Questions and Answers about Digital Advocacy

|  |  |
| --- | --- |
| **Digital advocacy:** | **Future of Advocacy** |
| 1. **What excites Helvetas Regional Advocacy Network about digital advocacy?**   Impact-Influence-Scale-Transformative Power-Transparency-Creativity-Energy-Convergence-Collaboration-Mobilization-Change-Inclusivness-Effectivness-Measurment         1. **How far digital advocacy can mobilize citizens?**   Activisit should be aware of “slacktivism”: people click for a cause and end in a picnic! People get space and voice through digital means, but it s important to use both adequately.       1. **Is digital advocacy enough?**   There is a risk that activist energy is channeled through a KLIK: often, people need to go in the street to make change happen! Translate online mobilization into offline actions is one of the challenges of Digital Advocacy: extra miles are needed!     1. **Is digital advocacy effective?**   We have just 3 seconds to **capture nowadays the attention of our target audience** on digital advocacy. Be aware that images travel faster than words, but the tone of voice makes the difference! Informal coalitions and non-formal networks are more efficient.     1. **What is a SMART goal of Digital Advocacy?**   A SMART goal of Digital Advocacy considers the pains and gains of your targeted audience! | 1. **Next 10 years will bring more changes than the last 100 years! How Digital Advocacy will look like in the future?**   A lot will depend on the interphase between today and the future, however, there was consensus that human beings change slower than technology, therefore, a combination of online and offline advocacy will sign our future.       1. To engage in digital advocacy (especially in a polarized and authoritarian context) might be risky: **how can we act for change by mitigating risks?**   Check expectations and be consistent! Revert on safe space, which is not online! Be aware of digital literacy!  Certain behaviors might trigger other behaviors: moderate the flow; Be aware that populist messages go quicker through because they don t need informed citizens.  Complement social media with traditional professional media, which defends public interest! Educate the public!    1. We are partners and at the same time challengers of the system! **How to do advocacy without being seen as an opponent?**   It s crucial to find a common ground with stakeholders (incl. politicians, who are human beings). Advocacy is not a golden bullet: other extra miles are needed to make it work: build a network of supporters and legitimacy for your cause. Advocacy takes time: it lasts more than just a campaign! |