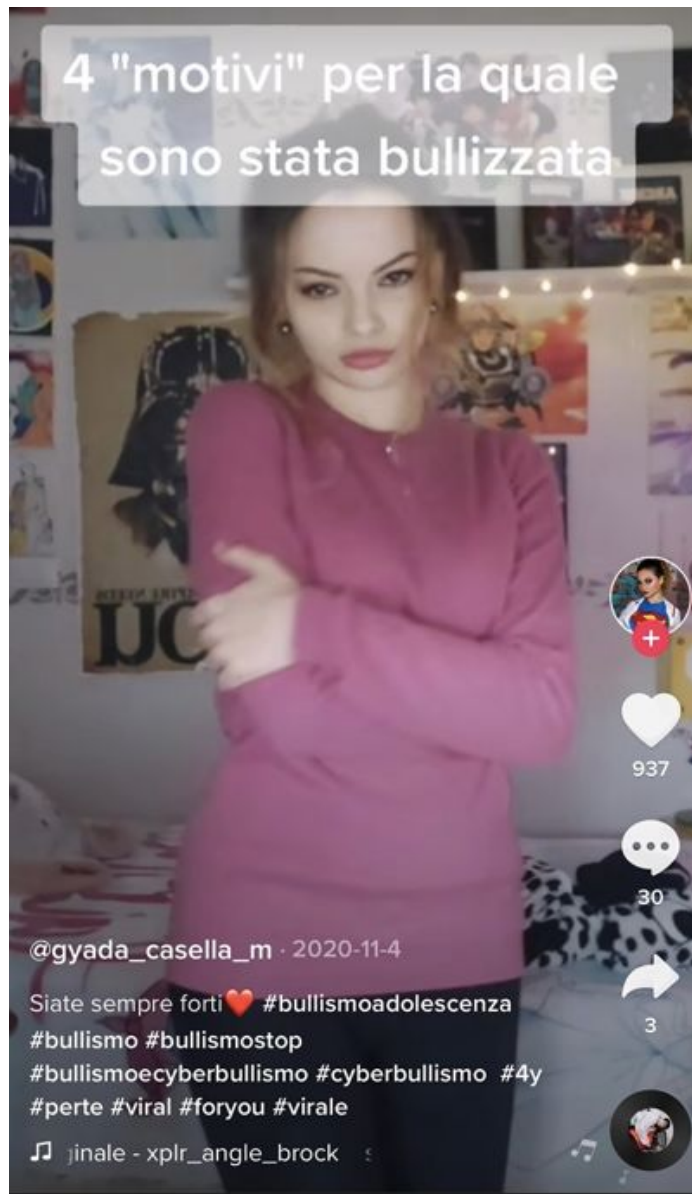
64.9% of parents answered they fear their children could become victims



