

Social Media campaign

#carmiaprojectbulgaria



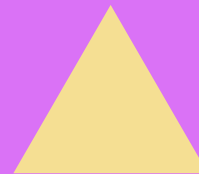
CarMiA
Caring Masculinities in Action

Our campaign



In Bulgaria we introduced the topic of caring masculinities via trainings of teachers in 6 schools in:

Sofia, Teteven, Iskar, Veliko Tarnovo, Karlovo and Sopot – 1 capital, 2 middle sized town, 2 small towns and 1 very small town.



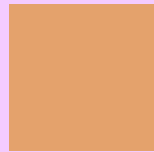




Then **teachers trained peers** in their **schools**

In each school were formed groups of 5-15 boys and some schools also girls at the age of 15-18 who went through the same methods as their teachers.







**Training of
peers and
teachers
by a PR
expert –
June 2023**



Short

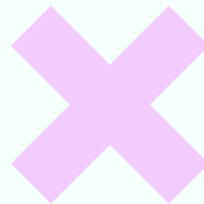
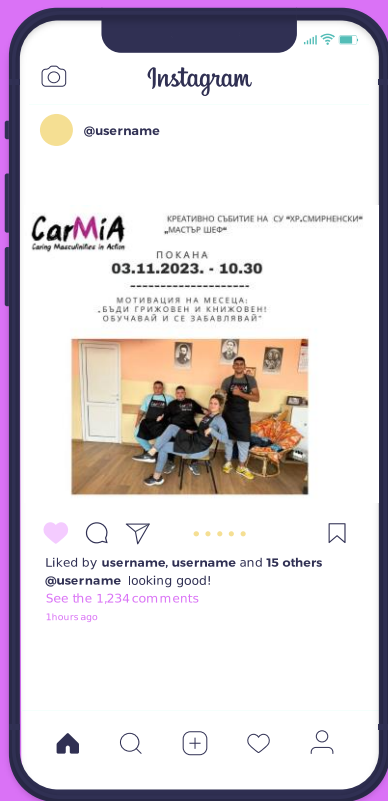
1 hour and 30 minutes

Practical

Dedicated to planning
and targetted audience

Examples

of real social campaigns



In the new school year – September 2023

The social media campaign
was planned to start



BUT HOW?





A **picture** is worth a **thousand words**

Campaign funnel

Plan for events

In each school

Events

Different contexts and ideas – same purpose

Organisation

Done by peers and students in workshops and their teachers

Publications

In schools' social media connected with same hashtag





Goals:

**all publications
have a message
related to men
and care and
caring
masculinities**



For the schools

- To activate youth participation
- To include the whole school community
- To engage younger children
- To create positive atmosphere
- To make the school better place where all children feel that their voice is heard and is valuable

For peers

- To be fun
- To show the good example to be a peer
- To gather friends and make new friends in the school
- To make the messages cool, so the different aspects of masculinities are understood and accepted

<https://www.facebook.com/profile.php?id=100013518553327>

<https://www.facebook.com/spgesofia>

<https://www.facebook.com/em.stanev>

<https://www.facebook.com/CWSP.bg>

<https://www.facebook.com/em.stanev>

www.instagram.com/em.stanev_school

www.tiktok.com/@em.stanev_school

**Channels of social
media campaign
– schools’
Facebook and
Instagram pages**

Boys and care for physical and mental health Games against the Anger



Ideas - Born by peers' workshops

Sport events inspired by a
TV reality show Dasafio –
- school Hristo
Smirnenski, Iskar

Boys and care for the community

Ideas - Born by peers' workshops

Master Chef competition inspired by the TV reality show – school Hristo Smirnenski in Iskar



Мастер Шеф - 2023



Boys and care for younger children in the school



CarMiA
Caring Masculinities in Action

Токана



ЗА КРЕАТИВНИ СЪБИТИЯ


ПОСВЕТЕНИ НА МЕЖДУНАРОДНИЯ ДЕН НА
ТОЛЕРАНТНОСТТА 16.11.2023Г.

For the International tolerance
day 16.11. 2023 – two school
events a sport completion and a
forum theatre - school of Iskar
invited another school in Kneja.


Events from CarMiA project are inspirational

Forum theater, dedicated
to prevention of school
violence on the
International day of
Tolerance (students 10-13
of age, school of Iskar)





Series of events
organised in Vasil
Levski school in
Karlovo: challenges
to teachers





CarMiA project in kindergarten

Peers from Vasil Levski school (Karlovo) organised a visit in the kindergarten to speak about care and tolerance. Children were asked to draw their messages on a T-shirt together with peers.



CarMiA project in the city galery and in town

Peers from the school of Karlovo organised a challenge for citizens of Karlovo to make their message about tolerance on a T-shirts.

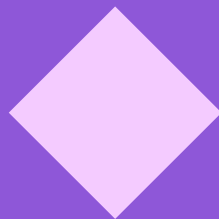




Home made videos – conversation between peers and important men in their lives about expectations and realities about men. (PG Gen. Vladimir Zaimov school in Sopot)



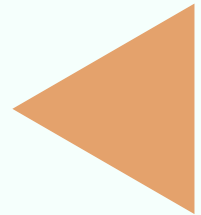
Care for the family – what means to be a real men?

