



# Race-based Bullying:

A Strategy to Shift the Narrative

November 17, 2022



# Process Overview

**Completed**

Stakeholder Interviews  
Youth survey with 200+ youth  
Cultural Landscape Analysis

Focus Groups + 1:1 Interviews  
with Youth, Parents and Educators  
Ongoing YAC Leadership + Input

**Where We Are**

Campaign Strategy  
Brand Development  
Platform Selection + Setup  
Social Media Strategy

**What's Next**

Paid Media Plan  
Influencer + Partnership Outreach  
Microsite + Social Channels Prod  
Soft Launch

## Where We Are

Since the last public meeting, we have wrapped up the discovery phase of the project. We finalized our research, audience interviews, and insights.

## Where We're Going

We are now in the concepting and strategy phase, and today, we will share a high level overview.

This will be the construct of the campaign, allowing us to structure the platforms, content, partnerships, and tactics we need to make this campaign successful.

We will then move into building the campaign itself to be ready for launch.

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Insights

## Bullying has become **normalized** behavior.

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Across age groups, bullying behavior has become so common that many youth can't separate bullying from acceptable behavior among friends and peers.

For AAPI youth, the racial bullying usually starts young, and is very common, leading to feelings of shame, questioning of their Asian identity, and feeling like they don't belong.

## Social media is driving the normalization.

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This normalization—often in an offhand comment, or racial stereotype joke—is largely driven by social media use. Seeing content that amplifies these behaviors as acceptable, funny, or cool has influenced youth to think it’s OK when often they themselves don’t fully understand the cultural context of it.

## Youth feel powerless to change it.

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Young people who are bullied feel like the responsibility to stop it falls on them—to speak up, to defend themselves, to tell a teacher.

But because of how pervasive and normalized bullying is, youth also feel hopeless that any action they take will change things. This, along with snitch culture are powerful deterrents.

## Educators have too much on their plate already.

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Teachers acknowledge that bullying is a big problem, but they are already strapped for time and resources. They need support from parents and counselors.

They also don't have the expertise or training to counsel and support their students' mental health, on top of curriculum needs.



## Anti-bullying campaigns today are largely **futile**.

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Youth, parents, and educators all mention the litany of anti-bullying posters and assemblies that seem to represent empty words, and are therefore ignored.

Educators also see the constant introduction of new anti-bullying campaigns as futile as they're not implemented for long enough to have any real impact.

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High-Level  
Campaign  
Strategy and  
Phases

## Defining a 'Campaign'

The word 'campaign' can bring to mind different things for different people.

**For our purposes, when we use the word 'campaign,' we're using it to describe a strategic, time-bound, concerted effort to achieve a number of goals and objectives through certain tactics.**



# Campaign Strategy: Executive Summary

Our campaign will engage tweens—the population most affected by bullying—in elevating the issue of race-based bullying and becoming anti-bullying advocates and activists in their own schools and networks.

Just as they are the closest to the reality of bullying, we know tweens also have the capacity to take ownership of solutions by building resilient, positive, respectful communities with their peers.

**We'll achieve this goal by** connecting with tweens in California through authentic, relatable, youth-created content about race-based bullying in conversations and spaces where tweens are already highly active.

**We'll build a safe space** for youth to share their own experiences without judgment, spark vulnerable conversations, create solidarity, and establish a common definition of bullying.

**The campaign will also seek to contend with the shame and stigma surrounding bullying** by developing supportive resources and materials—with oversight from mental health experts—that are accessible, interactive, and relevant for tweens, with a special emphasis on communities of color.

## Campaign Strategy: Secondary Outcome

A secondary outcome of our campaign will be to connect with parents, educators, and teens in order to foster a shared understanding of bullying—including its disproportionate impact on youth of color—and our collective responsibility to disrupt power imbalances as well as cycles of unwanted interpersonal aggressive behaviors within youth groups.

**We'll accomplish this objective by building awareness broadly and establishing a mutual commitment across these stakeholders** to respond to instances of race-based bullying, addressing both youth who have been bullied as well as those who bully, while providing curated peer and expert-led resources for support.

While tweens are our true target audiences, we know building this shared understanding and awareness of bullying among these secondary audiences will be an important part of accomplishing our objectives.

# Goals

**Elevate the Experiences of Race-Based Bullying**

We will elevate the experiences of people who have been bullied because of their perceived race or ethnicity and create urgency and connection through powerful storytelling.

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**Reframe the Narrative**

We will take the opening steps to begin to shift the existing narrative around bullying and denormalize it by equipping youth with tools to reframe, identify, and respond to bullying in their lives and community at large.