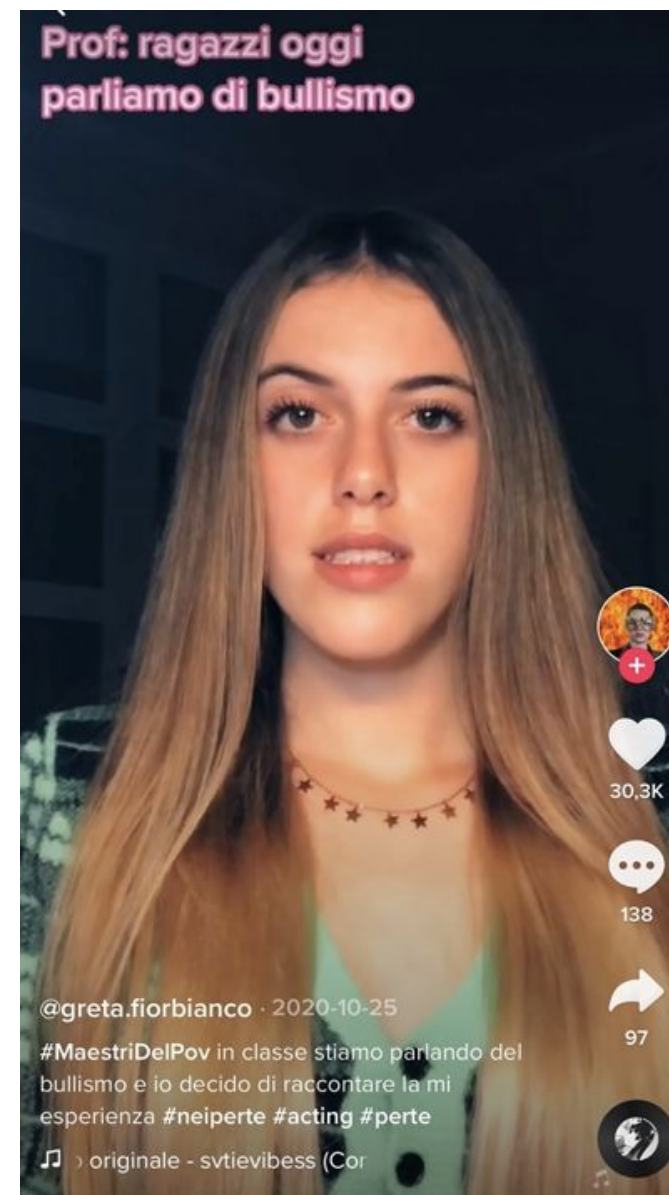


Examples of TikTok Posts:

4 reasons why
I've been bullied



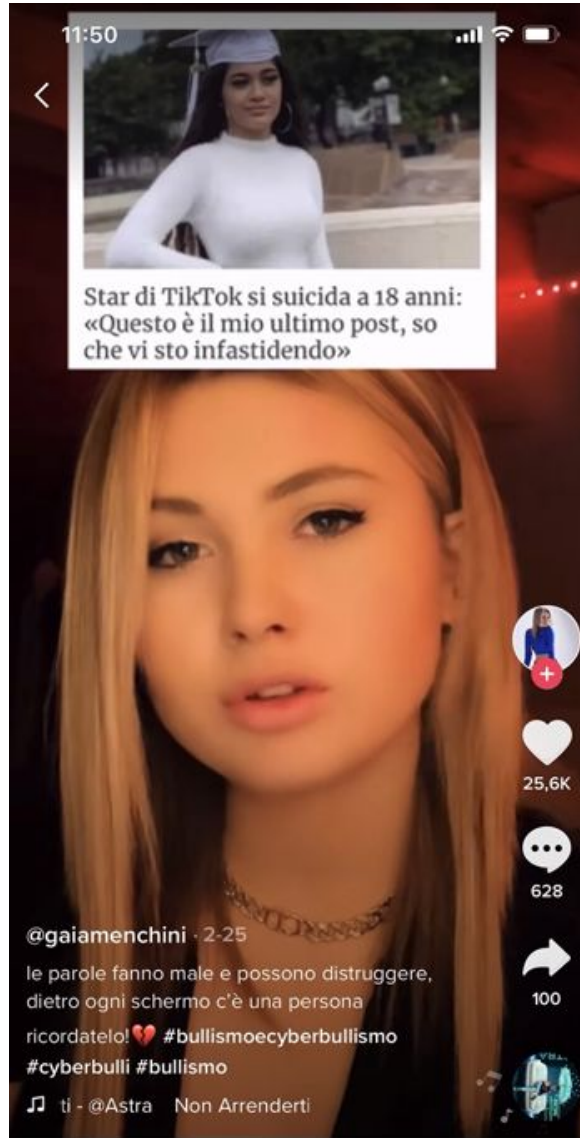
Today in class we
are talking about
cyberbullying and I've
decided to tell my story





Examples of TikTok Posts:

