SHOUT N SHARE

EXPLOITATION GUIDELINES

SUMMARY

The Shout N Share project is a collaborative partnership co-funded by the Erasmus+ programme of the European Union which between 2019-2021 sought to boost the profile of young para-athletes. The project sought to develop innovative and replicable awareness raising campaigns, with the intention of developing tools and resources which could be further exploited by stakeholders both inside and outside of the Parasport sector beyond the end of the project's lifetime. The Exploitation Guidelines links stakeholders to the activities of the Shout N Share project and gives practical guidance on how similar campaigns can be implemented, signposting to resources and offering tips and advice along the way based on the experience collected through the project.

INTRODUCTION

The importance of sport for people with a disability is undisputed. Sport is acknowledged as a tool to stay healthy and to promote values; and it has great potential to promote social inclusion. However, the majority of Europeans with a disability still do not have equal opportunities when it comes to enjoy the benefits of sports. This is also due to the fact that misinformed attitudes exist towards people with a disability and their abilities to participate in sports, and a lack of awareness of people with a disability themselves concerning the benefits and opportunities of sport for their better inclusion into society. And although the Paralympic Games have developed into a world-wide showcase event for parasports, the structures and resources outside this biennial highlight still remain semi-professional. This means that parasports in Europe still are in their early stages of structural development, when compared to sports in general; and they are immensely dependent on public funding.

Therefore, parasport organizations still lack the resources, experience and channels to set up the required awareness-raising measures that reach out to the end-users and target groups. And this is especially when it comes to young audiences and new media. Therefore, the SHOUT 'N SHARE project establishes awareness raising that is specifically focused towards the promotion of youth parasports and the outstanding abilities of young para-athletes through new media. SHOUT 'N SHARE (A) develops a strategic approach with replicable tools and practical recommendations about how to reach out with and to young para-athletes and their peers, and (B) develops and publishes online content in the European countries that includes clear value proposition for the target groups. The ultimate goal of SHOUT 'N SHARE is to change attitudes towards the abilities of young para-athletes, and to allow for more youngsters with disabilities to enjoy the benefits of being included into sports and society.

EXPLOITATION GUIDELINES

During the Shout N Share project, and after the completion of specific work programme milestones, exploitation guidelines have been developed. The Exploitation Guidelines aim to provide transferrable knowledge and lessons learned from the project for a variety of stakeholders, including EPC Members, para sport organisations, sport organisations individual practitioners in the para sport sector, and other interested stakeholders.

The Exploitation Guidelines are intended primarily to profile the tools, resources and processes which were used during the project and the to make them accessible to stakeholders beyond the initial consortium. Furthermore, the project benefited from expert guidance in the development of their online digital campaigns, and this document seeks to capture this advice and provide a framework for the implementation of successful digital awareness raising measures.

Subsequently the Exploitation Guidelines detail the differing areas of digital awareness raising which were addressed during the lifetime of the project, and details (1) Digital Campaign Development considerations and (2) Resources and Tools. The development considerations were put together by contracted experts in the field. Resources and Tools detailed were either used during the project or are considered to be of added value to stakeholders. With an emphasis on replicability, all of the resources featured are either free or low cost. Other tools are available and the list should not be considered to be exhaustive, rather a signposting of possible useful tools based on feedback from the project consortium.

The guidelines will refer to if/how the tools and resources were used in the Shout N Share project. If further information is requested in relation to the digital campaigns conducted through the project, this can be found in the document titled 'Shout N Share: Digital Campaign Summary' and provides examples of how such campaigns are constructed and delivered. The categories covered in the Exploitation Guidelines are:

(1) Digital Campaign Development

(2) Resources and Tools for Digital Campaign Implementation

- **Video Footage**
- **Video Editing**
- **Audio**
- **Social Media Visuals**
- **Events**
- **Promotion**

(1) DIGITAL CAMPAIGN DEVELOPMENT

With help from communications specialists the Shout N Share partners provide you with an insight into both the learning made through the lifetime of the project and also the advice given when approaching Digital Campaign Development. This section gives users an introduction to the **benefits of using the digital environment in awareness raising activities**, dispels myths about the process and gives some practical and implementable tips. If you would like to see the examples of how campaigns were developed through the project then please consult the Digital Campaign Summary document.

Using social media and digital campaigns can be a cost effective and practical way to improve awareness raising activities, with little cost or training required to activate. **Social media tools are free to set up, most personnel will already be familiar with them** and they don't carry large software or hardware requirements. Therefore, if you are a stakeholder in the Parasport sector, the sports sector or from further afield exploring digital options for your awareness raising campaigns could be an effective strategy.

However, the **first myth to dispel is that digital campaigns run via social media tools are free**. Firstly, there is a jump between using social media in your personal time and using it in an organizational context. Developing, implementing and managing such digital campaigns takes staff time to manage well (be it voluntary or paid). What's more, platforms like Facebook, Instagram, YouTube and LinkedIn are becoming increasingly pay-to-play platforms. Especially on Facebook and now Instagram, organic reach for organization pages/profiles are continually getting reduced organic reach. This is making Facebook an ad platform first and social network second if you're an organization.

The goal is to train your organization and therefore your digital campaigns into optimisation over time. **Measuring and evaluation are key, through the tracking of results over time**. In the first instance, it is essential to understand who your core audience is and the type of content they react to. Taking time to establish these baselines will both allow you to develop strategies and approaches that scale and also allow you to fully understand the difference made if you start to add paid adverts into the mix.

During the Shout N Share project, specific campaigns were developed for in order to both boost the awareness of youth parasport during the lifetime of the project and in order to develop example strategies which could either be copied 1:1 by Parasport and sport organizations outside the project or to provide examples of how such strategies can be developed. In order to provide a framework for the development of the strategies and to establish a base for their potential extrapolation, post project an overall structure for campaign strategies was developed with guidance, expert input and feedback from communications specialists in the field.

ASSESS 5

★★☆

ACTION 4

1 ANALYZE

2 AIMS

3

ALIGN
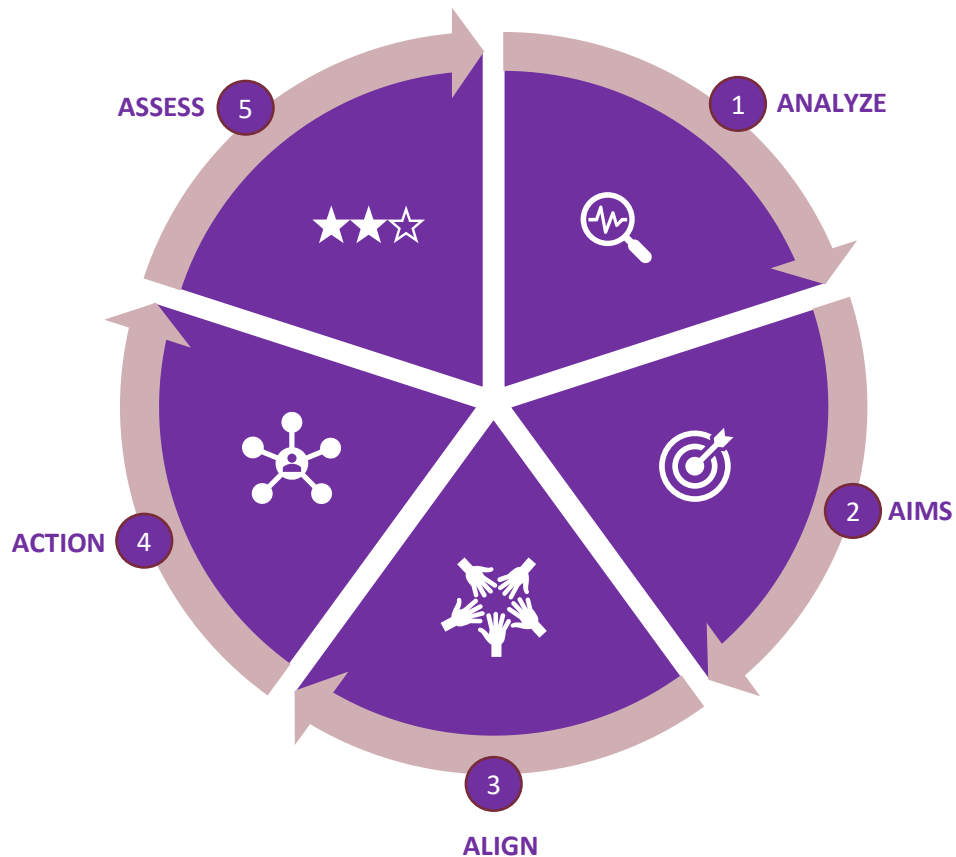
#1 ANALYZE

The first thing to do is to understand what you already have in terms of Digital Campaign resources. This is an important step in understanding the status quo in your organization, and to setting effective aims in the next phase. Take a look into your organisation's (or group of organisations' as per the Shout N Share project) current digital activity and discern where the strengths and weaknesses of the operation are. Is there a plan? Is there regular content? Is there an existing engaged audience? What has worked in the past, what hasn't worked? Which resources have already been developed? By fully analysing the situation, this auditing process will allow you to take a step back and objectively assess what has been implemented in the past, what has worked and was hasn't and importantly if there are any existing resources which can be further developed.

