



Share your colors

A toolkit on social media, multimedia & campaigning for raising awareness in the LGBTQIA+ context.

Welcome!

The Share Your Colors toolkit on social media, multimedia & campaigning for raising awareness in the LGBTQIA+ context is an educational tool.

The aim of the toolkit is to provide guidelines and best practices on how to work with nowadays digital and campaigning tools in order to create impact on the topic of sexuality, diversity and LGBTQIA+ spectrum.

The toolkit is addressed to youth, youth workers, activists and to all persons who are eager to explore new ways and actions for visibility and raising awareness.

It is based on the experience, learning and knowledge of its creators, who are the participants of Share Your Colors Exchange, which took place in Ommen, The Netherlands from 5th-14th of July 2016.

The mission of the project is to combat hate-speech and social exclusion of young LGBTQIA+ people, while promoting active citizenship through campaigning.

Enjoy this active & colorful journey!



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LGBTQIA+

Definitions

Polyamory: The practice, state or ability of having more than one sexual loving relationship at the same time, with the full knowledge and consent of all partners involved.

Queer: Anyone who chooses to identify as such. This can include, but is not limited to LGBTQ+ people. It can also be used as an umbrella term for anyone who does not wish to define themselves with given labels.

Intersex: People who naturally (that is, without any medical intervention) develop primary or secondary sex characteristics that do not fit into society's definitions of male or female.

Bisexual: A person who can love or be attracted to the same sex or another.

Gender Identity: A sense of one's self as trans*, genderqueer, woman, man, or some other identity, which may or may not correspond with the sex and gender one is assigned at birth.

Lesbian/Homosexual woman: A woman who loves or is attracted to women.

Transgender: A Person whose gender is different to the one assigned at birth.

Asexual: A person who does not feel sexual attraction towards other people.

LGBTQIA+: An abbreviation for Lesbian, Gay, Bisexual, Transgender/Transsexual, Queer/Questioning, Intersex and Asexual. An umbrella term that is used to refer to the community as a whole.

Gay/homosexual man: A man who loves or is attracted to men.

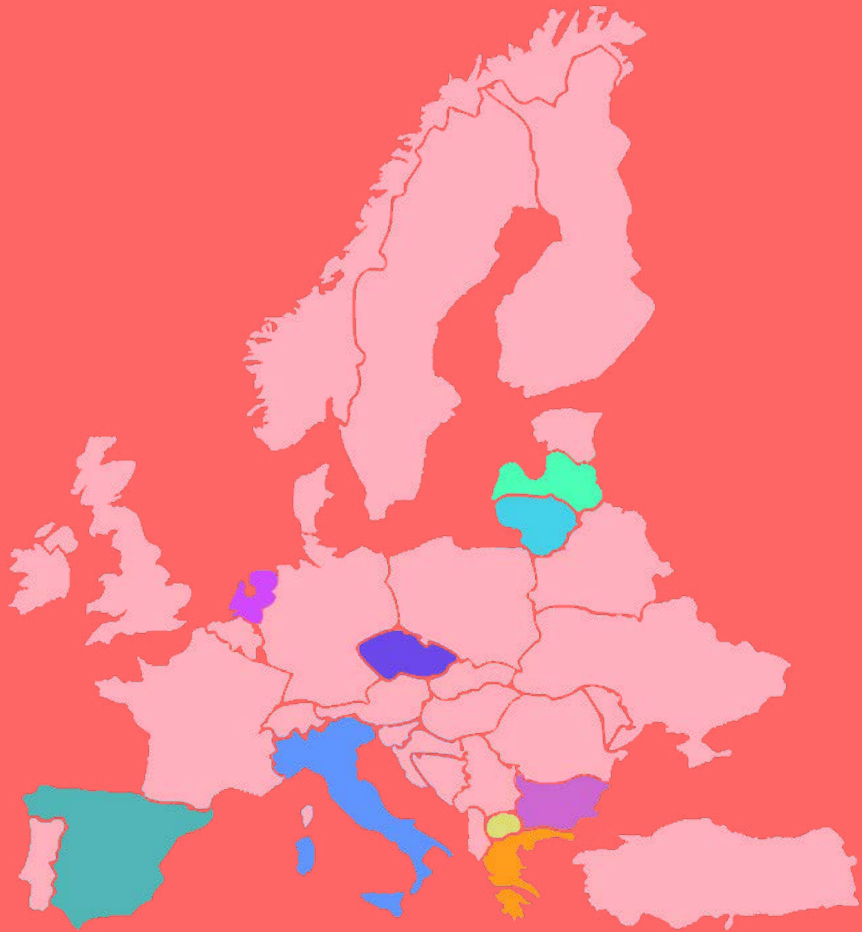
Family: Anything you want it to be.

Coming out: The Process in which one acknowledges and accepts one's own sexual orientation and/or gender identity. Another step is making it public voluntarily.

Pronouns

Type	Name	Example
Feminine	She, her, her	She went to the team room I talked to her about sexuality It was her example
Masculine	He, him, his	He went to his room I informed him about the meeting
Gender Neutral	They, them, their	They went to swim I spoke to them about their music
Gender Neutral	Ze, zir/zem, zirs/zes	Ze went to the coffee shop I spoke to zir/zem about gender fluidity It was zirs/zes coloring book





Country	Equal marriage	Partnership	Adoption	Transition	Pride parade
Bulgaria	No	No	No	Yes	Yes
Czech Republic	Yes	Yes	Yes	Yes	Yes
Greece	No	Yes	No	Yes	Yes
Italy	Yes	Yes	No	Yes	Yes
Macedonia	No	No	No	No	No
Latvia	No	No	No	Yes	Yes
Lithuania	No	No	No	No	Yes
Spain	Yes	Yes	Yes	Yes	Yes
The Netherlands	Yes	Yes	Yes	Yes	Yes

Never heard of gender neutral bathroom? You might have one at your home!

GAYDAR



Are you tired of walking into a bar and hitting on a straight person? We can fix that! Order your Gaydar now!