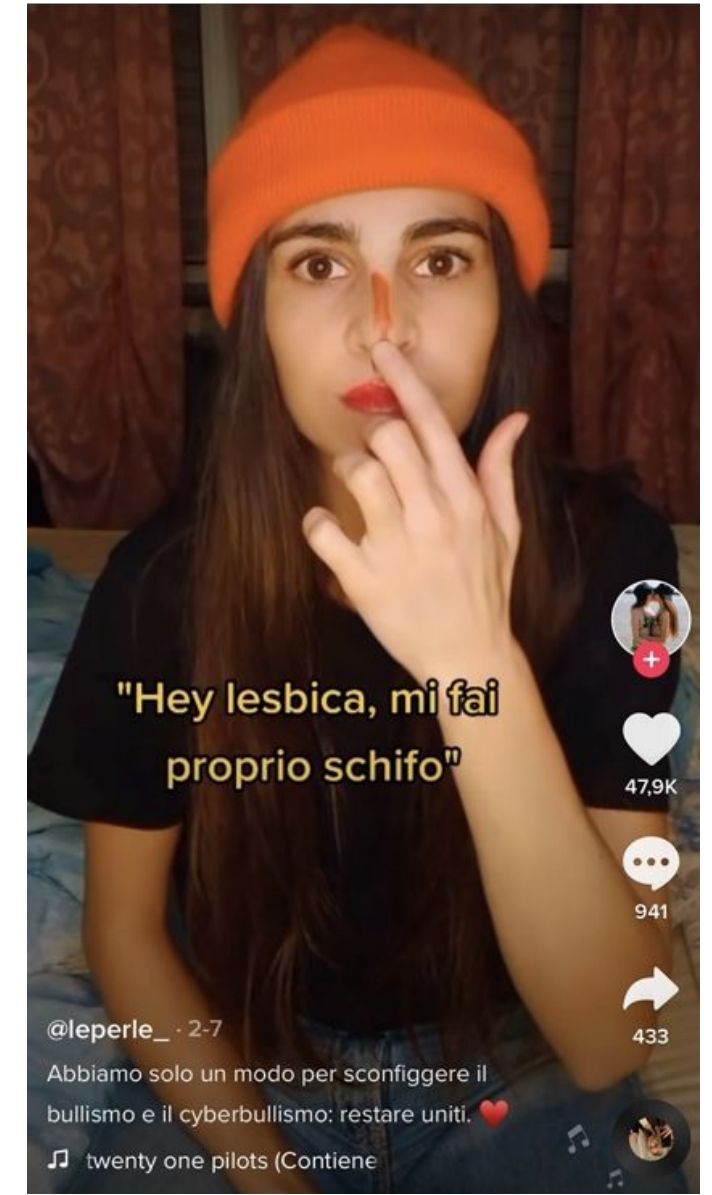
Commenting a news



Words can hurt and they can destroy you, behind every screen there's a human being, remember that!



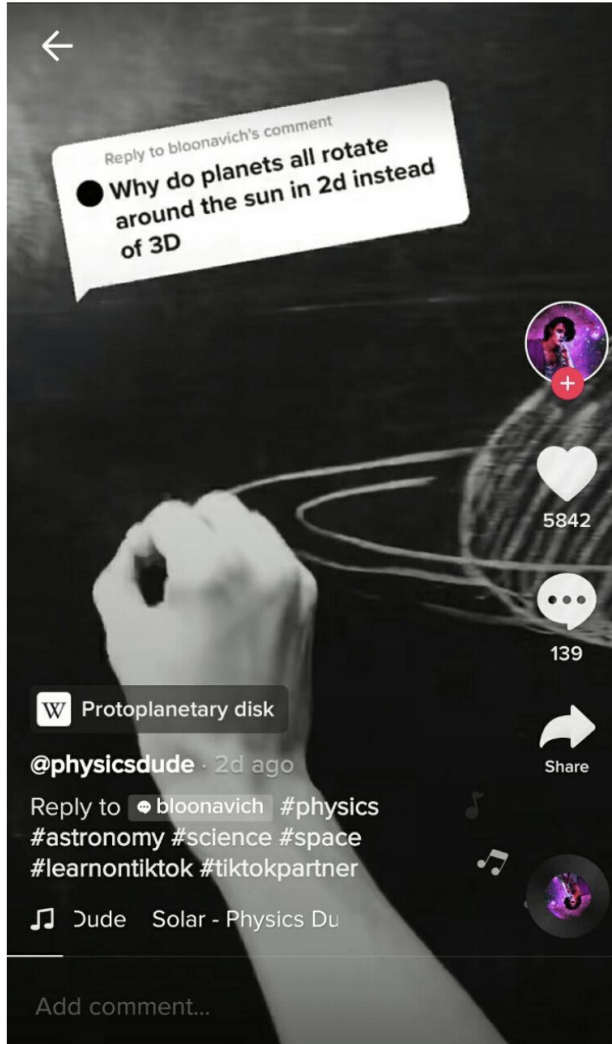
Addressing hate vs the
LGBTQIA+ community



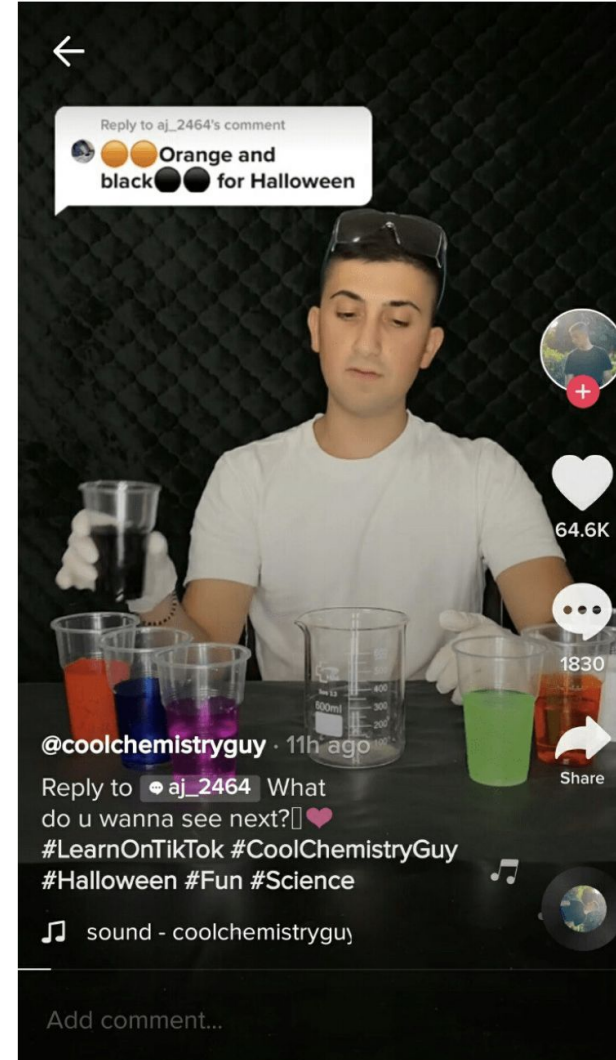


Examples of TikTok educational accounts to get inspiration

[@physicsdude](#)



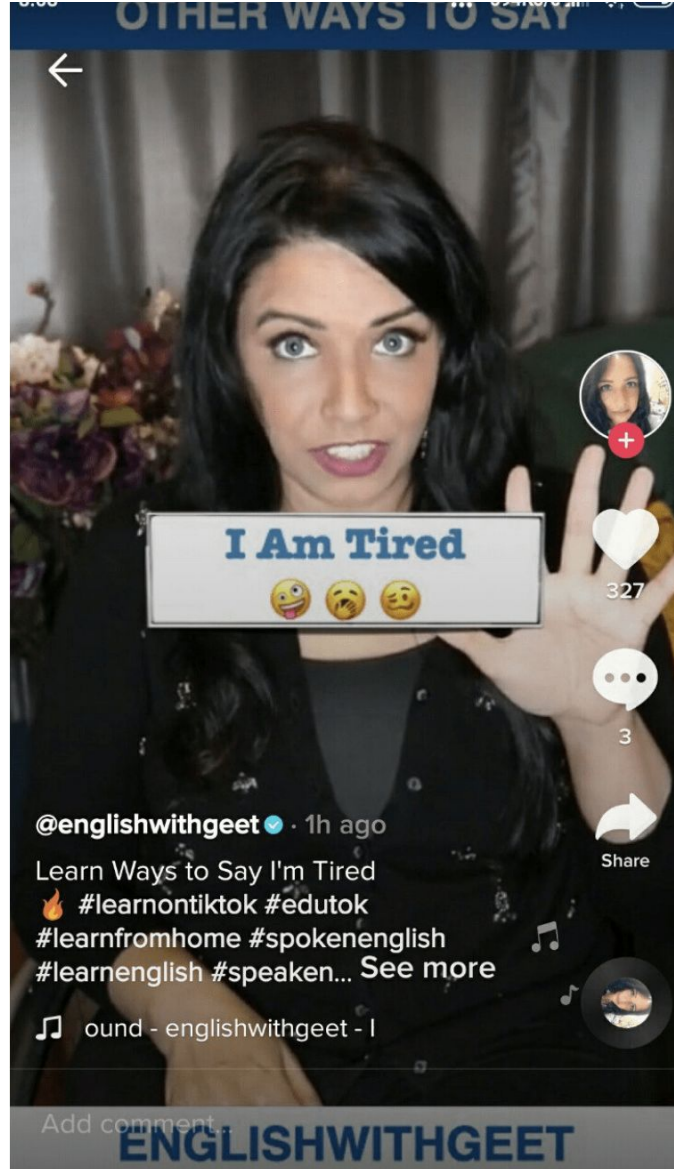
[@coolchemistryguy](#)



