# PROACT HANDBOOK

OF NON-FORMAL EDUCATIONAL ACTIVITIES

DIGITAL SKILLS AND ACTIVISM

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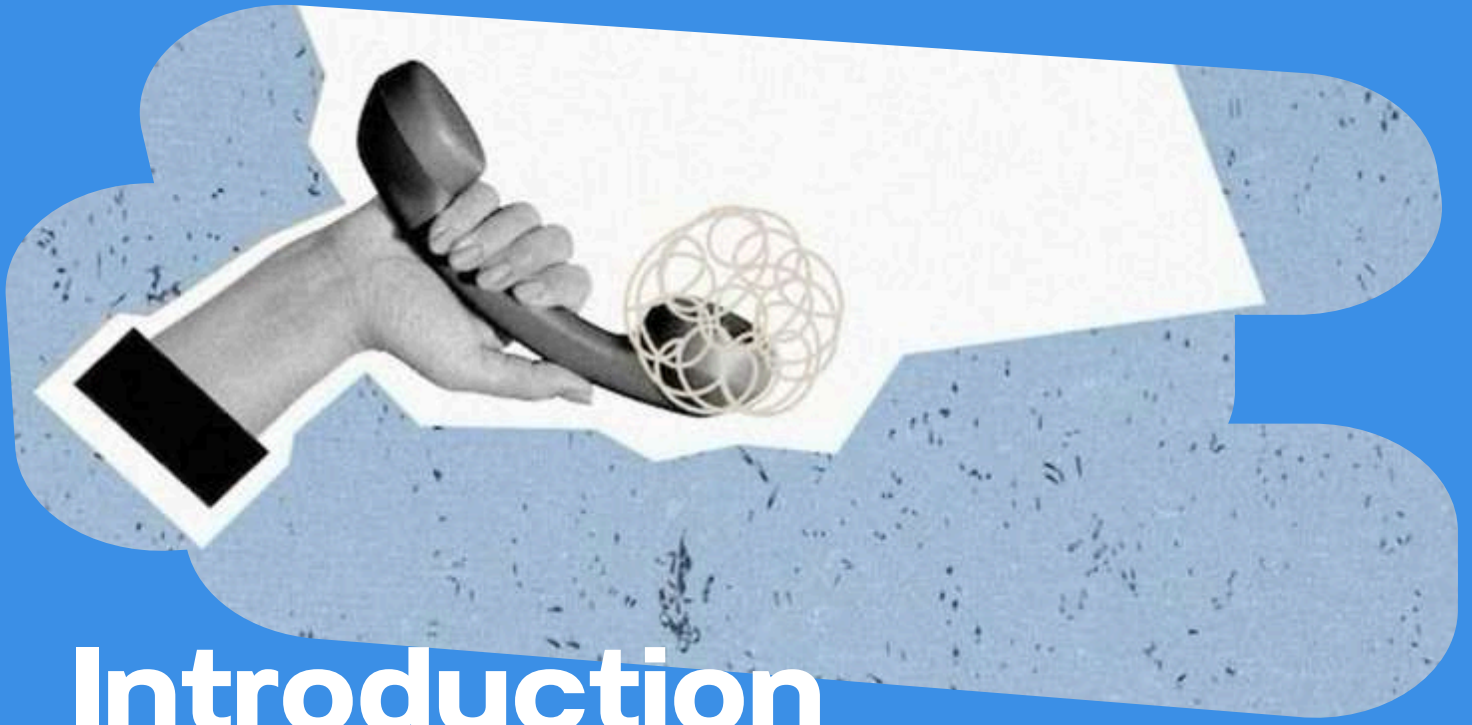
Introduction

The PROACT! Project aims to empower young people and youth workers by enhancing their digital skills and fostering their capacity for digital activism. Rooted in the strategic priorities of the Digital Education Action Plan (2021-2027) and the Inclusion and Diversity Strategy of the Erasmus+ program, PROACT! responds to the growing need for digital literacy and civic engagement among disadvantaged youth.

In today's digital era, the internet and social platforms have become vital spaces for expression, activism, and social change. Young people, especially those from marginalized backgrounds, face numerous societal challenges, including discrimination, unemployment, and social exclusion. Despite their strong motivation to advocate for social justice, many lack the digital tools and skills necessary to amplify their voices effectively. PROACT! addresses this gap by equipping youth workers and young people with essential digital competencies, empowering them to participate in digital civic engagement and lead impactful online campaigns.

The project places a strong emphasis on non-formal education methods, integrating digital storytelling, online campaigns, and interactive workshops to enhance learning outcomes. It also fosters peer collaboration and intercultural dialogue, promoting values of inclusion, tolerance, and diversity through digital activism.

Ultimately, the PROACT! Project aspires to create a more democratic, pluralistic, and fair digital landscape where all young people, regardless of their background, can become active digital citizens and agents of social change.

About This Handbook

This handbook is a practical resource designed to support youth workers and young people participating in the PROACT! Project. It provides both theoretical frameworks and non-formal educational activities focused on digital citizenship and digital activism. The handbook is structured to help participants build essential digital skills, foster critical thinking, and develop creative approaches to online advocacy. Through its tools, exercises, and best practices, it aims to equip users with the knowledge and confidence needed to create meaningful digital campaigns and advocate for social justice effectively.

The mission of PROACT! is to bridge digital divides by providing youth workers and disadvantaged young people with essential skills for digital advocacy. Through training programs, workshops, and online campaigns, the project fosters competencies in digital storytelling, social media engagement, and online safety, equipping participants with the tools to champion social causes effectively.

The project's approach emphasizes non-formal education methods, encouraging experiential learning, collaboration, and intercultural dialogue. By combining theoretical insights with practical activities, PROACT! not only builds digital competencies but also promotes values such as inclusion, tolerance, and democratic participation.

Additionally, the project recognizes the pivotal role of youth workers as multipliers of knowledge. By enhancing their skills and providing methodological support, PROACT! ensures a sustainable impact as these workers guide young participants in digital advocacy and civic engagement.

Overview of PROACT! and Its Mission

The PROACT! Project is structured into key phases, each designed to build digital competencies and foster digital activism among young people and youth workers. The project unfolds in the following stages:

1. **Preparation Phase:** This phase involves partner collaboration to finalize methodologies, plan activities, and develop educational resources. A kick-off meeting ensures alignment on goals, roles, and timelines.
2. **Training and Capacity Building:** Youth workers participate in training courses focusing on digital tools, digital storytelling, and online activism strategies. These sessions prepare them to guide young participants effectively.
3. **Local Workshops and Digital Campaigns:** Trained youth workers conduct workshops for disadvantaged young people, introducing them to digital activism tools and encouraging them to design and implement online campaigns addressing social issues.
4. **Blended Mobility Experiences:** Young participants engage in cross-border virtual and in-person activities, sharing experiences and collaborating on digital projects that promote inclusion and civic engagement.
5. **Project Outcomes and Dissemination:** The project culminates in the creation of a Digital Knowledge Library and a comprehensive PROACT! Handbook, which you are reading now. Results are shared through events, social platforms, and partner networks to ensure broad outreach.

Digital Literacy and Activism in Youth Empowerment

Digital literacy is a fundamental skill for youth empowerment, enabling young people to participate actively in civic life, promote social justice, and address societal challenges through online platforms. In the digital era, social media, online campaigns, and digital storytelling have become powerful tools for advocacy and social change.

The PROACT! Project recognizes digital literacy as more than technical competence—it encompasses critical thinking, digital safety, and ethical engagement in online spaces. By equipping young people and youth workers with these skills, the project empowers them to use digital tools effectively for activism and advocacy.

Key Areas of Digital Literacy for Activism

- Digital Storytelling: Teaching participants to craft compelling narratives that amplify social causes.
- Social Media Advocacy: Developing strategies for online campaigns and community engagement.
- Fact-Checking and Misinformation Awareness: Building critical thinking skills to identify false information and promote accurate knowledge.
- Online Safety and Digital Rights: Promoting secure and responsible participation in digital activism.

The Impact of Digital Literacy on Youth Empowerment

The Impact of Digital Literacy on Youth Empowerment: Digital literacy transforms youth from passive consumers to active creators and advocates. With the skills to harness digital platforms, they can raise awareness, mobilize communities, and influence policy discussions. Through workshops, blended mobility experiences, and digital campaigns, PROACT! fosters an environment where young people can practice and apply their digital skills for meaningful activism.

By prioritizing digital literacy in youth empowerment, PROACT! aims to create a generation of socially conscious digital advocates who can drive positive change and promote social justice in the digital landscape.

Digital skills play a crucial role in advancing social justice by providing young people with the tools to advocate for equality, inclusion, and human rights. In an increasingly digital world, social media platforms, online campaigns, and digital storytelling have become essential for raising awareness and driving change.

Addressing Social Justice Through Digital Skills

Empowering Advocacy Through Digital Competence

Digital skills play a crucial role in advancing social justice by providing young people with the tools to advocate for equality, inclusion, and human rights. In an increasingly digital world, social media platforms, online campaigns, and digital storytelling have become essential for raising awareness and driving change.

Digital Tools for Social Justice

- **Social Media Campaigns**: Using platforms like Instagram, TikTok, and Twitter to spread messages, organize movements, and engage global audiences.
- **Digital Storytelling**: Crafting compelling narratives through blogs, videos, and podcasts to highlight social issues and personal experiences.
- **Online Petitions and Crowdfunding**: Mobilizing public support and resources for causes that matter.
- **Data Visualization**: Presenting facts and statistics through infographics and interactive media to raise awareness and educate audiences.

Promoting Inclusion and Combating Inequality

Digital skills empower marginalized voices by breaking down geographical and economic barriers. Youth from disadvantaged backgrounds can participate in global conversations, promote tolerance, and challenge discriminatory narratives. The PROACT! Project fosters intercultural dialogue and digital inclusivity, ensuring that every voice is heard.

By integrating digital skills with a commitment to social justice, PROACT! aims to create a generation of digital advocates capable of initiating movements, shaping public opinion, and holding institutions accountable. Through non-formal education, workshops, and blended mobility experiences, participants gain not only technical expertise but also the confidence to use digital tools for meaningful social impact.

Digital Citizenship -
Theoretical Framework

Understanding Digital Citizenship

Digital citizenship refers to the responsible and effective use of digital technologies to engage in society, participate in civic activities, and communicate with others. It encompasses a wide range of skills and behaviors that promote ethical online participation, digital rights awareness, and positive contributions to digital communities

What is Digital Citizenship?
Digital citizenship involves using digital platforms to participate in society while respecting online norms and responsibilities. It includes understanding digital rights, data privacy, and appropriate online behavior. Digital citizens are active, informed participants who use technology to communicate, collaborate, and advocate for causes.

Key Components of Digital Citizenship

✳ **Digital Literacy**
The ability to find, evaluate, and use digital information effectively and responsibly.

✳ **Digital Ethics**
Understanding online behaviour norms, including netiquette and respectful communication.

✳ **Digital Security**
Protecting personal data, using secure passwords, and avoiding cyber threats.

✳ **Digital Rights and Responsibilities**
Understanding one's digital rights, such as freedom of expression, and respecting others' privacy and intellectual property.

The Importance of Digital Citizenship in Activism
Digital citizenship is essential for promoting social justice, combating disinformation, and advocating for human rights. It empowers young people to use digital tools to raise awareness, organize campaigns, and mobilize support for causes. Digital citizenship also promotes critical thinking, helping participants navigate misinformation and engage in constructive dialogue online.

Developing Digital Citizenship Skills Through PROACT!
The PROACT! Project equips participants with the digital skills necessary to be responsible digital citizens and effective digital activists. Through workshops, storytelling activities, and online campaigns, participants learn to engage ethically and impactfully in digital spaces. The project also fosters intercultural dialogue and inclusivity, ensuring participants understand how to navigate digital environments responsibly while advocating for social change.
This chapter establishes a foundation for understanding digital citizenship, highlighting its role in empowering young people to use digital skills for meaningful engagement and activism.

The Role of Digital Rights and Responsibilities in Social Movements

Digital rights and responsibilities are integral to ensuring ethical, inclusive, and effective participation in digital social movements. They define the boundaries of online freedom while promoting a safe and just digital space for activism and civic engagement.

Understanding Digital Rights and Responsibilities
Digital rights encompass freedoms such as access to information, freedom of expression, privacy, and protection from online abuse. These rights empower individuals to participate in digital spaces without fear of censorship or discrimination. Complementing these rights are digital responsibilities —the duty to respect others' rights, verify information before sharing, and engage in online discourse constructively.

Digital Rights as a Catalyst for Social Movements
Digital rights enable activists to harness digital platforms for raising awareness, sharing personal stories, and organizing collective action. Access to social media, open information, and secure digital platforms allows marginalized voices to reach wider audiences and drive social change. Key movements, from climate action campaigns to global human rights protests, have gained momentum through the amplification power of digital platforms.

Responsibilities in Digital Activism
Responsible digital behavior is crucial to maintaining credibility and ethical standards in social movements. Activists should:

✳ **Promote Accurate Information**
Combat misinformation by fact-checking and sharing reliable sources.

✳ **Respect Privacy and Consent**
Safeguard the personal data of contributors and collaborators.

✳ **Uphold Digital Etiquette**
Engage in respectful dialogue, even in contentious debates.

✳ **Report Harmful Content**
Take action against hate speech, harassment, and online abuse.

The PROACT! Project and Digital Advocacy
The PROACT! Project empowers young activists by educating them on digital rights and responsibilities through workshops, simulations, and real-world campaign exercises. Participants learn to harness digital tools ethically, amplify their causes, and foster inclusive online communities. By integrating digital literacy with civic responsibility, PROACT! nurtures a new generation of digital advocates equipped to lead social movements with integrity and impact.

