

3 ONLINE CAMPAIGNING

Facebook, Twitter, LinkedIn, YouTube, and Instagram are only a few of the social media sites that can be used for online campaigns. You don't need to use them all to set up a successful online campaign. Ask your target audience which social media networks they use. Pick a few and set up a social media campaign - to inform and increase your supporter base and promote your campaign in its own right.

YOUR SOCIAL MEDIA STRATEGY

Successful campaigns integrate social media. It allows you to inform, engage and inspire your supporters and grow new supporters at a lower cost. Social media has become highly impactful by:

- Connecting/expanding supporters among local, national, and even international networks.
- Engaging action through online petitions, letter-writing, outreach and more.
- Providing continued momentum by updating information from activists, journalists, policy targets and others.

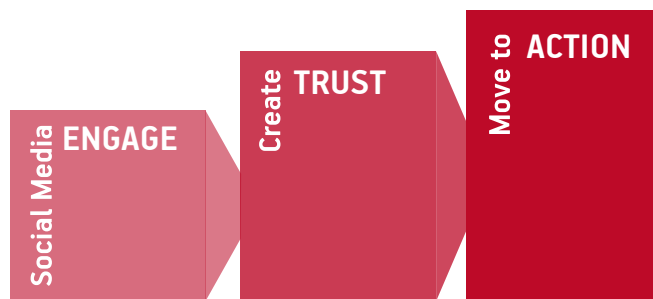


Facebook dominates the social media landscape. YouTube takes top position for visitation/usage, while Instagram is now ahead of Twitter among 16-44 years.

MAKING THE MOST OF YOUR SOCIAL MEDIA STRATEGY :

- **Keep it short:** *Writing concisely is key, especially on social media. Say it well and short. Don't fight the character counts – use them to inspire crisper writing!*
- **Social media influencers are key:** *Reach out to the most active social media members in your network in advance your campaign.*
- **Use visuals:** *Visuals evoke emotion and inspire people to action. Videos get pushed to the top of feeds.*
- **Post and engage with your supporters often:** *Remember social media is a conversation and it's important to talk! Post often and grow your network by engaging other like-minded people and related organizations. Repost content.*
- **Keep it in perspective:** *Regularly monitor and evaluate your use of social media. Reflect which activity is having the most impact and which activity is not worth the time.*

SOCIAL MEDIA FUNNEL



SOME SOCIAL MEDIA OPTIONS

1 FACEBOOK

What it is: Facebook is among the most popular social media network with over 800 million active users worldwide. You can use Facebook as an individual or as an organization to connect with others you know or who care about similar things. Many non-profit organizations have a Facebook “page”, used to raise awareness and generate action on different issues with a broad and diverse groups of people. You can post status updates, links, and pictures. Major social movements have been revolved around Facebook – even impacting nations – with one famous example being Egypt’s pro-democracy movement organized at Tahrir Square.

Tips for using Facebook for advocacy:

- There are two different types of Facebook pages, one for individuals and one for organizations. To create an organization page, first, you need to have (or create) an individual Facebook account. From your individual account you can choose “Create a page.” A “page” is useful because it can be administered by several people at the same time and has a more professional look. It is also easier for people you don’t know to “like” an organization’s page.
- Do your best to make what you post “likeable” or “shareable”! Post inspirational stories or examples of courage – something that would move someone to hit the “like” or “share” button. If you post only negative things, it will discourage your supporters.

SAFETY AND SECURITY

- It is advisable to set up a separate email address which you use to sign up to your social media pages. You should use this email address for social media only and ensure you keep your work and private emails separate.
- Keep good passwords. The latest advice is to use a string of three random words, and symbols or numbers if required. Do not use passwords with information that people know about you (like key campaign words, birthday, pet’s or parent’s name).
- After logging off social media sites when using a public WiFi connection – ALWAYS go into the browser “history” and delete that section.
- Install an antivirus program and set a calendar reminder to scan your computer regularly to detect viruses.