BI – FI



Are you tired of invisible bisexuals robbing you bank? Get a Bi-Fi now!" is for the Bi-fi

PANSCAN

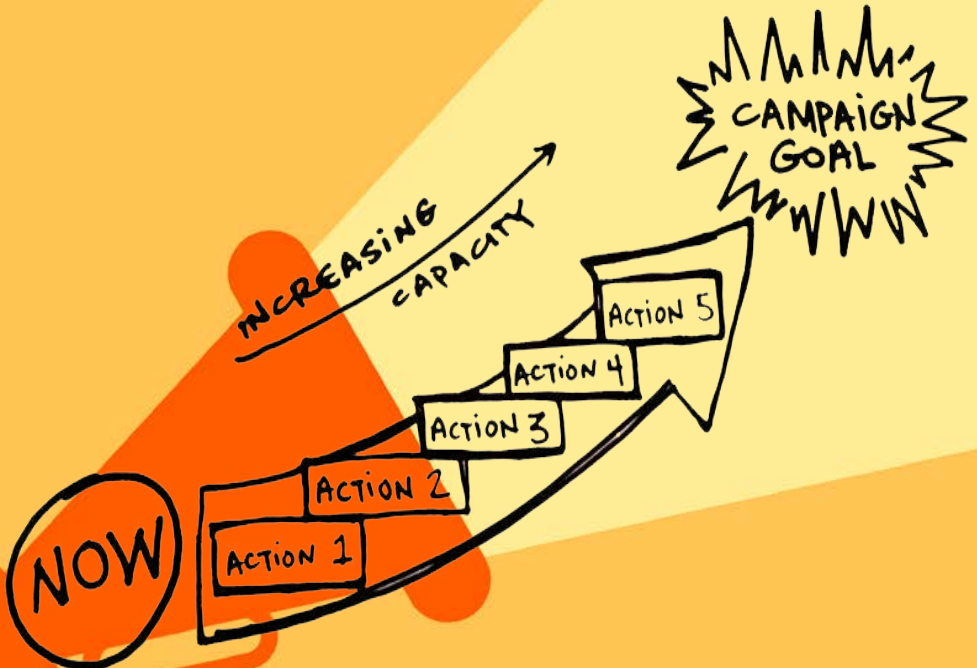


Campaigns

Campaigns are sustained efforts toward a specific outcome, such as getting a company to divest its funds, stopping a coal power plant, or forcing the government to create a climate change impact study.

Campaigns are a powerful way of strategically building group capacity and developing experience.

At the same time, campaigns win solid victories for social justice.



Campaigns are a useful way to make change because they:

- 1** Have a specific target – the individual or individuals who can make the change – better using limited movement resources
- 2** Use many different kinds of tactics and actions, offering a range of ways for people to join and participate
- 3** Keep up pressure over time in order to win concessions, as opposed to one-time actions that allow the target to just wait until the storm blows over
- 4** Build through grassroots leadership and connect new allies
- 5** Take the offensive and build their own timeline for change

How to make a campaign

Team

Choose your team-members wisely according to shared values and ideas. Aim for diversity and openmindedness.

Topic & Vision

Find a topic you are all interested in and have a clear vision.

Brainstorming & Goal

Express your ideas, exchange opinions and reach an agreement. Decide on a format for the campaign, target and age group. Agree on a goal to reach a number of people, likes, views...

Structure & Time management

Have a clear outline of the campaign and set a deadline.

Equipment

Check the available equipment.

Personal Skills & Role division

Decide on each member's role in the team according to their skills.

Production

Creation of the product. Could involve filming, taking photos, arranging workshops, drawing, writing...

Post-Production

IT TAKES A LOT OF TIME

Check your product, edit, present to others, receive feedback and make alterations/adjustments if needed.

Research

Do extensive research on the chosen topic. Know what you're talking about. Consult with your team and seek external support if needed.

Evaluation

Evaluate your result according to the goal you have set whilst brainstorming and discuss your teamwork.

Launching & Distribution

Create your social media profiles on various social media platforms, upload your campaign, relative content (videos, articles, gifs etc) and supportive material.

Planning forward

Make solid future plans on how you are going to continue with the promotion of the campaign, team communication and create a timeline of posting and adding material to the existing campaign. Keep uploading regularly according to a shared schedule. Expand in different countries.

**PARTY TOGETHER!!
YOU DESERVE IT!!**

What makes a campaign successful

Focus.

In order to provide the productivity you are going to need, make sure you take breaks when necessary. This also means taking a break whenever you feel like you're losing focus. **It is better to have five minutes of productive work than a wasted hour on distractions and procrastination.** Make sure you get enough sleep, stay hydrated and do not forget to eat, so your body and brain can actually co-operate.

Enjoy.

Do everything in your power to actually enjoy your work and the process of it. This goes for every step of campaigning. If you are not enjoying it, **1) you are not doing it right and 2) the result is not going to turn out as good as it could be**, because it will make you passive, unproductive and unsatisfied with the result.

Create a time schedule.

Time management is always important when working with time-consuming projects. To make it easier for yourself, you can make little deadlines just to not fall out of the rhythm.

Your ideas are good as long as you are proud of them, your work will look great as long as you are happy with it.

*Check everything
all the time.*

Personality.

This applies to two things. One, **trust yourself**. Your ideas are good as long as you are proud of them, your work will look great as long as you are happy with it. Two, **do not be afraid to make it personal**. Sharing stories is a great way to show your audience that we all have something in common. Also, personal stories are the ones that catch the attention and create emotions, and a successful campaign is one that makes you feel something.

Positivity.

This actually means: know your target audience. It is especially important when working with campaigns about LGBTQIA+ themes. If your target audience is the community specifically it would be smart to keep a generally positive atmosphere, to avoid any triggering messages, visuals etc. Whereas if your campaign is aimed more at society in general, you can try to raise awareness by concentrating on showing hate-speech and other problems the community is facing.

Communication.

TALK TO YOUR TEAMMATES! If you are not satisfied with something, say it while you can still change something. The whole point of co-operation is to divide the tasks so one person of the team does not end up doing everything, but it also means that you have to proof-read each other's work and keep each other updated. Make sure you end up with a finished product that needs only editing, not the making of a whole new product.

Make sure that the message of your campaign is simple enough for everyone to understand.

Check.

Check everything all the time. It is normal to miss the mistakes on the first “read” so check everything as often as possible. Also **ALWAYS remember to save your work** at least every five minutes because technology may disappoint.

Simplicity.

Make sure that the message of your campaign is simple enough for everyone to understand. Share it with people outside of your team just to be sure. Also slogans come in use, so you should be able to put your message in one sentence as a slogan. Do not forget that **hashtags are a thing and if you come up with one you want to use for your campaign, use it!** Put it everywhere, including the titles of your videos if you make them.

Multiple platforms.

To promote your campaign and to actually launch it, use every available social platform and account that you use. You want to reach as many people as possible to get it started.

Continuity.

Your work is not over after launching your campaign! Keep promoting it, keep it updated, keep in touch with your team! The post-production is just as important, if not more important, than every other part of making a campaign.



Difficulties & Problems

Campaigning can be fun but it's often hard, dull, frustrating and unsuccessful. Do it right and a campaign succeeds in inspiring its followers to go on to the next target. But unstructured or poorly focused campaigns are hot air balloons kept aloft by burning idealism and goodwill, until they suffer and 'burn out'.

Unstructured or poorly focused campaigns are hot air balloons kept aloft by burning idealism and goodwill, until they suffer and 'burn out'.

Campaigning maximizes the motivation of the audience, not their knowledge. But try using only education to campaign, and you will end up circling and exploring your issue but not changing it.

You know what needs to change. Ask this: **'why hasn't it happened already?'** Draw a map of the problem - the people involved - work out exactly what the mechanisms are for the decisions you want to change.

Campaigning maximizes the motivation of the audience, not their knowledge.

Your campaign cannot be the **'whole picture'**. Instead it has to be a way, a trail, stepping stones, a critical-path. Do not try to communicate 'the issue', however tempting it may be. **Communicate your campaign** - what you think, the problem as you see it, the solution as you see it, the opportunity as you see it - and only that.

Stick with each stage until it is achieved. Each stage is a target or objective in itself. Resist the temptation to talk ahead by giving 'the whole picture'. Plan a campaign as a series of steps where one leads to the next - like dominoes.

Your campaign cannot be the 'whole picture'. Instead it has to be a way, a trail, stepping stones, a critical-path.

But to succeed, most campaigns need to attract much **broader support** - and to do that, you often need to narrow the focus.

Normally the task is to find the pieces of an issue or concern that are unacceptable to a big enough group of people to get the effect you need. In general, it is better to campaign against a small part of a

big problem, where that part is 99% unaccepted by the public, than to campaign against say half of the overall problem, where only 1% of the population finds it unacceptable.

Don't argue, do. Campaigns make news when they create change, make a difference, or threaten to do so.

Don't argue, do.

Pictures are far more powerful than words. Good ones tell the story and the best need no caption. And pictures cannot be interrogated or argued with. Make your campaign speak in characters and symbols that are larger-than-life. The only things stronger than images are face to face contact and direct engagement in doing the campaign.

Campaigns make news when they create change, make a difference, or threaten to do so.



Successful Campaigns

ACT UP

The story of the brave young men and women who **successfully reversed the tide of an epidemic, demanded the attention of a fearful nation and stopped AIDS from becoming a death sentence.** The powerful story of their fight is a classic tale of empowerment and activism that has since inspired movements for change in everything from breast cancer research to Occupy Wall Street. Their story stands as a powerful inspiration to future generations, a road map, and a call to arms. This is how you change the world.

Elements that were used:

strong emotion (anger), lots of flashy shots, personal stories.



It Gets Better

Project's mission is to communicate to lesbian, gay, bisexual and transgender youth around the world that it gets better, and to create and inspire the changes needed to make it better for them. Many young people face daily tormenting and bullying, leading them to feel like they have nowhere to turn. This is especially true for LGBT kids and teens, who often hide their sexuality for fear of bullying. Without other openly gay adults and mentors in their lives, they can't imagine what their future may hold. In many instances, gay and lesbian adolescents are taunted — even tortured — simply for being themselves. The It Gets Better Project wants to remind teenagers in the LGBT community that they are not alone — and it WILL get better.

Elements that were used:
personal stories



While the vast majority of Americans consider themselves unprejudiced, many of us unintentionally make snap judgments about people based on what we see—whether it's race, age, gender, religion, sexuality, or disability. The **Love Has No Labels** campaign challenges us to open our eyes to our bias and prejudice and work to stop it in ourselves, our friends, our families, and our colleagues. **The Diversity & Inclusion campaign encourages everyone to reconsider the biases that we don't even realise we have.**

Elements that were used:
moment of surprise, positive message.

Ludovico Einaudi

“Elegy for the Arctic”-(Greenpeace)

Travelling on board the Greenpeace ship Arctic Sunrise on the eve of a significant event for the future of the Arctic: this week’s meeting of the OSPAR Commission, which could secure the first protected area in Arctic international waters.

Elements that were used:

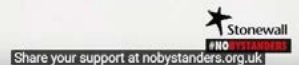
video, clear message at the end of the video, targets to viewers’ emotions, plain background, contrast between the pianist and the icicles



Stonewall was created in order to put an end to bullying, abusive language and discrimination of all kinds. This 60 second film, narrated by Ian McKellen, shows why we need to do just that.

