

LBGTQIA+ Judges Feedback

* Targeting rural communities through social media is a challenge due to issues such as connectivity, so reaching some of the target groups mentioned may need more thought * The messaging is solid, but difficult to see how the success of the campaign would be measured

Clear sense why social media is important to them in deep rural areas. Clear focus. Lovely localised content . SMS, community media - nice additions. Nice use of key dates across the year! Could be stronger on information resources

Great strategy to mobilise and sensitise people in rural areas on LBGTIQ+ and especially the plan to work with traditional leaders can be impactful.

Really like that you are harnessing the power of local newspapers and radios that talk to the older generation. A solid plan for communications across different audience age groups. Great plan to get your message across.