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**Foster a Shared Responsibility**

We will foster a shared responsibility to dismantling bullying, moving it from an individual issue to a systemic one that requires community-wide action and one in which we each have a role to play. We will tap into youth leadership so they can pave the way in making their communities safe for all.

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**Create a Safe Space for Youth**

We will create a common lexicon around what race-based bullying is, build solidarity, combat stigma, and shine a light on the collective need to address it by developing a safe space where youth, and especially youth of color, are empowered to share their stories of vulnerability and resilience.

# Objectives

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**Create Breakthrough Communications**

We'll cut through the noise and speak directly to our target audience, specifically BIPOC tweens, to become a meaningful part of their lives in a way that other campaigns have not.

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**Provide Resources for Ongoing Support**

Throughout the campaign, we'll provide resources and connect youth to mental health and cultural experts for ongoing support. These resources will be vetted, culturally responsive, and available to people all along the bullying spectrum, including those who have been bullied *and* who have bullied.

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**Offer Multiple Points of Connection**

Our campaign will come to life across channels and mediums by creating multiple touchpoints through both in-person and digital activations.

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**Establish Strong Partnerships**

Partnerships will be integral to building breakthrough communications. We'll focus on key partnerships with stakeholders our audience frequently comes into contact with, like schools and mental health professionals, as well as the brands that inspire them and are already part of their lives.

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**Build Momentum Toward Further Impact**

We'll focus on building momentum and the laying groundwork for long-term impact that transforms the narrative around race-based bullying into real behavioral change. This momentum will culminate in a day or week of action that starts to bring this narrative shift to life—and into practice—on school campuses and in communities, both online and in-person.

# Campaign Phases: High-Level Overview

1. **Soft Launch**
2. **Hard Launch, Recruitment, Nurturing, Engagement**
3. **Day or Week of Action**
4. **Celebrating and Building Forward**
5. **June 2023 and Beyond**
  - a. Build on momentum gained and continue to pursue wider and longer-term impact.
  - b. Activate larger-scale partnerships, focusing on reaching more tweens especially in unreached communities in California.

## **Phase One: Soft Launch (December - February)**

We'll start with a quiet launch that enables us to begin establishing audiences and creating partnerships, allowing ads time to spend, reach the public, and build momentum and ad spending capabilities.

## **Phase Two: Hard Launch, Recruitment, Nurturing, Engagement (February - April)**

We'll launch the campaign to the wider public in a big and splashy way and gain traction through compelling, curiosity-inspiring, action opportunities, and creative storytelling content promoting our Day or Week of action. We'll also begin to explore deeper, larger-scale partnerships for future activation.

We'll provide those who sign up to participate with the tools, support, and actions they need to make an impact during the Day or Week of Action.

## **Phase Three: Day or Week of Action (May)**

Participants activate the campaign on campuses and online across the state.

## **Phase Four: Celebrating and Building Forward (May - June)**

This phase will highlight impact as well as identify and strive toward future opportunities for action.



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Personas

# Defining a 'Persona'

The word 'persona' can bring to mind different things for different people.

**For our purposes, when we use the word 'persona,' we're using it to describe a profile of a person who represents a significant segment of your target audience.**

These profiles are used to form messaging that speaks specifically to them, increasing their likelihood of deeper engagement.



# Audience Profile Research

## Methodology

Our audience profiles were developed based off of our qualitative in-depth interviews and focus groups with youth (13-18), parents, and educators who have experienced, dealt with, or mediated instances of bullying.

Total qualitative sample: 30

## Sample Breakdown

Youth	Parents	Educators
<b>(3) IDIs</b> (45 min)	<b>(1) IDI</b> (45 min)	<b>(1) IDI</b> (45 min)
<b>(3) Focus groups</b> (90 min, groups of 3)	<b>(3) Focus groups</b> (90 min, groups of 3)	<b>(3) Focus groups</b> (90 min, groups of 3)
- K-5 (1 group)	- Parents K-5 (1 group)	- Educators K-5 (1 group)
- 6-8th grade (1 group)	- Parents 6-8th (1 group)	- Educators 6-8th (1 group)
- 9-12th grade (1 group)	- Parents 9-12th (1 group)	- Educators 9-12th (1 group)
Total Youth: <b>12 (9 were AAPI)</b>	Total Parents: <b>10 (3 were AAPI)</b>	Total Educators: <b>9</b>

# Audience Profiles (Personas)

Based on our research, we created 6 Audience Profiles that will be used to drive the campaign development, ensuring messaging, services, and activations are based on audience needs.