Elements that were used:

video, story with a strong narrative and well-known voice, close ups of people’s faces, diverse characters and situations are depicted

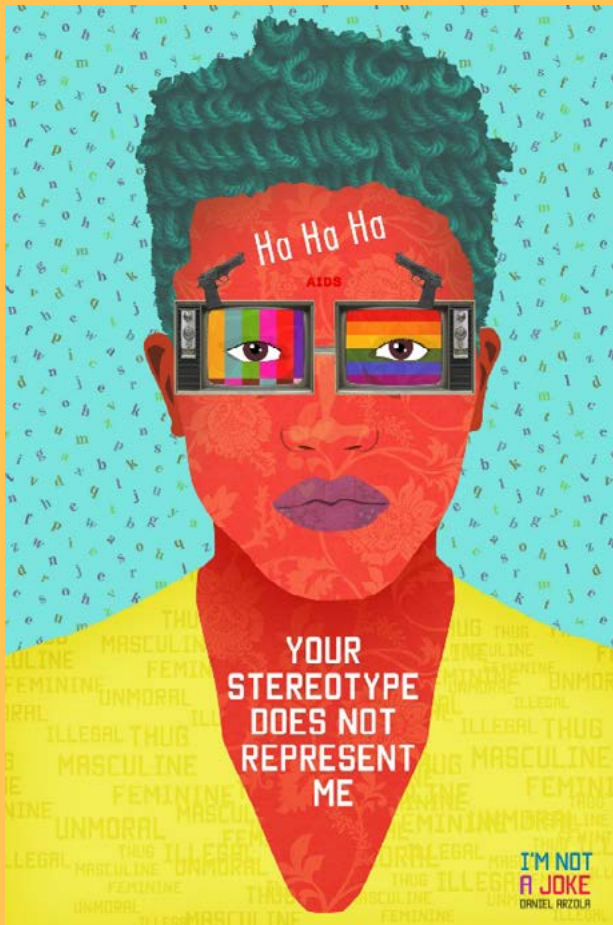


I'm Not a Joke – No soy tu chiste

Started in 2013 with spreading awareness for the LGBTQIA+ community through art and design, created by Daniel Arzola (@Arzola_d) in light of violent acts against the community's spectrum in Venezuela and the world. **The campaign addresses matters dealing with same-sex marriage, gender roles, bullying, and a variety of other current social issues.**

Elements that were used:

illustrated pictures, using the psychology of color to capture the public's eye, creating contrast with colors, clear message



Campaigns Created during the Exchange

GenTreefication

Elements: **video**

The mission is to disband the gender binary for toys and clothing.

Shared on:

[Facebook](#), [Webpage](#), [Instagram](#)



More Colors Many Opportunities

Elements: **video, photos**

MCMO (More Colors Many Opportunities) is a campaign against discrimination of sexual orientation in the job market.

Shared on:

[Facebook](#), [Twitter](#)

Hug a human

Elements: video, pictures, public reaction

Hug a human's aim is to promote diversity in the world, not as a limit but as a value.

Shared on:

[YouTube](#), [Instagram](#)



TeachMe Movement

Elements: video, pictures

This campaign is about raising awareness on LGBTQIA+ topics and exchanging knowledge between people.

Shared on:

[Facebook](#), [YouTube](#), [Instagram](#), [Twitter](#)

Love in your face

Elements: **video, challenge**

Love in your face is about reducing hate in society and spreading love.

Shared on:

[Facebook](#)



Let's talk about it

Elements: **video, petition**

It's a campaign that, through use of a petition, aims to provide the lacking sex-education including LGBTQIA+ related subthemes in middle and high schools.

Shared on:

[Facebook](#), [YouTube](#), [Petition](#)

Gender?

Elements: **posters, pictures, statistics**

Created with the aim to raise awareness on gender expression issues.

Shared on:

[Facebook](#), [Instagram](#), [Tumblr](#)



Share your colors a queer coloring book

Elements: **electronic book, drawings, photos**

This is a free printable coloring book for kids and adults about various gender identities, expressions and concepts within the LGBTQIA + community.

Shared on: [Facebook](#), [Instagram](#)

Photography

in campaigns

“Photography is one of the most impactful forms of visual communication, and, as a result, it represents an important medium to use as a source of data for understanding our world.”

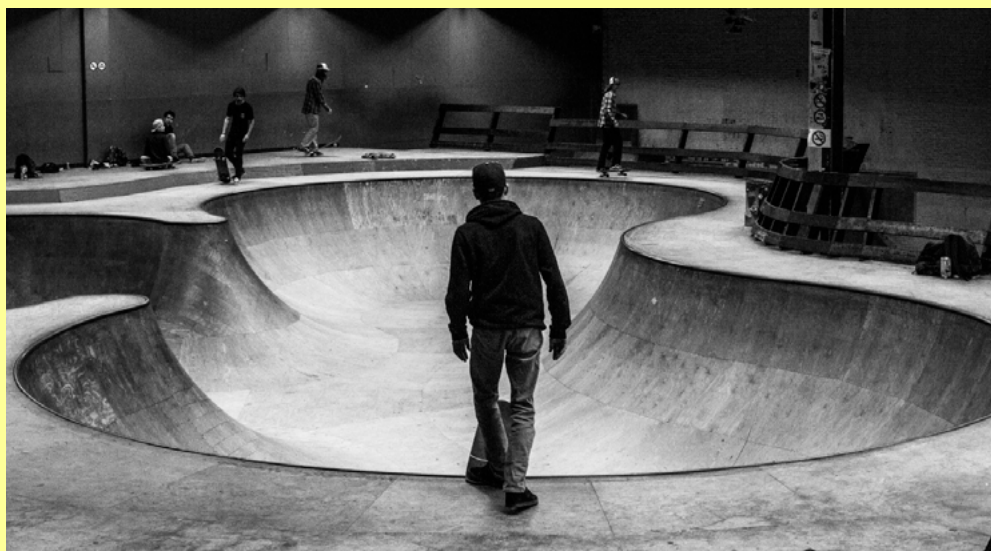
(Claudia Mitchell).

It is a most popular medium in use by the mass media, either digitally or in physical form. More than 300 million photos are uploaded to Facebook every day. Campaigning is all about communicating your value.

Strong composition is crucial to a successful piece of art. It's what will attract a viewer's eye, and what will hold their attention once they take a closer look. It can mean the difference between an action-packed piece of art and a solemn, contemplative one. But how do you make a composition convey the mood you want, and what is it that makes a certain composition successful? There are many rules regarding this.



