

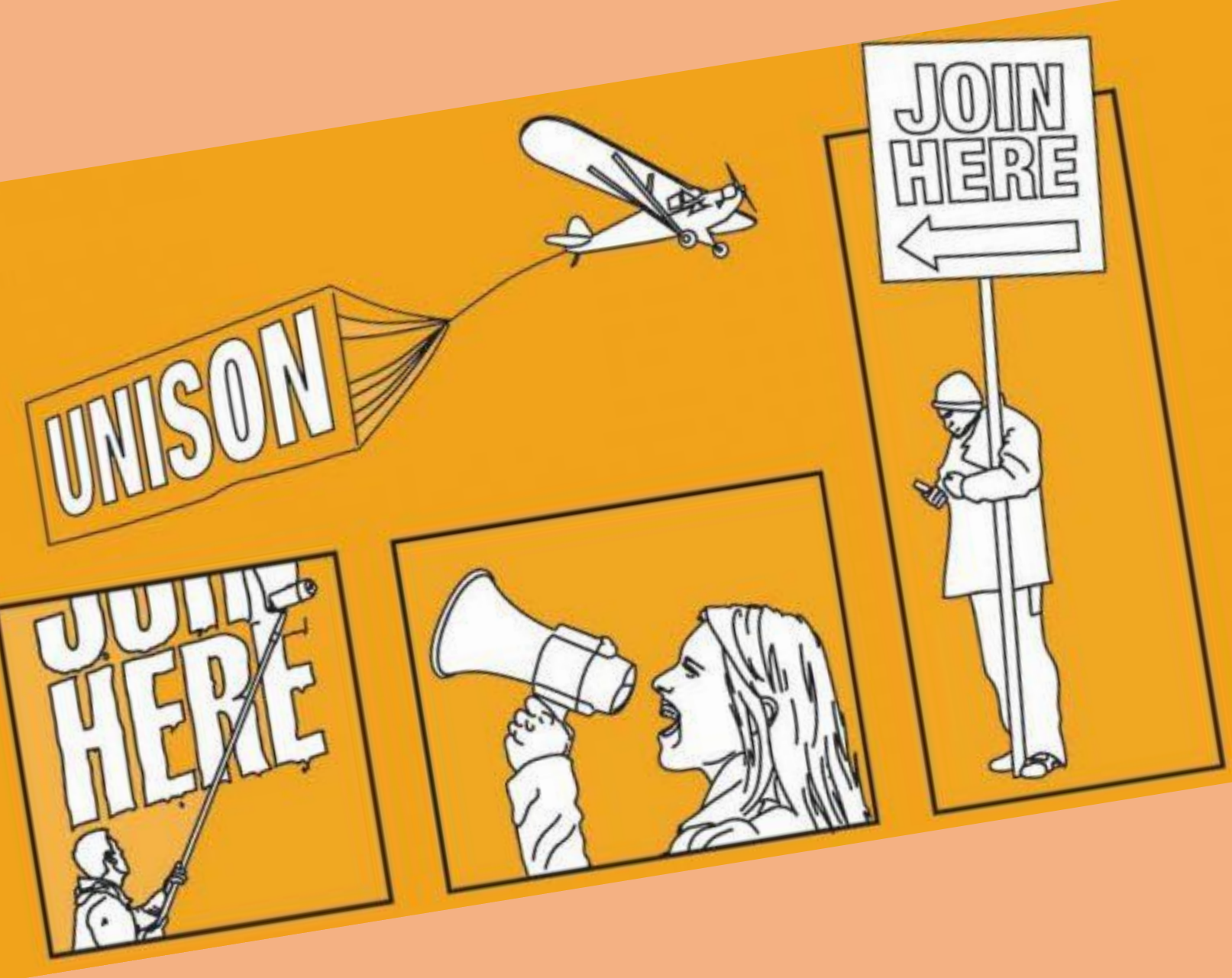


Week 4

Weekly
distance
collabo-
rative
work

5





design a
recruiting
campaign



Aims:

- to design a recruiting campaign, making the best use of theoretical inputs and tools provided during the course, using your own research, experience and critical thinking, integrating your recruiting plan..

Resources:

- This activity sheet content
- The PPT “a guide for to conceive a campaign” on your drive
- The previous sessions of this course
- The webography “to know more ”
- Digital tools and resources
- Examples of good practices

Task:

- Based on the previous group work results you are asked in your group to design a recruiting campaign: strategy, objectives, lead or slogan, planning, organization, materials, channels, timeline, responsible, alliances, mockup and sketch of some materials, evaluation process...
- All what you elaborate must be included in one presentation: BE VISUAL! (video, PPT, whiteboard, padlet, miro, or other you decide with your group members)
- Assign a(nother) spokesperson who will report back in the next plenary session

