

# 5 initial thought starters for media campaigns from quick wins to bigger campaign ideas

## Quick Wins

### 1. Maximise Instagram and Facebook Stories

Stories are a good way of being interactive with the audience. Live polls get people to vote and share their opinion on a debate. Empower girls to share their thoughts on the social media platform and be celebratory and inspiring in tone of voice. Interactive content such as moving images will grab audience's attention and create click through.

### 2. Partner with the community

As Living Threads is about inclusivity, there are opportunities to partner with local women-led organisations in your area. Look for local artists to showcase on social media or businesses that deserve more attention.

### 3. Create a competition

Create a competition which inspires people to tell their friends about World Thinking Day and tag them in the post for a chance to win a prize.

## Bigger campaigns

### 1. Inclusion

Create events in the local community – like thread bracelet days where the games found in the World Thinking Day pack are played. Encourage people to share what they've done with their bracelet and their friends on social media.

### 2. Diversity

Use World Thinking Day as a way of highlighting the big impact Girl Guides and Girl Scouts make by speaking on bigger issues. The hashtag #InOurHands is a call to action to motivate people to engage with the campaign and share the achievements they've made with feminist issues, big or small. Whatever a girl has achieved positively contributes towards feminism, and the hashtag #InOurHands encapsulates this.