



Module 5: Advocacy and Public Engagement through Visual Media



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Welcome to Module 5

Welcome to this module on advocacy and Public Engagement through Visual Media

In this Module, you will:

- Discover how visual storytelling can be used as a tool for advocacy and social impact.
- Learn how to design and share visual campaigns that promote understanding and inclusion.
- Explore strategies for engaging with policymakers, community leaders, and the public through your stories.
- Understand how to evaluate the influence of your media.

This module will take approximately 60 minutes to complete.





What You Will Learn

By the end of this module, you will be able to:

- Explain the role of visual media in advocacy.
- Learn more about community engagement.
- Present your story confidently in public spaces, policy forums, or community events.
- Engage effectively with diverse audiences, including peers, community leaders, and decision-makers.
- Evaluate the impact of your advocacy efforts by analysing audience responses and online engagement.

Why Visual Advocacy Matters?

Visual advocacy refers to the use of media to build bridges between personal stories and public understanding, expressing a social issue creatively.

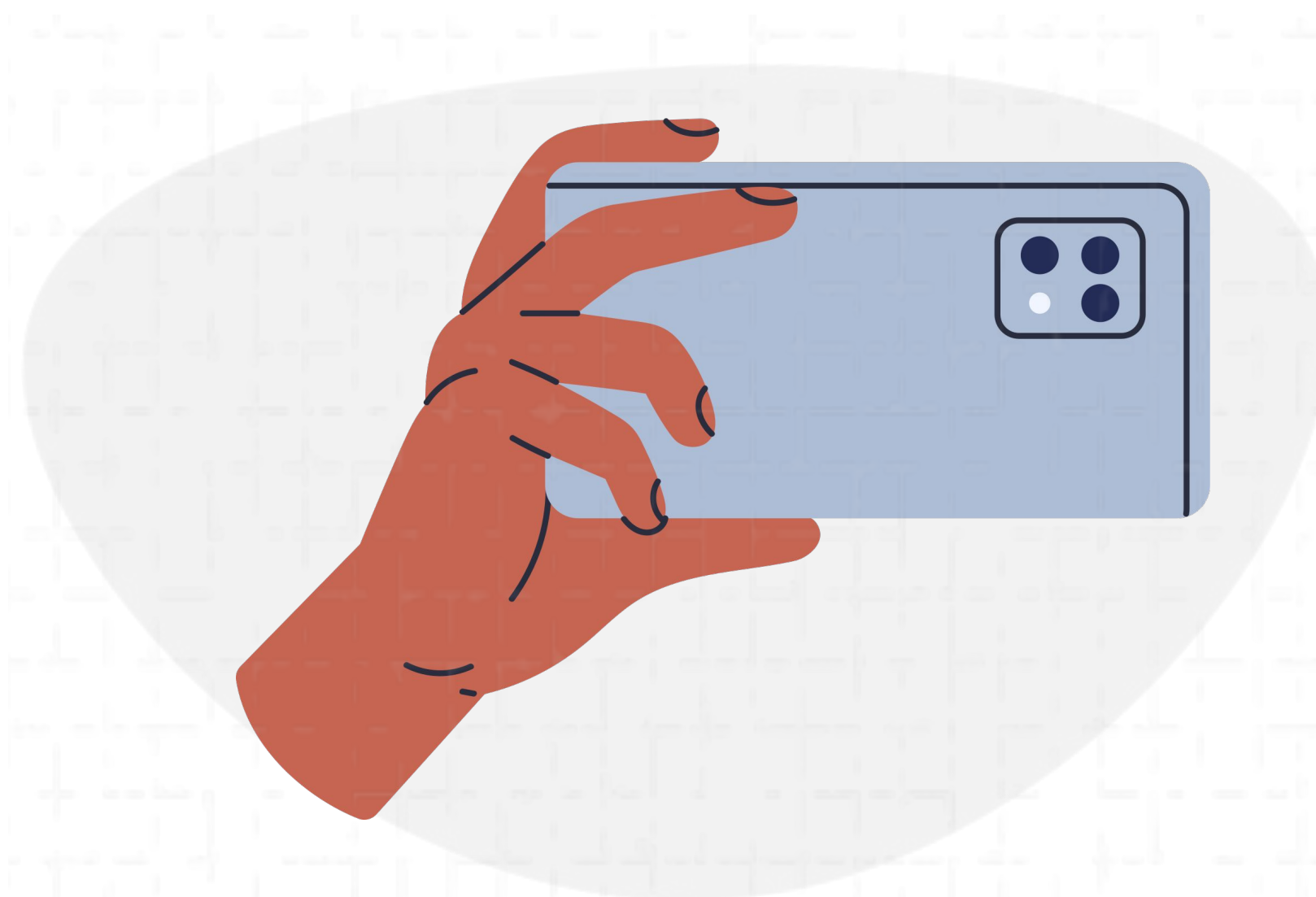
Visual media expresses emotion, identity, and experience beyond words. It turns information into emotion and emotion into action.