SHOUT
N
SHARE

One of the many benefits of advertising on social media is that you have the opportunity to understand and categorise the audience that you have through social media channels. Most organisations will have some sort of social media account, which mean they will have some following, no matter how small. Categorising and grouping your audience has two main benefits (1) It encourages you to establish the group of people you are trying to contact, in order to do this your content naturally benefits from being more appropriate and customized (2) Social media tools gives you the opportunity become aligned with your audience and to tailor your campaigns via many different data points, specific age range, locations, gender, languages, demographics, interests, behaviors, etc., these categories just scratch the surface of how granular you can get in your targeting capabilities. By taking the step to understand who your audience already is, it will allow you to consider both the relevance and type of content you produce at a later stage.

#2 AIMS

Once you have a good understanding of the status quo in your organization you are ready to establish what the goals of your Digital Campaigns are. How do your individual campaigns link to your overall marketing strategy, how does this in turn fit into your organizational goals? By setting goals with this level of interconnectivity in mind you will be able to place your campaign strategy closer to the value of your organization, which in turn increase both its effectiveness and its sustainability.

Once you have made this alignment, try to be as clear as possible when it comes to setting goals. There is a huge amount of data available to you from social media accounts, which makes it easy to make measurable aims. However, beware of setting data-based goals only, such as 'increase number of followers by x amount' (see tip below on vanity metrics) because this can result in campaigns becoming aligned to the algorithms of the social media platform, rather than the strategy of your organization. When establishing your aims, allow yourself the room to set test goals. See your campaigns as an experiment to better understand your audience, rather than to achieve quick growth.

Vanity metrics include data such as social media followers, page views, subscribers, and other analytics that are satisfying on paper, but don't create impact for your overall organizational goals. They offer positive reporting, but no context for future campaigning decisions something actionable metrics can do. Therefore, when you are setting your goals it is well worth to take the time to establish goals which are meaningful and inform future strategies. For example, Facebook has a feature called 'insights' and the free analytics tool allows you to check which posts generate the highest level of engagement (defined as comments and shares on Facebook) amongst your audience. Setting your goals aligned to these actionable metrics will result in a more engaged audience for your content in the long term.

#3 ALIGN

Now that you have both established the resources your already have through step one and developed goals for your campaign through step two it is time to align the two. This is a practical step which needs to be taken before you start producing and delivering content. Essentially this is where you will plan how and when the digital campaign will be implemented. Which channels will you use? How often do you want to post? Who will implement the tasks? Do you have contacts who can help you boost your campaign? These are the types of questions which you should consider. Below is a schema of some of the elements which need to be considered in this step.

| SOCIAL MEDIA | WEBSITE | CONTENT | EMAIL | CONTACTS |
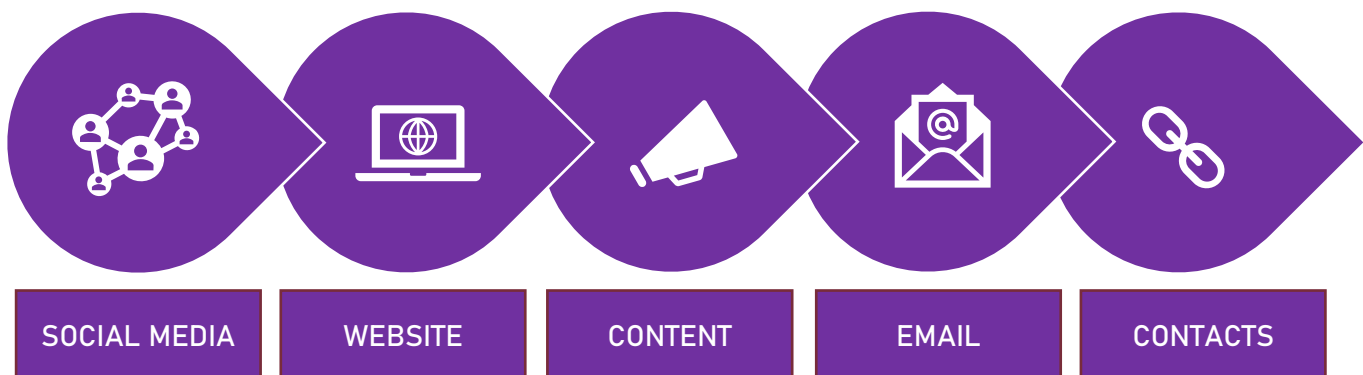
When we refer to digital, it is essentially anything in the digital environment. Therefore, it is important to consider the dynamics between these different elements. Will your social media channels drive traffic to your website? Or will they be used to develop an email list? These questions will help you to shape the type of content which you produce, aligned with step one and step two.

