



CAMPAIGN DESIGN

Design your own social media hashtag campaign using the planning questions below.
Record your responses.

1. What are at least two social issues you are passionate about or connect to? Why are these issues important to you?

2. What is a social media hashtag campaign you have been influenced by and why?

3. What are possible hashtags you might use for your campaign? List a few possibilities and star your favourite.

4. What would the purpose of your campaign be?

5. Who would be your intended audience and why?



6. What would you hope to achieve with your campaign? How might this campaign influence thought or action in real life? Describe at least two goals.

7. Share a response to the campaign with your own story or supporting example.