Strong composition is crucial to a successful piece of art. It's what will attract a viewer's eye.



Basic rules

Rule of thirds

This states that if you divide any composition into thirds, vertically and horizontally, you should place the key elements of your image either along these lines or at the junctions of them. You'll achieve a more pleasing arrangement.

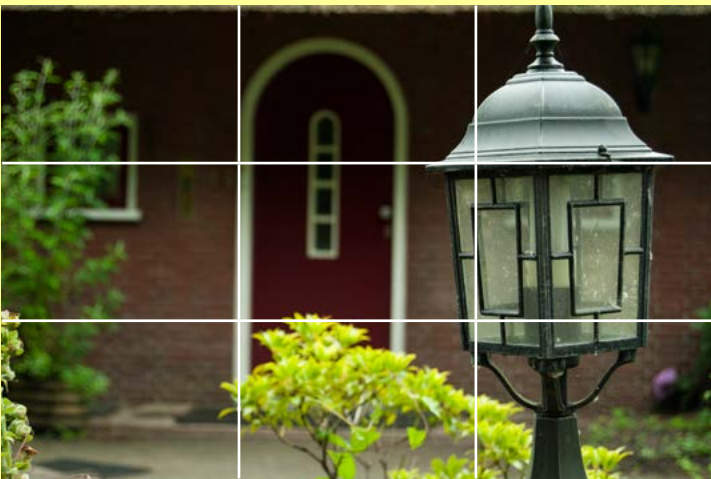
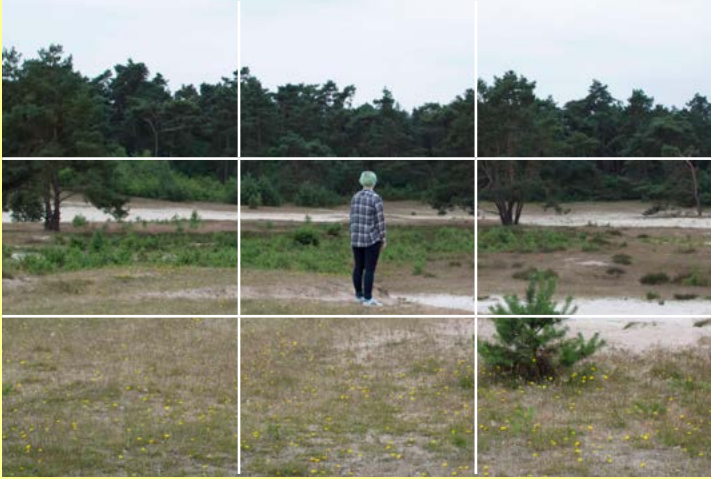
Composition

As mentioned already, 'correct' composition is crucial for a successful piece of art. Composition is the element that makes or breaks the photo. Using the right elements, you can turn the most usual, generic of shots into a masterpiece.

Focus

Focus is the part of the photo where all attention is gathered.

Focusing the frame on the right place can change the whole concept of the photo itself. In order for a camera to create a focused image, it takes light and runs it through a lens, concentrating the rays on the image sensor inside.



A very good example of using these rules successfully, can be seen on the

“Where the children sleep”

campaign, a living narrative with no given ending, to recognize the vulnerable situation of children who have been displaced by war in support of the UN Refugee Agency UNHCR.

The photographs of this campaign really hit the mark of showing the situation of these refugee children, because they portray their emotions with really impressive shots and a good technique of composition and focus.

...a living narrative with no given ending, to recognize the vulnerable situation of children who have been displaced by war...



Video

in campaigns

Pre-production

Basic video-making equipment

Camera

Whether you use a DSLR, a video camera or a simple smartphone, get familiar with your recording device. Even the simplest of cameras have some cool functions you can use. And if not, you can always edit your shots in post-production.

Tip: Unless you're Xavier Dolan, always use landscape mode!

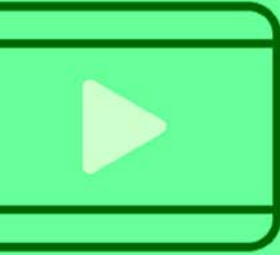
Tripod

A tripod is a three-legged cameraman's best friend. It can make your shots look stable and still. With its mobile parts, you can make panning shots an Academy Award winner would be proud of. It is a necessity if you need to have the same frame for multiple shots. **Tip: Do you need a higher level of mobility? Use a monopod!**

Lights

A shot with bad lighting is like a pool with no water. On a sunny day, you have to worry about your actors looking too pale. Indoors, you can use lamps or industrial lights while avoiding any unwanted shadows. **Tip: A reflector can help you direct light where you need it.**





Microphone

Choosing the right kind of microphone means winning half the battle. For some settings, the built-in microphone will suffice. In windy conditions, use a protected shotgun microphone. Then there's also the lavalier, hand-held and many others.

Tip: Many sounds can be added in post.



Reality check

Every good video-maker needs to make wise choices before shooting. Time of day, outdoors or in, daylight or nighttime, camera placement, location availability, weather conditions and a host of other variables can affect your final product and turn a blockbuster into a cheap flick. **Tip:** You need permission when filming strangers or at a private property.



The more prepared you are in pre-production, the more productive your shooting day will be.



Production

Five tips of a good director

Prepare your camera for the capture. **Focus, focus and then focus a bit more!** Refrain from using zoom while shooting – prepare your zoom beforehand. Consider how the frame and focus will look in the picture depending on where you shoot, the time of day and so on. **Use the golden ratio rule when composing your shots.**



Build your composition properly, avoiding any imbalance between parts of the frame. You can also use the rule-of-thirds gridlines many cameras have.

Build the frame using simple geometric shapes recognizable by the eye – triangle, square, circle, etc. – produced by the subject of the shot.

