



#CONNECTED2

Raise awareness of Global Citizenship; Interconnectedness, Interrogate Systems,
Roles, Dialogue & Take Action

Encourage support for GOAL's Global Citizenship Initiatives

Drive awareness of GOAL's thematic priorities 2021: Food Systems and Climate
Crisis

Objectives



Audiences



Exploring Irish
attitudes to overseas
development aid

Original Audiences	PE Audiences	Description
GOAL Youth Network & Volunteers	A1. Engaged Global Citizens	Support the campaign through disseminating messages and campaign content Volunteer to have conversations with friends and family
WW Global Citizens		
WW Community Activists	A2. Positive Propensity	Index more highly on the indicators measuring the journey towards global citizenship
WW Empathetic Reactionaries	A3. Reluctant & Reachable	Index less poorly on the indicators measuring the journey towards global citizenship
Stakeholders & Leaders	A4. Professional Stakeholders	Provide statements of support to the campaigns



Nudge-up Strategy

PE Audiences	What we want them to Think, Feel and Do
A1. Engaged Global Citizens	<p>THINK: I have lots of friends and family that I could convince to become a better global citizen</p> <p>FEEL: I'm proud of my global citizenship and I want to encourage others to join me</p> <p>DO: Share campaign content on social media, engage in conversations on and off line and be an advocate for global citizenship</p>
A2. Positive Propensity	<p>THINK: I have a better understanding now of how the world is interconnected and my role within that</p> <p>FEEL: I have a moral duty to become a better global citizen and to become more engaged in global citizenship issues</p> <p>DO: Take the GOAL Global Citizenship Pledge, learn more about what it means to be a global citizen and help spread the word</p>
A3. Reluctant & Reachable	<p>THINK: I am starting to learn that I am part of a big global interdependent network and that I do not exist in isolation</p> <p>FEEL: More sympathetic connected to those people who I will never meet but rely on to maintain the lifestyle I currently enjoy</p> <p>DO: End the continuation of falsehoods about corruption, war or conflict being the reason for poverty in the Global South</p>
A4. Professional Stakeholders	<p>THINK: GOAL is an impressive leader in the global citizenship field</p> <p>FEEL: I would be happy to support or collaborate with GOAL on their Global Citizenship work</p> <p>DO: Share campaign content, endorse GOAL's work and make contact for collaborations</p>



Channels

PE Audiences	Channels
Engaged	GOAL's own channels: e-newsletter, social media, DM Instagram, TikTok, Snapchat Podcasts Influencers
Positive Propensity	News & Features: Broadsheets & Radio Community/Special Interest groups Facebook, Instagram, Twitter
Reluctant & Reachable	News and Features: Tabloids, Online & TV Regional press Facebook & Instagram
Professional & Leaders	Twitter News: Radio, Broadsheets, Specialist Online



Messages

PE Audiences	Messages
Engaged Global Citizens	Be an advocate and have the courage, confidence and resilience in speaking out for change and taking actions in pursuit of a more equal, fair and sustainable world. Share content and messages to help others understand the diverse and interconnected nature of our world and have open conversations with friends and family in a spirit of empathy, inclusivity, solidarity and collaboration.
Positive Propensity	<p>Aid is a humanitarian and moral imperative. Our world is interconnected and we need to work towards a fairer, more equal and sustainable world. We need to support the development of relevant skills to act in pursuit of this world for everyone on the planet.</p> <p>We are our best selves when we act in solidarity - local action can help global justice. All over the world we are working locally to achieve a more equal and sustainable world. Lets connect our local work and achieve global justice for all.</p>
Reluctant & Reachable	<p>Change is possible. We understand that there are challenges, but by acknowledging the diverse and interconnect nature of our world, we can work towards making a real difference.</p> <p>The world is unequal - these problems are closer than you think and clearly connected to you. Global problems are connected, globally; climate crisis, food systems, pandemics etc.</p> <p>War, conflict and corruption are the symptoms of an unequal and unfair world, they are not the causes.</p>
Professional Stakeholders	Your support is needed in promoting global citizenship. Your voice can inspire others in speaking out and taking actions in pursuit of a more equal, fair and sustainable world. We need your help.



#CONNECTED2

What are you #Connected2?

