ONLINE CAMPAIGNING
GOOD AND BAD PRACTISES. *HOW TO RECOGNIZE THEM?*
Some criterias

IS THE MESSAGE CLEAR?
Can you undersand the message of the campaigns directly or do you have to surf the website, click pages and so on?
Is the message shown in simple words that everybody can understand – even if a person isn't already involved in the topic - or you make efforts to understand it?

WHO/WHY/HOW: are these aspects *clear and simple*? Don't give too much infos: it's confusing.

COHERENCE: be recognizible from the first page to the last action you do. (Logos, colours, font...). Same language for all the campaigns.

SEO (Search Engine Optimization)
is the campaign visible in the search engine? Or you have to move from the first page of the search engine (mostly google)?
Under the main <u>domain</u>, is the summary clear and complete, or you have to click to better understand or to finish the description?

AT THE HEART
Are the core, the goals and the actions directly visible and clear? Or you have to click a lot to reach these three aspects of the campaign?

CONTACTS
You find simple to understand to who you have to write, or when you can go to the office?

STAY SOCIAL

You find the <u>social medias</u> used by the campaign in the website in a easy way (better in home page)?

Staying social means also allowed <u>people participation</u>: do you find space for comments (if there is, keep in mind that it's important that someone of the organization *control* them)? Is there a twitter column to show comments news etc also of other associations and people?

Also, "use the net to create net": you're not alone, and maybe there are other groups of people trying to reach the same goal or involved in the same topic. Give theme visibility! ("Links to our friends"). Keep in mind: you have to create a *community*: start from your "friends". And, we have to gain the *support* of your friends (let's help heach other).

ACCESSIBILITY

Do you find difficult to keep the attention surfing the website? Texts are too long/font are too small/ texts are written as "boxes" (no pharagrafs, no bold..)?

SEXY

A campaign must be attractive to reach people and become viral: colour, font, videos, photos.. keep in mind your *target* group.

MOBILE FRIENDLY

Is the campaign visible just by computer or you can use your smartphone too?

REWARD

It's important to recognize the efforts that you and your supporters do with the campaign: make the outcomes visible/analyse them/show what you've done (dowload of materials, videos, graphs..).