Building Inclusive and Ethical Digital Communities

Creating inclusive and ethical digital communities is essential for fostering respectful, safe, and engaging spaces where diverse voices are heard and valued. In the digital era, online communities serve as platforms for activism, knowledge-sharing, and social change, making their inclusivity and integrity critical to their success.

Principles of Inclusive and Ethical Digital Communities
Inclusive digital communities embrace diversity, promote accessibility, and create safe spaces for dialogue. Ethical communities prioritize transparency, respect, and fairness in online interactions. Together, these principles ensure that digital platforms are open, welcoming, and free from discrimination or harassment.

Promoting Diversity, Equity, and Inclusion
Building inclusivity requires intentional actions, such as:

* **Ensuring Accessibility**
  Providing content that is user-friendly and accessible to people of all abilities.

* **Encouraging Participation**
  Empowering underrepresented voices through inclusive engagement strategies.

* **Moderating Fairly**
  Enforcing clear community guidelines to prevent hate speech, harassment, and discrimination.

Ethical Behavior in Digital Spaces
Ethical digital communities are grounded in values that promote trust and safety. Participants should:

* **Respect Privacy**
  Safeguard personal information and secure digital identities.

* **Promote Constructive Dialogue**
  Engage in meaningful discussions and resolve conflicts respectfully.

* **Credit Original Work**
  Acknowledge sources and creators of digital content.

The PROACT! Project's Role in Fostering Digital Inclusion
The PROACT! Project empowers youth to create and lead ethical digital communities through workshops, simulations, and online collaboration projects. Participants learn to:
* Develop inclusive digital campaigns that advocate for social justice.
* Promote digital literacy that combats misinformation and supports civil discourse.
* Create safe digital spaces that uphold ethical standards and protect community members.

In conclusion, inclusive and ethical digital communities are vital for meaningful digital activism. By fostering these values, the PROACT! Project not only empowers participants to become responsible digital citizens but also helps them create digital spaces that promote equity, respect, and impactful change.

Digital Safety and Online Activism Risks

Digital safety is crucial for activists using online platforms to advocate for social change. As digital activism grows, so do the risks, making it essential for participants to understand potential threats and adopt safe practices.

Understanding Digital Safety in Activism
Digital safety involves protecting personal information, securing online identities, and ensuring privacy while engaging in activism. It includes safeguarding devices, communications, and digital footprints to prevent unauthorized access and cyber-attacks.

Common Risks in Online Activism
- Cyberattacks: Activists may face hacking attempts, data breaches, or phishing scams.
- Doxxing: Public exposure of personal information to harass or intimidate individuals.
- Surveillance: Monitoring of online activities by authorities or organizations.
- Online Harassment: Trolling, hate speech, and targeted attacks designed to silence or intimidate activists.

Best Practices for Digital Safety

- Use Strong Passwords: Implement multi-factor authentication to secure accounts.
- Encrypt Communications: Use secure messaging platforms for sensitive conversations.
- Anonymize Your Presence: Utilize VPNs to protect your location and browsing data.
- Limit Data Sharing: Be mindful of sharing personal details online.
- Back Up Important Data: Store essential files securely to prevent data loss.

How the PROACT! Project Promotes Digital Safety
The PROACT! Project integrates digital safety training into its workshops, ensuring participants can advocate for social causes without compromising their security. Participants learn:
- Strategies to protect their online identities during campaigns.
- Tools for secure communication and data protection.
- Methods for detecting and responding to cyber threats.

In conclusion, digital safety is vital for protecting activists from online threats and enabling them to pursue their causes without fear. Through education and preparedness, the PROACT! Project empowers participants to become resilient and responsible digital advocates.

Digital Literacy – Theoretical Framework

Digital Literacy for Critical Thinking and Online Fact-Checking

Digital literacy plays a key role in fostering critical thinking and enabling individuals to assess information accurately in the digital age. As online misinformation and disinformation spread rapidly, equipping youth with fact-checking skills is essential for responsible digital citizenship and informed activism.

The Importance of Critical Thinking in Digital Spaces

Critical thinking involves analyzing information objectively, questioning sources, and identifying biases. In online environments, it empowers individuals to navigate vast amounts of content, differentiate between facts and opinions, and resist manipulation.

Developing Online Fact-Checking Skills

✳ **Source Verification**
Assessing the credibility of information by identifying trusted sources.

✳ **Reverse Image Searches**
Detecting misleading images through tools like Google Images.

✳ **Cross-Referencing**
Comparing information with multiple reliable sources.

✳ **Identifying Clickbait and Deepfakes**
Recognizing misleading headlines, altered images, and synthetic media.

Combating Misinformation and Disinformation

Misinformation spreads false content unknowingly, while disinformation is the intentional dissemination of false information. Critical thinking helps participants identify and challenge these forms of online manipulation, protecting digital communities from harmful narratives.

The PROACT! Project's Approach to Digital Literacy

The PROACT! Project empowers participants with the tools to think critically and verify online content through workshops, interactive activities, and digital literacy exercises. Participants learn:

- Techniques to assess online information and detect false narratives.
- Strategies for promoting digital literacy within their communities.
- The ethical implications of sharing content online.

In conclusion, digital literacy for critical thinking and fact-checking is vital for building informed, engaged, and responsible digital citizens. By fostering these skills, the PROACT! Project equips youth to navigate digital spaces thoughtfully and advocate for truth in online discourse.

Recognizing Misinformation and Disinformation in Social Media Campaigns

Social media platforms are powerful tools for activism, but they are also fertile grounds for the spread of misinformation and disinformation. Recognizing and addressing false content is crucial for digital citizens striving to maintain the integrity of online discussions and campaigns.

Understanding Misinformation vs. Disinformation
- Misinformation: False or misleading information shared without harmful intent.
- Disinformation: Deliberately false content spread to deceive or manipulate audiences. Both forms can rapidly spread on social media, undermining public trust and disrupting activism efforts.

Common Tactics Used in Misinformation Campaigns

✳ **Manipulated Images and Videos**
Assessing the credibility of information by identifying trusted sources.

✳ **Fake News Headlines**
Sensationalized headlines designed to trigger emotional reactions.

✳ **Bot Networks**
Automated accounts that amplify false narratives.

✳ **Conspiracy Theories**
Complex false explanations that often exploit social fears.

Strategies for Identifying and Addressing False Content
- Verify Sources: Check the credibility of websites and authors.
- Use Fact-Checking Tools: Employ platforms like Snopes or FactCheck.org.
- Analyze Context: Investigate timestamps, image origins, and supporting evidence.
- Question Emotional Appeals: Be wary of content designed to provoke outrage or fear.

How the PROACT! Project Tackles Misinformation
The PROACT! Project trains participants to identify and counter misinformation through hands-on workshops and real-world simulations. Participants learn:
- Practical methods for fact-checking social media posts.
- Techniques for debunking false narratives within their digital communities.
- The importance of ethical digital engagement to prevent the spread of harmful content.

By fostering awareness and digital literacy, the PROACT! Project empowers young activists to protect online spaces from misinformation, ensuring their campaigns are built on truth, trust, and integrity.

Promoting Evidence-Based Campaigning

Evidence-based campaigning ensures that social advocacy efforts are grounded in facts, research, and credible information. It strengthens the impact of digital activism by building public trust, countering false narratives, and driving meaningful change.

Importance of Evidence-Based Campaigning
- Credibility: Campaigns backed by reliable data enhance their authority and legitimacy.
- Impact: Fact-driven advocacy appeals to broader audiences and influences policymakers.
- Accountability: Promoting transparency and accuracy helps maintain public trust.

Key Elements of Evidence-Based Campaigns

❇ **Research and Data Collection**
Gather information from peer-reviewed studies, official reports, and trusted news sources.

❇ **Data Visualization**
Use infographics, videos, and charts to present complex information clearly.

❇ **Citations and Sources**
Properly attribute facts and figures to credible sources.

❇ **Expert Collaboration**
Partner with subject matter experts to reinforce campaign messages.

Tools for Evidence-Based Campaigning
- Open Data Platforms: Utilize resources like World Bank, Eurostat, and government databases.
- Fact-Checking Tools: Platforms such as FactCheck.org and PolitiFact to verify claims.
- Survey Tools: Collect firsthand data using digital surveys and polls.

How the PROACT! Project Promotes Evidence-Based Campaigning
The PROACT! Project trains participants to harness digital tools and research methodologies for impactful campaigning. Through workshops and simulations, participants learn to:
- Conduct thorough research: Develop campaigns based on verified information.
- Communicate with clarity: Use storytelling techniques supported by evidence.
- Combat disinformation: Identify and challenge false narratives with facts.

By championing evidence-based practices, the PROACT! Project empowers participants to create campaigns that are credible, persuasive, and socially impactful.

Energizers & Icebreakers

INTRODUCTION TO
ENERGIZERS AND ICEBREAKERS

Energizers and icebreakers are essential tools for youth workers to create a positive, engaging, and inclusive learning environment. They help participants feel comfortable, build trust, and connect with one another, setting the tone for collaboration and active participation. In the context of digital tools, activism, and digital storytelling, these activities play a crucial role in preparing young people to engage fully with complex topics while fostering creativity and teamwork.

Icebreakers are typically used at the beginning of a session to help participants get to know each other, overcome initial shyness, and establish a sense of community. They are particularly valuable in digital settings, where building rapport can be more challenging. Simple games, introductions, and interactive digital tools such as Mentimeter, Jamboard, or Padlet can quickly break down barriers and encourage participation.

Energizers, on the other hand, are designed to reinvigorate participants during longer sessions or between intensive activities. They are quick, playful exercises that boost energy, sharpen focus, and stimulate creativity. Whether conducted online or onsite, energizers can include movement-based games, quick competitions, or creative digital activities like bingo, quizzes, or word clouds.

In this section, you will find a selection of online and onsite icebreakers and energizers, each with detailed instructions, objectives, and outcomes. These activities are adaptable, making them suitable for a wide range of group sizes and learning environments. They are also designed to be inclusive, ensuring that every participant feels welcomed and engaged from the start.

By incorporating these energizers and icebreakers into your workshops or training sessions, you will:

- Build a sense of community among participants.
- Encourage teamwork and active participation.
- Create a supportive and positive learning atmosphere.
- Prepare participants to engage in deeper discussions and digital activism activities.

Together, these activities are more than just warm-ups—they are foundational tools that foster collaboration, inspire creativity, and set the stage for impactful learning experiences.

ONLINE

The online icebreakers and energizers used in the PROACT! project were designed to create a welcoming and engaging virtual environment. These activities aimed to help participants get to know each other, build rapport, and set a positive tone for learning. Focused on breaking the initial barriers of virtual interaction, these icebreakers fostered connection and collaboration while energizing participants for the sessions that followed.

Two Truths and a Lie

DESCRIPTION
Participants share two truths and one lie about themselves, and the group guesses which is false.

OBJECTIVES
- Build trust and rapport.
- Encourage personal storytelling.

MATERIALS NEEDED
None.

Emoji Mood Check

DESCRIPTION
Participants use emojis to express their current mood and explain their choices.

OBJECTIVES
- Promote self-expression.
- Foster a relaxed atmosphere.

MATERIALS NEEDED
Mentimeter or chat box

Digital Activist Bingo

DESCRIPTION
A virtual bingo game designed to break the ice and share digital activism experiences. Participants receive bingo cards with digital activism-related actions and share their experiences when achieving bingo.

OBJECTIVES
- Promote sharing of digital activism experiences.
- Create a comfortable virtual environment.
- Encourage reflection on personal contributions to digital advocacy.

MATERIALS NEEDED
Virtual bingo cards with questions like the following:
- Organized an online petition
- Participated in a digital campaign
- Created a post for a cause on social media
- Used a hashtag for activism
- Signed an online petition
- Shared an educational video about a social issue
- Attended a webinar on digital rights
- Collaborated with someone from another country on a project
- Learned how to fact-check online content
- Donated to an online fundraiser

Three Pics - Three Things

Participants share three photos that represent them and share the stories behind them.

OBJECTIVES

- Promote self-expression and digital creativity.
- Create connections through storytelling.

MATERIALS NEEDED

Digital photo-sharing tools

Digital Life Timeline

DESCRIPTION

Participants collaboratively create a digital timeline where they add key life events, experiences, or memorable moments using an online whiteboard or timeline tool.

OBJECTIVES

- Encourage sharing of personal milestones and experiences
- Foster connection and understanding among participants
- Highlight the impact of digital experiences on personal growth

MATERIALS NEEDED

Online whiteboard or digital timeline tool (e.g., Miro, Padlet)

ONSITE

The onsite icebreakers and energizers were instrumental in establishing a comfortable and interactive atmosphere during the in-person sessions of the PROACT! project. These activities were designed to promote team bonding, spark creativity, and energize participants for the day's workshops. By encouraging movement, laughter, and dialogue, these icebreakers set the stage for meaningful peer interactions and a collaborative learning environment.

Cybersecurity Bingo

DESCRIPTION

Participants find peers who use different cybersecurity tools and mark their names on their bingo cards at the right place.

OBJECTIVES

- Introduce digital security concepts
- Promote participant interaction

MATERIALS NEEDED

Bingo cards with questions like the following:
- Uses two-factor authentication (2FA)
- Has a strong, unique password for every account
- Uses a password manager
- Has installed antivirus software
- Has identified a phishing attempt before clicking
- Regularly updates their device software
- Uses a VPN for public Wi-Fi
- Has enabled biometric security (e.g., fingerprint or face ID)
- Has backed up important data recently
- Has taken an online course about cybersecurity
- Objectives:
- Introduce essential digital security concepts
- Encourage sharing and learning through discussion

Sticky Notes Digital-Themed Icebreaker

DESCRIPTION

Participants answer digital-themed questions on sticky notes and share with the group.