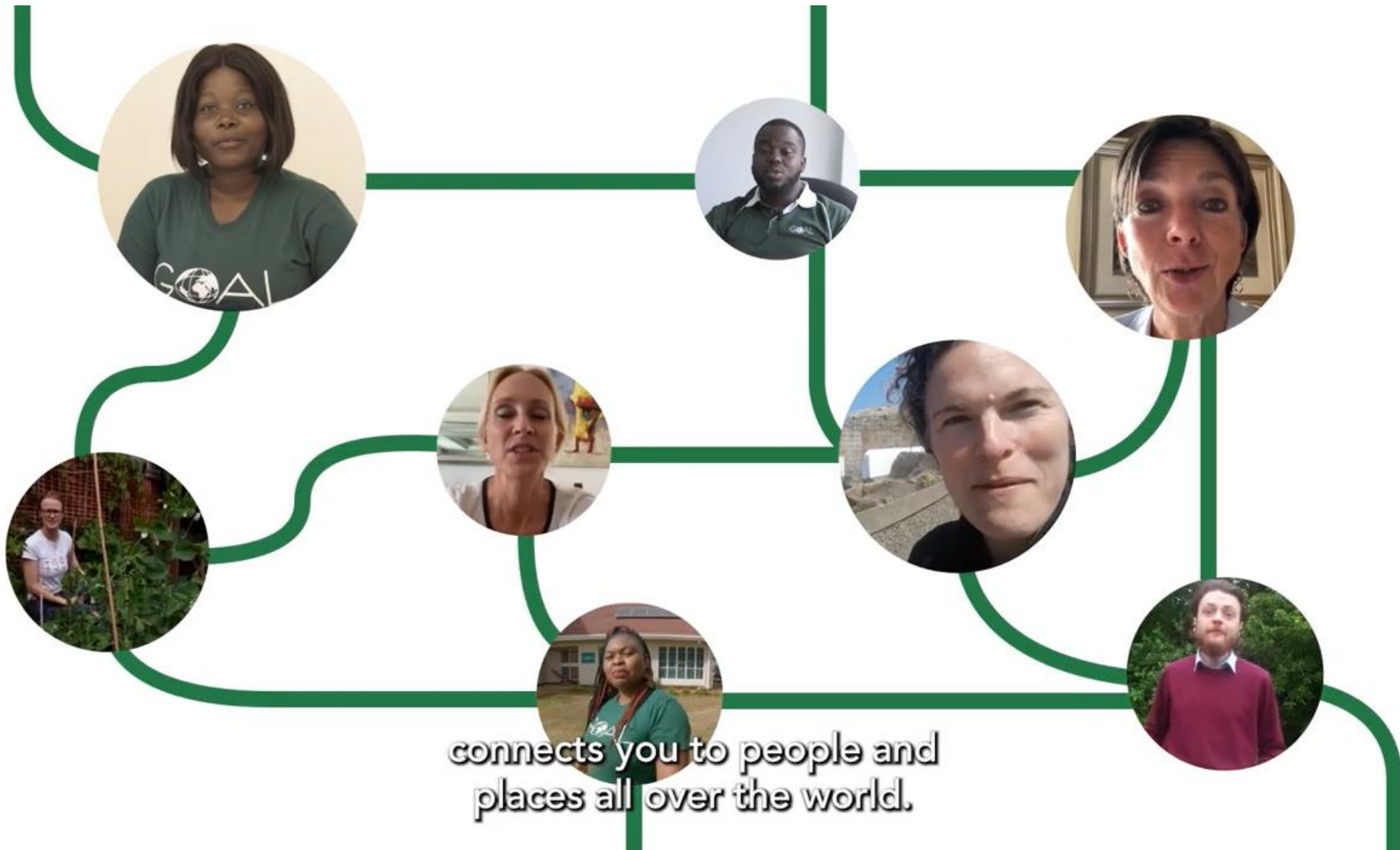
Ahead of the UN Food Systems Summit and the UN Climate Change Conference 2021 (COP26), we want to know what connects you!

The global food system is deeply interconnected: events in one part of the world can have a huge impact, whether positive or negative, across the world. Climate change is the defining threat of our time, a global problem that has knock-on effects for all sorts of other issues.

We must work together to combat climate change, and to make our global food systems fairer and more equal. We are all interconnected. Our climate and the ways in which we eat and trade connects us all. We must take notice of the ways we are connected to one another and unite in our efforts to make a fair and sustainable world.



Campaign Video



What are you #Connected 2?