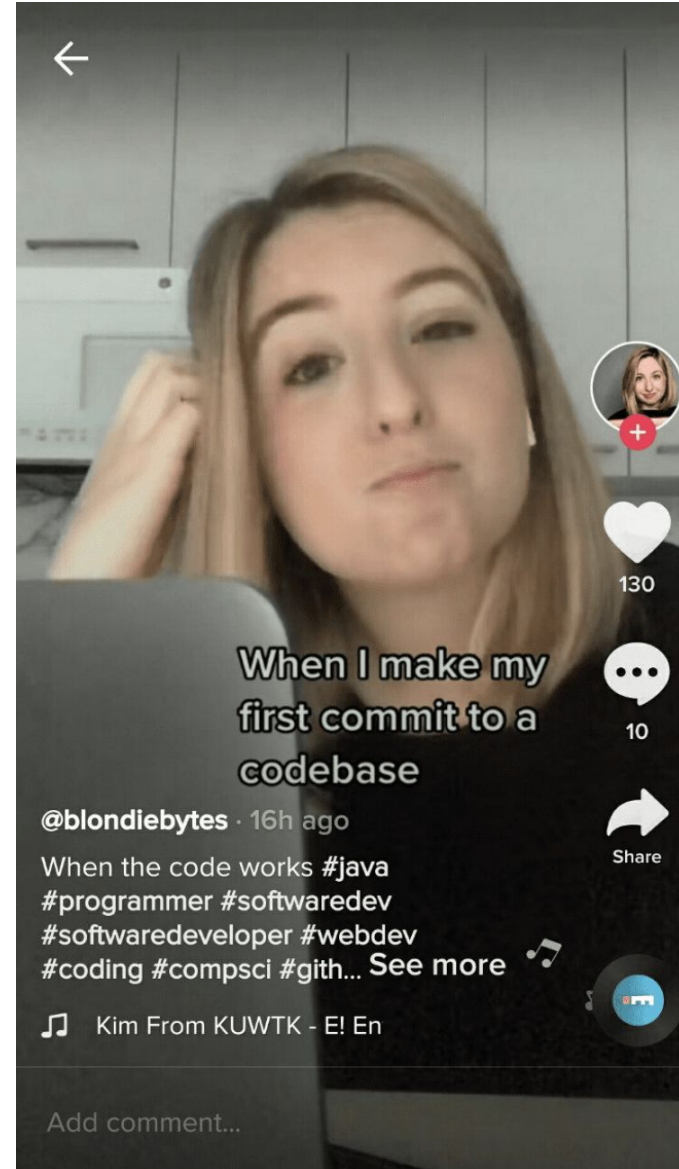


Examples of TikTok Educational Accounts to get inspiration

[@englishwithgeet](#)



[@blondiebytes](#)