Savvy Tweens  
**Race-based**

Experience a range of emotions including anger, shame, identity crisis, and like they don't belong

Savvy Tweens

Are highly aware of pervasive bullying culture but feel powerless to change it

Unaware  
Tweens

Aren't fully aware that what they experience is bullying. They fear losing their "friends" if they speak up

Teens

By this age, many have gained more awareness of social cues, what friends should be like, and their own self confidence.

Educators

Overwhelmed by everything that's expected of them. Lack time, resources, and expertise to address emotional wellbeing of all their students.

Parents

They feel powerless to protect their kids from bullying, and often feel frustrated when schools don't take action.

## Personas

# Savvy Tweens (Race-Based)

Those who've experienced being bullied based on their race

Youth who've experienced racial bullying often share that they've dealt with it from a young age. The incidents range from being teased for their accent, to being left out, to hateful, derogatory comments. Youth often don't talk to anyone and just accept it because they feel powerless to change things. Due to cultural and language barriers, many felt they couldn't turn to their parents.

### Mindset + Beliefs

They want to fit in

Feel embarrassed by their 'otherness'

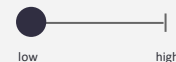
Many of them are first generation Americans so they struggle with 'split lives'

## At-a-glance

Experience a range of emotions including anger, shame, identity crisis, and like they don't belong

Pain Points:  
Lack a support system, feel helpless

Likelihood to tell parents or teachers:



Attitudes toward Influencers



### How They Experience Bullying

- Microaggressions and slurs
- COVID-related hate or microaggressions
- Gossiping about them in languages they don't understand
- Being made fun of for their accent, skin color, religion, or culture (foods, language)
- Often starts when they're fairly young, very normalized

### Pain points

- They don't turn to their parents, because they either don't understand, or are going through their own struggles
- While they don't fault them, many wished for more parental support
- Difficulty finding support systems that relate to their issues (e.g. help-line person couldn't relate to immigrant experience)

### Attitudes towards Social Media + Influencers

- Have fewer role models on social media that they can relate to
- Jaded about the normalcy of racial slurs or microaggressions
- General distrust toward internet safety and security
- Parents may be more restrictive about social media usage to protect them from race-based cyber bullying
- Conversely, some parents may not be involved or culturally aware enough to know what they're using or how to monitor it

### Behaviors

- Might try to hide their 'otherness'
- Seeking friends from similar cultural backgrounds helped
- Just accepting it and keeping to themselves was often how they coped

### Feelings

- Like they don't belong
- Like an imposter
- Ashamed
- Identity crisis
- Anger and resentment
- Helpless

### Platforms

- Instagram
- TikTok
- YouTube

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Concept

# Insight Takeaways

- **Most campaigns focus on those who've been bullied**, and therefore continue to put the weight on their shoulders to fix it by standing up for themselves. But this will not shake the stigma nor has it been impactful in creating change.
- **Bullying is more pervasive than ever** and most people who are experiencing bullying aren't talking about it.
- In order to **shift the narrative** we need to put the responsibility on everyone—including those who perpetuate bullying.
- We need to establish a **shared understanding of what bullying** is, create common ground and help overcome the stigma surrounding all sides of the bullying equation while targeting a primary element of its strength: silence.
- We need to **expose the truth** and show why bullying, though widely accepted, is unacceptable.

# Concept

**Let's define race-based bullying and reframe it as a story in which every one of us plays a role, disrupting what we as a society have come to accept as normalized behavior and demonstrating how widely experienced and damaging it is to each of our communities.**

To give people an anchor in relating their experiences and to demonstrate the various roles in the bullying narrative, we'll create archetypes portrayed as characters representing everyone from those who have bullied, to peers, bystanders, allies, those who have been bullied, activists, friends, parents, and educators.

These archetypes will serve as a framework for continuing to define what race-based bullying is, taking into account diverse perspectives while also emphasizing points of relatable, shared experiences. We will help youth to see themselves and their peers in this story, expose biases, and ultimately show how bullying behavior is problematic and painful. We will call on everyone to be accountable for the role they play and what they can do to create positive change.

We'll collect a wide variety of real and resonant stories, calling on people to reflect on and share their experiences in a safe and anonymous way, providing us the opportunity to define what bullying behavior is and demonstrate its prevalence. We'll turn the shame spotlight off and instead build solidarity around these widely shared experiences, and inspire hope and urgency to begin shifting the narrative.