OUR KEY STRATEGIES



**Tactic 1: In
Conversation with
Connections**



**Tactic 2:
Influencer
Campaign**



In Conversations with Connection Series



[Discover "In Conversations with Connection" #Connected2](#)

ENGAGEMENT



40% increase in engagement on GOAL NextGen Youtube between August 9th and August 23rd (time of upload)



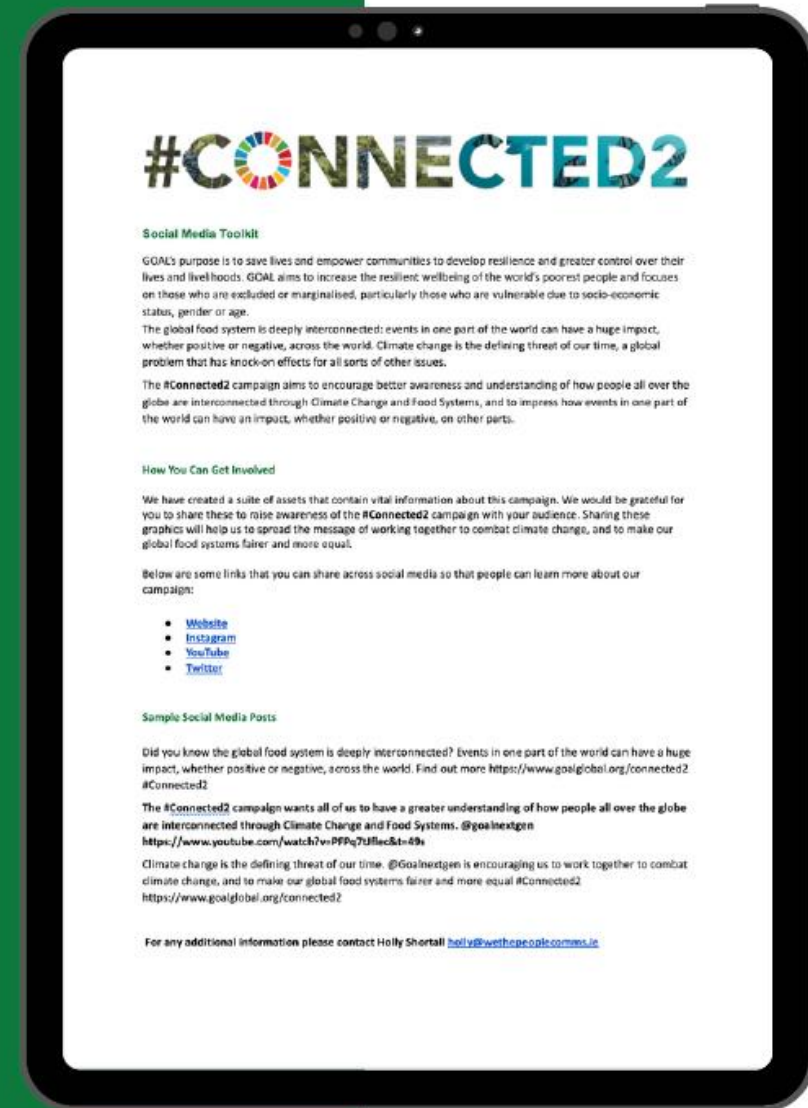
Twitter engagement rate on 'In Conversation with Connections' posts went up from 0.18% (average) to 0.22%



Instagram engagement on 'In Conversation with Connections' posts went up from 2.39% (average) to 2.86%

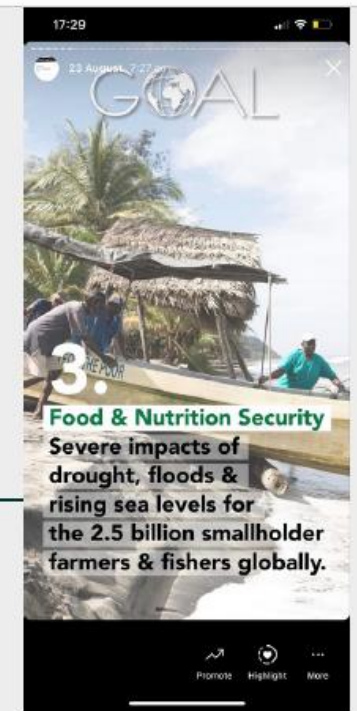
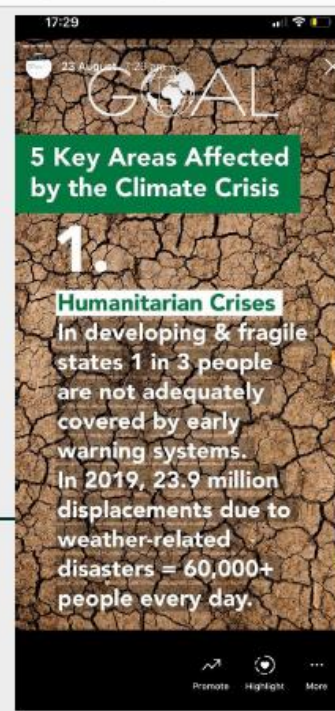
Influencer Toolkit