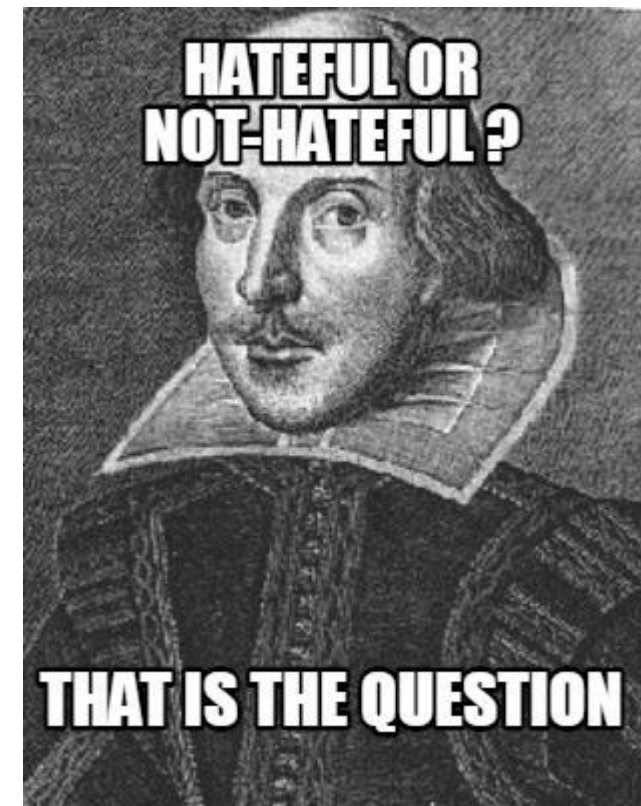
TikTok Educational Hashtags

If you don't want to search for specific creators, you can find an abundance of educational content on TikTok by simply looking through these hashtags:

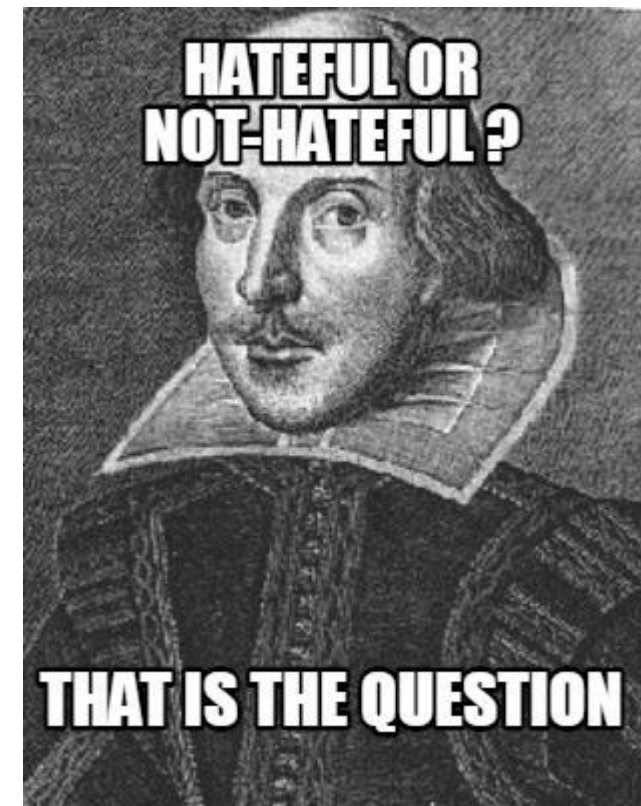
- #LearnOnTikTok
- #Education
- #LearnFromHome
- #School
- #TikTokEducation



Examples of Memes' creation



Examples of Memes' creation





Examples of Activities you could realize:

1.

Consegna: bio di Francesco Petrarca

Tip: Petrarca si promuove su IG come poeta.

Testi: *Solo et pensoso i più deserti campi, Pace non trovo, et non ò da far guerra* - (Canzoniere 35, 134)

Francesco Petrarca is promoting him self on IG as a Poet

3.

Consegna: bio di Beatrice

Tip: Beatrice si promuove su IG come influencer.

Testo: *Tanto gentile e tanto onesta pare* (Vita Nuova XXVI, 5-7)

Beatrice is promoting herself as an IG influencer





Examples of Activities you could realize:

Offline activity + post online afterwards

Many times words have bad consequences! But also may have positive effect! And furthermore words in an image may be more more effective!

