



Director Martha Norrick, Citizen and Workforce Engagement



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# What is a Campaign?



# What is a Campaign?

- Series of operations aimed at a particular objective.
- Aimed at addressing conditions or patterns.
- Campaigns are designed in conjunction with Chief of Department, Community Affairs, DCPI, Transportation and Transit.
- Campaigns run off of a campaign calendar.
- Campaigns are communicated through the weekly Digital Download from the Social Media team.

# What's in a campaign?



A good campaign has:

A topic

A message

An "ask"

# Campaign Examples




# Campaign Examples





# Campaign Examples




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## Exercise: Think of a Campaign

Brainstorm a campaign for an issue or event.

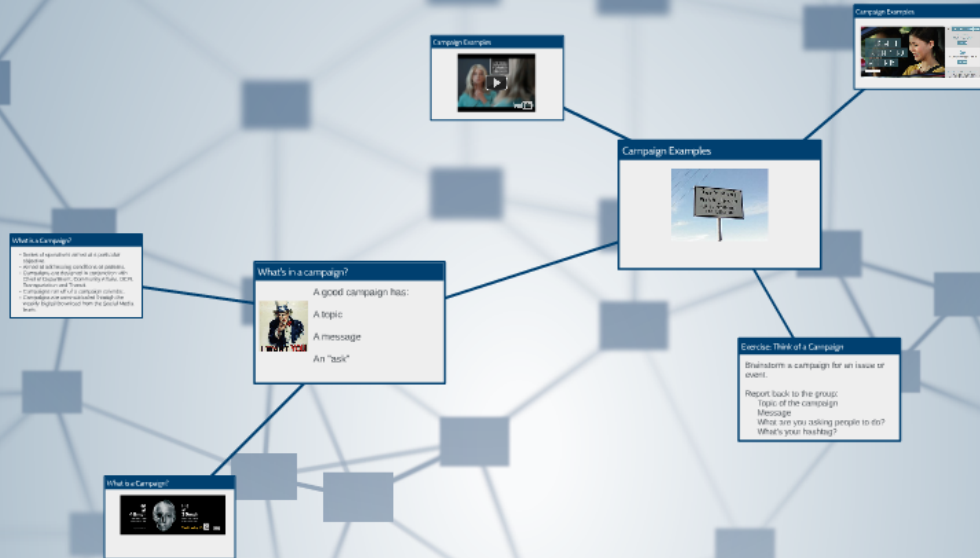
Report back to the group:

- Topic of the campaign

- Message

- What are you asking people to do?

- What's your hashtag?



# NYPD Campaigns

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