SHOUT
N
SHARE

Social media tools are extremely adaptable, and offer features which allow you to build custom audiences. For example, it is possible to upload a list of emails right into Facebook and then show your campaign specifically to that audience. Through Facebook's Custom Audiences feature, you can create audience groups with email addresses you have captured from your newsletter, signup or other marketing efforts, or perhaps a group of your past supporters that you want to re-engage. Furthermore, you may want to consider creating specific content for specific audiences. Once you know what works best with your audience, what their likes (and even dislikes!) are, it allows you to focus the type of content you are producing.

Posting at times when your audience is most engaged is an effective way of making sure your message is seen and heard. Not all posts you create are shown automatically on 100% of your followers' newsfeeds. Most social media algorithms are set to track the initial popularity of a post. This means that if your post is receiving lots of interactions in the first 30 minutes after it is posted then it is more likely to appear on the newsfeed of more of your overall audience.

Of course, this means you essentially have a 30-minute window to reach as many of your core supporters as possible. Most social media tools allow you to track the times at which your audience is online, and most interactive. Perhaps your followers' online time spike towards the end of the week, perhaps during lunch and after dinner. Or maybe trends fluctuate by season. You might see more activity on weekends when people are spending time indoors on their phones or computers during the colder months. In the summer, this pattern may change completely. Look at your social media data

to make these determinations and take advantage of post scheduling to release your posts to your target audience only at these peak times.

#4 ACTION

The fun part! Now that the campaign fundamentals have been established it is time to get creative and come up with some great content for your campaign. This section includes images, video, audio and events production, as well as the implementation of the campaign itself. We have complied a set of tools and resources in the second part of this document to help you deliver this integral but exciting part of the process for free, or next to free.

TIP FROM THE PROJECT #5: INCLUDE CALLS TO ACTION

An engaged audience is one that feels involved, and able to contribute. It is well worth considering including a 'Call to Action' as part of your Digital Campaigns, which allows your audience to take action and to show their support for your organisation's efforts. This can range from asking people to share your social media posts, to responding with feedback to specific questions, right through to asking for direct donations. By providing this possibility you open up a two-way conversation with your audience, allowing them feel like an eye-level partner, involved in a dialogue, rather then someone who is a marketing target.

TIP FROM THE PROJECT #6: EXPERIMENT WITH INTERACTIVE POSTS

Storytelling and appealing to emotions should not be done just through copy. There needs to be supporting images and videos to tell your story in a compelling and convincing manner. You may have these resources already on hand or consider investing in some powerful videos to tell your story. Whatever you decide, social media offers a variety of visually compelling formats to choose from.

For example, take the Instagram story feature, which is a camera-first full screen visual format that disappears after 24 hours, modelled after Snapchat, and importantly doesn't show up in the Instagram news feed. This means that users can post easily and rapidly to their followers without worrying about overloading them. Alternatively, take the carousel format available on Facebook, which is perfect for any industry that has visual appeal. The carousel format essentially allows you to display a series of images in a catalogue type format so viewers can scroll through and view multiple images or listings. By varying the way in which you present your posts to users, you can keep your content fresh without having to continuously come up with new concepts, campaigns or elaborated texts.

TIP FROM THE PROJECT #7: USE A MIXTURE OF REMOTE & ON-SITE

Digital Campaigns can be very cost effective, especially if all of the source information is collected remotely, i.e., conducting interviews via Zoom/Skype, producing video and photo campaigns from stock footage etc. These types of 'remote' campaigns allow for your organisation to develop and implement campaigns with a low cost-burden, and to release posts and information on a more regular basis. It is, however, important to seek a balance with remotely developed campaigns and 'real-world' campaigns, i.e. event visits, live interviews etc. This balance gives the audience both the regular updates they want and the authentic, behind the scenes access which will keep them engaged in your campaigns. The Shout N Share project developed two campaigns which fall into these categories to showcase how such strategies can be implemented.

#5 ASSESS

Last, but certainly not least, it is especially critical for to measure and track the success of your social media and digital campaigns. Having insight into whether the time you're spending is yielding a return is critical when resources are limited. Taking action by understanding which metrics to track, how frequently to track them, and what constitutes a successful campaign will ensure that you can both maximise the effectiveness of content and subsequently the real-world impact that it is having. The data available from social media accounts in particular is very in depth and it is worth taking some time to review your progress using these resources, to maintain an understanding of what is working and why.

(2) TOOLS AND RESOURCES

There are several tools and resources which are available either free, or at a low cost to stakeholders in the Parasport sector and beyond, which can add real value to Digital Campaigns. The list below, includes software and hardware as well as providing tips and advice on how you can maximise your digital campaigns by utilizing specific resources in your campaigns. The tools described were used in the Shout N Share project and it is by no means an exhaustive list of resources which are available or a full endorsement of the product, rather an example of the tools that were used and a suggestion of how they could add value to your digital campaigns!

VIDEO FOOTAGE

Video is a vital element in producing an effective digital campaign with recent research released by Facebook showing that adding a video to marketing campaigns can boost click-through rates by 200-300%. Video is shared 1,200% more than links and text combined. There are a few ways in which you can incorporate video into your digital campaigns, but here we will focus on three different ways; Stock Videos, Own Video & Animation.

Stock Video was used in the Shout N Share Campaign titled '20Under20'. This included accessing and using stock videos and photos of young athletes and then editing them into videos. It is vitally important to first ask the permission of the rights holder before using any stock videos or images. However, experience has shown that the Parasport sector is open to sharing their resources in this way to help other stakeholders.

Shooting your **Own Video** is a fantastic way to make your content stand out. Given the quality of smart phones nowadays, most will be able to shoot good grade video which can be used in your campaigns. With just a few tips and tricks you can make your videos really stand out. This guide from **The Commons; Social Change Library** gives a very good overview of how you can maximize the resources you have with suggestions of how to add accessories if needed.

An interesting third way, which was used in the Shout N Share project is using **Animation Creation** software. This was featured in the 'My World' campaign where still images of young Para Athletes were 'sketched' through animation software. Although a subcontractor was used in their case there are still many good examples of free software which can be used to achieve similar effects, such as MySimpleShow.

MySimpleShow makes it very easy for you to create explainer videos for corporate situations. It has a free to use whiteboard animation plan. Whether you are trying to communicate a marketing idea or highlighting the usefulness of a new product, you can do so with lively images and graphics. The software is very easy to use with storyline templates it does all the technical work, and you can start for free.

VIDEO EDITING

Now that you have sourced your video footage you will need somewhere to edit it. Thankfully video editing software is readily available, with many free versions being offered online. Furthermore, the learning curve is not particularly burdensome, meaning most people will be able to pick up the software and become proficient at it relatively quickly.

During the Shout N Share project, the partnership used **VSDC Free Video Editor** to edit and mix their videos. VSDC Free Video Editor is a non-linear editing (NLE) application. The software is capable of processing high-resolution footage including 4K UHD, 3D and VR 360-degree videos. VSDC allows for applying postproduction effects, live color correction, and motion tracking. It can capture video from screen, record voice, save multimedia files to numerous formats including those pre-configured for publishing on Facebook, Vimeo, YouTube, Instagram, and Twitter making it especially useful for social media campaigns. Templates created for the 'My World' campaign are available to be downloaded from the Shout N Share project website.

AUDIO

Much the same as video, smart phone capabilities have come a long way in the last 10 years, meaning that the quality of audio recording it now relatively high. However, depending on the requirements of your campaign you may want to consider buying a microphone which improves the clarity of the audio and reduces background noise, which smartphones sometime struggle with. For the 'My World' campaign a RODE iPhone microphone was used (€45,00) in order to increase the quality for the voiceover tracks.

Finding royalty free music for your video can be a little difficult, but during the project we discovered **www.bensound.com** . You can use Bensound's music available under the Free License (with the black download button) in your multimedia project (online videos, websites, animations, etc.) for free as long as you credit Bensound.com. Examples of proper way to credit: "Music: https://www.bensound.com/royalty-free-music or "Music: « Song Title » from Bensound.com". You can use the tracks in a variety of ways but they are mainly intended as backing tracks.