We the People developed a social media toolkit which was sent out to chosen influencers. The toolkit acted as a guide for influencers on what, when and where to post. The influencer toolkit provided influencers with essential links and contact details.



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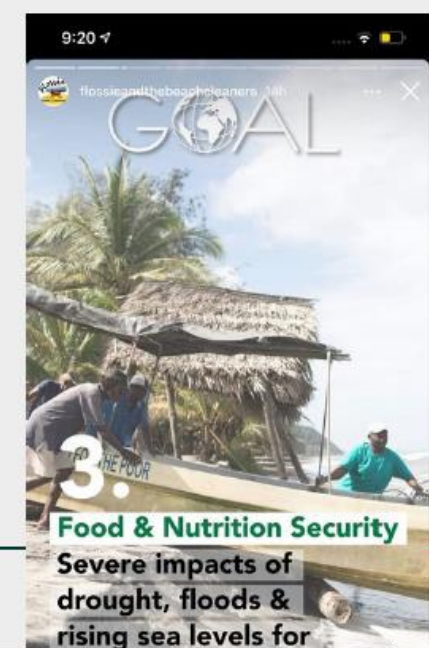
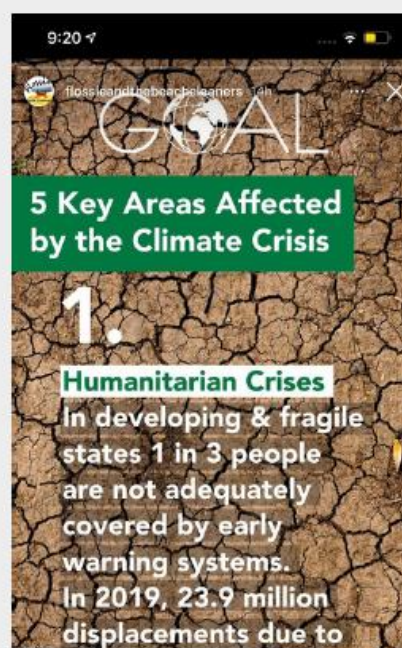
50.7k followers
Reach: 26,000



FLOSSIE & THE BEACH CLEANERS

3.5k followers

Reach: 1,250



Hashtag reach

Number of mentions

#CONNECTED2

541

%

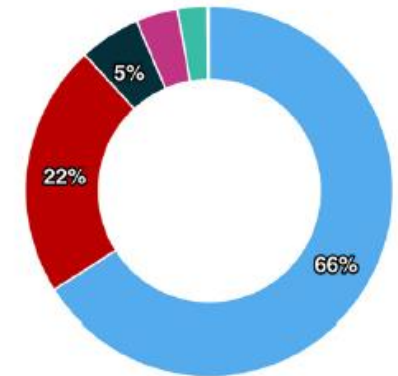
Total impressions

#CONNECTED2

71.4k

%

All sources



Twitter
Forum
Web
YouTube
Instagram
Facebook

wearedata.com



Youth Programme Photo Essays

#CONNECTED2



GOAL Media Engagement

- Campaign Launch: 2 local radio interviews (South East Radio & Kilkenny City)
- Irish Global Health Network Podcast [Global Health Talks](#)
- Coverage 9 local newspapers

GOAL appeals to the people of Louth & Meath

< All Scene & Heard

Tuesday, July 27th, 2021 6:45am

By Caltriona Rooney



to join its #Connected2 Campaign and have conversations around Climate Change and Food Systems

Tipperary people urged to join GOAL's climate change and food campaign



Tipperary people urged to join GOAL's climate change and food campaign





Campaign Impact

- **1/3 increase GOAL NextGen Followers ([Twitter](#) & [Instagram](#))**
- **Doubled average monthly engagement** across all platforms
- GOAL public positioning **Climate Crisis** and **Food Systems**
- Relationships built with **key influencers** and **stakeholders**

#ThankYou

Find out more:

[Connected2 - GOAL Global](#)