Students in Experimental School of the University of Thessaloniki say "For each ALKI" with their school bags in order to express their opinion about the unjust murder of 19-year-old Alkis (3/2/2022)

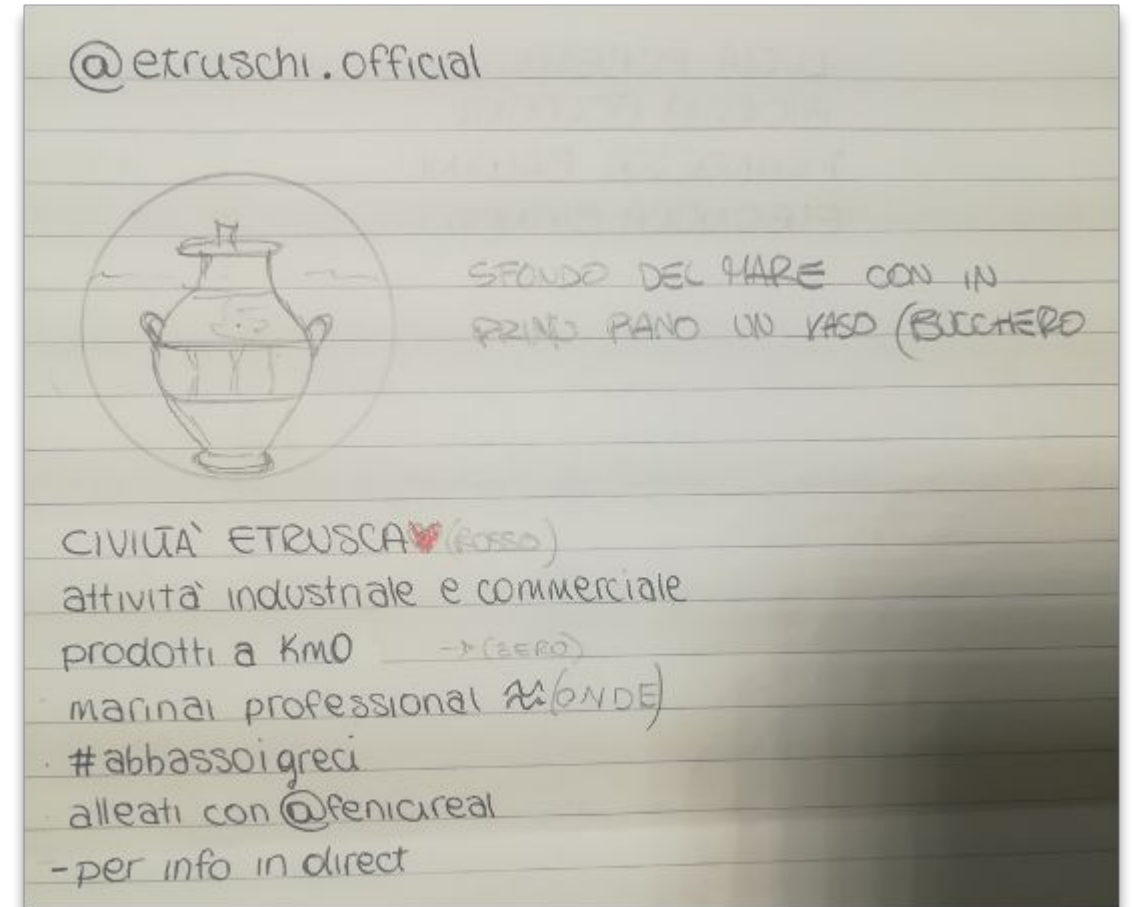
And somehow the silence sends the loudest message ...

A minute of silence from the students of PSPTH for each ALKI



Examples of Activities you could realize:

Imagine how an IG account of ancient civilizations could appear - here the Etruscans





Guidelines for social media

TikTok

Social media with high level of involvement that:

1. take advantage of effects, filters, sounds, moving stickers, 3D effects, glasses, ears, animal faces, etc.
2. It is committed to building a community that encourages users to creatively share their passions... and, in our case, important initiatives!





Portfolio

At the end of your KSD collect the material about what you have organized and upload it here:

"School Communication Campaigns")





The portfolio created by the schools is the basis for the participation in the competition "The Best Communication Campaigns against Hate Speech on the Net".

One school - meaning one representative teacher per partner country - has the chance to win a trip to a European city*.

The teachers representing the winning schools of the competition will be officially awarded at an international event there.





Evaluation - each voice score 1 to 10

- theme coherence
- engagement
- creativity
- visual appeal
- coherence with chosen principle





Thank you

(one of the most important word)

Co-funded by the
Erasmus+ Programme
of the European Union

