



ONLINE ACTIVISM

What You're Doing

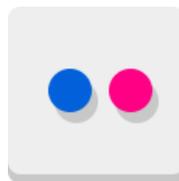
Educate social media users about global hunger and encourage them to take action through online activities!

Why It Matters

Globally, 795 million people do not have enough food to live a healthy life and 45% of the deaths of children under 5 are caused by hunger. Social media campaigns can be a great, inexpensive way to spread awareness in your community and beyond.

What You Need

Access to a computer. If you don't have one, consider asking a friend or family member if you can borrow theirs, or head to the local library!



Additional Resources and Suggestions:

- Use Instagram for some strong imagery. Twitter can be useful to share quick links and comments about your cause. Facebook posts can be a little wordier and have links.
- Make a post calendar where posts are scheduled at specific times.
- Don't be afraid to try to collaborate with other clubs or organizations that share your passion for ending hunger. They may be willing to share or repost something from your profile or campaign.
- Using memes or internet jokes can be a great way to break the ice with your followers.
- Try advertising on more than just social media. Let people know by word of mouth, or make a sign that says "follow us @..." with information about your campaign.
- www.Canva.com provides a good tool to use if you are not Photoshop or photo editing savvy.
- Remember to use the Make Your Mark on Hunger hashtag: #MYMH. Encourage everyone to join in the campaign!
- There are over 795 million people chronically hungry. [This video](#) shows how you can help change that!

Here's How You Do it!

1. Either individually, or with a team, start social media pages dedicated to solving world hunger. You could use Facebook, Instagram, Twitter, or other social media sites you feel comfortable with.
2. After you have started your social media profiles, present facts about world hunger to get people interested, and invite friends and family to follow or friend you.
3. Look at the pages of major organizations working to fight hunger. This can give you an idea of what successful posts contain.
4. Have a strong call to action in some of your posts. This can be done with some catch phrases and good images.
5. Set goals for your campaign and update them as you go along! Keep track of your goals and let people know if you have accomplished them. These goals could include how many followers you gather, or how many favorites or likes you have received

Organizations Fighting Hunger and How You Can Help

You may be passionate about fighting hunger, and may raise awareness about the issue, but what next? Help these hunger fighting organizations by encouraging others to donate to the cause, or sign a petition.

Donate to:	Sign a Petition for:
<u>CARE</u>	<u>CARE</u>
<u>Save the Children</u>	<u>No Kid Hungry</u>
<u>The Hunger Project</u>	<u>Mercy Corps</u>
<u>American Refugee Committee</u>	
<u>Feeding America</u>	
<u>Mercy Corps</u>	

Reflection Questions:

1. What other ways can you spread awareness about hunger?
2. Have you ever come across a social media post that inspired you to act on an issue?
3. Do you think that donating and signing petitions are an effective way to create change not only in your community, but in the world?

MARCH 15 - APRIL 30