

PRINCIPLE

KNOW YOUR COMMUNITY

The more you know about the culture and psychology of your community, the more successful your campaign will be.

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The more you know about the culture of the community you want to reach — how they tend to react, how they receive new information, and the things that are important to them — the more likely it is that your message will resonate.

For example, if you want to call a meeting with youth on Facebook in Bangladesh — or with youth pretty much anywhere — you might call it at 11:00 pm because the percentage of people active on Facebook will be high at that time and your post will get lots of engagement. Or, when community organizers in African-American neighborhoods in Los Angeles wanted to distribute key health information, they chose to do it through barbershops and beautyshops because they were “trusted community settings”.

Sometimes the best approach is obvious, sometimes it requires research and creativity; in either case, when organizing in a community setting, the better you understand people’s culture, beliefs, traditions and psychology, the more effective your campaign will be.

LEARN MORE

Consider your audience

Beautiful Trouble, 2012

<http://beautifultrouble.org/principle/consider-your-audience/>

Telling Stories to Change the World: Global Voices on the Power of Narrative to Build Community and Make Social Justice Claims by Rickie Solinger (Editor), Madeline Fox (Editor), Kayhan Irani (Editor), 2008

<http://www.amazon.com/Telling-Stories-Change-World-Narrative/dp/0415960800%3FSubscriptionId%3D0ENGV10E9K9QDNSJ5C82%26tag%3Dflatwave-20%26linkCode%3Dxm2%26camp%3D2025%26creative%3D165953%26creativeASIN%3D0415960800>

RELATED TOOLS

Stories

- Dhawili (turn on the lights)
- Fees Must Fall
- Flower Speech Campaign
- Gezi Park iftar
- Honk at Parliament
- Kubatana’s yellow poster campaign
- No vote, no sex
- Public Art Nanny Hotline
- Replacing Cops with Mimes
- Stop Prayer Plan
- Stripping Power in Uganda
- Who Would Accept?

Tactics

- Clandestine leafleting
- Guerrilla marketing
- Hashtag campaign
- Music video
- Phone banking

Principles

- Breakfast is persuasive
- Build strength through repetition
- Change is the only constant
- Consider your audience
- Focus on basic needs
- Know your cultural terrain
- Seek common ground

Making Waves: A Guide to Cultural Strategy

The Culture Group, 2013

<http://theculturegroup.org/2013/08/31/making-waves/>

- Start a conversation
- Use humour to undermine authority
- Use organizing strategies that scale

Theories

- Comunalidad (communality)
- Cultural hegemony
- Decolonization
- Memes
- New Pan-Afrikanism
- Pedagogy of the Oppressed

Methodologies

- Art of Hosting
- Baraza
- Peel the onion
- Points of intervention
- SMART objectives
- Spectrum of allies
- Story of self, us, and now
- Theory of change

TAGS

Communications, Community building, Language