Through visual advocacy, you can:

- Identify issues that matter to your community, and make it visible.
- Frame your story around a clear message, build empathy and inspire action.
- Use images and videos to make complex issues more personal and relatable, and challenge stereotypes.

Reflective question:

What social issue affects you most deeply?



Storytelling for Advocacy

One of the main elements that transform visual media from media to impactful tools is storytelling.

Stories have the power to move people and connect communities. A visual story highlights experiences like migration, belonging, and inclusion.

To create impact, you need to

- Focus on one message
- Use authentic images and captions
- Speak from experience

Reflective question:

Choose one image that represents home to you. What story does it tell?



Community Engagement

What is a community engagement?

Community engagement is a vital component of advocacy as it ensures that your media represents an issue relevant to community, and your stories come from within the community not about them.

- It means actively involving people, groups, and organizations in identifying issues, shaping actions, and creating change that affects their lives.
- It's about listening, collaborating, and building trust between communities and those advocating for them.
- It transforms storytelling into a collective voice, helping migrants, youth, and local citizens connect around shared values, challenges, and hopes.



Community Engagement



Why does It Matter?

- 01** Builds understanding between migrants and host societies.
- 02** Creates space for dialogue and empathy.
- 03** Strengthens civic participation and shared ownership of change.

Reflective questions:

How can your story invite others to participate, not just watch?
What kind of community action could your visual message inspire?

Community Engagement

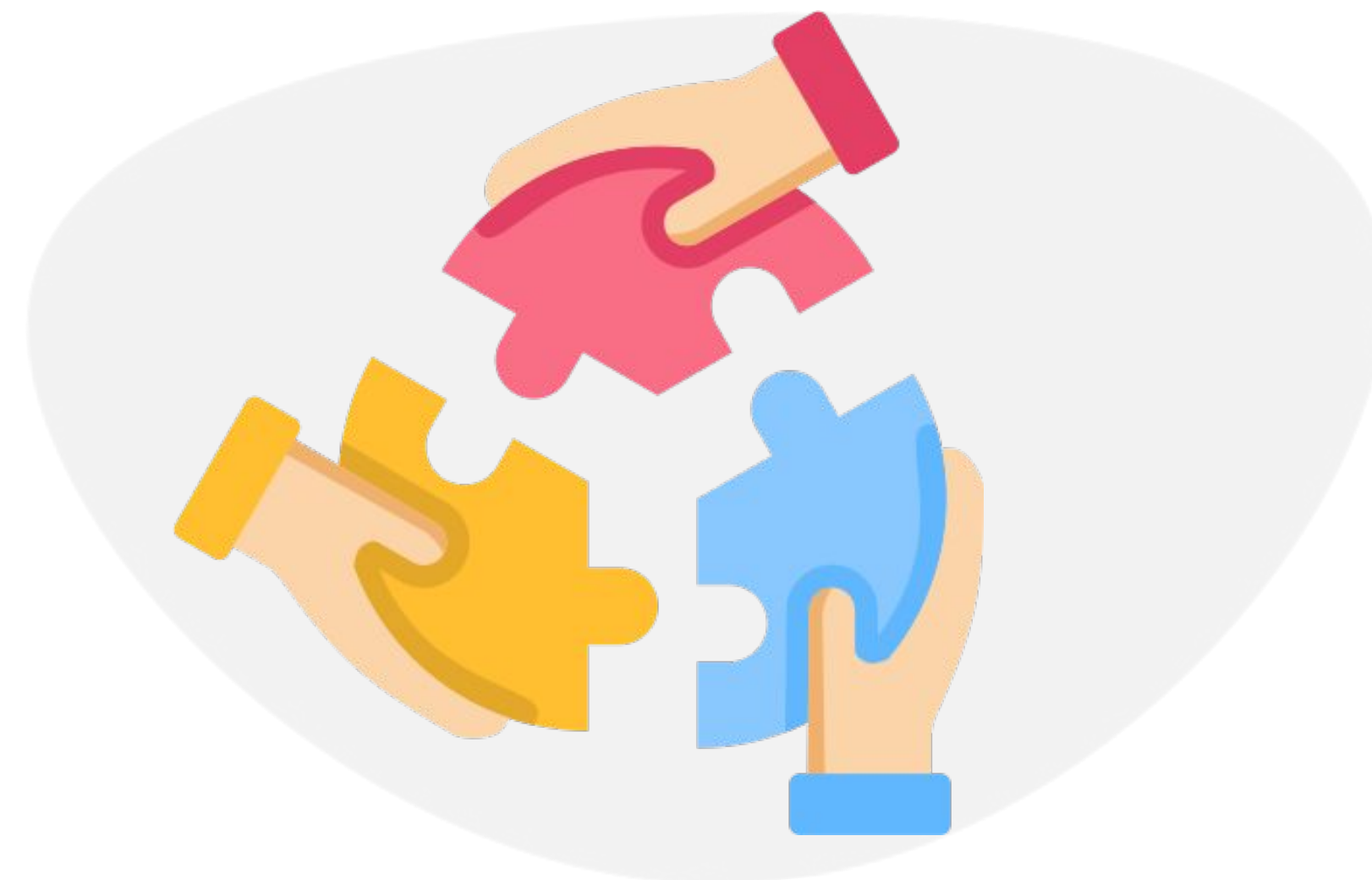
How to practically engage communities?