OBJECTIVES

- Promote creativity and sharing
- Foster comfort in group discussion

MATERIALS NEEDED

Sticky notes, markers
Optional questions:
- What is your favorite social media platform and why?
- Share one digital tool you can't live without.
- Name a digital skill you'd like to learn.
- Describe your most memorable online experience.
- What online platform do you use to learn new skills?

ONSITE

An Adjective to my Name

DESCRIPTION

Participants gather in a circle and take turns introducing themselves using an adjective that starts with the same letter as their name (e.g., Joyful John). After introducing themselves, they perform a simple movement. Each participant must repeat the names and adjectives of those who went before them, adding a memory challenge to the game.

OBJECTIVES

- Facilitate introductions and group bonding.
- Improve memory recall and group cohesion.

MATERIALS NEEDED

None.

Toilet Paper

DESCRIPTION

Participants are asked to take a few squares of toilet paper without knowing why. After everyone has their squares, they must share one fact about themselves for each square they took.

OBJECTIVES

- Encourage sharing in a fun and light-hearted way.
- Break down barriers and promote group connection.

MATERIALS NEEDED

Toilet paper roll

Speed Dating

DESCRIPTION

Participants pair up and have short, timed conversations on topics provided by the facilitator. Topics rotate with each round, and participants switch partners for each new topic.

OBJECTIVES

- Facilitate personal connections and quick relationship-building.
- Encourage active listening and conversational skills..

MATERIALS NEEDED

Chairs, topic cards

Chair Game

DESCRIPTION

Participants form a circle with chairs, leaving one person standing in the middle. The person in the middle makes a statement (e.g., "Switch seats if you like coffee"), and everyone for whom the statement applies must change seats. The last person without a seat becomes the next to pose a statement.

OBJECTIVES

- Build rapport and encourage sharing of experiences.
- Promote active listening and quick reflexes.

MATERIALS NEEDED

Chairs arranged in a circle

Human Rock Paper Scissors

Participants split into two teams. Each team collectively decides whether to act as rock, paper, or scissors, using body movements to represent their choice. Teams face off, and the winning team chases the other to tag as many members as possible.

OBJECTIVES

- Energize participants with movement and teamwork.
- Promote group strategy and collaboration.

MATERIALS NEEDED

None

Duck, Duck, Goose!

DESCRIPTION

A classic game where participants sit in a circle, and one person walks around tapping others' heads, saying "duck" until they select someone by saying "goose." The chosen person chases the tapper around the circle, trying to tag them before they reach the empty seat.

OBJECTIVES

- Boost group energy and encourage playful interaction.
- Promote reflexes and friendly competition.

MATERIALS NEEDED

None

One Word Story

DESCRIPTION

Participants form a circle and collaboratively create a story, with each participant adding one word in turn. The story continues around the circle, building unpredictably with each addition.

OBJECTIVES

- Foster group creativity and collective storytelling.
- Encourage listening and quick thinking.

MATERIALS NEEDED

None

Activities & Methodologies
DIGITAL TOOLS and SKILLS

INTRODUCTION TO DIGITAL TOOLS AND SKILLS

This chapter presents a collection of activities and methodologies designed to help youth workers engage and empower young people using digital tools and skills. Developed through the PROACT! Project, these activities combine non-formal education methods with digital platforms to support youth workers in fostering creativity, collaboration, and digital literacy among young participants.

The tools and methodologies included in this chapter are practical, adaptable, and designed to address key themes in digital activism, such as social media engagement, digital storytelling, cybersecurity, and online campaigning. Each activity offers opportunities for young people to build digital competencies while reflecting on social issues that matter to them.

Through online and onsite activities, youth workers can help young people:

- Explore Digital Tools: Use platforms like Canva for content creation, Miro for collaboration, and Mentimeter for interactive discussions.
- Develop Digital Skills: Practice digital storytelling, campaign planning, and content creation for social impact.
- Promote Active Participation: Engage in group discussions, role-plays, and digital campaigns to amplify their voices on social issues.

The online activities are designed to connect young people virtually, encouraging digital collaboration across borders, while the onsite activities foster teamwork, creativity, and hands-on learning. Each activity is structured with clear objectives, instructions, and outcomes, making them easy for youth workers to implement in their workshops, training sessions, or local youth programs.

This chapter aims to equip youth workers with practical tools and creative methods to engage young people in meaningful digital activism, empowering them to become changemakers in their communities and beyond. The following pages provide detailed descriptions of each activity, offering a comprehensive guide to using digital tools to inspire, educate, and activate youth.
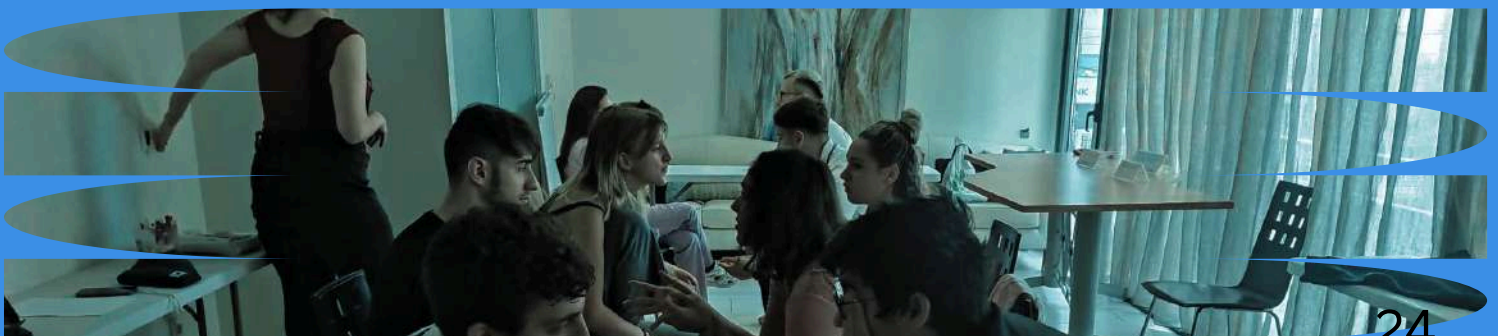
ONLINE

The online activities implemented during the PROACT! project were designed to foster digital engagement and collaborative learning in a virtual setting. These activities focused on using digital tools for self-expression, interactive discussions, and teamwork. By blending technology with participatory methods, participants gained practical experience with digital platforms while building valuable skills for online activism and creative collaboration.

Digital Presentation of Each Participant

Description
- Introduction (5 minutes): The facilitator welcomes participants and explains the activity's goal: to introduce themselves using digital tools.
- Preparation (10 minutes): Participants are provided time to create digital profiles using Padlet, PowerPoint, or brief video clips.
- Presentations (20 minutes): Each participant shares their profile, providing a brief explanation of their content.
- Discussion and Feedback (5 minutes): The group discusses highlights and shares constructive feedback.

Objectives
- Foster digital self-expression and creativity.
- Encourage familiarity with digital presentation tools.

Materials needed
Padlet, PowerPoint, Zoom screen share

ONLINE

Mentimeter Interactive Activity

Description

- Introduction (5 minutes): The facilitator introduces the activity, explaining the purpose of using Mentimeter for live polling and interaction.
- Live Polling (15 minutes): Participants engage in real-time polls consisting of multiple-choice and open-ended questions on digital activism. Responses are displayed live to encourage reflection.
- Breakout Discussions (10 minutes): Participants are divided into breakout rooms to discuss their responses and share insights on digital activism topics.
- Group Sharing (5 minutes): Breakout groups return to the main session and share key takeaways. The facilitator highlights trends observed from the polling results.

Objectives

- Foster digital self-expression and creativity.
- Encourage familiarity with digital presentation tools.

Materials needed

Padlet, PowerPoint, Zoom screen share, Questions for Mentimeter:

- Multiple-Choice: What is your main source of digital news? (Options: Social media, News websites, Blogs, Podcasts)
- Word Cloud: What one word comes to mind when you hear 'Digital Activism'?
- Open-Ended: Share one example of an online campaign that inspired you.
- Ranking: Rank the most important skills for digital activists: (Options: Creativity, Research, Networking, Digital Safety)
- Yes/No: Have you ever participated in an online petition or campaign?

ONLINE

Digital Topics Discussion in Breakout Rooms

Description

- Introduction (5 minutes): The facilitator explains the objective: to discuss digital activism topics and share personal perspectives.
- Topic Assignment (5 minutes): Participants receive one of three topics: 'The Role of Social Media in Activism,' 'Misinformation in Digital Spaces,' or 'Digital Privacy and Online Rights.'
- Breakout Group Discussions (15 minutes): Participants are divided into small breakout rooms to discuss their assigned topic. A group leader is chosen to guide the conversation and take notes.
- Group Sharing (10 minutes): Each breakout group returns to the main room and presents their discussion highlights. The facilitator provides feedback and summarizes trends.
- Conclusion (5 minutes): The facilitator reflects on key themes and thanks participants for their input.

Objectives

- Promote collaborative learning and critical thinking on digital issues.
- Enable participants to share personal experiences and build digital awareness.

Materials needed

Zoom breakout rooms, Google Docs for note-taking, Questions:

- How has social media influenced your understanding of activism?
- Have you encountered misinformation online, and how did you handle it?
- What digital privacy measures do you use when advocating online?

ONSITE

The onsite activities in the PROACT! project were designed to provide hands-on, immersive experiences that combined teamwork, creativity, and digital literacy development. Conducted in an interactive environment, these activities allowed participants to engage deeply with digital concepts, fostering collaboration and practical application of digital tools.

Pantomime Around Digital Tools

Description

1. Introduction (5 minutes): The facilitator outlines the pantomime rules and divides participants into two teams.
2. Game Rounds (20 minutes): Teams take turns acting out digital literacy terms (e.g., 'cybersecurity', 'digital footprint') without speaking.
3. Learning Breaks (10 minutes): After each round, the facilitator displays and explains the term's meaning using a projector.
4. Discussion (5 minutes): Participants share reflections on digital terms learned and their experiences during the game.

Objectives

- Promote teamwork and creative expression.
- Introduce digital literacy concepts through play.

Materials needed
Papers with terms, projector

Description

1. Introduction (5 minutes): The facilitator introduces the activity and explains its focus on digital branding and online influence.
2. Persona Creation (15 minutes): Participants form teams and create an online influencer persona, choosing their niche (e.g., lifestyle, fitness, or technology). Teams use Canva to design digital profiles for their influencer, including a bio, profile image, and sample posts.
3. Collaborative Content Creation (15 minutes): Teams produce a short digital campaign with mock posts, stories, and hashtags reflecting their influencer's style.
4. Brand Partnership Simulation (10 minutes): Teams simulate a collaboration with a fictional brand, creating sponsored content to promote a product.
5. Presentations (10 minutes): Each team presents their digital campaign and influencer persona to the group.
6. Group Discussion and Feedback (5 minutes): Participants share their thoughts on digital influence and marketing strategies, with the facilitator summarizing lessons learned.

Objectives

- Develop creative thinking and digital content creation skills.
- Increase awareness of marketing and branding concepts.

Materials needed
Canva, projector
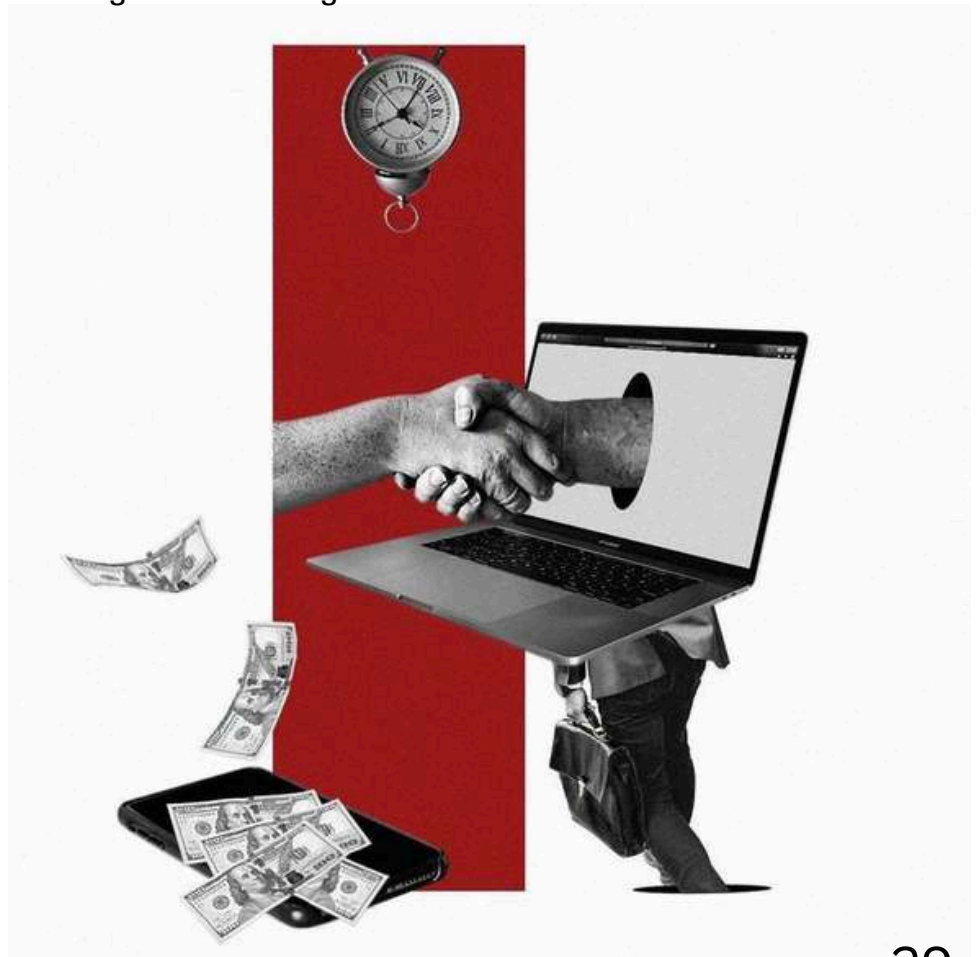
Race for Safety

Description

1. Introduction (5 minutes): The facilitator introduces the topic of digital security and outlines the rules for the activity. Teams will compete to create a mindmap of digital security concepts.
2. Idea Brainstorming (10 minutes): Participants form teams and list as many digital security practices as possible (e.g., strong passwords, two-factor authentication, safe browsing habits).
3. Mindmap Creation (15 minutes): Each team creates a mindmap, organizing their ideas into categories such as 'Account Protection,' 'Secure Communication,' and 'Threat Awareness.' Teams use large posters or digital whiteboards to illustrate their concepts.
4. Poster Presentation (10 minutes): Teams present their mindmaps to the group, explaining their categories and key points.
5. Discussion and Reflection (5 minutes): The facilitator provides feedback, highlights important digital security practices, and encourages participants to share personal experiences.