- *Mix it up by attaching links to your website, news articles, your partners' websites, action alerts, photos, and more.*
- *Photographs and videos are very popular on Facebook!*
- *On Facebook, the shorter the posting text, the better!*
- *Don't forget to 'Like' other relevant pages on Facebook and connect with other campaigners worldwide. It's great for getting ideas for campaign actions, and for easily staying in touch with others.*

2 TWITTER

What it is: Twitter is a social media network that allows users to send short messages (280 characters maximum) . Twitter lets you: 1) view and post messages via "tweeting", "retweeting" and sending private messages, and 2) build your contact list and network by "following" and engaging with other Twitter users. Twitter is a great tool for making announcements of events, breaking news or action alerts. Journalists use it often - breaking news frequently appears on Twitter slightly before it appears on news wires.

Tips for using Twitter for advocacy:

- *Intersperse your own tweets with retweets (RT) of others you are following. This forms relationships that support relationships with likeminded partners.*
- *Make tweets personable – even though you might be tweeting from your organization's account, it is better to be human.*
- *Use hashtags (#) in front of key words to pull your tweets into what others are sharing (e.g., #changenotchairs). If there is an event, find out what hashtags are being used and include them in your tweets.*
- *Direct your tweets by using a twitter 'handle' (@) if you want a particular person/organization to read your tweet (e.g. @21Wilberforce).*
- *Use a tool like Tweetdeck to filter tweets, so you can easily follow those tweets that mention certain topics (<https://tweetdeck.twitter.com/>).*
- *At least once a week, go through your new followers and see if you need to "follow" them, too. Follow similar organizations, or those with a lot of followers. Many politicians, journalists and influential organizations are on Twitter. Sometimes it's difficult to find the "real" account for high profile figures - look for the 'blue checkmark' to make sure.*
- *A tweet is easily sent, broadly seen, and follows you forever so think twice before tweeting, particularly if it's (potentially) sensitive.*
- *Consider live tweeting during an event to create a sense of action and involvement.*

COMBINING THE STRENGTH OF FACEBOOK AND TWITTER

In 2013 the 'Stop Explosive Investments' campaign used an app to send one message to the world hundreds of times. The message directed to the Danish government, called on the country to introduce legislation prohibiting financial investments in companies that produce cluster munitions.

You can use our Speak Freedom Center to send one message from each individual's Facebook, Twitter or Tumblr page simultaneously! The clever bit is that supporters don't all have to sit at their computer at the same time – the Speak Freedom Center distributes for them - as long as enough supporters sign up prior to the deadline. It is a great tool to get a huge social reach. Do you think you can find 50 people to support your cause?

3 YOUTUBE

What it is: YouTube is a video-sharing site where you can share video clips or whole films. YouTube videos can be made professionally or with mobile cameras. Sending your targets a YouTube link is a lot easier than emailing big files, or you can share links via Facebook and Twitter.

Tips for using Youtube for advocacy:

- *Be you and be distinct. Your YouTube profile should reflect your organization's sensibility, so post content in line with who you are .*
- *Find someone with the technical skills and tools to help you create a professional looking video .*
- *Create a great "call-out" video to attract attention to your issue. This call-to-action video can be your most important piece of media. This first-impression video should be concise and interesting, with a clear messaging target (see Campaign 2. Crafting Your Message).*
- *Testimonials from people affected by your campaign issue are powerful, as are messages from influential supporters .*
- *You can easily embed YouTube videos onto your website by clicking on the share button and copying the embed code from Twitter.*

4 SHARING PHOTOS THROUGH INSTAGRAM

What it is: Instagram is an app and online photo sharing network that allows you to provide a glimpse into your campaign. A picture is worth a thousand words. Flickr can also become the place you store and search for photos to use on your other social media.

Tips for using photos on social media for advocacy:

- *Take pictures and document what you, your organization or partners are doing. Take event photos. Giving an interview? Ask someone else to take a photo of you while being interviewed. Having a staff meeting? Photograph it. People love seeing behind-the-scenes photos.*

- *Be creative. Conduct campaign actions asking people to find and take photos of a theme and post them online. Photograph people holding message boards to communicate your key messages. Center your campaign around this simple approach.*
- *When using other photographer's images, be sure to clearly credit them.*
- *Create a media set of photographs that you can easily share with journalists. Consider storing them on FLIKR.com to manage your photos.*

Example of a Meme for Social Media:

