



Storytelling, Media & Digital Activism

Module 4

Youth Renewed Policy Agenda on promoting LGBTQ+ Rights and Participatory Inclusion

2024-2-MT01-KA154-YOU-000258395



Erasmus+
Enriching lives, opening minds.

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What We Will Learn Today

By the end of this module, participants will be able to:

- Use storytelling to communicate a social message clearly.
- Recognize and respond to online hate speech.
- Design a simple digital campaign message.
- Apply basic digital safety practices.
- Speak confidently in front of an audience or camera.
- Create one piece of digital advocacy content: a video, poster or podcast.

| Storytelling for Social Change

Empathetic Narratives

Human neurology is designed to prioritize stories over data dashboards. A single, emotionally resonant case study prompts immediate public support and structural reform.

By personalizing systemic imbalances, advocates allow the public to relate to lived experiences.

Preserving Voice Ownership

Empower community members to share their stories in their own terms. Keeping narrators in control safeguards their dignity and blocks third-party exploitation.

This bypasses stereotypes of passivity and spotlights self-determination instead.

Anatomy of Narrative Impact

A structured message connects the current struggle of an audience to a hopeful, achievable vision of systemic justice.

Strategic Narrative Formula:

$\text{Narrative Impact} = \text{Authenticity} \times \text{Empathy} \times \text{Actionable CTA}$



| Countering Online Hate Speech



Proactive Framing: Do not adopt terms used by hate groups. Establish the online conversation on inclusive, affirmative values first.



Constructive Alternatives: Continuous direct confrontation accidentally extends the reach of hostiles. Shift focus to systemic solutions.



Mobilizing Bystanders: Equip the silent majority with structured templates and ready-to-use scripts to counter hostile rhetoric.



Platform Resilience: Understand when to engage productively to educate, and when to report to secure and archive evidence of threats.

Strategic Social Media Activism

Attention Management

In saturated digital feeds, attention is highly scarce. High-contrast imagery, concise headlines, and quick emotional prompts are essential to disrupt rapid scrolling.

Build platform-native assets tailored specifically for the consumption habits of distinct demographics.

Durable Mobilization

Social networks are not passive noticeboards. Leverage online petitions, responsive micro-actions, and open events to build a cohesive supporter list.

Safely bridge virtual coordination with physical community actions and assemblies.

Digital Safety & Activist Security



Technical Defense

Deploy mandatory multi-factor authentication (MFA) across channels. Utilize encrypted communication hubs like Signal for sensitive internal project management.



Identity Guarding

Minimize public metadata footprints. Regularly audit shared campaign photos and scrub personal details to protect community members from doxxing.



Collective Care

Activism demands mental resilience. Build peer rotation schedules for online moderation to limit individual exposure to systemic harassment.

Campaign Messaging Framework

Audience Segment	Narrative Core Focus	Primary Platform	Target Call to Action
Digital Youth	Shared values and peer stories	TikTok / IG Reels	Create response video / Sign petition
Local Community	Direct neighborhood improvements	Facebook Groups / Threads	Attend physical local forum
Decision Makers	Policy feasibility and research	Direct Email / LinkedIn	Approve suggested code revisions
Grassroots Allies	Solidarity networks and toolkits	Signal Broadcasts / Portal	Host local neighborhood circles

Vocal Power & Public Speaking



Delivering with Intent

Hook your listeners by delivering an authentic, personal experience within your opening 15 seconds. Ensure your vocal delivery is backed by a clean structural path: frame the issue, present the solution, and issue a clear call to action.

- Combine vocal power techniques with active physical grounding.
- Command attention during live press conferences, community debates, and video recordings.

Practical Workshops & Activities

Moving from theory to practice through immersive labs designed to build collaborative content and strengthen collective voice.

Activity 1: Story Circles Workshop



The Peer-to-Peer Story Lab

An active group format where participants sit in a circle to exchange raw personal histories, practice active listening, and build horizontal solidarity.