To engage communities, you can:

- Listen first to learn what matters to your community.
- Co-create by inviting peers to contribute photos or testimonies.
- Show locally: by organising exhibitions, photo walks, or pop-up screenings.
- Collaborate, and work with NGOs, youth centres, or schools.
- Follow up, and ask for feedback and continue the conversation.

Reflective question:

Who in your community could support or benefit from your story?



Campaign Cycle Overview

To make sure that your visual media is successful, there are steps to follow to ensure a successful campaign, where are as follows:

- 1- **Identify the issue and message:** What problem matters most to you? e.g. belonging, equality, climate, inclusion)
- 2- **Identify the target group:** who do you target? NGOs, Youth, decision makers?.
- 3- **Choose your storytelling tool:** PhotoVoice project, short video, digital collage, or infographic.
3. **Use emotion intentionally:** Focus on feelings that connect with viewers—hope, strength, solidarity, and use call to action.
- 5- **Choose the channel:** Choose the right platform (social media, exhibitions, local events) according to the target group.
- 6- **Engage and evaluate :**Who responded? What impact did it create?



Identifying Target Audience

Advocacy becomes powerful when your story reaches the right audience.

Before sharing your message, ask yourself:

- 1- Who do I want to influence – the public, policymakers, or my peers?
- 2- What emotions or ideas do I want them to feel or understand?
- 3- Which form of visual media fits best for them?

Different audiences need different approaches:

- Policymakers value clear, evidence-based stories showing real impact.
- Community members connect with emotions and shared experiences.
- Youth peers engage more with short, creative content online.