Objectives

- Raise awareness of digital safety practices.
- Foster teamwork and knowledge-sharing through collaborative learning.

Materials needed

Large posters, markers, or digital whiteboard tools
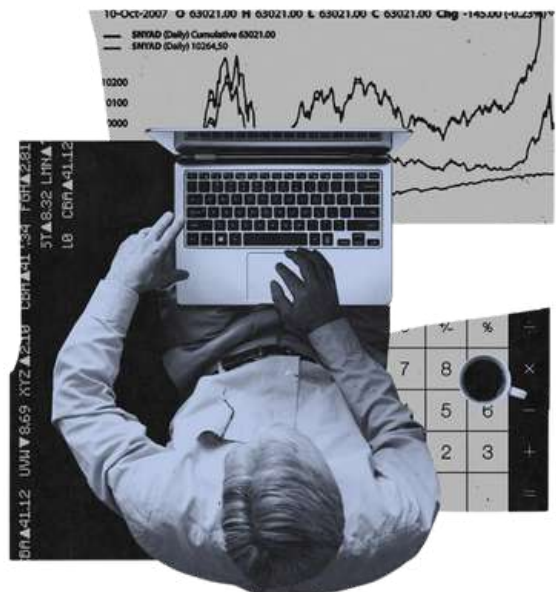
Description

1. Introduction (5 minutes): The facilitator introduces the topic: digital transformation and its societal impact.
2. Research Phase (10 minutes): Participants conduct brief online research on digital trends in Europe, using reliable sources.
3. Article Writing (20 minutes): Participants write an article titled "How the Modern European Experiences Digital Transformation" using WordPress or Google Docs. They are encouraged to structure their articles with an introduction, body, and conclusion, including examples or case studies.
4. Peer Review (10 minutes): Participants pair up to read and provide feedback on each other's articles.
5. Presentation and Discussion (10 minutes): Volunteers share their articles with the group. The facilitator highlights themes, common insights, and trends.

Objectives

- Develop research and digital publishing skills.
- Foster analytical thinking on digital transformation trends.

Materials needed
WordPress, Google Docs, projector

Digital Scavenger Hunt: The Activist Edition

Description

1. Introduction (5 minutes): The facilitator explains the concept of a digital scavenger hunt and the theme: digital activism. Teams will complete tasks involving digital tools and real-world exploration.
2. Task Briefing (10 minutes): Teams receive a list of tasks to complete, such as finding examples of activism online, editing a photo with a message, or decoding a QR code linking to a social campaign.
3. Scavenger Hunt (20 minutes): Participants complete the tasks, documenting their progress using mobile devices (photos, screenshots, etc.).
4. Creative Sharing (10 minutes): Each team presents their completed tasks and explains the message or relevance behind their findings.
5. Discussion and Reflection (5 minutes): The facilitator leads a discussion on how digital tools can be used creatively and responsibly in activism.

Objectives
- Build digital literacy and teamwork.
- Explore real-world applications of digital tools for activism.

Materials needed
List of scavenger hunt tasks, mobile devices with internet access, QR codes (optional), projector for sharing results.

Scavenger Hunt Tasks
1. Spot the Change-Maker
2. Find a recent social media post (e.g., from Instagram or X) by a youth activist or NGO in your country. Take a screenshot and write down the cause they're advocating for.
3. Create a Visual Message
4. Take a photo around the venue or outside that symbolizes a social issue (e.g., equality, environment, mental health). Use a mobile app like Canva to add a caption or call-to-action.
5. Decode the Digital Trail
6. Scan a QR code placed around the room (prepared by the facilitator) that leads to a short online article or campaign. Summarize the main idea in 1–2 sentences.
7. Hashtag Hunt
8. Find and list 3 trending hashtags related to social justice or activism. Explain what each one represents and who is using it.
9. Digital Allies
10. Record a short video (max 30 seconds) of a teammate explaining why digital tools are important for making a difference. Bonus: include a creative visual element in the background.

Campaign-in-a-Day Challenge

Description

1. Introduction (5 minutes): The facilitator introduces the concept of digital campaigns and the challenge: create a mini campaign for a chosen social issue.
2. Team Formation & Brainstorming (10 minutes): Participants form groups and choose or are assigned a cause (e.g., climate change, gender equality). They brainstorm their campaign goals and message.
3. Campaign Design (15 minutes): Using templates, each team outlines a campaign plan: slogans, key messages, hashtags, and proposed content (e.g., posts, stories, videos).
4. Presentation (10 minutes): Teams pitch their campaigns to the group, highlighting strategy and creativity.
5. Discussion and Reflection (5 minutes): The facilitator offers feedback and encourages reflection on the impact and clarity of digital campaigns.

Objectives
- Teach the basics of digital campaign creation.
- Encourage teamwork and creative planning for social impact.

Materials needed
Campaign planning templates, flipchart paper, markers.

Cybersecurity Role-Play

Description

1. Introduction (5 minutes): The facilitator introduces the topic of online safety and explains the role-play setup: participants will act out real-world digital dilemmas.
2. Scenario Assignment (10 minutes): Groups receive a scenario (e.g., activist account hacked, misinformation spreading, phishing email) and role cards (e.g., platform moderator, hacker, activist).
3. Role-Play Preparation (15 minutes): Groups discuss their scenario, assign roles, and rehearse their role-play, deciding how to respond to the challenge.
4. Role-Play & Presentation (10 minutes): Each group performs their scenario for the rest of the participants.
5. Discussion and Reflection (5 minutes): The facilitator leads a group reflection on the challenges presented, highlighting key lessons in digital safety and ethical choices.

Objectives
- Raise awareness of cybersecurity risks and responses.
- Encourage critical thinking and empathy through role-play.

Materials needed
Printed scenario cards, role cards, props (optional), space for groups to perform.

1. Campaign Title

What's the name of your campaign? Keep it short, catchy, and relevant.

2. Social Issue

What issue are you addressing? (e.g., climate change, online bullying, mental health)

3. Campaign Goal

What do you want to achieve?

[ ] Raise awareness

[ ] Change behavior

[ ] Mobilize action

_____

4. Target Audience

Who are you trying to reach? (e.g., teens, parents, community leaders)

5. Key Message

What's the main message or call-to-action of your campaign?

6. Slogan or Hashtag

Create a short and powerful slogan or hashtag. Make it memorable!

7. Content Ideas

What kind of content will you create?

[ ] Social media posts (image/text)

[ ] Short videos or reels

[ ] Infographics

[ ] Stories or testimonials

[ ] Memes

Other: _____

8. Visual Style

Any colors, symbols, or design ideas for your campaign? Sketch a logo or layout here if you want.

Meme Lab for Social Change

Description
1. Introduction (5 minutes): The facilitator introduces memes as a form of digital storytelling and activism, showing a few examples.
2. Topic Brainstorming (10 minutes): Participants choose a social issue that resonates with them and brainstorm how to communicate it using humor, satire, or impactful visuals.
3. Meme Creation (15 minutes): Participants draw memes on paper or sketch ideas using meme templates. If devices are available, they can use meme generator apps.
4. Gallery Walk & Sharing (10 minutes): All memes are displayed around the room. Participants walk around, view each other's work, and optionally vote on the most creative or powerful meme.
5. Discussion and Reflection (5 minutes): The facilitator wraps up with a discussion on meme culture, shareability, and how humor can spread awareness.

Objectives
- Explore visual storytelling for social impact.
- Promote creativity and digital media literacy.

Materials needed
Paper, markers, meme templates, optional access to meme apps or laptops.

Cybersecurity Role-Play

SCENARIOS

1. "**The Hacked Activist**": A young environmental activist wakes up to find their social media account hacked. The hacker has posted offensive content and deleted important campaign posts. **Roles**: The activist, The hacker, A social media platform moderator, A friend or follower who saw the post, A digital safety expert. **Challenge**: How does the activist respond? Can the team recover the account and reputation?
2. "**The Fake Petition**": A trending petition on climate action is circulating online. Many people are signing it—but it turns out it's fake and harvesting personal information. **Roles**: A youth who shared the petition, A cybersecurity expert, A campaigner who started a real petition, A skeptic friend, A journalist. **Challenge**: How do they verify the petition's authenticity? What steps should be taken to inform others?
3. "**The Phishing Email**": A student receives an email that looks like it's from a popular video platform offering a reward for "activism content"—but it's actually a phishing attempt. **Roles**: The student, The scammer (email sender), A teacher or youth worker, A friend who clicked the link too, An IT expert. **Challenge**: How can they recognize phishing signs? What can they do after clicking?
4. "**Private Group Gone Public**: A private online group for LGBTQ+ youth activists is accidentally made public, exposing members to harassment. **Roles**: Group admin, A vulnerable member, A platform support agent, An online harasser, A digital rights advocate. **Challenge**: What can be done to protect members' safety? What privacy settings need to be reviewed?
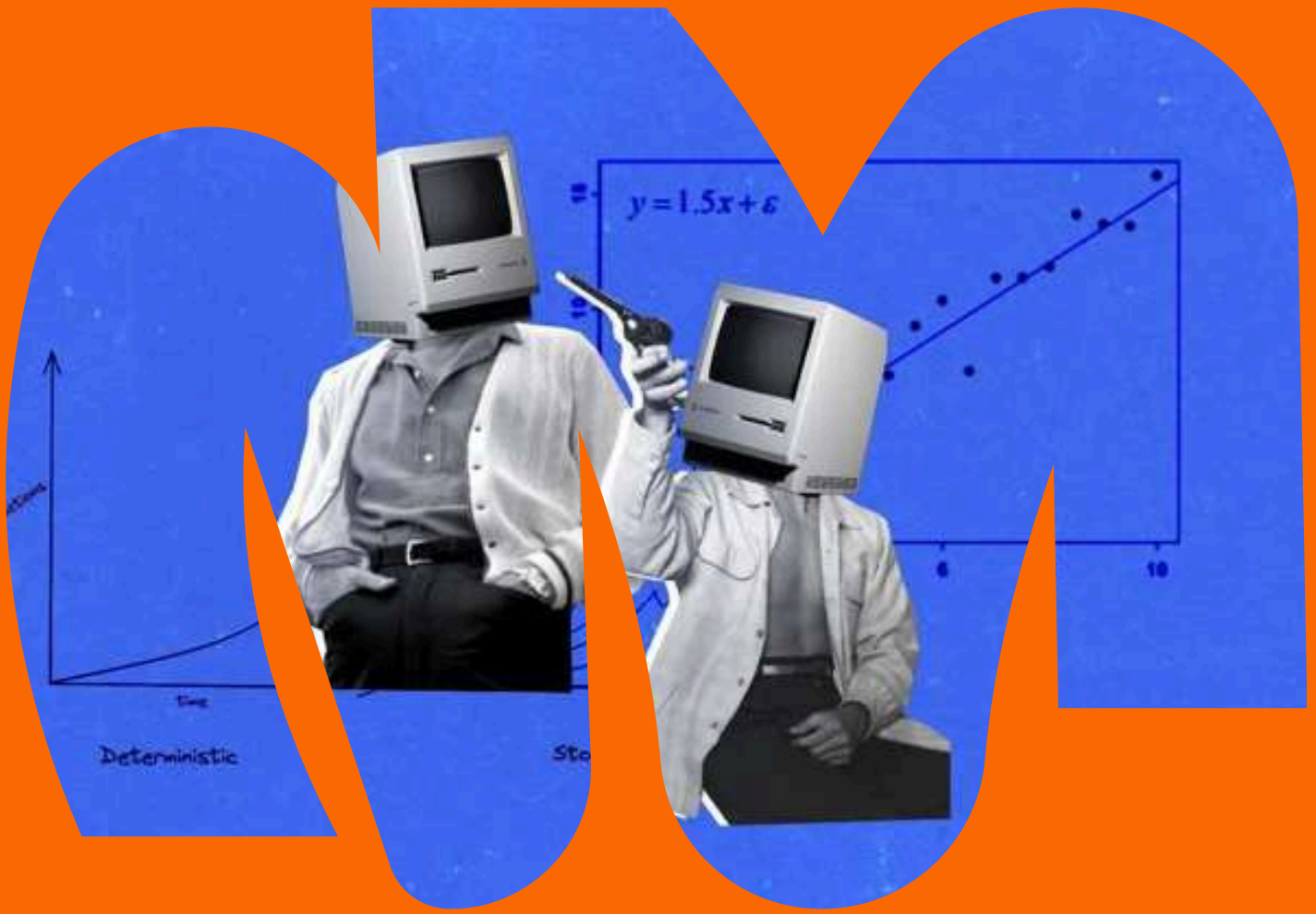
Activities & Methodologies
DIGITAL STORYTELLING

INTRODUCTION TO
DIGITAL STORYTELLING

This chapter introduces digital storytelling as a powerful method for youth workers to engage young people, amplify their voices, and foster digital creativity. Digital storytelling combines multimedia elements such as images, videos, audio, and text to share personal experiences, raise awareness about social issues, and inspire action. Through this method, young people can express their identities, explore societal challenges, and participate in digital activism.