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Activations

# Core Campaign Activations

We **define an 'activation'** as a point of connection, engagement, and action with the campaign—it's how the campaign comes to life and how people are able to participate.

Each of our campaign activations will contain elements of the following:

- Interaction
- Storytelling
- Community



## Quiz

If BuzzFeed has taught us anything, it's how much we (and especially tweens!) like asking the Internet who they are. It's an easy and interesting interaction to lead people toward deeper involvement. We'll create a quiz that invites folks to find out what mix of our characters or archetypes they are.

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## Tell Your Story by Telling Us

We know talking about painful and deeply personal experiences may not be something tweens are comfortable doing on social media, especially with the fear that that might just make the issue worse. That's why we'll invite them to submit their stories to us anonymously and we'll share those stories from our social media handles. We'll show how prevalent the issue is while also building the feeling of solidarity that comes from relating to others' experiences.

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## Deep and Emotional Storytelling

Stories are some of the best 'ways in,' allowing us to consider hard or remote topics from a much closer seat to the front and reflect and relate. We'll use our characters and archetypes to tell stories that honor, respect, and make the experiences of race-based bullying accessible and real to tweens and their communities.

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## Day or Week of Action

For this to be successful, we need to create a sense of urgency and momentum. That's why we'll build toward a day or week of action, during which we'll plan a series of events and actions both in-person and online. These could include special speakers, educating your school or community through a creative installation, taking actions to address race-based bullying, learning about new mental health and support resources, partner activations, and casting a vision for what comes next.

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Content +  
Channel, and  
Platform Strategy

# Create meaningful connections through multiple touchpoints.

In this section, you'll see how we plan to use content, platforms, and channels to communicate effectively with our target audiences over time.

## Key Campaign Messages

- Your experience, your story is valid—and you're not alone.
- There are real ways we can address the large issue of race-based bullying.
- Changing the narrative will take all of us: Each of us has the ability and responsibility to take action.



# Content and Channels

## **Website**

# The Central Hub of The Campaign

**The campaign website will be the hub of our storytelling, interactive activations like the quiz, and resources for actions and ongoing support.**

It will be living the home base for our audience to engage with the campaign and to connect with other tweens on a similar journey of reframing and responding to bullying in their lives and community.

The website will direct our audience to mental health resources and experts, with an emphasis on support for youth of color, and tweens along the bullying spectrum. This will come to life through partnerships that move beyond a list of third-party links, but rather invite conversations with real people and brands that have an impact on our audience's lives.

On the website, our audiences can expect to find sections and content like the following:

- **Story Hub**
  - We'll create an anonymous portal for collecting stories from youth across the bullying spectrum. We'll highlight these stories while ensuring that the stories of youth who have experienced race-based bullying are featured prominently.
- **Resources**
  - Across the bullying spectrum, we'll provide resources for tweens – and in particular – youth of color, parents, and educators, including options for mental health support and ways they can deepen their individual and collective efforts to dismantle bullying.
- **Community**
  - Community-building and connection amongst tweens will be a tentpole of the site, allowing tweens to see the breadth of this issue and that they are not alone. We'll create opportunities for tweens to directly interface with one another about their stories and bullying at large with the goal of fostering a safe space and a sense of solidarity.

# Content + Channels

# **Organic Social Media**



# Social Channels

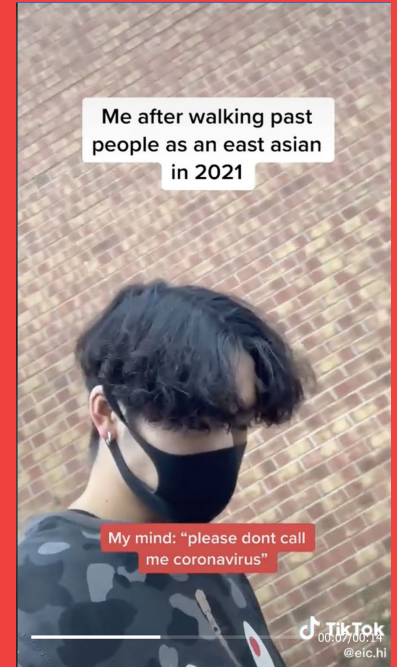
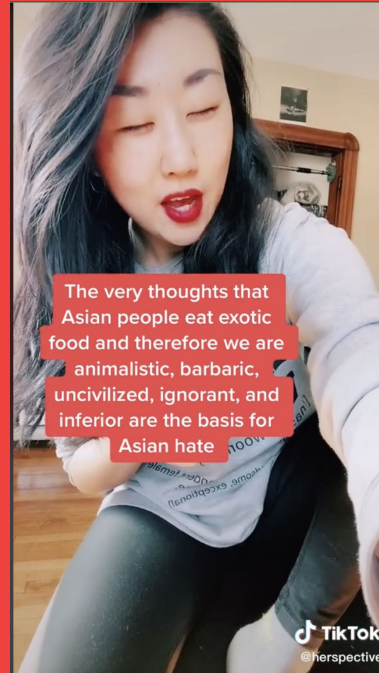
With our key target audience in mind, we recommend focusing on five channels:

- **TikTok** - Users think about the platform as fun + creative. It's best used for creating short, bite-sized content. Content is primarily used for storytelling and educational purposes for brands and organizations. TikTok has 1 billion active monthly users and 10-19 year olds make up the largest age group. The platform regularly amplifies creators, in fact creator partnerships [boost](#) view-through rates by 193% on TikTok! Partnering with TikTok creators is a way to further amplify the campaign.
- **YouTube** - Users come to the platform searching for influencer content and advice. YouTube is a video content hub for storytelling and educational content. We see the biggest opportunity for long-form and livestream content on this platform. There are 2 billion monthly active users and 15-35 year-olds make up the largest age group.
- **Twitch** - 16-24 year-olds make up the largest group on the platform and users come to the platform mostly for gaming and livestreams. Brands and organizations largely sponsor events or individual gamers, we could do the same and partner with a gaming influencer for a brand-sponsored tournament during the Week of Action.
- **Instagram** - Users come to the platform for inspirational visuals, short videos, inside looks, humor and edutainment. The user base is largely 25-34 year-olds and could be used to target parents of elementary age children.
- **Snapchat** - Users come to this platform to largely exchange private messages between friends or closed groups. The platform is infamous for its filters and is driven by its AR features. This is a fantastic opportunity to bring the bullying characters to life through these AR filters.

# Engagement Strategy: TikTok

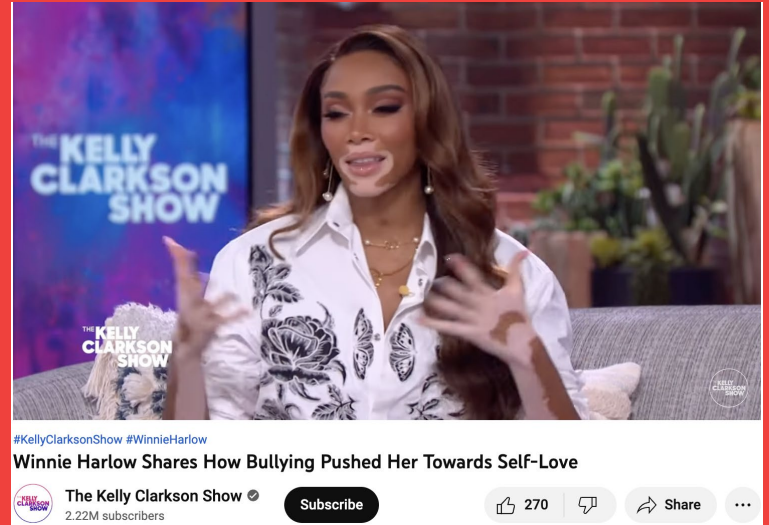
Follow, monitor, and engage with accounts using trending hashtags like: #BullyAwareness (52M mentions), #BullyAwareness (896.6M mentions), #CyberBullyAwareness (5.5M), #StopAsianHate (2B mentions). Examples of public-facing UGC stories of [being bullied](#) + [being the bully](#)

Another way to engage users on TikTok is to have them create User Generated Content (UGC) where they tell a story that resonates with different type of bullying. Either publicly or anonymously, the user tells their bullying story, from either the perspective of having been bullied, being the bully, being the bystander, being the parent, or other related experiences. The users can also use hashtags to categorize the type of bullying and whether it was **based on race, ethnicity, language, or country of origin, or perceived race or ethnicity.**



# Engagement Strategy: YouTube

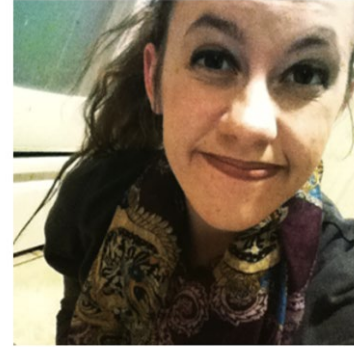
- Develop a storytelling content series about bullying using story submissions and partner with an influencer to amplify the series. Lean into YouTube Shorts (YouTube's short-form video product).
- Go Live with the influencer during the week of action to premier the series.



