

The Campaign Code: Viral Kindness

(Year 9 - Ages 14-15)

Lesson 8 of 9

Teacher Preparation

Introduction for Teachers

Year 9 students are "Digital Natives." They understand the language of memes, trends, and influencers better than most adults. This lesson harnesses that skill. We challenge them to use their digital fluency for Social Good. Instead of just making a poster, we ask them to design a "Campaign Asset" (which could be a poster, but could also be a storyboard for a Reel, a Podcast script, or a Gaming Stream overlay).

The Core Concept: Advocacy is the final step of learning. If you understand it, you can explain it. If you care about it, you can sell it.

Safety and Sensitivity Considerations

- The "Clickbait" Trap: Students might want to use shocking images to get attention.
 - Rule: Positive Vibes Only. We inspire, we don't traumatize. No gore, no guilt.
- Cultural Appropriation: If targeting a specific cultural group, ensure students are respectful and do not use stereotypes or appropriate symbols they don't understand.
 - Strategy: Encouraging them to target "The Youth" (their own peer group) is often the safest and most effective strategy.

Teacher Resources

- Video: Clips of successful health campaigns (e.g., "Dumb Ways to Die" for safety, or "Slip Slop Slap" for skin cancer).
- Resource: "The Influencer's Toolkit" (Key facts below).

The Alchemist's Data: The Influencer's Toolkit (Year 9)

Stat 1: The Multiplier "One donor saves 7 lives. One conversation saves the donor."

Stat 2: The Gap "80% of Australians are willing to donate, but only 36% are registered. We need to close the gap."

Stat 3: The Catalyst "90% of families say YES if they know the wish. Only 40% say YES if they have to guess. Don't make them guess."



Key Concepts & Language for Teachers

1. The "Sticky" Message

What makes an idea stick? (Based on Made to Stick by Chip & Dan Heath).

- Simple: One core message (e.g., "Talk to your family").
- Unexpected: Break a pattern (e.g., A superhero who is a grandma).
- Concrete: Use real examples (e.g., "Sam played basketball," not "Recipients have good outcomes").
- Credible: Use stats (80% consent).
- Emotional: Make them feel (Pride, Love).
- Stories: Tell a narrative.

2. The Call to Action (CTA)

A campaign is useless without a CTA.

- Bad CTA: "Organ donation is important." (So what?)
- Good CTA: "Text your Mum right now. Tell her you're in." (Actionable).

3. Media Channels

Different channels reach different "Guilds."

- Instagram/TikTok: Visual, fast, emotional. Good for Youth.
- Facebook/News: Informational, slower. Good for Guardians (Parents).
- Radio/Podcast: conversational, deep. Good for Traditionalists/Skeptics.