For youth workers, digital storytelling is a versatile tool that can be used in workshops, training programs, and community projects. It not only builds digital skills but also encourages young people to connect their personal experiences with broader social issues. Digital storytelling fosters creativity, collaboration, and critical thinking, while developing essential competencies such as:

- Digital Literacy: Using multimedia tools for content creation.
- Story Structure and Narrative Building: Crafting compelling stories with clear messages.
- Social Media Engagement: Sharing stories to inspire and connect with wider audiences.
- Empathy and Self-Expression: Promoting personal reflection and social awareness.

The activities presented in this chapter are tailored for youth workers to guide young people through the process of creating digital stories, from concept development to sharing their final projects. The chapter includes:

- Online Activities: Collaborative tools such as Canva, Padlet, and Miro for brainstorming, content creation, and digital story sharing.
- Onsite Activities: Group exercises, storyboarding workshops, and hands-on media creation using photos, videos, and audio recordings.

Each activity is structured with clear instructions, learning objectives, and outcomes, ensuring that youth workers can easily integrate them into their programs. Additionally, the chapter provides examples of digital storytelling techniques and explores how they can be used to support social justice campaigns, highlight community voices, and drive digital activism.

This chapter aims to equip youth workers with practical tools and creative methods to help young people become digital storytellers and changemakers, using their voices to address the issues they care about while developing valuable digital skills for their future.

ONLINE

The online activities for the PROACT! project provided participants with interactive digital experiences designed to foster collaboration, creativity, and digital literacy. Each activity combined participatory methods with digital tools to ensure accessibility and engagement, while also promoting self-expression and teamwork.

Digital Storytelling – Group Definition

Description
- Introduction (5 minutes): The facilitator introduces digital storytelling, explaining its role in activism and communication. Key components—such as text, images, audio, and video—are outlined briefly.
- Collaborative Brainstorming (10 minutes): Participants access a Padlet board where they each add sticky notes describing what they believe digital storytelling involves (e.g., "Emotional connection," "Narrative structure," "Multimedia elements").
- Discussion of Contributions (5 minutes): The facilitator reviews the Padlet inputs, clustering similar ideas and highlighting any unique perspectives.
- Group Definition Creation (5 minutes): Participants collectively refine their contributions into a single group definition of digital storytelling, which the facilitator writes on the Padlet board.
- Wrap-up and Takeaways (5 minutes): The facilitator recaps the group's definition, highlighting the collaborative process. Participants are encouraged to reflect on how they might apply digital storytelling techniques in their own projects.

Objectives
- Foster a shared understanding of digital storytelling concepts.
- Encourage collaboration through collective brainstorming.

Materials needed
- Padlet board (shared link)
- Zoom (for online) or Projector (for onsite)

ONLINE

Digital Content Creation - A workshop

Description
- Introduction (5 minutes): The facilitator introduces the workshop's goal: creating short multimedia stories to promote social causes. A brief explanation of digital storytelling elements—such as visuals, text, and audio—is provided.
- Tool Demonstration (10 minutes): Participants receive a walkthrough of Canva or a video creation tool (e.g., InShot, CapCut). The facilitator explains key features, including templates, text overlays, and audio integration.
- Story Concept Development (5 minutes): Participants choose a theme (e.g., climate action, digital rights) and outline their story concept using a short storyboard template shared via Google Docs.
- Content Creation (20 minutes): Participants create their digital stories using Canva or the video tool. The facilitator provides support via Zoom breakout rooms for small-group Q&A and troubleshooting.
- Showcase and Feedback (10 minutes): Participants share their multimedia stories by screen-sharing or posting links in the chat. Peers provide constructive feedback using a "two stars and a wish" format (two positive points and one suggestion for improvement).
- Wrap-up and Reflection (5 minutes): The facilitator summarizes key takeaways and encourages participants to use their stories on social media platforms to promote digital activism causes.

Objectives
- Develop skills in digital content creation using Canva or video tools.
- Encourage creativity and storytelling for social impact.

Materials needed
- Canva (shared template link) or video editing apps (e.g., InShot, CapCut)
- Google Docs for storyboarding

ONLINE

Interactive Debate – Ethics in Digital Activism

Description
- Introduction (5 minutes): The facilitator introduces the topic of ethics in digital activism, highlighting common dilemmas such as misinformation, privacy violations, and digital harassment. Key questions are presented to spark thought.
- Group Division and Roles (5 minutes): Participants are divided into breakout rooms, with each room assigned a debate topic and roles (e.g., Affirmative, Opposition, and Moderator).
- Preparation Phase (10 minutes): Teams discuss their assigned stance, build arguments, and assign speakers. A shared Google Doc or Jamboard is provided for note-taking.
- Debate Rounds (15 minutes): Each group conducts a structured debate with:
- Opening Statements (2 minutes per team)
- Rebuttals (2 minutes per team)
- Open Floor Discussion (5 minutes)
- Group Sharing and Reflection (10 minutes): Breakout rooms return to the main session to summarize their debates. The facilitator leads a discussion, highlighting recurring themes and ethical considerations.
- Wrap-up and Learning Points (5 minutes): The facilitator concludes with key takeaways about ethical practices in digital activism and invites participants to share their personal reflections in the chat.

Objectives
- Foster critical thinking about ethical challenges in digital activism.
- Encourage collaboration and respectful debate in a digital setting.

Materials needed
Zoom breakout rooms, Google Docs or Jamboard for group notes, Presentation slides with debate topics and guiding questions:
- Is it ever acceptable to use shock tactics or graphic imagery in digital activism campaigns to raise awareness for a cause?
- Should digital activists be held accountable for the spread of misinformation, even if their intentions are to promote social justice?
- Does cancel culture on social media help or harm the progress of digital activism?
- Should influencers disclose sponsorships when promoting social causes, or does it undermine the authenticity of their activism?
- Is using personal data to target users with cause-driven campaigns ethical if it increases engagement and support?

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ONLINE

Social Media Challenge – Designing and Sharing Social Justice Posts

Description

- Introduction (5 minutes): The facilitator explains the objective: to create and share social justice-themed social media posts and analyze engagement results. Key principles of effective digital activism—such as messaging, visuals, and hashtags—are introduced with examples of impactful campaigns.
- Theme Selection (5 minutes): Participants form teams and choose a social justice theme from options provided (e.g., climate justice, digital rights, anti-bullying, or gender equality).
- Post Creation (15 minutes): Teams design their social media posts using tools like Canva or Instagram Story templates. Each post must include a caption, a call-to-action (CTA), and relevant hashtags. Teams can create image carousels, infographics, or short videos depending on their skills.
- Post Sharing and Engagement Tracking (10 minutes): Teams share their posts on a designated social media platform or a shared Padlet board. They are encouraged to use the project's hashtag (e.g., #PROACTChallenge) and invite their networks to engage (like, comment, share).
- Results Discussion and Analysis (10 minutes): After a short engagement window, teams review their post performance (likes, comments, and shares). Each team briefly presents their post and engagement outcomes. The facilitator highlights strategies that worked well (e.g., emotional appeals, clear CTAs, hashtag effectiveness).
- Wrap-up and Key Takeaways (5 minutes): The facilitator summarizes lessons learned, such as how messaging and visuals impact online activism effectiveness. Participants reflect on how they could apply these techniques to future campaigns.

Objectives

- Develop skills in creating impactful social justice content for digital platforms.
- Analyze how engagement metrics reflect audience response and campaign effectiveness.

Materials needed

- Canva (for post design)
- Social media platform or Padlet (for sharing)
- Hashtag list for campaign tracking

ONLINE

Collaborative Writing

Description

- Introduction (5 minutes): The facilitator introduces the topic of digital inclusion, explaining its importance in ensuring equal access to technology and online resources. Examples of digital inclusion challenges (e.g., the digital divide, accessibility barriers) are presented. The facilitator outlines the task: to collaboratively write a blog article on digital inclusion using shared Google Docs.
- Group Formation and Topic Assignment (5 minutes): Participants are divided into small groups. Each group selects or is assigned a specific angle on digital inclusion, such as:
- Barriers to Digital Inclusion in Rural Areas
- The Role of Digital Literacy in Inclusion
- How Technology Can Bridge the Digital Divide
- Outline Creation (5 minutes): Groups collaboratively draft an article outline in their shared Google Doc, structuring it with:
- Introduction: Explain why digital inclusion matters
- Main Points: Present key arguments or case studies
- Conclusion: Summarize insights and propose solutions
- Collaborative Writing (15 minutes): Using the shared Google Doc, each group member contributes to different sections of the article simultaneously. The facilitator monitors progress and offers feedback in real time using comments and suggestions.
- Peer Review and Edits (5 minutes): Groups exchange their drafts with another group for peer review. Each group provides feedback using the "Comment" feature in Google Docs, highlighting strengths and areas for improvement. Teams then revise their articles based on the feedback received.
- Group Presentation (5 minutes): Each group shares a brief summary of their article with the whole group. The facilitator highlights recurring themes and noteworthy insights.
- Wrap-up and Reflection (5 minutes): The facilitator closes the session by discussing the importance of collaborative writing in digital activism and how digital tools enable teamwork. Participants are encouraged to share their completed articles on a blog or social platform.

ONLINE

Collaborative Writing

Objectives
- Foster collaborative digital writing skills.
- Deepen understanding of digital inclusion challenges and solutions.

Materials needed
- Google Docs (with shared editing permissions)
- Sample blog templates (optional)

ONSITE

The onsite activities of the PROACT! Project provided participants with hands-on learning experiences that combined teamwork, creativity, and practical digital storytelling skills. These interactive sessions encouraged collaboration, critical thinking, and creative expression through group projects, simulations, and media production challenges. Participants explored digital activism concepts, created multimedia content, and tackled real-world digital advocacy scenarios, all while building essential skills for impactful storytelling and social justice campaigning.

Terms & References Exploration

Description

1. Introduction (5 minutes): The facilitator introduces the concept of digital storytelling through social campaigns, highlighting how brands and organizations use digital media to raise awareness or promote causes. Campaigns such as Dove Reverse Selfie, Bear 71, and Gucci with Savoir Flair are briefly introduced as examples.
2. Campaign Viewing (10 minutes): Participants watch short clips or view examples from selected digital campaigns. Each campaign is presented with guiding questions, such as:
- What message is this campaign trying to convey?
- What emotions does the campaign evoke?
- Which digital storytelling techniques are used (e.g., visuals, narrative, music)?
3. Group Discussion (10 minutes): Participants are divided into small groups, with each group assigned one campaign to analyze in detail. They use a discussion template provided by the facilitator to explore topics such as:
- Campaign theme and social message
- Target audience and impact
- Effectiveness of digital storytelling techniques
4. Group Presentations (10 minutes): Each group presents their campaign analysis to the room, summarizing their key insights. The facilitator encourages feedback from other participants and facilitates a brief discussion on recurring themes or contrasting approaches.
5. Wrap-up and Reflection (5 minutes): The facilitator summarizes the key takeaways, emphasizing how digital storytelling can be a powerful tool for driving social change. Participants are invited to reflect on which techniques they found most effective and how they might apply them in their future digital projects.
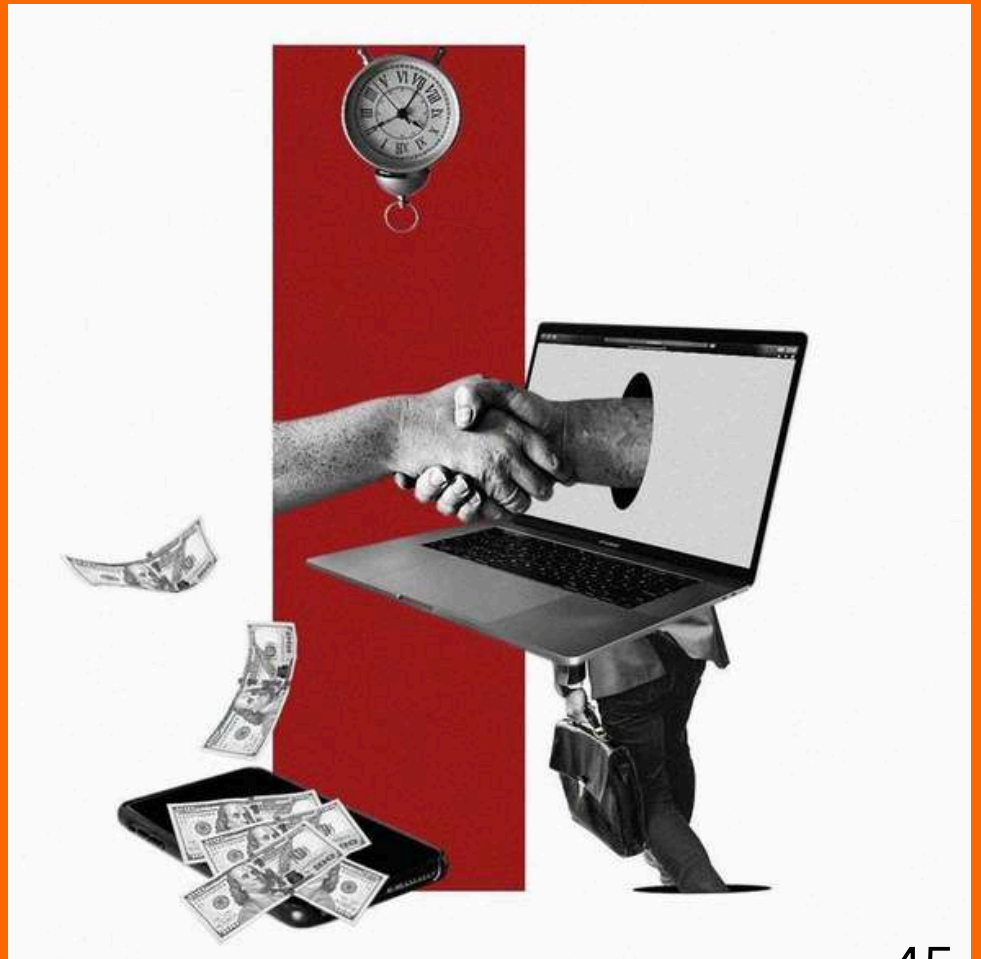
Objectives

- Analyze how digital campaigns use storytelling techniques to raise awareness or promote social issues.
- Develop skills in critical analysis and group collaboration.