# Engagement Strategy: Twitch

- Partner with gaming influencer for a brand-sponsored tournament during the Week of Action.
  - Gamer will promote the game leading up to the tournament
  - Gamer can talk about bullying, **feature resources and amplify stories during the livestream.**
  - Someone from the team can be there to engage if someone request additional support.
  - Brands can also sponsor various gamers or teams to participate.

## TESTIMONIAL



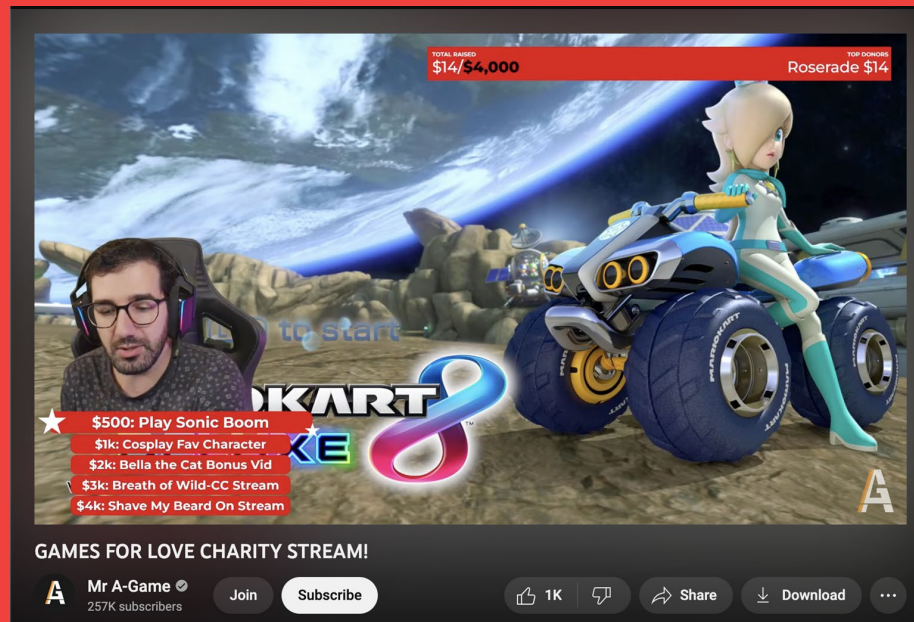
Thank you from the bottom of my heart.. I've struggled so much with bullying because I didn't have the same taste as someone else or I didn't come from a rich family. Cybersmile taught me there's nothing wrong with being who I am. I don't have to pretend to be someone I never was. Cybersmile has helped me so much....

# YouTube Deep Dive: Charity Stream

During our Week of Action campaign, we will engage a gaming influencer (like [Ali-A](#)) to partner with us for a charity stream. On the charity stream, the influencer will live stream themselves playing video game created by our potential partner (Minecraft, Roblox, etc). Here is an [example charity stream](#) from Ali-A.

During the game, there can be a variety of asks for the audience:

- Influencer can tell a story about a time they can relate to one (or all!) of the characters in the bullying story
- Influencer can ask their audience to engage in the chat about their own experiences with bullying (any phases/avatars)
- Influencer can raise money for partner nonprofits combating bullying



# Engagement Strategy: Instagram

- Audio Message Submission-users can submit their audio stories in a direct message with the understanding that their stories may be repurposed into content, but remain anonymous.
- AR Filter-We can compile various Instagram stories and repurpose them for Instagram Reels.
  - Quizzes
  - Conversation starters