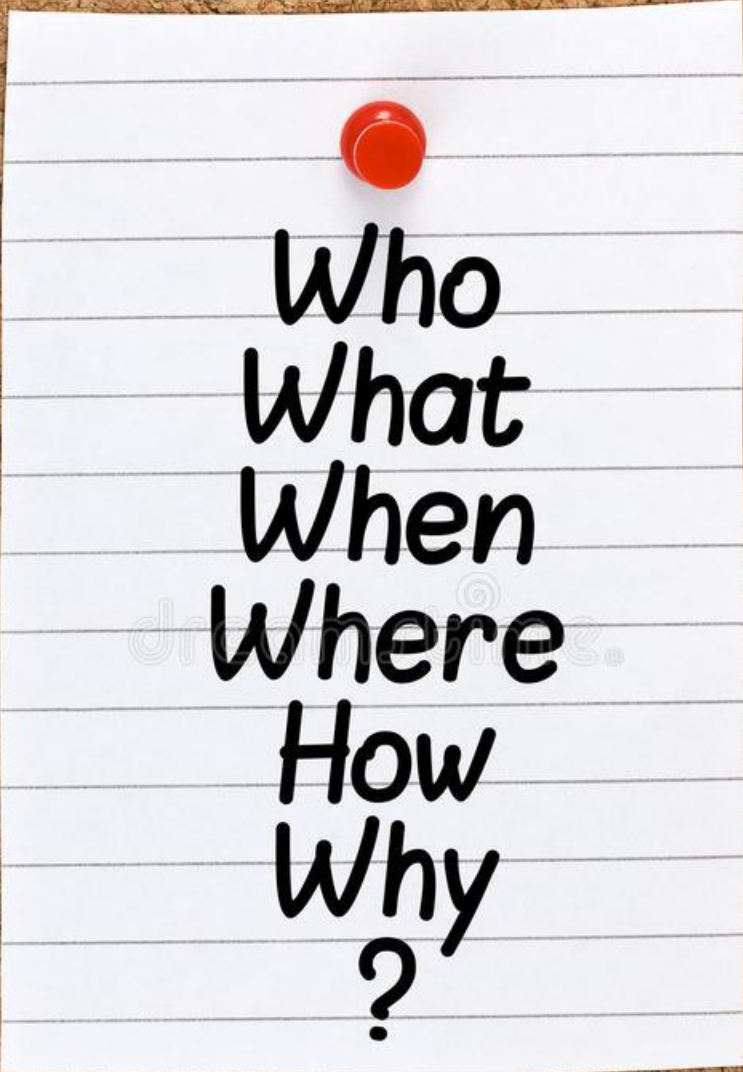
Time:

- Deliver by the 15th of February. The doc will be saved in the corresponding folder (Week 5 Group number).
- Report back 15 min/group
Please, Assign a(nother) spokesperson who will report back in the next plenary session



Pay attention

at this stage, it is about designing a campaign in general
not to produce messages or campaign materials
we focus on the idea, the vision in the strategy, the framework



Who
What
When
Where
How
Why
?

What: What will be done? - the scope of the campaign.

Why: Why will it be done? - the purpose of the campaign.

Who: Who will? - divide responsibilities and delegate tasks.

Where: Where will it be done? - there may be several collaborators involved.

When: When will it be done? - define the campaign schedule, divided into stages, include milestones.

How: How will it be done? - clarify which methodologies and technologies will be used, as well as supporting software and decision-making criteria.

How much: How much will it cost? - set your campaign budget.

Pay attention on this PPT uploaded on your folder
essential guide for an excellent campaign



Campaign Strategy
Planning

a guide for to conceive a campaign

this pedagogical material is free for internal use and exclusively for training, and should not be reproduced

UNION campaign



Some essential elements of a successful content campaign:



Success

1) A defined and, if possible, targeted audience

to create useful content to your audience, you first need to know

- who's your audience
- what are their desires and needs,
- which channels it uses the most
- how to communicate with him.

• 2) Clear and measurable objectives

- a successful campaign needs to have a clear idea of what success is like.
- It is crucial to set a clear and measurable goal for your campaign.

Some essential elements of a successful content campaign:



- 3) Identify **segments** in your target audience
- The target audience is composed of workers with different values and functions. You need to produce content that meets each of your unique needs if you want to succeed.

- 4) **Diversity** of Content
- you can use for your campaign a blog, a website, social media. Not everyone may be interested in reading your blog posts or FB; some may prefer visual content and others may like audio content, many will read your emails... .

- 5) Ideal **channels** for content **distribution**

- You need to develop content, but also think about your distribution and campaign targeting.
- To ensure that your content reaches as many workers as possible, so that it generates recognition and engagement, and possibly even mobilization and adhering.

Some essential elements of a successful content campaign:



- Distributing the content on the right channel will allow for greater viewing and engagement with your content.
- Understand which channel your audience uses, which **type** of content they want: photos, videos, infographics, and so on, and invest in this segment.