

The world of social action

Social action aims to bring about social change that will benefit people, communities or societies. There are many ways to be part of bringing about social change. Some different kinds of social action are described here.

SERVICE ACTIVITY

Taking practical action that makes an immediate difference on an issue. When many people get involved, more may be achieved. This may include recycling, planting trees, stocking food banks, working on a service project (local or overseas), volunteering time to help a person or organisation.



FUNDRAISING

Raising money in different ways to fund action on a specific issue. This may include street collecting with donation buckets, donation boxes in specific locations, getting sponsored or sponsoring those doing an activity (e.g. run-a-thon), competitions and raffles, selling goods/experiences at a fair or stall, charity events/concerts/dinners.

JOINING OR LEADING

Being part of a group or organisation and taking on responsibilities. This may include becoming a member, participating in meetings, volunteering skills or resources, contributing to the planning and direction, joining a working group or committee, becoming a representative, taking a leadership role.



INVESTIGATING

Looking deeper into an issue through research. This may include gathering data, forming and testing a hypothesis, consulting experts, surveying or interviewing people involved, drawing conclusions.

INFORMING

Communicating factual information about the issue so people know more about it. This may include speeches, presentations, articles, documentaries, research results, policy papers, fact sheets, magazines, reports.

COOPERATING

Working alongside a group or organisation to influence/improve how they address the issue. This may include team work, finding agreement, liaising or mediating between different groups to find workable solutions.



RAISING AWARENESS

Persuading people to think and talk about an issue they need to be concerned about.

This may include communicating facts, information, people's stories and first-hand experiences through news items, posters, presentations, events, social media posts, emails, media interviews, videos, movies, drama.

SHARING OPINIONS

Communicating an issue using argument and personal experience to stimulate discussion and challenge people's opinions. This may include letters to editor, website blog, social media posts and comments, using hashtags (#), articles, debates, opinion polls.



ACTIVISM

Taking action to draw wider attention to an issue by challenging those holding power to change things. This may include protests, boycotts, marches, hikoi, occupying a strategic location, hunger strikes.



LOBBYING

Talking directly with or influencing people with the power to change things. This may include petitions, letter writing, meeting with decision-makers.



ADVISING

Providing change-makers with information that helps bring about change. These may include council advisory panels, policy advisory groups, user consultation groups.



ADVOCACY

Calling for people to act in a certain way on an issue to bring pressure for change. The call to action may include media campaigns, billboards, advertisements or videos that use emotive or creative concepts and language to convey a strong message. Advocacy can also be personally advocating on behalf of an individual or group for their rights to be met.