Materials needed

- Projector or screen for video presentations
- Campaign video clips (Dove Reverse Selfie, Bear 71, Gucci with Savoir Flair)
- Discussion template (digital or printed)

Creating Storyboards for Digital Campaigns

Description

1. Introduction (5 minutes): The facilitator introduces the concept of story mapping and explains how storyboards help plan digital campaigns. Key elements of a storyboard are briefly explained (e.g., frames, visuals, captions, and narrative flow). An example of a digital campaign storyboard is shown to illustrate the concept.
2. Theme Selection (5 minutes): Teams choose a theme for their campaign from provided topics (e.g., digital inclusion, environmental justice, or online safety). Each team is given a storyboard template to guide their planning.
3. Story Mapping and Brainstorming (15 minutes): Teams use markers and sticky notes to outline their campaign ideas on large sheets of paper. They map out key scenes, messages, and digital storytelling techniques they plan to use (e.g., visual metaphors, hashtags, or call-to-action statements).
4. Storyboard Creation (10 minutes): Teams arrange their sticky notes into a draft storyboard format, adding sketches or notes for each frame. The facilitator moves between groups, offering feedback and suggestions for clarity, creativity, and audience impact.
5. Group Presentations (10 minutes): Each team presents their storyboard to the room, explaining their campaign concept and storytelling choices. Teams describe how their storyboard frames support the campaign's overall message and call to action.
6. Wrap-up and Reflection (5 minutes): The facilitator highlights recurring themes from the storyboards and commends creative approaches. Participants are invited to share what they found challenging or rewarding about the story mapping process.

Objectives

- Develop planning and visual storytelling skills through storyboard creation.
- Foster teamwork and creative expression while designing digital campaigns.

Materials needed

- Large sheets of paper or whiteboards
- Markers and sticky notes
- Storyboard templates (digital or printed)

Creative Media Lab

Description

1. Introduction (5 minutes): The facilitator introduces the Creative Media Lab, explaining its goal: to create short digital stories using multimedia tools. Participants are shown examples of digital stories that combine photos, audio, and video to convey a message.
2. Tool Demonstration (10 minutes): The facilitator provides a brief tutorial on selected digital tools for media creation (e.g., Canva for photo editing, CapCut for video editing, and Audacity for audio recording). Participants are shown key features such as adding text overlays, transitions, and background music.
3. Concept Development (5 minutes): Teams brainstorm their digital story concept based on a theme provided (e.g., A Day in the Life of a Digital Activist, The Impact of Social Media on Society, or Promoting Digital Safety). Each team creates a rough outline of their story with key scenes.
4. Content Creation (20 minutes): Teams produce their digital stories using the tools provided. Participants capture photos, record short video clips, and create voiceovers or background music. The facilitator circulates to assist with technical issues and offer creative feedback.
5. Showcase and Peer Review (10 minutes): Teams present their digital stories to the group via screen sharing or projection. After each presentation, peers provide feedback using the "Two Stars and a Wish" format (two positive comments and one suggestion for improvement).
6. Wrap-up and Reflection (5 minutes): The facilitator summarizes key lessons from the session, highlighting creative techniques and storytelling approaches used by the teams. Participants reflect on their experience and share how they could apply digital storytelling techniques in future projects.

Objectives

- Develop skills in multimedia content creation using photo, audio, and video editing tools.
- Encourage creativity and teamwork through collaborative digital storytelling.

Materials needed

- Canva (photo editing)
- CapCut (video editing) or equivalent tools
- Audacity (audio recording and editing)
- Laptops or tablets with editing software installed

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Role-Play – Digital Advocacy Scenarios

Description

1. Introduction (5 minutes): The facilitator introduces the activity and explains its purpose: to simulate real-life digital advocacy challenges and explore solutions through role-play. Participants are given an overview of common digital conflicts such as misinformation crises, online harassment, and digital censorship.
2. Scenario Assignment (5 minutes): Participants are divided into small groups, and each group receives a digital advocacy scenario to role-play. Scenarios include:
- Misinformation Crisis: A false post about your organization goes viral. How do you respond?
- Online Harassment: A team member is targeted by trolls after a campaign launch. What actions do you take?
- Censorship Challenge: Your campaign hashtag is shadow-banned. How do you address this digitally and publicly?
3. Role Distribution and Preparation (10 minutes): Each group assigns roles such as Advocate, Social Media Manager, Journalist, and Community Member, and spends time preparing their responses and strategies. They can use whiteboards or digital tools to outline their action plans.
4. Role-Play Presentation (10 minutes): Groups act out their digital advocacy scenario for the rest of the participants, demonstrating their responses to the conflict and their strategies for resolution.
5. Group Discussion and Feedback (10 minutes): After each performance, the facilitator leads a brief discussion with the following prompts:
- What did the group do well in their response?
- How effective were their communication strategies?
- What alternative approaches could they have considered?
6. Wrap-up and Reflection (5 minutes): The facilitator summarizes key lessons learned, emphasizing best practices for digital advocacy, such as staying transparent, protecting privacy, and addressing misinformation swiftly. Participants are encouraged to share personal takeaways from their roles.

Objectives
- Develop problem-solving skills in digital conflict resolution.
- Foster teamwork and communication under simulated pressure.

Materials needed
- Printed or digital role-play scenarios
- Whiteboards or flip charts for group strategy notes

Social Impact Poster Design

Description

1. Introduction (5 minutes): The facilitator introduces the challenge: to create impactful posters highlighting digital activism causes. Examples of effective social justice posters are shared, emphasizing design elements such as clear messaging, visual storytelling, and calls to action.

2. Theme Selection (5 minutes): Each team selects or is assigned a digital activism cause (e.g., Climate Change Awareness, Online Safety for Youth, Combating Digital Misinformation, or Promoting Digital Inclusion).

3. Brainstorming and Concept Development (5 minutes): Teams brainstorm ideas and create rough sketches of their posters on paper or whiteboards. They outline their key message, slogan, and target audience.

4. Poster Design (15 minutes): Using markers, colored paper, and sticky notes, teams design their posters. Teams are encouraged to incorporate:

- Strong Visuals: Bold images or symbols representing their cause
- Powerful Messaging: A clear slogan or call to action (e.g., "Think Before You Click" or "Every Voice Counts")
- Hashtags: Relevant hashtags to support digital activism (e.g., #ActNow, #DigitalJustice)

5. Gallery Walk and Presentations (10 minutes): Teams display their posters on the walls for a "gallery walk" where participants view each design. Each team briefly presents their poster, explaining their concept, design choices, and how it encourages social impact.

6. Peer Feedback (5 minutes): Participants use sticky notes to leave feedback on each poster, commenting on strengths and offering suggestions for improvement. The facilitator highlights notable themes and strong campaign elements.

7. Wrap-up and Reflection (5 minutes): The facilitator leads a brief discussion on how visual storytelling can amplify digital activism. Participants share what they learned from the creative process and how they could use similar designs in digital campaigns.

Objectives

- Develop skills in visual storytelling and campaign design for digital activism.
- Promote teamwork and creativity through collaborative poster creation.

Materials needed

- Poster boards or large paper
- Markers, colored pencils, and sticky notes
- Scissors, glue, and magazines for collage elements

Group Reflections on Digital Activism Campaigns

Description

1. Introduction (5 minutes): The facilitator gathers participants in a circle outdoors and introduces the activity's purpose: to reflect on the impact of digital activism campaigns and their experiences during the project. Participants are reminded of campaigns analyzed or created during the workshops.

2. Opening Reflection Prompt (5 minutes): The facilitator poses a broad question to open the discussion and participants are encouraged to share their thoughts one at a time: "What digital activism campaign has inspired you the most, and why?"

3. Guided Reflection Round (10 minutes): The facilitator guides the group through a series of prompts, allowing participants to reflect deeply and engage with each other's experiences. Prompts include:

- "What role do you think digital activism plays in driving real change?"
- "Have you ever participated in or supported a digital campaign? What was your experience?"
- "What digital activism tactics do you find most impactful (e.g., petitions, social media challenges, digital storytelling)?"

4. Pair-and-Share (5 minutes): Participants break into pairs to briefly discuss their responses to a final prompt: "What is one action you would take to promote a cause you care about using digital tools?" Each participant listens actively and shares their partner's idea when they return to the circle.

5. Group Sharing (5 minutes): Pairs return to the full group to share their key insights, creating a collective reflection on digital activism practices and personal commitments.

6. Closing Reflections (5 minutes): The facilitator invites participants to share one word or phrase that captures their feelings after the reflection circle. These responses can be recorded on a whiteboard or digital board (e.g., Mentimeter) to visualize group sentiment.

7. Wrap-up and Takeaways (5 minutes): The facilitator concludes by summarizing key themes from the reflections, such as the power of collective digital action, the importance of authentic storytelling, and the role of empathy in activism. Participants are invited to continue these conversations beyond the session.

Objectives

- Foster group reflection on digital activism's impact and participants' learning experiences.
- Build a sense of community and shared purpose through collective discussion.

Materials needed

- Outdoor space arranged in a circle (e.g., park or courtyard)
- Portable whiteboard or digital tool (e.g., Mentimeter) for closing reflections
- Prompts (digital or printed) for guided discussion

50

Digital Story Showcase

Description

1. Introduction and Setup (5 minutes): The facilitator welcomes participants to the final exhibition and explains the structure of the showcase. Teams are invited to display or present their completed digital storytelling projects, such as videos, blogs, social media campaigns, or posters. The room is arranged with presentation stations or a central screen for digital displays.

2. Project Presentations (15 minutes): Each team presents their digital story, explaining their concept, target audience, storytelling choices, and the digital tools they used. Teams are encouraged to share challenges they encountered and how they overcame them.

3. Peer Feedback Round (10 minutes): After each presentation, peers provide feedback using the "Two Stars and a Wish" format:

- ⭐ Two Stars: Two positive comments highlighting strengths (e.g., impactful visuals, strong messaging)
- 💡 One Wish: One constructive suggestion for improvement (e.g., clearer call to action, improved sound quality)

4. Facilitator Feedback and Highlights (5 minutes): The facilitator provides brief feedback after each presentation, highlighting effective storytelling techniques and innovative digital approaches.

5. Audience Engagement (5 minutes): The audience votes for informal categories such as:

- 🏆 Most Creative Storytelling
- 💙 Most Inspiring Message
- 🚀 Best Use of Digital Tools

6. Votes are collected via sticky notes or digital polls (e.g., Mentimeter or Padlet).

7. Reflection and Group Discussion (5 minutes): Participants gather for a brief reflection led by the facilitator with prompts such as:

- "What was your favorite part of creating your digital story?"
- "What did you learn about digital storytelling through this project?"
- "How would you apply these skills in future digital advocacy campaigns?"

8. Closing Remarks and Certificates (5 minutes): The facilitator delivers a closing speech, celebrating the participants' creativity, teamwork, and learning throughout the project. Participants receive certificates of completion, and group photos are taken to commemorate the event.

Digital Story Showcase

Objectives
- Showcase participants' digital storytelling projects and celebrate their creativity.
- Provide an opportunity for peer-to-peer learning through constructive feedback.