# Content + Channels **Advertising**



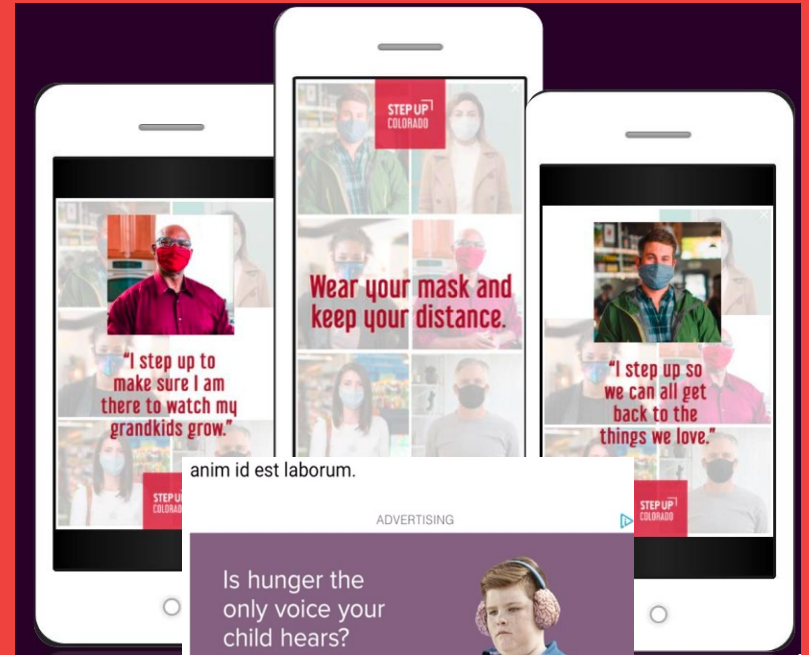
# Growing Followers

Leveraging paid media channels, we'll seek to create and **grow a network of followers** on aforementioned organic social media platforms (TikTok, YouTube, and Twitch).

To accomplish this goal, we'll explore a number of different ad placements on social platforms, such as:

1. **Large size ad units that grab users attention by taking over the full screen**
2. **Non-skippable video ads**
3. **Ads that will automatically adjust their size, appearance, and format to fit various environments**

These types of ads will help us engage with and educate young people as they access their favorite apps via mobile devices



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ADVERTISING

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# Building Awareness

Once we've built up an organic social following, we'll continue to get the word out about our mission, sending users directly to a microsite to familiarize themselves with the campaign, promoting a day or week of action, when appropriate. We'll measure success by tracking impressions (total users who've seen the advertisement) and, in some cases, clicks through to the microsite.

In addition to platforms where we've already grown an organic social presence, we'll explore a number of different advertising channels to continue building awareness, such as:

1. **Out of Home:** outdoor ads to create impact at a targeted, local level (i.e. Bus exteriors, Transit shelters, and more!)
2. **Digital Display:** clickable ads served across web and mobile apps beyond social channels, to drive response
3. **Video + Audio:** impactful ad formats to capture an engaged audience
4. **Gaming Devices:** in-game activations to reach our audience where they spend considerable time
5. **Paid Search:** our target audience use search engines to look for terms and support around bullying. We will leverage this to our advantage to connect them to the microsite and its resources.

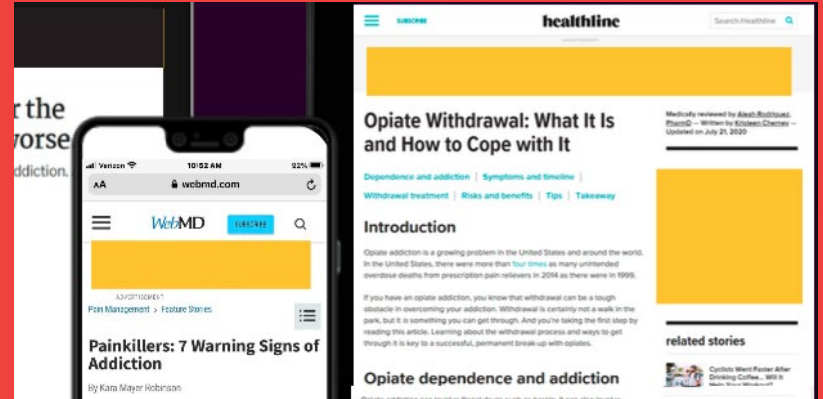


# Generating Leads

The audiences we've previously amassed during earlier Follower and Awareness campaigns will be primed and ready to retarget with additional ads. Lead generation aims to **deepen user engagement** by requesting additional information from users (typically first name, last name, email address and/or phone number). To ensure participation and capture these details, we'll promote a day or week of action, when appropriate.

Typically we find the best channels for driving leads to be:

1. **Paid Social:** After building an audience pool of users in the awareness phase, we'll continue to serve ads to this same group of users on YouTube, Twitch, TikTok, etc. to help ensure these folks deepen their engagement where they already are.
2. **Lead Generation Ads:** Google and many social platforms offer ad units that capture leads directly on platform - no need for the user to click through to another page.



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Stakeholder +  
Partnership  
Strategy

# Partnership Strategy: **Context**

The organizations and brands we partner with will support the campaign in five key areas:

1. **Grounding our strategy in youth leadership.**
2. **Bringing in area-expertise, thought leadership, and trusted resources.**
3. **Supporting content creation to ensure cultural relevance and capacity building.**
4. **Ensuring our campaign is unique, disruptive, and goes from the bottom up.**
5. **Extending the reach of the campaign and meeting our target audiences where they are.**

The process of formalizing key partnerships will start now until the end of January. We hope to create momentum and add additional partnerships as we go.

