

Project - Conversations for Good

This is an assignment developed for a Digital and Social Media Campaign class at Nanyang Technological University, Wee Kim Wee School of Communication in Singapore.

Instructor: Wong Pei Wen, Senior Lecturer

Overall Objective: Be the force for good. Use Social to Amplify Goodness and Drive Change to Actions and Behaviors

We can make a rational case for many worthy causes but it is difficult to change behaviors or get people to join your movement. Most people are apathetic because they do not know that the issue exists or lack information or simply not interested because the issues has never been presented in an interesting way that warrants attention.

Social media is one of the most powerful platforms to reach a global community of passionate conversation starters and their followers to raise awareness of an issue or cause. This assignment requires you to identify a problem in society and an action you want the community to take. You can choose to support an existing cause or charity organization or come up with your own based on a key insight.

This is a semester-long assignment so you need to

- 1) plan your editorial calendar using the template provided on what you post on Facebook, blog, Twitter, Youtube, Instagram, TikTok or Youtube or a combination of some or all of the above. You can choose the platform that you want the campaign to be on and you don't need to be on every single platform.
- 2) Create a total of at least 12 unique posts that utilize a combination of the following formats in video, gifs, static photos, FB Live and/or IG story and/or TikTok videos as well as in-app features. You should have tried at least some of these formats and create a campaign that has tiered content from hero content to filler content type posts.

- 3) You can also create social worthy posts with takeovers by influencers or key opinion leaders. Some of our former students reached out to these community leaders for causes that they already support. Some of these campaigns also received media attention which lead to higher following and engagement for their social cause.
- 4) A small budget will be allocated to you to promote some of your posts. Use this wisely to promote your hero content and gain more awareness for your cause.
- 5) Once your content calendar is approved, you can start your project. Do not start later than Week 3 or you will not have sufficient posts by the end of the semester.
- 6) You will be measured based on the number of fires you light, awareness levels and engagement (likes, comments, reshares). The grade for this assignment is heavily weighted on the execution of the content followed by a documentation of your social media campaign plan and tactics.

The cause or issue you support is real and impacts the community. We should leverage on what we learn in class and use communication to make a difference for our community.

Here are some past campaigns for your reference. Some of the links may be removed after a period of time since these students have graduated although many were so passionate that they continued to work on the cause after the class ended and till this day.

Cause	Instagram Page	Facebook Page
Body Positivity	www.instagram.com/beautyisflawedsg	-
Transgender	https://www.instagram.com/whosayswearetaboo/	https://www.facebook.com/transposi
Mental Health	www.instagram.com/talkmunity	www.facebook.com/talkmunity
Migrant Workers		https://www.facebook.com/theforeign
Migrant Workers		https://www.facebook.com/mymigra
Female Weight-training	https://www.instagram.com/barbellessg/?hl=en	
Dangers of online dating	https://www.instagram.com/sensationalscamstories/	

Passion		https://www.facebook.com/passionir
Gender-based Pricing	instagram.com/thepriceofpinksg	-
Invisible Medical Conditions		https://www.facebook.com/liftingthei
Social Isolation in		https://www.facebook.com/Our-Gran
Elderly	NA	364840690620328/
Kidney Health	NA	https://www.facebook.com/pg/urinel
Cats	https://www.instagram.com/sgsupurrcats/	https://www.facebook.com/SGsupur
Public Breastfeeding	https://www.instagram.com/bifbsg/	https://www.facebook.com/bareitforb
Anosmia (Smell Loss)	www.instagram.com/oomamiproject	-