Materials needed
- Projector or large screen for digital presentations
- Laptops or devices for sharing multimedia projects
- Sticky notes or a digital polling tool for voting
- Certificates of completion
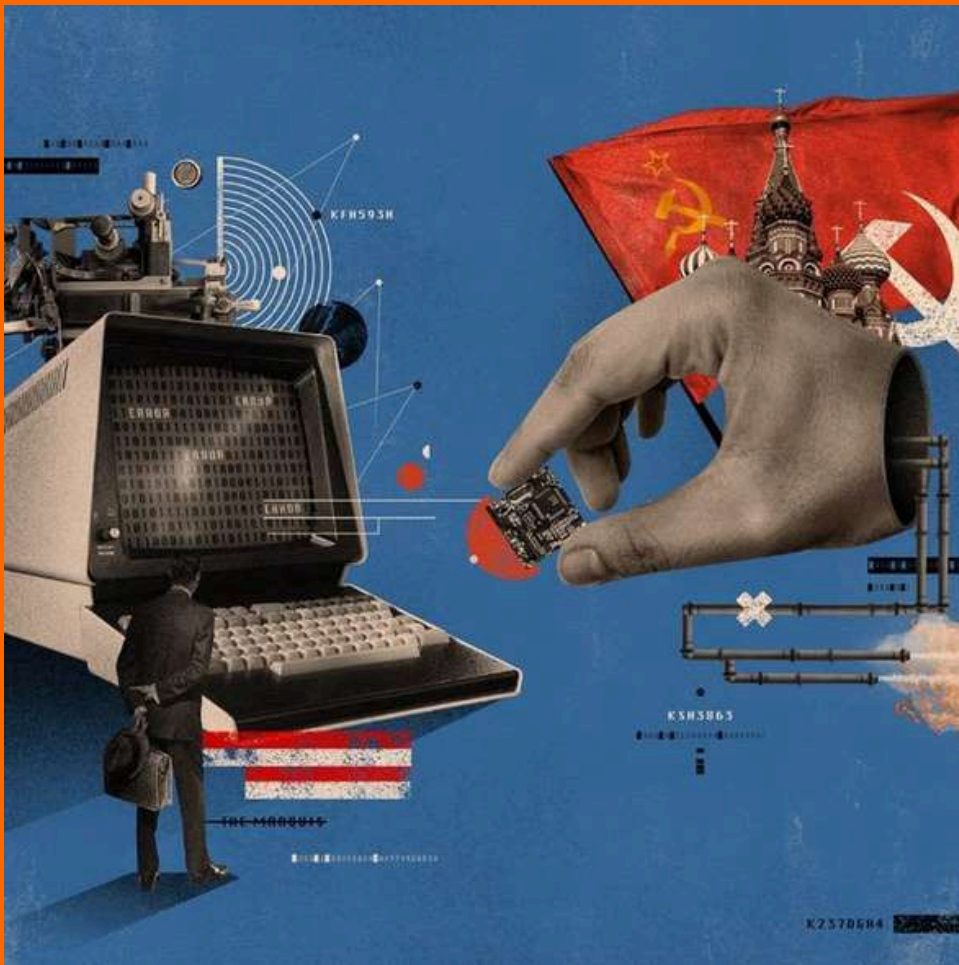
Activities & Methodologies

DIGITAL ACTIVISM

INTRODUCTION TO
DIGITAL ACTIVISM

This chapter explores digital activism as a powerful method for youth workers to engage young people in social change through digital tools and platforms. Digital activism involves using online spaces to raise awareness, organize communities, and drive action on social, political, and environmental issues. From social media campaigns to online petitions, digital activism empowers young people to advocate for causes they care about and make their voices heard on a global scale.

For youth workers, digital activism is a valuable tool to promote civic engagement, digital literacy, and social responsibility among young people. It allows participants to connect their passions with meaningful action, using the digital platforms they already engage with daily. Digital activism also helps young people develop essential competencies such as:

- Campaign Planning: Designing impactful digital campaigns with clear goals and calls to action.
- Content Creation: Using tools like Canva for visuals, Miro for collaboration, and TikTok or Instagram for outreach.
- Social Media Engagement: Learning how to leverage platforms and hashtags to amplify their message.
- Digital Safety: Understanding privacy, data protection, and online security while advocating for social causes.

This chapter provides practical activities and methodologies for youth workers to guide young people in exploring digital activism. Activities are designed to help participants:
- Identify key social issues they are passionate about and brainstorm digital actions.
- Develop campaign strategies using digital tools for storytelling and outreach.
- Collaborate on digital projects, such as social media challenges, petitions, or digital storytelling videos.
- Analyze the ethics of digital activism, including topics like misinformation, performative activism, and digital privacy.

Each activity is presented with clear learning objectives, step-by-step instructions, and expected outcomes, making them easy for youth workers to implement in their programs. Additionally, case studies from real digital activism movements.
This chapter aims to equip youth workers with practical methodologies and digital tools to help young people become active, responsible, and creative digital changemakers, using digital platforms to advocate for social justice and promote meaningful change.

ONLINE

The online activities implemented during the PROACT! project were designed to foster digital engagement and collaborative learning in a virtual setting. These activities focused on using digital tools for self-expression, interactive discussions, and teamwork. By blending technology with participatory methods, participants gained practical experience with digital platforms while building valuable skills for online activism and creative collaboration.

Impact Web – Collective Impact of Digital Activism

Description

1. Introduction (5 minutes): The facilitator introduces the concept of an "Impact Web," explaining how digital activism creates ripple effects within communities and online spaces. Participants are shown an example of a digital impact map and introduced to Miro as a collaborative tool.
2. Setting the Focus (5 minutes): The facilitator poses the central question for the web mapping: "How does digital activism create change in society?" Participants are encouraged to think about areas such as awareness-building, policy change, and community mobilization.
3. Brainstorming on Miro (10 minutes): Participants access a shared Miro board, where the facilitator has created a central node labeled "Digital Activism". Participants add digital sticky notes to create branches representing different types of impact, such as:
- Social Impact: Building awareness, changing attitudes
- Political Impact: Influencing policy or legislation
- Community Impact: Connecting and empowering local communities
- Digital Impact: Promoting online safety or combating misinformation
4. Connecting Impact Chains (10 minutes): Participants draw lines between nodes to show cause-and-effect relationships. For example:
- Sharing stories online → Increased public awareness → Pressure on policymakers → Legislative change
5. Group Discussion (5 minutes): The facilitator leads a discussion on patterns in the web:
- Which impacts are most interconnected?
- Are there any gaps or areas that could be strengthened?
6. Reflection and Key Takeaways (5 minutes): Participants share their biggest insights from the web mapping exercise. The Miro board is saved as a resource for future activities.

ONLINE

Impact Web – Collective Impact of Digital Activism

Objectives

- Visualize the ripple effects of digital activism.
- Encourage collaborative brainstorming and systematic thinking.

Materials needed

- Miro Board (shared link)
- Zoom (if online) or Projector (if onsite)

ONLINE

Introduction to Social Media Campaigns

Description

1. Introduction (5 minutes): The facilitator opens the session with a brief explanation of what social media campaigns are and their role in digital activism. A short definition is presented: "A social media campaign is a coordinated marketing effort to reinforce or assist with a specific goal using one or more social media platforms. In activism, campaigns raise awareness, inspire action, and mobilize communities."
2. Showcase of Examples (5 minutes): The facilitator presents 2–3 impactful social media campaigns using slides or videos, highlighting their goals, platforms used, and outcomes. Examples include:

- #FridaysForFuture (Climate Action): Using hashtags to mobilize millions for climate strikes.
- #BlackLivesMatter (Social Justice): How digital storytelling drove global conversations on racial justice.
- #MentalHealthAwareness: Campaigns that used reels and stories to educate and destigmatize mental health issues.

3. Interactive Poll on Mentimeter (5 minutes): Participants join a live Mentimeter session using a QR code or link to answer:

- Which social platform do you think is most powerful for activism? (Poll)
- What makes a social media campaign impactful? (Word Cloud)
- Which campaign has inspired you the most? (Open-ended)

4. Group Discussion (5 minutes): The facilitator reviews the live Mentimeter results, highlighting trends and inviting participants to share why they chose certain platforms or campaigns. Key discussion points:

- Why are visuals and hashtags important in digital campaigns?
- What role does storytelling play in digital activism?

5. Key Elements of a Successful Campaign (5 minutes): The facilitator presents a slide with the essential elements of a social media campaign using the acronym "ACT":

- Audience: Targeting the right communities and platforms.
- Content: Creating compelling messages, videos, and visuals.
- Timing: Choosing moments when audiences are most engaged.

6. Reflection and Key Takeaways (5 minutes): Participants are asked to respond to a final Mentimeter question: "If you could launch a social media campaign today, what cause would it support?" Responses are displayed live, and participants are encouraged to screenshot the word cloud for inspiration.

ONLINE

Identifying Key Issues for Digital Activism

Description

1. Introduction (5 minutes): The facilitator introduces the session's goal: to explore pressing social issues that can drive impactful digital activism. The concept of digital activism is briefly defined: "Digital activism uses online tools to promote social, political, and environmental change." Participants are encouraged to think about causes they are passionate about.
2. Issue Brainstorming (5 minutes): Participants are asked: "What social issues do you think deserve more attention in digital activism?"
3. Using sticky notes (onsite) or a Miro board (online), participants write down key issues such as:
- 🌎 Climate Change (e.g., #FridaysForFuture)
- 🗳️ Human Rights (e.g., #MeToo, #BlackLivesMatter)
- 🧠 Mental Health Awareness
- 💻 Digital Rights and Privacy
- 🏳️‍🌈 LGBTQ+ Rights
4. Group Discussions (10 minutes): Participants break into small groups to discuss:
- Why is this issue important?
- How is it currently represented online?
- What digital activism strategies could increase awareness?
5. Issue Mapping (5 minutes): Groups create a quick "Issue Map" on large paper (onsite) or using Miro (online), identifying:
- Key Stakeholders (e.g., activists, NGOs, affected communities)
- Challenges (e.g., misinformation, online censorship)
- Opportunities for Impact (e.g., trending hashtags, viral challenges)
6. Group Sharing and Highlights (10 minutes): Each group presents their issue map briefly. The facilitator encourages the audience to respond with questions or share additional insights.
7. Collective Reflection (5 minutes): Using a word cloud tool (e.g., Mentimeter), participants answer: "Which issue do you feel most inspired to support through digital activism?" The word cloud result is saved as a collective reference for future campaign development.
8. Wrap-up and Key Takeaways (5 minutes): The facilitator summarizes common themes from the discussion, highlights the power of collective activism, and encourages participants to apply their insights in future campaign planning.

ONLINE

Identifying Key Issues for Digital Activism

Objectives

- Identify and explore key social issues for digital activism.
- Foster group dialogue and critical thinking on digital campaigns.

Materials needed

- Onsite: Sticky notes, markers, flipcharts
- Online: Miro board or Jamboard, Mentimeter for polls

ONLINE

Letter to Your Future Self

Description

1. Introduction (5 minutes): The facilitator introduces the concept of writing a Letter to Your Future Self, explaining its purpose: to reflect on personal growth and set meaningful goals related to digital activism. Participants are encouraged to envision how their skills, values, and contributions to digital activism might evolve over time.

2. Guided Reflection Prompts (5 minutes): The facilitator provides a set of prompts to help participants frame their letters:

- What inspired you to engage in digital activism?
- What skills do you hope to develop (e.g., digital storytelling, campaign creation, fact-checking)?
- What change do you hope to contribute to through digital activism?
- How do you see yourself using digital tools to drive social impact?

3. Writing the Letters (10 minutes): Participants write their letters, addressing their future selves with affirmations, goals, and commitments. They are encouraged to include:

- Their current passions and motivations for digital activism
- Specific digital skills they aim to develop (e.g., running social media campaigns, creating digital content)
- The social issues they feel most strongly about advocating for
- Milestones they hope to achieve within the next 6 months or year

4. Sealing or Scheduling Delivery (5 minutes): Participants choose how they want their letters stored or delivered:

- Digital Option: Use a platform like FutureMe.org to schedule their letters for delivery via email on a future date.
- Physical Option (for onsite): Place letters in envelopes to be sealed and returned during a future workshop or follow-up session.

5. Optional Sharing Circle (5 minutes): Participants can share a sentence or a key takeaway from their letters with the group. The facilitator encourages participants to focus on hopes and aspirations rather than specifics if they prefer privacy.

6. Wrap-up and Reflection (5 minutes): The facilitator closes the activity by encouraging participants to revisit their letters when delivered and reflect on their growth in digital activism. Participants are reminded that digital activism is a continuous journey that evolves with their skills, passions, and experiences.

ONLINE

Letter to Your Future Self

Objectives

- Inspire self-reflection and goal-setting around personal growth and digital activism.
- Encourage participants to define their long-term contributions to digital causes.

Materials needed

- Digital Option: FutureMe.org or email scheduling tool
- Physical Option: Paper, envelopes, and pens

ONLINE

Digital Activism in 5 Years

Description

1. Introduction (5 minutes): The facilitator introduces the session, framing it as a future-oriented discussion: "Imagine it's five years from now—how has digital activism evolved, and what role do you see yourself playing in it?" Participants are informed that they will use Mentimeter to contribute their thoughts anonymously and collectively.

2. Mentimeter Setup and Warm-Up (5 minutes): Participants are given the Mentimeter link or QR code to join the live session. To familiarize them with the tool, the facilitator starts with a quick warm-up poll:

- "In one word, describe digital activism today." (Displayed as a word cloud)

3. Visioning Questions on Digital Activism (10 minutes): The facilitator uses Mentimeter's multiple-choice, word cloud, and open-ended formats to prompt participants' reflections on the future of digital activism:

- Poll: Which digital platforms do you think will have the biggest impact in 5 years? (Options: TikTok, X, LinkedIn, New platforms)
- Word Cloud: Name one digital activism trend you believe will grow (e.g., AI-driven campaigns, NFTs for causes, decentralized movements).
- Open-ended Question: What digital tools or skills do you want to master to contribute to activism in 5 years?
- Ranking Question: Rank the top challenges digital activists will face in the future (e.g., misinformation, censorship, digital burnout, surveillance).

4. Group Discussion (10 minutes): The facilitator displays the real-time results from Mentimeter and opens the floor for discussion. Participants reflect on patterns, agreements, or surprising predictions. Example discussion prompts:

- Which prediction do you find most exciting or concerning?
- How can digital activism stay ethical and impactful in the face of technological change?