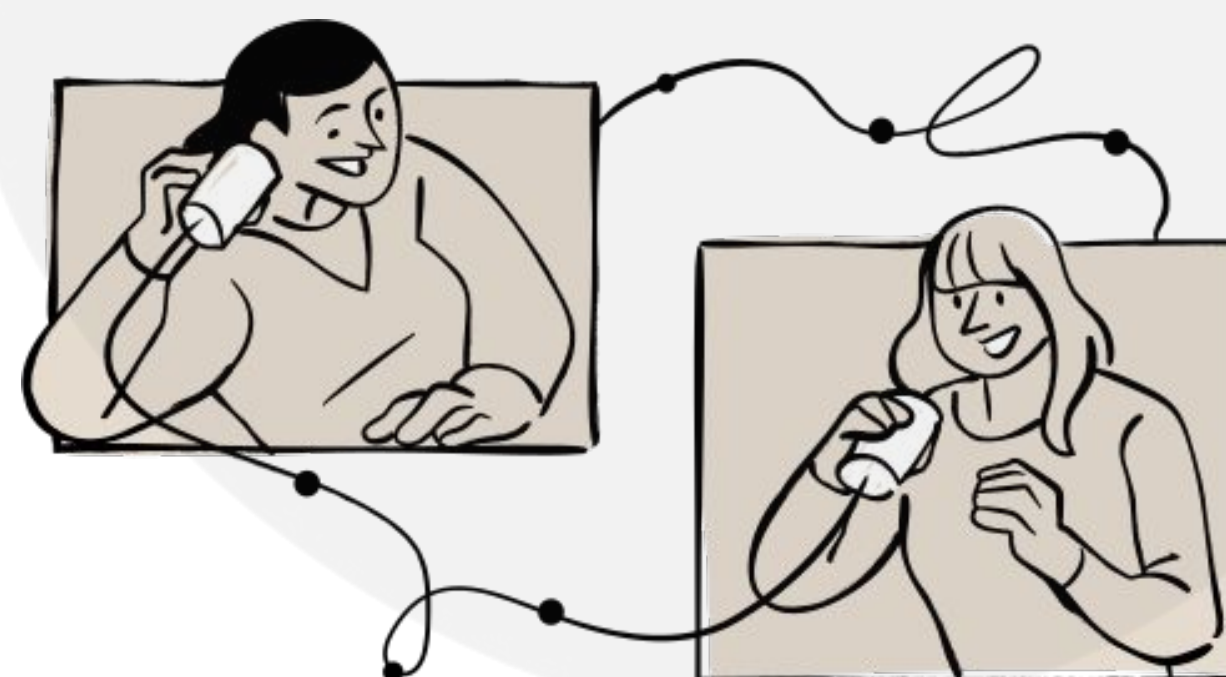


Communication Channels

Once you think about your own story, think about how could you share it with your local community, What channel would reach them best?

There are different types of channels as follows:

- 1- **Social Media Platforms:** such as Instagram, TikTok, or YouTube to raise awareness, they are fast, global, and interactive platforms for visibility, encouraging comments, collaborations, and shared actions.
- 2- **Community Exhibitions:** Through displaying photos or short films in local cultural spaces to foster dialogue, connection.
- 3- **Public Roundtables & Debates:** Through presenting stories directly to decision makers and community leaders, Invite them to discuss the visuals and the issues behind them.
- 4- **Collaborative Events:** Combining storytelling with art, music, or theatre for broader engagement with local organisations.