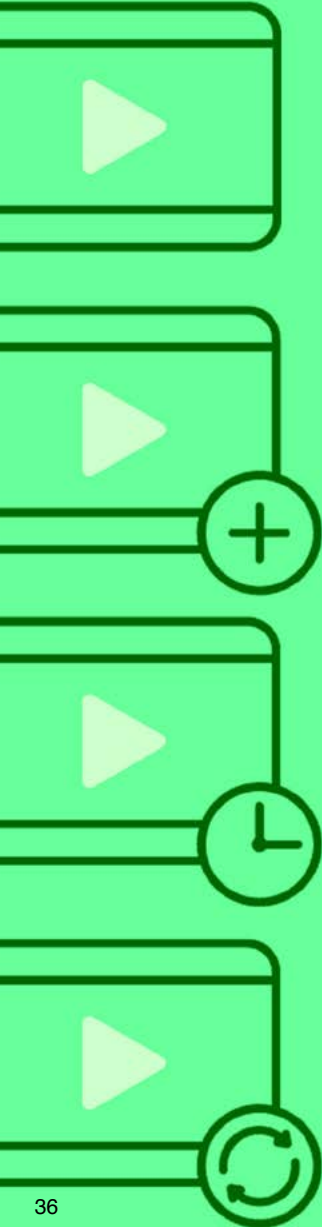
Check your light and sound.

Build the frame using simple geometric shapes...

You don't necessarily have to have the whole person in the frame, but always make sure the bottom border of the frame doesn't cut at the person's joints. **Cut between the hips and the knees, in the belly level or a bit above the breasts.**

Types of shots

There are four types of shots used in videography: **wide, medium, close-up and extreme close-up.** You can convey a very different message based on which shot you use. Most videos start with an establishing shot, through which the spectator can make out where and when your scene unravels. There's also the cutaway shot, usually related to the main action. For example, when shooting a birthday party, you will have a shot of the birthday child blowing out their candles and cutting their cake.



Post-production

Editing

Editing your video is one of the most important and extensive parts because it determines what your video will look like. You can easily use the built-in software in your computer (Microsoft Movie Maker, iMovie) or opt for something more advanced and professional (Adobe Premiere), but make sure your computer's RAM can handle it. Take your time and get to know the editing program. **Tip: There are many tutorials on how to use your editing software online.**

...make sure your computer's RAM can handle editing software...

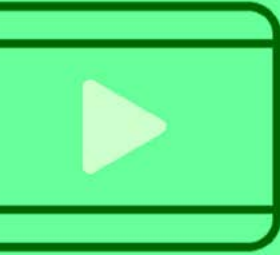
Tips & tricks

Be organized. Name your files properly so that you can always find the clip you are looking for.

Give credit. When using music, make sure that you acknowledge the author or have the necessary rights.

Synchronize. Cut according to the rhythm/beat so that it is eye-pleasing.

Cut out the crap. Trim the beginning and end of your shots so that you get the best out of them.



Save often. You don't want your work to suddenly get lost during a blackout!



Master the J-cut. When editing a dialogue recorded from multiple angles, it looks more natural if you don't cut the video after each person finishes their part, but you switch between them so that you see them listen to each other.



Cut on gestures. Edit your shots so that the beginning of a motion begins in one shot and finishes in the next shot. This way you make the edit invisible.



Keep things moving. The online audience have a very short attention span, so cut often and don't use static shots that are too long.



Step away. It is easy to get desensitized with your video. Take a break and come back to it again later, so that you maintain the sense of audience.



Work on your intro and ending. Create titles or credits if needed. Fading to black at the end of a movie creates a dramatic effect.





Social Media

Social media are the set of networks and interactive platforms with which the online population can perform different tasks.

Some of the most important characteristics of social media are:

- **Informal and easy understanding.**
- **Multilateral ways of communication.**
- **Specific and concrete content and information.**
- **Big target group.**
- **Humor and free speech-content.**
- **Big variety of networks in social media.**

Social media offers a range of products more suited to society than other media tools, and to different demographics in particular. All these platforms are varied with different content and formats to suit all groups.

We can now say that social media content is guided by the following features:

story-telling, personal and political opinion, discussions about taboos, welfare environment and social “phobias”.

Can social media increase productivity and build brand awareness or is it simply a waste of time?

If you are searching for an international friend, you can use social media to communicate with people from all over the world. **You can share, express, interact, receive information quickly and give your own opinions.**

You can spread your knowledge, share your story, your work, your art.

You can give and receive immediate feedback... and of course, you can easily date with people.

Using social media may expose you to forms of inappropriate contact like cyber bullying.

Some people like spreading hate speech, ignorance and non-accurate information.

You can waste your time watching the story-telling of other people without living your own story and you might not even have personal (physical) contact with people. You can be negatively influenced by others.

You can also lose the grip on your own privacy by using social media.

We can say that social media have some advantages but also disadvantages. Use your mind when you use them.

Examples of Social Media



WhatsApp: It allows us to be in contact with the people you want to be in contact with because you can block or delete numbers. Last year, an upgrade that lets you customize the application's security settings was launched. It was quite successful at the time but people stopped using it.



Facebook: Since Mark Zuckerberg created this network in 2004 it hasn't stopped growing. It's a big network where you can share pictures, thoughts, feelings, actions, video's etc. with your friends, family, classmates, colleagues etc. The profile you create is private (apart from the groups and pages that are public/open), unless you decide to also share your posts with people that are not your friends.



Instagram: It is a simple app. You can choose a picture you want with a filter you like and upload it on your profile to show it to your followers, so they'll be able to like it, comment on it and maybe repost it. Your profile can be private but you can also set it as a public one. In the last year Instagram has created some new versions and updates. Now you can post more than one picture in the same frame and create a boomerang so the post can be repeated automatically.



Twitter: Used to be more popular. It is an app that works quickly and it has no censorship settings. This can be the reason of its success. You can write anything you want to. Also, you can film videos, post gifts and send private messages. The network is based on the updating and spreading of topics you're interested in, in all categories.

How to use social media for campaigns and why is it important?

Developing an effective social media campaign isn't easy. But social media campaigns are a crucial component of effective branding and advertising to reach your goals.