5. Personal Commitments (5 minutes): Using Mentimeter's Q&A feature, participants anonymously share one action they will take to prepare for the future of digital activism. Responses are displayed as a scrolling wall of commitments.

6. Wrap-up and Key Takeaways (5 minutes): The facilitator closes the session by summarizing collective insights from the group, highlighting common themes such as emerging technologies, digital ethics, or skill-building needs. Participants are invited to save a screenshot of the Mentimeter results as inspiration for their future digital activism efforts.

ONLINE

Digital Activism in 5 Years

Objectives

- Encourage participants to envision the future of digital activism and their role in it.
- Foster collective reflection using digital collaboration tools like Mentimeter.

Materials needed

- Mentimeter (with pre-set questions and polls)
- Zoom or Projector (for displaying results)

ONSITE

The onsite activities in the PROACT! project were designed to provide hands-on, immersive experiences that combined teamwork, creativity, and digital literacy development. Conducted in an interactive environment, these activities allowed participants to engage deeply with digital concepts, fostering collaboration and practical application of digital tools.

Digital Campaign Workshop

Description

Phase 1: Introduction and Campaign Creation (10 minutes)

1. The facilitator introduces the goal of the workshop: to create and present a digital activism campaign using social media tools. Participants are briefed on the essential elements of a digital campaign:

- Cause: The social issue they are addressing
- Audience: Target group and platform selection
- Message: Core slogan or call to action (e.g., #ActNow, #DigitalRights)
- Visuals: Photos, videos, and infographics
- Hashtags and Trends: Using digital tools to amplify reach

2. Participants are shown an example campaign (e.g., #MeToo or #FridaysForFuture) and given a quick tutorial on using Canva for digital content creation.

Phase 2: Group Work – Developing a Campaign Strategy (20 minutes)

1. Participants break into teams, each selecting a social issue to address (e.g., climate change, digital rights, or mental health awareness). Teams are tasked with developing their campaign strategy using a structured template:

- Campaign Name & Hashtag
- Target Audience and Platforms (e.g., Instagram, TikTok, LinkedIn)
- Key Message and Visual Style
- Content Ideas (e.g., story posts, reels, tweets, or infographics)
- Call to Action (e.g., sign a petition, share a story, donate to a cause)

2. Using Canva, teams design a digital asset (e.g., an Instagram post or tweet) and prepare a caption incorporating relevant hashtags and a call to action.

ONSITE

Digital Campaign Workshop

Description

Phase 3: Presentation and Peer Feedback (15 minutes)

1. Each group presents their campaign concept to the whole group, sharing their digital content and explaining their strategy. Presentations cover:

- The issue they are addressing and why it matters
- Their target audience and platform choice
- Their slogan, hashtag, and call to action
- The digital asset they created (shown on screen or projected)

2. The facilitator moderates a peer feedback session, using the "Two Stars and a Wish" format:

- ⭐ Two positive aspects (e.g., clear message, strong visuals)
- 💡 One suggestion for improvement (e.g., include a clearer call to action)

Phase 4: Wrap-up and Key Takeaways (5 minutes)

1. The facilitator summarizes common strengths and innovative ideas from the group, highlighting techniques such as:

- Using visuals to evoke emotion
- Short, punchy hashtags for viral impact
- Aligning platform choice with audience habits (e.g., TikTok for Gen Z audiences)

2. Participants are invited to share one thing they learned that they could apply to their future digital activism work. The group takes a screenshot of all the digital campaign drafts to save as inspiration.

Objectives

- Develop skills in designing and planning digital campaigns
- Learn how to tailor digital content to specific audiences and platforms
- Practice presenting campaign ideas and receiving constructive feedback

Materials needed

- Canva or similar digital design tools (with templates)
- Campaign Strategy Template (Google Docs or printed)
- Zoom or Projector for presentations

Introduction to Digital Activism

Description

1. The facilitator begins with a brief explanation of digital activism: "Digital activism uses online tools and platforms to drive social or political change. It includes actions like social media campaigns, petitions, live streams, and digital storytelling." Participants are introduced to why digital activism matters, focusing on its ability to amplify voices, mobilize quickly, and reach global audiences.

2. Next, participants are shown notable examples of digital activism campaigns through slides or short videos, highlighting their goals and impact:

- #MeToo Movement: A viral campaign that sparked global conversations about harassment and consent.
- #FridaysForFuture: A youth-led climate action movement driven through social media.
- #BlackLivesMatter: A digital campaign that became a global movement for racial justice.
- #SaveTheInternet: Online activism to protect net neutrality and digital rights.

3. After reviewing these examples, participants are divided into small groups to discuss:

- Which of these campaigns resonated with you the most and why?
- Have you ever participated in an online campaign? What motivated you to engage?
- What elements (e.g., hashtags, videos, or calls to action) do you think made these campaigns successful?

4. Following the group discussions, each group shares a key takeaway with the larger group. The facilitator uses Mentimeter to collect real-time responses from participants on the following questions:

- Which platform do you think is most powerful for digital activism? (Multiple choice: TikTok, Instagram, X, LinkedIn)
- In one word, describe what digital activism means to you. (Word cloud)
- Can digital activism drive real-world change? Why or why not? (Open-ended responses)

5. The real-time results are displayed, and the facilitator highlights notable trends, such as popular platforms or common themes in participants' responses.

6. To conclude, the facilitator summarizes key takeaways from the session, including:

- Core Elements of Digital Activism: Compelling storytelling, engaging visuals, and clear calls to action.
- The Power of Collective Action: How digital actions, such as retweets, petitions, and hashtags, can influence public discourse and policy.
- The Importance of Responsible Activism: Emphasizing digital safety, privacy, and combating misinformation.

7. Participants are invited to share one key insight they gained during the session, either aloud or via chat (for online participants). The group is encouraged to save the Mentimeter results as inspiration for future digital activism projects.

Introduction to Digital Activism

Objectives
- Introduce participants to digital activism and its societal impact.
- Inspire reflection on what makes digital campaigns effective.
- Promote group discussion and sharing of experiences with digital activism.

Materials needed
- Slides or short videos (for campaign examples)
- Mentimeter (for polls and word clouds)

Finding Examples of Digital Activism

Description

1. Introduction (5 minutes): The facilitator introduces the session's goal: to explore and share real-world examples of digital activism from participants' social media feeds. The concept of digital activism is briefly defined: "Digital activism uses online tools to promote social, political, and environmental change. It leverages social media, petitions, digital storytelling, and online campaigns to raise awareness and mobilize communities." Participants are encouraged to think about campaigns they have seen that sparked engagement, raised awareness, or inspired action.

2. Social Media Exploration (5 minutes): Participants are asked: "Can you find an example of digital activism on your social media feed that you feel is impactful?" Participants browse their social media apps (e.g., Instagram, TikTok, X, or LinkedIn) on their phones. They are encouraged to look for posts that use storytelling, visuals, hashtags, or videos to drive action.

3. Sharing and Discussion (10 minutes): Participants share their selected examples with the group, briefly explaining them. The facilitator notes key themes on a flipchart to visualize commonalities in the campaigns shared.:

- What social issue the campaign addresses (e.g., climate change, mental health, digital rights)
- What platform was used and why it was effective
- What techniques (e.g., hashtags, videos, or calls to action) made the campaign impactful?

4. Identifying Impactful Techniques (5 minutes):The facilitator leads a brief discussion, asking:

- What made some campaigns more engaging than others?
- Did any campaigns feel performative or lacking impact?
- What role did hashtags, influencers, or viral trends play in the campaigns you found?

5. Participants collectively identify digital activism techniques they believe are most effective, such as:

- Compelling storytelling through videos or personal testimonies
- Strong visual branding with hashtags and slogans
- Clear calls to action (e.g., signing petitions, donating, sharing stories)
- Collaborations with influencers or trusted voices

6. Wrap-up and Key Takeaways (5 minutes): The facilitator summarizes key insights, highlighting patterns from participants' examples.

Finding Examples of Digital Activism

Objectives
- Encourage participants to explore and analyze real-world examples of digital activism.
- Highlight techniques that make digital activism campaigns successful.
- Foster discussion on how participants engage with activism through social media.

Materials needed
Flipchart, markers, participants' smartphones

Methods of Digital Activism – Discussion on Effectiveness and Ethics

Description

1. Introduction (5 minutes): The facilitator introduces the session's goal: to explore different methods of digital activism and discuss their effectiveness and ethical implications. Participants are given a brief definition of digital activism methods: "Digital activism uses online tools and platforms to advocate for social, political, or environmental change. Methods include social media campaigns, online petitions, digital protests, and more." Participants are encouraged to reflect on digital activism methods they have seen or participated in.
2. Brainstorming Methods of Digital Activism (5 minutes): Participants are asked:
- "What methods of digital activism do you know or have seen online?"
- The facilitator groups similar methods into categories on the board.
3. Discussion on Effectiveness (10 minutes): The facilitator leads a discussion on the strengths and weaknesses of different digital activism methods, using guiding questions:
- Which digital activism methods reach the largest audiences?
- Which methods are most effective at driving real-world change?
- Can viral campaigns create lasting impact, or do they fade quickly?
4. Participants share examples from their experiences or social media feeds. The facilitator highlights real-world case studies to support points (e.g., how #MeToo sparked legislative changes).
5. Discussion on Ethics (10 minutes): The facilitator shifts the discussion to the ethics of digital activism, exploring potential concerns such as:
- Performative Activism: Campaigns that lack real action or commitment
- Cancel Culture: When digital boycotts become harmful or disproportionate
- Misinformation: The risk of spreading false information during digital movements
- Digital Safety: Protecting activists' privacy and security online
6. Participants discuss:
- How can digital activists balance urgency with accuracy?
- What makes the difference between performative activism and impactful activism?
- How can activists protect themselves from online harassment and surveillance?
7. Wrap-up and Key Takeaways (5 minutes): The facilitator summarizes key insights from the session. Participants are invited to share one takeaway from the session or a method they feel inspired to use in their digital activism efforts.

Objectives
- Introduce participants to various methods of digital activism.
- Foster critical discussion on the effectiveness and ethics of digital campaigns.
- Encourage participants to consider responsible digital activism practices.

Materials needed
Sticky notes, markers, and a flipchart

CONCLUSION OF THE HANDBOOK

The PROACT! Handbook concludes as a comprehensive resource designed to empower youth workers with practical tools, methodologies, and digital skills to engage and inspire young people. Through non-formal educational activities, interactive workshops, and digital campaigns, this handbook highlights how digital tools can become powerful instruments for social justice, civic engagement, and digital literacy.

This handbook is more than a collection of activities—it is a roadmap for youth workers to cultivate critical skills in young people, including digital storytelling, online safety, and evidence-based campaigning. The structured methodologies presented throughout the chapters encourage youth workers to adapt these tools to their local contexts, creating inclusive, ethical, and impactful learning experiences for their participants.

The online activities showcased how digital platforms like Mentimeter, Canva, and Miro can foster cross-border collaboration and digital activism, while the onsite activities demonstrated the power of face-to-face learning through interactive workshops, role-plays, and creative storytelling exercises. Together, these methods ensure that participants gain both technical competencies and a deep understanding of digital citizenship and ethics.

A key focus of this handbook has been to support youth workers in their role as multipliers of knowledge. By enhancing their digital skills and providing ready-to-use educational methodologies, PROACT! ensures that the impact of this project extends beyond a single group of participants. Empowered youth workers will continue to guide, mentor, and inspire young people to become active digital citizens and changemakers.
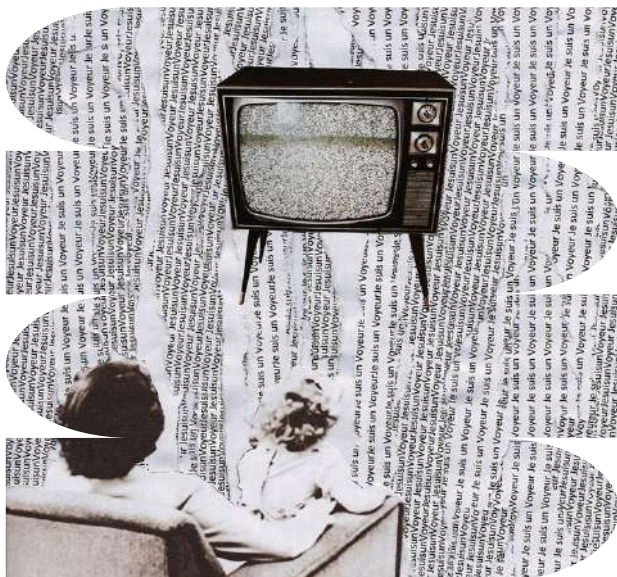
Looking Forward - Continuing the Impact of PROACT!

As the digital world evolves, so too will the methods and tools for digital activism. The PROACT! Project encourages youth workers to remain adaptable, creative, and committed to continuous learning.

By applying the lessons and activities from this handbook, youth workers will:

- Promote digital inclusion by making technology accessible and meaningful for all young people.
- Foster digital literacy to combat misinformation and promote ethical engagement.
- Empower young activists to use digital tools for advocacy and social change.

Finally, the PROACT! Handbook is not an end but a beginning. It is an invitation for youth workers to innovate, adapt, and expand on these activities, sharing their experiences and successes within their communities and networks.

The true impact of this project will be seen not only in campaigns launched or workshops conducted but in the lasting digital empowerment of young people and their ability to drive social change in an increasingly digital world.

Thank you for being part of this journey. Together, let's continue to inspire, educate, and empower the digital changemakers of tomorrow.

Disclaimer