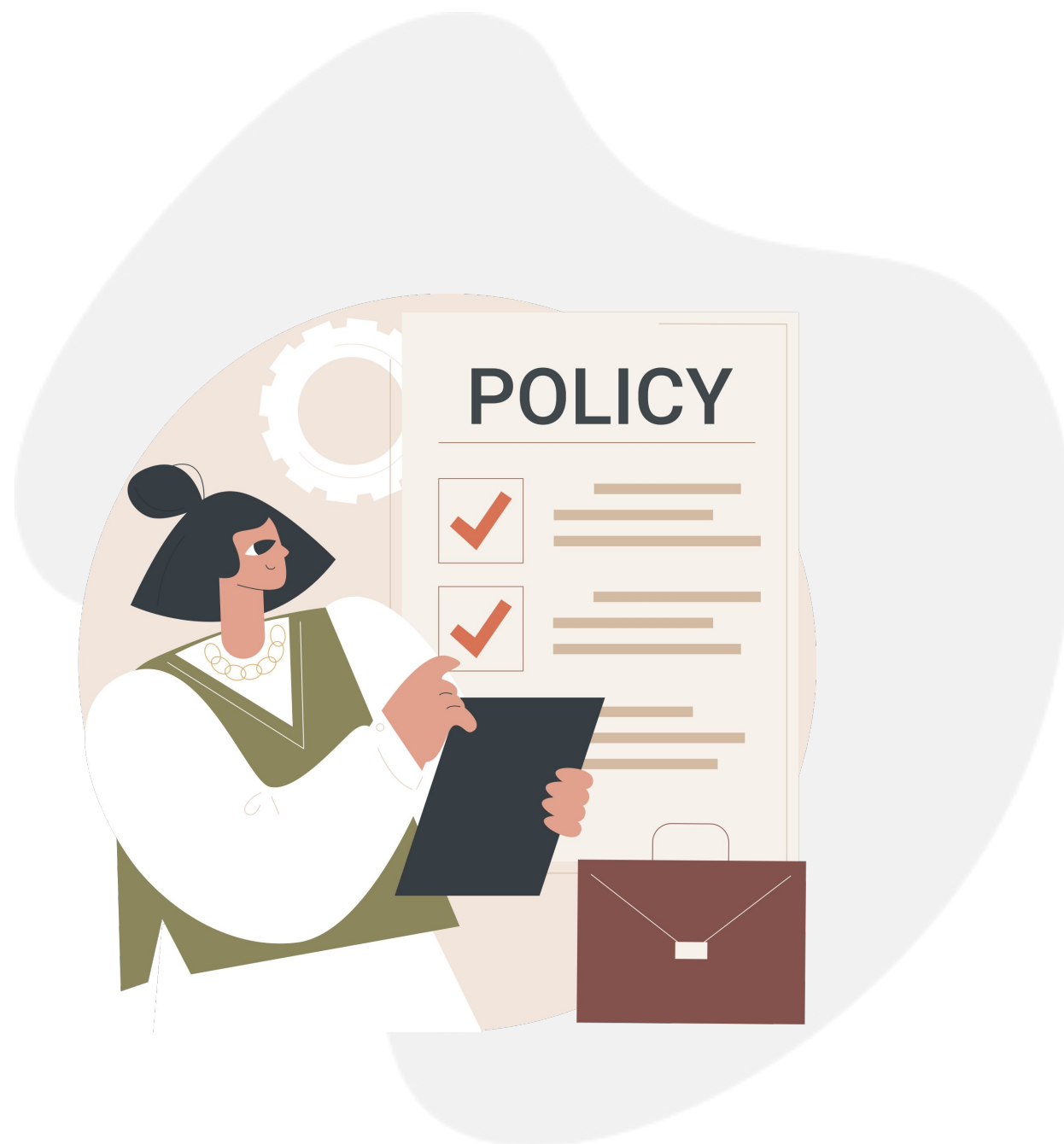
Engaging Policymakers and the Public

To engage the policy makers, effectively, follow the below steps:

- Use public communication channels and online campaigns.
- Do roundtables with the decision makers, present the visual stories with statistics, and pair it with discussions or Q&As.
- Tag local authorities or MEPs on social media.
- Collaborate with other young storytellers, journalists, or activists.
- Share stories that highlight community solutions, not only challenges.
- Use Personal Narratives Authentic voices are more persuasive than statistics alone.

Scenario

Imagine presenting your story at a community event.
What's one key sentence you'd say to policymakers?



Measuring Your Impact

Successful advocacy is about impact, not just visibility, that's why it's important to evaluate your campaign to have tangible results, and to provide you with insights on how to improve your future campaigns, and have greater impact.

To evaluate your campaign, you can:

- Measure the audience reach (views, shares, comments)
- Analyse engagement (What discussions did your story spark?)
- Study and document community change (policy reactions, awareness, growth, media coverage)
- Reflect: Did your campaign reach its intended audience?
- Adjust for next time – advocacy is a continuous learning process.

Reflective question:

How can you know if your message is creating change?
What signs would show it's working?



Reflective Task

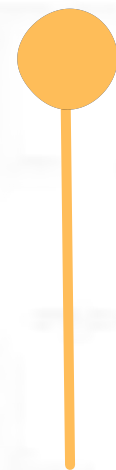
1. Choose one social issue you care about (e.g., belonging, access to education, discrimination).
2. Draft a one sentence: "I want people to understand that..."
3. Choose your target audience
4. Sketch how you could show it visually
5. Share your idea with a peer for feedback.

When doing the above task, make sure to reflect on the following questions:



Question 1

What issue matters most to you right now?