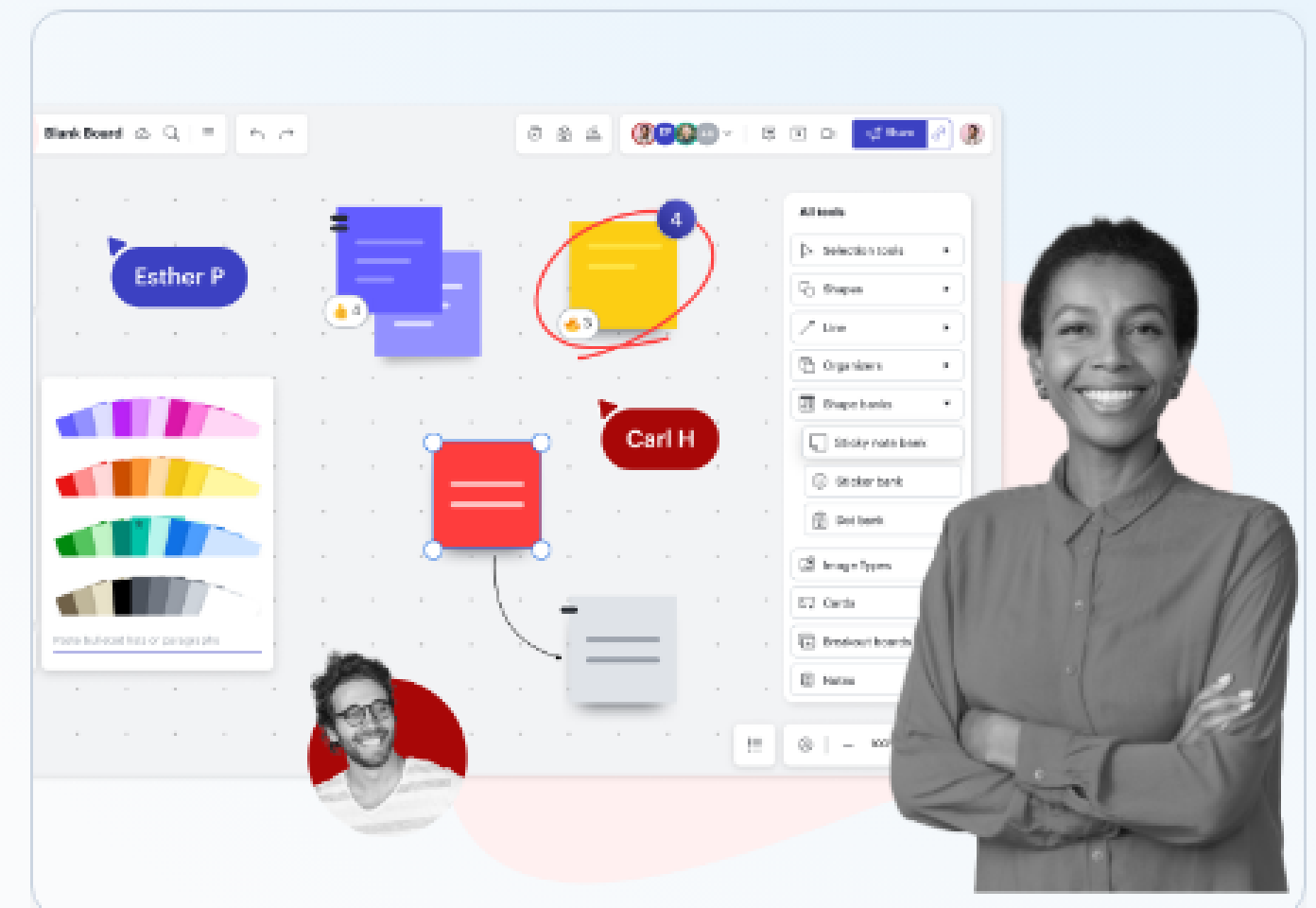
This lab strips away formal barriers, allowing teams to isolate shared struggles and identify the emotional core that will power their collective campaign narrative.

Activity 2: Content Creation Workshop

Translating Story to Media

A highly collaborative workspace where teams refine raw story circle concepts into structured campaign copy, layouts, and graphic drafts.

Participants learn the rules of visual design hierarchy, drafting strong slogans, and planning accessible user paths to drive real-world actions.



| Activity 3: Video & Audio Production

Technical Sound & Vision Lab

A hands-on workshop focused on microphone positioning, sound level balancing, visual framing, and basic editing software environments.

Advocates practice delivering clean speeches on camera and hosting podcast panels to produce raw media ready for public digital campaigns.



| Your Campaign Deliverable



1. Video Campaign Reels

Punchy, high-impact short videos (1-2 mins) designed for TikTok or Instagram Reels to drive digital engagement, tell compelling stories, or counter hostile online speech.



2. Visual Posters & Graphics

Text-light, high-contrast digital posters or visual carousels designed to convey a sharp, memorable, and actionable message supporting your campaign objectives.



3. Audio Podcasts & Stories

Brief audio segments (2-3 mins) or podcast previews focused on capturing raw personal testimonies, storytelling, or hosting structured community peer interviews.

Ready to Mobilize?

Let's open the floor to coordinate your practical workshops and campaign assets.



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