Steps to social campaigning:

-Choose your goals and choose the most effective social media platforms depending on them. (Goals must be discrete and measurable. Before a campaign, obtain a baseline measure of your target and track changes in its performance throughout the campaign and beyond. Consider changing the visuals on your various social media profiles to tie them to your campaign)

-Establish a timeline

-Have a clear promotion strategy. Identify channel specific short-term and long-term objectives.

The success of a social media campaign depends on its clarity and its precision. Identify what you are trying to achieve with each social media campaign.

The success of a social media campaign depends on its clarity and its precision.

Goals must be discrete and measurable.

-Know your target audience

The majority of social media users have a Facebook account (the social media network has roughly 1.5 billion users across the globe.) Other social media, for example Twitter, are most popular with

those between the ages of 18 and 29 living in urban and suburban areas. The majority of Pinterest users are females between the ages of 25 and 34.

- Choose a campaign hashtag
- Set up monitoring streams
- Establish your campaign's platform

Focus on fostering customer engagement and getting feedback from users

- ask them to interact with social media posts.

Invite them to ask questions, take polls, provide reviews, enter contests and join mailing lists.

- Social media engagement can be roughly broken down into four broad categories:

- a follower liking your content,
- a follower sharing your content,
- a fan commenting on your content
- a follower tagging you in content.

Proactively engage throughout the campaign - answer and address critique quickly and reinforce positive interactions with personal attention.

-Promote across all social media accounts, even if the campaign is focused on one platform (e.g. Facebook).

-Adapt the look and messaging of your entire online presence to reinforce the campaign. Include campaign branding and language on headers, landing and home pages.

The power of social media

In the last years the use of social media incremented a lot, most young people use a lot of them for different aims, but even the previous generations are interested in it.

But, what is the real power of social media?

One of the most important powers of social media is connecting people. They're also accessible to everyone and easy to use.

They have a big influence and huge impact, and if used well, can influence public opinion. Social media give information in real time, it's a window of the world.

Social media give information in real time, it's a window of the world.

Call for concrete action, you can find events, petitions, jobs on these platforms, with a greater chance of direct response.

You receive immediate feedback and it can be important to understand what people think.

Design

in campaigns

Good design can make or break your message.

No matter what type of visual communication you are working with, following design best practices will help ensure your content is both beautiful and effective.

- **Use no more than five colors** in a single layout. Color should be used sparingly to highlight important information.

- All **fonts should be legible** and appropriate for the communication style.

- Present content in a way that guides readers through in a **logical hierarchy**.

- **Aligning the elements in a layout with each other** will help maintain consistency.

- **Use callouts** sparingly to highlight only key information.

- Keep significant **negative space**. When too much information is in a layout, messaging becomes cluttered and incoherent.

- **Illustration should match tone and subject matter**. Only include if it enhances the content.

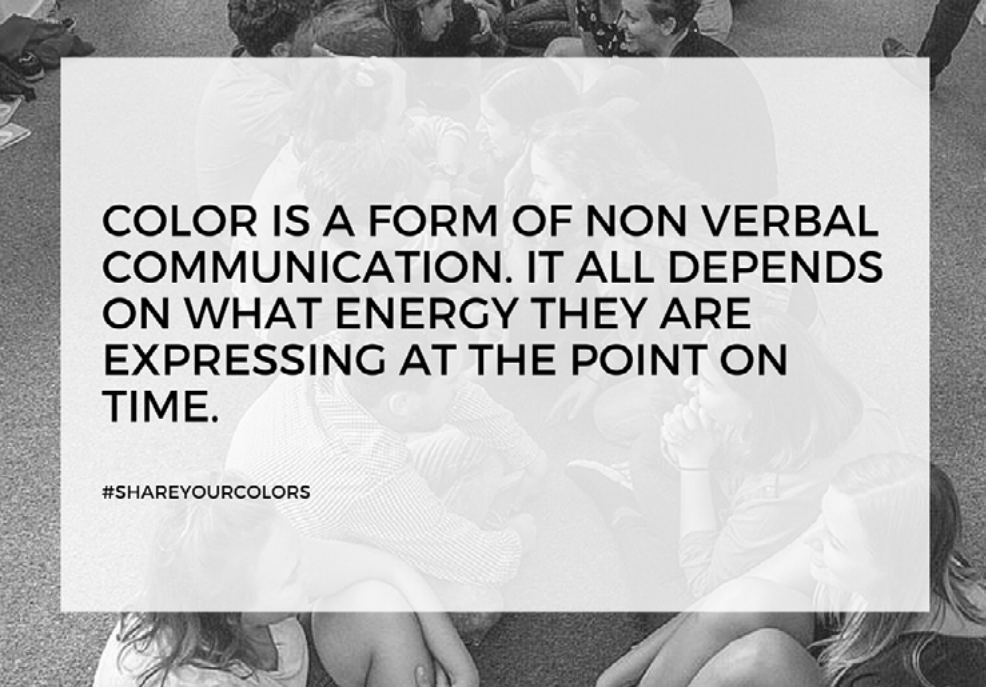
- **Icons should be simple**, easy to understand and universal; they're meant to enhance comprehension, never distract.

- Don't overwhelm the reader with **multiple graphs of single data points** when one combined will suffice.

- The eye can be deceiving: make sure items are appropriately **sized in data visualizations** so as not skew data.

- **Avoid unnecessary design**, included 3d charts, ornamental illustration or extraneous elements.





**COLOR IS A FORM OF NON VERBAL
COMMUNICATION. IT ALL DEPENDS
ON WHAT ENERGY THEY ARE
EXPRESSING AT THE POINT ON
TIME.**

#SHAREYOURCOLORS



**RED IS THE COLOR OF ENERGY,
PASSION, ACTION, AMBITION AND
DETERMINATION. IT IS ALSO THE
COLOR OF ANGER AND SEXUAL
PASSION.**

#ShareYourColors



**ORANGE IS THE COLOR OF SOCIAL
COMMUNICATION AND OPTIMISM,
FROM A NEGATIVE COLOR
MEANING IS ALSO A SIGN OF
PESSIMISM AND SUPERFICIALITY.**

#ShareYourColors



YELLOW IS THE COLOR OF THE MIND AND INTELLECT. IT IS ALSO OPTIMISTIC AND CHEERFUL.