Now that you have sourced your audio, you will need to mix it, ready for application. Fortunately, there are free software such as **Audacity**, which are both extremely comprehensive for a free tool and stocked with good guidance on how to use them. Audacity is a free, open source, cross-platform multi-track audio editor and recorder for Windows, Mac OS X, GNU/Linux and other operating systems. Audacity can record live audio through a microphone or mixer, or digitize recordings from cassette tapes, records or minidiscs. Audacity can also capture streaming audio. Furthermore, you can import sound files, edit them, and combine them with other files or new recordings. You can also export your recordings in many different file formats, including multiple files at once.

SOCIAL MEDIA VISUALS

Social media is a difficult environment to make your content stand out. Coming up with visual templates which can be used on social media to notify users of your activity is vital. Again, you don't need to be a designer to pull this off, as there are many tools available which can make your content distinct. During the Shout N Share project the partners trialed a few different visual templating tools. The one which was used most often was **Adobe Spark (free version)**.

Since its launch last year, Adobe Spark has been an alternative, mobile-friendly solution to using Adobe's powerful editing and creation software. Spark remains free to use, however Adobe is adding a new paid feature which gives access to more graphics, web pages, and video stories.

The mobile app and website load relatively quickly considering how much content is being shown. Though the app is a simplified version of their feature-filled (and expensive) software cousins, it offers intuitive choices in cropping, animating, and coloring your chosen illustration. Content creators can easily upload creations onto Instagram and other social media sites. One additional tip is to use a reputable and sustainable software (such as Spark) as during the project, our original software choice was discontinued, meaning all templates and portfolios were lost!

PROMOTION

Once you have achieved all you can through organic growth, you will most likely be considering how and if you should be dedicating a budget to your campaigns. It is worth remembering that Facebook, Instagram and similar social media sites are now considered more as advertising platforms than the true exchange platforms which they were originally, with algorithms promoting and preferring content which is part of a paid advertising campaign.

Outside of social media digital campaigns, in particular those which seek to drive traffic to your organisation's website can be very effective. It is worth knowing that Google provide non profit organisations and charities with grants for free advertisement. The **Google Ad Grants** program provides up to $10,000 USD of in-kind advertising every month from Google Ads to selected organisations. It's designed to help organizations extend their public service messages to a global audience in an effort to make a greater impact on the world. For more information; https://www.google.com/grants/

Events are an essential part of building milestones into Digital Campaigns. Events can be used to shape campaigns but can also be leveraged for their increased digital footfall. For example, the keywords 'Parasport' and 'Paralympics' spike in their usage around the Summer and Winter Paralympic Games. Furthermore, the associated hashtags on social media receive a boost in figures around these events. By incorporating such events into your digital campaign, you not only anchor in the mind of the user that you are associated to an event but you can also benefit from the increased traffic to specific keywords and hashtags.

On a local scale, the MyWorld Campaign was linked to the Adapted water sports inclusive camp held in the Black sea Campus of NSA in city of Nessebar, Bulgaria. The elite level of sport only tells a fraction of the story about youth Parasport and it was felt that the campaign should be linked to the grassroots. Therefore this event was chosen by the partners where 14 persons with disabilities, accompanied by students and coaches took part in sea swimming, kayaking, sailing, stand up paddling, beach volleyball, and beach football. Images and footage from the camp were used as part of the MyWorld campaign.

On an international scale, the MyWorld Campaign was intended to associate itself to the 2020 Paralympic Games and the increased profile generated for the entire Parasports sector by having a worldwide viewership and global interest. However, after its postponement due to COVID-19 until 2021, the event link was switched to the European Week of Sport and the associated #BeActive online campaign.

The European Week of Sport aims to promote sport and physical activity across Europe at national, regional and local levels. EU Member States and partner countries are taking part having a range of activities and events taking place across Europe promoting themes that appeal to all and encourage people to #BeActive. The dates of EWOS have been unified and the European Week of Sport takes place between September 23 and 30 each year. Alongside the European Week of Sport the EU runs its own campaign title **#BeActive.** The launch of the MyWorld campaign coincided with the European Week of Sport and linked to its hashtags via social media.

JOIN OUR COMMUNITY

We want to hear from you!! The Shout N Share community is growing and if you would like to be part of the movement, be kept up to date with latest news and potential collaborations...let us know!!

www.parasports.world/ shoutnshare

info@movigo-sport.de