

# DIGITAL CAMPAIGNING ON CAMPUS

With coronavirus restrictions in place, organising a Palestine solidarity group can seem more challenging.

While the restrictions on in-person gatherings can make aspects of campaigning more difficult, online campaigning offers opportunities to connect with people regardless of their location, allowing you to reach a much larger audience than you otherwise would be able to. Also, meetings are often quicker and easier to organise.

## How to Organise a Group Online

If you already have an established group, contact people who attended last year to let them know that the group is back up and running.

Create an email list and send round an email. If there is not an already established group, organise a group of students to help set one up. Find our guide to set up a BDS group on your campus on our website.

**FIND OUT MORE AND GET IN TOUCH!**  
**VISIT [WWW.PALESTINECAMPAIGN.ORG](http://WWW.PALESTINECAMPAIGN.ORG)**



# HOW TO RUN A ZOOM MEETING

Get started a few weeks before you want to hold a meeting. You want to have two or three weeks to publicise it on social media and around the university.

Firstly, choose a topic for the meeting, for example Israeli apartheid or Palestinian child prisoners. Contact potential speakers, who can be Palestine campaigners, students or people in Palestine. PSC can help you get in contact with speakers. Make sure you find someone to chair the meeting. Once you have a topic and speakers, create a zoom link

Zoom has a 40-minute limit on meeting times so you may have to raise funds to upgrade your account. On Zoom, simply create a meeting and add a description, and you will be given a meeting ID.

Enable meeting registrations, so you know how many people are attending. Be sure to create a graphic for the meeting, and add it to your social media. Canva is a free and easy-to-use graphic design app which is useful for creating social media sized photos using pre-existing templates

# ZOOM TIPS

## KEEP IT BRIEF AND INTERACTIVE

- Keep the whole meeting to no more than an hour, and make sure to leave room for discussion.
- Ensure speakers keep to a time limit. Depending on the number of speakers at the meeting; around 7-10 minutes is usually a good time limit to set. It keeps them focused and on-topic.

## PLAN AND SET ROLES

- Assign a chair, a tech co-ordinator, and 2 moderators to manage the chat.
- Post links in the chat to sign up to your mailing list, and to your Facebook page. Make sure attendees know how they can get involved.
- Pre-plan contributions during the discussion so that there isn't a long gap before anyone puts their hand up.

## PRACTISE, PRACTISE, PRACTISE

- Test your microphone, video and internet connection beforehand. Ensure all speakers can be heard loud and clear. Ask speakers to join the meeting 20 minutes before you start
- Try skills like screen sharing, muting and unmuting participants, and playing audio beforehand. You will feel more confident on the day.

# ONLINE ACTION

**Start an online petition for your university to divest from companies complicit in Israeli violations of international law or for them to cease ties with Israeli universities, or set up a template e-mail for students to contact the VC. Use the university complicity database PSC has created to see how much your university invests in complicit companies.**

**Your university is having to make changes too. Online marketing through social media has become vital to reach potential students. This creates avenues for protest.**

**So, if your university won't listen to your petition, organise a co-ordinated 'comms blockade'.**

**This could include providing supporters with a script to phone the university, tweet the university, and comment under the unis posts on social media. Let potential students know how much their university is investing in complicit companies**

**For support: [info@palestinecampaign.org](mailto:info@palestinecampaign.org)**