
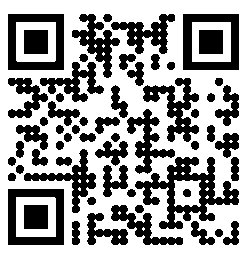


# Create a Campaign Advertisement


Political campaigns play an important role in elections and upholding our democracy. We have witnessed the role that campaigning had on the recent election and others throughout history. What makes campaigns so important?

Scan the QR code or use the hyperlink below to learn more before completing the activity.

 Political Campaigns Crash Course



SCAN ME



The video player shows a scene with a tank in the foreground. A candidate in a grey suit and helmet is in the tank's turret, holding a microphone. A banner above the tank reads 'POLITICAL CAMPAIGNS' and 'EPISODE 39'. A 'DUKAKIS' flag is on the tank. The background is teal with faint text. A 'Thought cafe' logo is in the bottom left of the video frame. The video player controls show a progress bar at 0:54 / 9:35 and various icons for volume, full screen, and sharing.



Think about how you would introduce yourself to the world as a political candidate. What issues and values are important to you? What is something you believe in that you feel is important for the world to know and understand?

Your task is to create a digital campaign advertisement to help educate others about you and what is important to you.



Check out [envisionexperience.com/Inauguration](https://envisionexperience.com/Inauguration) for more resources

## Design a Campaign Advertisement

In this season of elections, one thing that is important to all voters is that they have a clear understanding of the candidates and what each candidate represents. Candidates often introduce themselves through a variety of advertisements. We are going to focus on social media advertisements: tweets, posts, or TikTok videos. These are designed to be viewed or read quickly, and should be visual in nature while providing key information about the candidate.

For this activity, you'll be creating your own advertisement in the form of a tweet, post, or TikTok video. You can use artwork, logos, photographs, and taglines to help educate others about you and what is important to you.

### Steps to Your Success

#### 1. Getting Started

- Decide who your audience is and what campaign issue you would like to address in your advertisement.
- Ensure that you are confident in your position on the issue and that your stance is clear to your audience.
- Get creative and create a slogan/ tagline that best represents you and your campaign.

#### 2. The Plan

- Decide what social media platform you will use. Take into consideration which platform will best reach your target audience and display your campaign aesthetic.
- Select the kind of post you want to share – video, or text with images?
- Brainstorm what elements you would like to add to your post. If using static images, include captions.
- Ensure your post has a strong hook or headline to attract and engage your audience.
- Review your post for accuracy of facts, spelling, punctuation, etc. You want it to look polished.
- Consider asking a friend or family member to record you or give feedback on your idea before posting broadly.

#### 3. Campaign Advertisement Check List:

- Your advertisement must include a tagline or slogan.
- Your advertisement must clearly state your stance on one issue or one agenda item.
- Your advertisement must include why you are the perfect candidate.

Share your work with us! Tag us with #LivingHistory



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