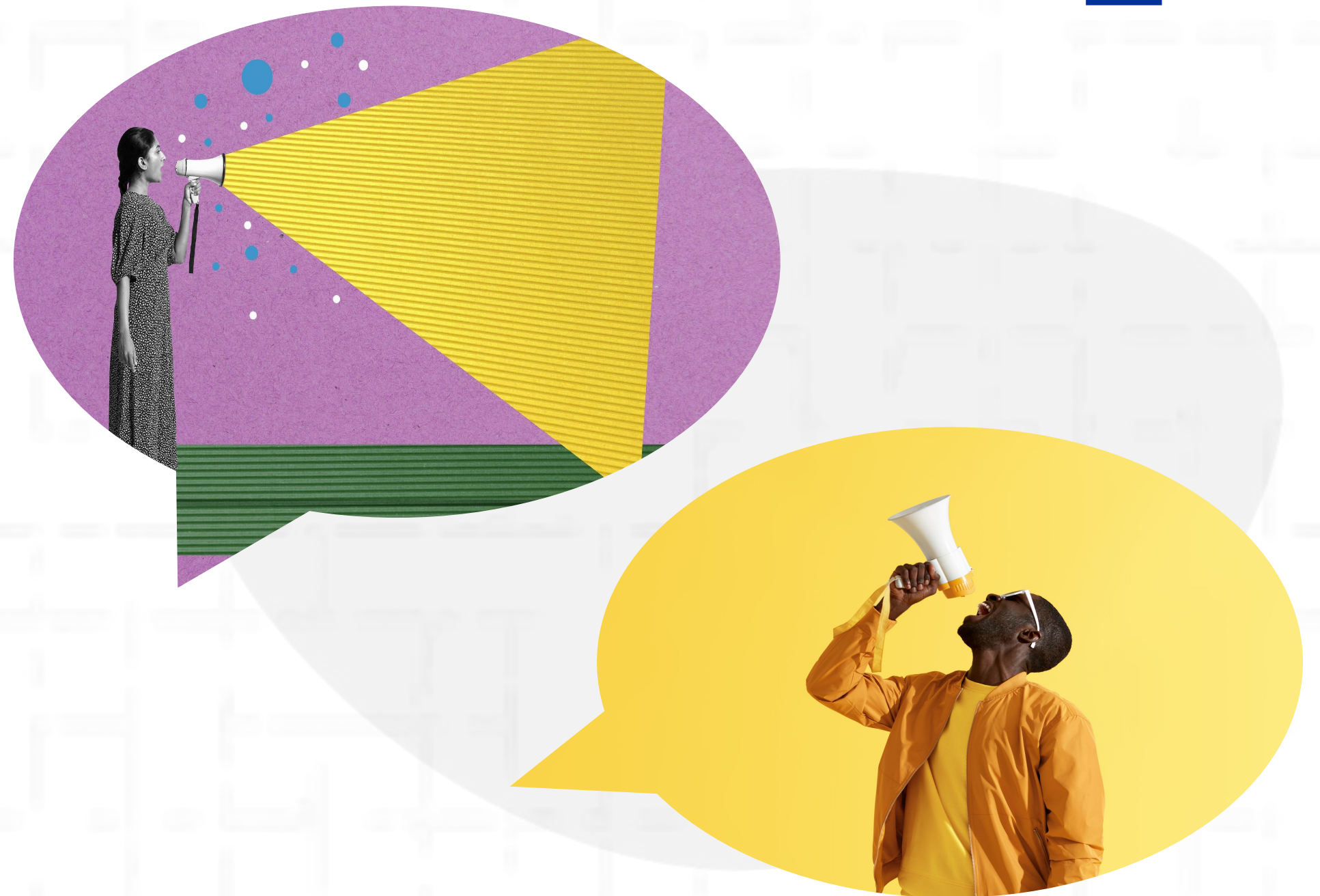
Question 2

How could you express it through images or video?



Question 3

Who needs to see it most, your peers, your city, or decision-makers?





Next Steps

Moving forward

You are now ready to:

- Design your own visual advocacy project.
- Collaborate with others to share your message.
- Present your stories to real audiences and inspire meaningful change.
- Take part in the face-to-face workshop to practice creating an impactful campaigns.

Your voice matters —

your story can move communities!



EU UNITED

Engaging Young Migrants from North Africa
in Participative Video and Storytelling to
Share Their Narratives



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