#ShAREyOURcOLORS




GREEN IS THE COLOR OF BALANCE AND GROWTH. IT CAN MEAN BOTH SELF-RELIANCE AS A POSITIVE AND POSSESSIVENESS AS A NEGATIVE.

#ShAREyOURcOLORS



BLUE IS THE COLOR OF TRUST AND PEACE. IT CAN SUGGEST LOYALTY AND INTEGRITY AS WELL AS CONVERSATION AND FRIGIDITY.

#ShareYourColors



MAGENTA IS THE COLOR OF THE IMAGINATION. IT CAN BE CREATIVE AN INDIVIDUAL OR IMMATURE AND IMPRATICAL. IT IS ALSO , SPIRITUAL, ENCOURAGING COMMON SENSE.

#ShareYourColors

To all the creators and contributors of this toolkit, a big thank you and a lot admiration and appreciation on the work and heart that they put into making this.

40 wonderful creators coming from countries all around Europe: Italy, Greece, Bulgaria, Lithuania, Latvia, Czech Republic, Spain and The Netherlands.

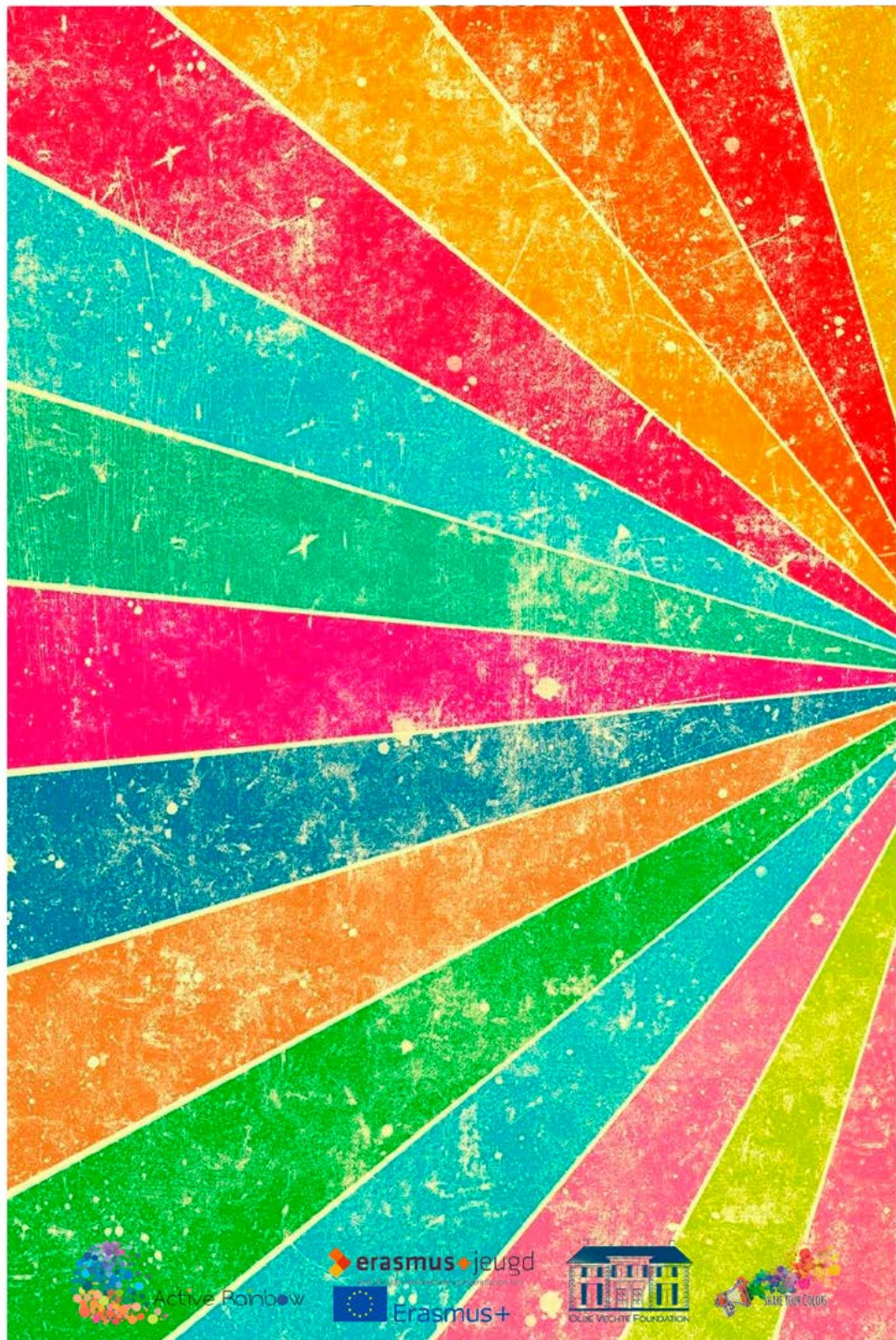
Thank you for actively sharing your colors with each other during the 10 days of the Exchange.

For creating a unique and memorable experience, learning from each other and growing together with love, care and cooperation!

Thank you:

Laura, Anastasija, Arta, Beāte, Katrine, Justė, Modesta, Elen, Karolina, Gabby, Bretislove, Roman, Jana, Michal, Kiko, Lyuba, Katya, Petya, Kossy, Lau, Rei, Inés, Mars, Olga, Afroditi, Andreas, Evie, Ilias, Fede, Claudia, Emma, Nicolo, Keith, Donya, Mirjam, Anniek, Elina, Boris and Aleksandra.





Active Rainbow

 erasmus+ jeugd



Erasmus+



ODETTE WEICHAFT FOUNDATION



SHARE YOUR COLOUR