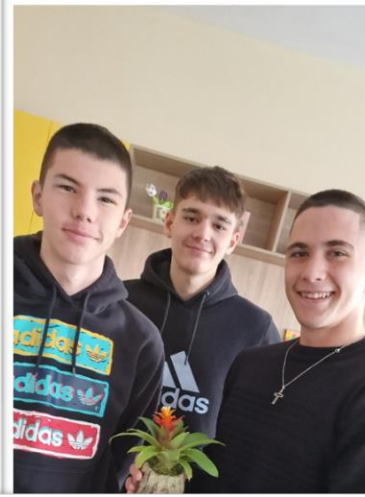




Boys and care for the class – Gen Tea Men initiative

Peers from Emilian Stanev school in Veliko Tarnovo initiated a tea ceremony every Tuesday before classes. They prepare tea and all students from the class have fun and start the day in warmer atmosphere.





Boys and care for the nature – name a plant and take care for it

Initiative of peers in Emilian Stanev school in Veliko Tarnovo





Boys and care for the nature – name a plant and take care for it





Dress up your emotions

Friday - 01.12

This Friday, let's turn our emotions into an outfit!
Wear colors that mirror your feelings and let your wardrobe become a canvas of self-expression.

- yellow - happiness
- blue - sadness
- red - anger
- green - calmness
- purple - anxiety
- pink - love

Emotions' Day 1.12 – Show how you feel in school





Sharing experiences from workshops – SPGE Jhon Atanassov, Sofia

СПГЕ Софийска професионална гимназия по електроника "Джон Атанасов"
Публикувано от Jeffrey Ivanov · 18 декември 2023 г. · 🌐

Методът „Кръг на емоциите“ повишава осведомеността за собствения емоционален свят, а освен това и мотивира обсъждане на значението на изразяването на чувствата.
#carmaprojectbulgaria CarMA NR: 101049485- CERV-2021-DAPHINE-“Трикожни мъже в действие”
Изображение и дизайн: Moni Yoncheva



Вижте анализите и рекламите

Подпишване на публикация

👍👍 23

1 споделене

👍 Харесване

🗨️ Коментар

🔄 Споделене



СПГЕ Софийска професионална гимназия по електроника "Джон Атанасов"

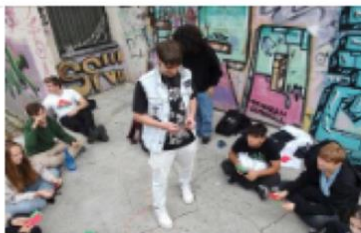
Публикувано от Jeffrey Ivanov · 15 декември 2023 г. · 🌐

Разпознаването на насилието в различните му форми е ключово за емоционалното развитие и емоционалната интелигентност. Идеята на играта светофар е развитие на разбиране за това какво е насилие, насилие, основано на пола.

#carmiaprojectbulgaria CarMIA NR: 101049485- CERV-2021-DAPHNE-"Трижовни мъже в действие"



Masculinities



+5



Вижте анализите и рекламите

Поддръжките на публикацията

👍 24

1 споделяне

👍 Харесване

💬 Коментар

🔗 Споделяне



СПГЕ Софийска професионална гимназия по електроника "Джон Атанасов"

Публикувано от Jeffrey Ivanov · 9 декември 2023 г. · 🌐

През изминалата 2023 г. ученици от СПГЕ „Джон Атанасов“ се включиха в програмата „Трижовни мъже в действие“. Учениците от втори гимназиален етап преминаха през курс за младежи обучители. След това те събраха групи от ученици от първи гимназиален етап с които проведоха обучения. В следващите няколко дни ще публикуваме снимки от тези дейности.

Сега ще ви запознаем с модела АРП, който е известен още като Belief and Consequences (Trigger-View-Consequence). Моделът има за цел да ... [Вижте повече](#)



Masculinities



Вижте анализите и рекламите

Поддръжките на публикацията

👍 48

5 споделяния

👍 Харесване

💬 Коментар

🔗 Споделяне

Provoking interest to posters, created by students in SU Emilian Stanev in Veliko Tarnovo

Публикации Още ▾

 **СУ "Емилиян Станев" - Велико Търново** 18.01 · 🌐


Креативните участници в проекта „Грижовните мъже в действие“ (CarMiA) ... [Вижте още](#)



  195 5 коментара · 50 споделяния

← **Анализи на публикацията** ⓘ







 **Креативните участници в проекта „Грижовните мъже в дей...**
Четвъртък в 8:30 вечерта · 🌐


| | |
|---------------|-----------------|
| Импресии | Достигнати хора |
| 19,323 | 18,211 |


Ангажиране


3,238


Взаимодействия

| | | | | | |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| 736 | 136 | 0 | 2 | 0 | 0 |

 **Реакции** 872

 **Коментари** 22

 **Споделяния** 49

 **Други щраквания** 528



Conclusions:



For the schools

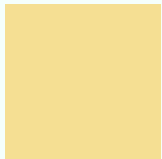
- Emotional social media campaign may activate the whole school community.
- It is worth specifically to involve boys in the topic of care and prevention of violence. Otherwise, they might self-exclude from these topics that are in reality very important for them.

For peers

- These events were really fun
- Peers are very proud to be the pioneers and many schoolmates are impressed and would like to involve too.
- Showing emotions and making other people to show their emotions too, make people closer, not isolated and working for something with a purpose.



**The campaign gained over 33 000
organic views for 3 months and
continues to inspire students to involve.**



Big numbers catch your audience's attention

For more information:



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CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**