Grounding strategy and content creation in youth leadership, area-expertise, and cultural relevance.

**Our content needs to be culturally relevant, but also created in a way that fosters best mental health practices and builds resiliency within our target audiences.**

Content creation won't fall solely on youth, but we want to ensure their voices lead and resonate throughout our content, with clear inclusive guidelines.

- **Youth Partners**
  - YLI + YAC
  - GSAs
  - CA Association of Student Councils
- **Peer-to-Peer Support**
  - Teen Line
  - 988 Lifeline
  - Room for other partners, trained in race-based issues.
- **Mental Health Professionals**
- **Cultural Brokers**

# Ensuring our campaign is unique, disruptive, and goes from the bottom up

**There are a lot of anti-bullying campaigns and the partnerships we'll forge should help us cut through the noise and elevate our unique value proposition.**

We'll be bold and ambitious going after big brand partnerships in the gaming and entertainment industries to raise the profile of our campaign.

- **Gaming**
  - Roblox
  - Minecraft
  - Twitch
- **Inspiring Organizations / Brands**
  - The Trevor Project
  - Brands aligned with our campaign objectives
- **Influencers / Artists**
  - Podcasts
  - YouTube

Extending the reach of the campaign and meeting our target audiences where they are.

**Our campaign needs to utilize the platforms and networks where young people spend most of their time so that they become familiar and comfortable with our messaging.**

In addition to organic and paid media tactics, we will aim for specific cultural organizations and social media accounts from other partners to relay our content.

- **Social Media Accounts**
  - [Dear Asian Youth](#)
- **Cultural Brokers**
  - Orgs representing the AAPI community (for ex: SEARAC's Coalition)
  - Orgs representing other communities
- **Educational Organizations**
  - CA Association of Student Councils GSAs
  - Schools
  - School Districts
- **Media Partners**



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Measurement  
Framework

# Measurement Strategy: Skyline View

Our measurement strategy must answer the following questions:

- Quantitative measurement:
  - **Campaign reach:** How many people did we reach in our target audiences?
  - **Total Engagements:** How many times we engage our target audience?
  - **Leaders Activated:** How many people did we inspire to become agents of change within their own communities?
- Qualitative measurement
  - **Campaign Sentiment:** What are our audiences saying about the campaign within their networks?
  - **Anti-Bullying Sentiment:** How has the narrative on bullying shifted since we launched? *This measurement will be most useful when evaluating long-term impact, and we won't necessarily plan to assess within the initial months of the campaign.*

# Lifecycle Measurement

We can also approach measurement with a lifecycle mindset, allowing us to evaluate how campaign is fairing at building momentum + laying the groundwork for real change.

Awareness	Engagement	Activation
<p><b>Measures:</b></p> <ul style="list-style-type: none"><li>● Reach</li><li>● Impressions</li><li>● CPM (cost per thousand impressions)</li><li>● Hashtag Impressions</li><li>● Video Views</li><li>● Press Hits</li><li>● Microsite Sessions</li></ul>	<p><b>Measures</b></p> <ul style="list-style-type: none"><li>● Social Follower Growth</li><li>● Click-through Rate</li><li>● Video Completion Rate</li><li>● Hashtag Mentions</li><li>● Social + Microsite Engagement Rates</li><li>● Quiz Completions</li><li>● Sign Up Rate</li><li>● Pageviews for Core Site Content (such as resources)</li></ul>	<p><b>Measures:</b></p> <ul style="list-style-type: none"><li>● Social Amplification Rate</li><li>● Campaign mentions</li><li>● # Anti-Bullying Champions</li><li>● # User-Generated Content Creations</li><li>● # Participants in Day/Week of Action</li></ul>

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Next Steps

## Next Steps

# What We'll Do Next

### Identity

- Name + Visual Identity (by Dec 15)

### Strategy Development (Dec-Jan)

- Day/Week of Action
- Deeper/Detailed Implementations

### Platforms + Channels

- Microsite Design + Production (Dec-Jan)
- Social Channel Creation (Dec- Jan)
- Paid Media Strategy + Vendor Selection (Dec)

### Partnerships

- Outreach to brand / Orgs / Experts / Cultural Brokers (Nov-Jan)
- Finalizing key partnerships (Jan-Feb)



**Thank you!**  
**Any questions?**

Your Media Cause Team