

Shetland Partnership

Methods and Techniques



Information Campaigns

An information campaign is when people or organisations share important information to help others understand something or take action.

The goal is to spread knowledge on a specific topic, like health or safety, so people can make informed decisions. These campaigns use various methods, like posters, websites, social media, and videos, to reach a wide audience.

Suitable for:

An information campaign is useful when you need to share important information with lots of people. It helps raise awareness, change behaviour, or teach people about something important, like safety tips or how to join an event. It is useful for encouraging people to take action, get involved, or learn more about a topic. Using things like social media, posters, and websites can help spread the message to a large audience.



Type of engagement:



Inform

How to do it:

- Decide the message or information you want to share.
- Keep your message simple so everyone can understand it.
- Use different tools and share your message through posters, social media, videos, or websites.
- Consider working with people who have communications expertise.
- If using social media, think about a schedule of posts and which platforms are best to use. Analytics can be useful to measure the success of the campaign.
- Consider where best to distribute posters throughout the community and whether there are colleagues or acquaintances that can help to spread the word.
- Plan when to share your message so people are paying attention.
- Encourage action – ask people to do something such as joining an event or helping with a cause.

- Keep sharing new information to keep people interested and involved.
- Monitor the impact of the campaign through information such as website traffic, social media engagement, surveys, event attendance or with surveys, for example.

★ Advantages	⚠ Challenges
<ul style="list-style-type: none"> • Information campaigns can be designed to reach a wide audience • They use different tools, like social media, videos, or posters, to reach all kinds of audiences • Campaigns help people understand issues and why they matter • They share reliable and accurate information you can trust • They encourage people to make better choices or take action on important topics • Seeing the same message multiple times can change how people think or behave over time • You can track how well a campaign is working by looking at things like social media likes, shares, or surveys • When one person shares the message, it can inspire others to share it too, helping it spread further. 	<ul style="list-style-type: none"> • It can be difficult to identify exactly who needs to hear the message and how to reach them • The message might get lost if the audience is overwhelmed with too much information • Smaller campaigns might not have enough money to make high-quality content or reach a lot of people • Complicated topics can confuse people, especially if the message is not clear or easy to relate to • Some people might choose to ignore the message completely • On social media, fewer people might see the campaign unless money is spent on adverts • It can be hard to know if the campaign really changed people’s behaviour or just made them aware of the issue • Changing someone’s opinion or habits can take a long time, so it might not show results right away.

Further information:

More information on carrying out an Information Campaign will be available via a search engine which may be useful to look at.

Case study:

We Shine Brighter Together – A communications campaign linked to the cost of living crisis

(see online at: <https://www.shetlandpartnership.org/examples-community-participation/shine-brighter-together>)