What is an online campaign?
An online campaign should aim to promote a cause you believe in and mobilise internet communities with a call-to-action!

What are the stages of an online campaign?

1) Pick a cause you believe in
2) Define the goal of the campaign
3) Show what the cause means to you
4) Let others share their story
5) Select the right social media tools

Read this step-by-step guide on how to turn an online campaign into a movement

What can I campaign about?
You can campaign about anything that you are passionate about!
Think about what makes you angry! What is unjust within your local and global community?
Consider the Sustainable Development Goals for a thematic focus.
What are some examples of current online campaigns?

#reelwomen

#reelwomen is an online campaign mobilising people to draw their ideal female protagonists with the aim of encouraging Hollywood to make more diverse, ambitious and empowered female roles.

Caption Obvious

Caption Obvious helps to make YouTube more accessible for the deaf and hard of hearing community by encouraging people to request video creators to write captions and subtitles.
#NotBreakingNews

#NotBreakingNews is a platform empowering people to share the names and photos of victims of colour whose stories weren’t accurately or adequately covered by the media. The movement aims to highlight and challenge hate crime.

#AXTHEPINKTAX

#AXTHEPINKTAX raises aware of a ‘pink tax’ concept and how the repercussions exasperate gender inequalities. The movement encourages people to boycott products with a pink-tax and to petition for companies and government to put a stop to pink-tax. Their latest promotion “raise a brow” is challenging people to raise awareness of the pink-tax by dying their eyebrows pink!
#TheSexiestWords

#TheSexiestWords promotes the importance and practicality of asking for consent by encouraging people to share how they ask for consent.

![Images of handwritten notes with words like "Are you comfortable with this?"

WITNESS

WITNESS encourages the public to film any human rights violations they may witness. Videos are used to expose abuses and advocate for change. They may also support criminal investigations.

![Images of smartphones recording a protest scene]
Hollaback!

**Hollaback** is an online platform which encourages people to share their stories of street harassment as a means of raising awareness of the gravity of the issue and to empower those effected.

**Headhunters**

**Headhunters** encourages individuals to contact local businesses, discover opportunities and share these on a local job board, helping to tackle SDG 8, 10 + 11.