

How to: 10 principles for an effective media campaign incorporating the theme 'Living Threads'

1. Consistent Message

Keep a consistent presence and message across communication channels – whether that's through the press, different social media channels like Facebook and Instagram, or through the types of community members who take part in World Thinking Day.

2. Research cultural trends

Keep up to date with trends and topical hooks both in the local area and globally. These topical issues will be useful to direct communication for World Thinking Day.

3. Invite Discussion

Create opportunities for everyone to get involved in discussion. Instagram story or Facebook polls are a great way to do this; as are posts that invite people to comment their opinion below. This will generate empowerment across your audience, making their voices heard and mirroring the values of World Thinking Day.

4. Engage the community

Reflect the values of the Living Threads theme to engage local communities to come together and take part in something bigger. We want all young people to increase their understanding of Diversity, Equality and Inclusion and apply this to their everyday lives.

5. Engage Key Influencers

Whether this is in a digital space or within the local community, there are opportunities to involve influencers who share beliefs with World Thinking Day.

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6. Imagery

The World Thinking Day imagery should be diverse and involve a variety of locations and people to reflect the inclusive values of Guiding and Scouting Movement. The imagery and artwork should always link back to the WAGGGS World Thinking Day brand identity.

7. Drive Impact

Measure results by traffic to your social media to view and track which parts of the campaign are creating impact. This will give a better understanding of what type of content works best with the audience and steer a direction of content.

8. Think Big

As this campaign is about inclusivity, diversity and equity, Girl Guides and Girl Scouts can play a key role in responding to certain cultural events which will be discussed at World Thinking Day, including topics like climate crisis, gender-based violence or equal pay. This kind of content could take the form of blog posts, leaflets or online thought pieces.

9. Emotional wins

Include rich personal stories of girls who have made a difference, so people know exactly what they are fundraising for and feel an emotional connection.

10. Make sure the day is captured

Whatever events are happening, make sure they are captured for content which can be sent out throughout the day and share them with @wagggsworld!