

Social Media Top Tips

Social media is a tool that makes sharing your message through large networks of people relatively easy. It can also be used to enhance your campaign, build pressure on your targets, and force them to act if they think social media attention is hurting their image, reputation or profile among electors, customers or the wider public.

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A key part of social media campaigns is interaction with your supporters. This audience is your biggest advocate and they should feel passionate and enthused about spreading the word about your campaign.

Social media helps prospective supporters and potential allies:

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- ❑ **See their values, identity and concerns in the encryption story**
- ❑ **Become aware of others they identify with are acting on encryption in a way that appears as authentic to them**
- ❑ **Feel inspired and empowered to take actions that resonate with them, their concerns and the concerns of the wider community.**

You can use social media platforms to tell your story, recruit supporters, build event activism and attendance, and get the attention of your targets.

Here are some social media tactics that can attract attention to your campaign:

- ❶ **Post interesting images – graphics, photography, memes, etc – that will attract a lot of engagement in the form of shares, comments and/or likes. Tools like Canva or Adobe Spark are free and low-cost options for creating images.**
- ❷ **Create videos by asking supporters to share their stories on camera. You can also livestream events and activities on Facebook and Instagram, or live post on their Stories feature, Snapchat, and Twitter, or invite experts to talk about the issue on a video conference call on sites like Zoom or Google. Tools like Apple iMovie or YouTube Editor are other low-cost options for video editing software, although free options are available, and phones increasingly have powerful editing tools built in.**
- ❸ **Share news and conversation starters on sites like Twitter and Facebook as a way to spark dialogue about encryption. Lively and interactive conversation helps your social media pages receive high engagement and boost your overall visibility online.**
- ❹ **Document your actions with photos and videos of your supporters at work on your campaign. For example, post photos of supporters out in the community collecting petition signatures, or livestream**

an event that you've organised to demonstrate your influence. Ask supporters to tag themselves in photos and videos on sites whenever possible to help expand the reach online.

- ❑ **Ask influencers to endorse your campaign. Influencers - people or organisations with large social media followings - can help champion your message by backing your call to action. Celebrities, politicians, educators, athletes, internet personalities and civil society groups are all examples of influencers who may have large followings in your community.**
- ❑ **Make your campaign more accessible to people who may not be able to attend in-person actions and events.**

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Social media allows us to increase a campaign's visibility through building relationships and communicating with existing and potential activists or stakeholders. Using social media effectively could be the boost a campaign needs.

To many, social media seems like a busy and messy whirlwind of people coming and going without a trace. However, in reality social media marketing is a highly tracked arena full of analytics, statistics and trends. This lends itself to us and campaigns because it allows us to see what content works and (more importantly) what doesn't so we can adapt and improve.

There are three key things to bear in mind with your tone when posting or engaging with content on behalf of your campaign:

■ **1. Natural Language** ■

Social media is a series of everyday interactions. Avoid technical language and jargon, and ensure your message can be understood even by people new to your campaign.

■ **2. Conversations** ■

Most people's social media accounts are projections of their personalities. It's the same with organisations. Prompt conversations, and respond positively and promptly to questions and suggestions.

■ **3. Personality** ■

Post as you would like your team, network and campaign would like to be perceived. Use positive, open communication to ensure your work is something people want to be part of, using accessible language that appeals to your audience's values and avoids jargon.

Encourage your supporters to talk to each other via your social media presences such as your Facebook page. Ask them to recommend the campaign to their friends and to pass on links and spread the word. They could also write blogs, upload photographs or share videos of campaign activities they've undertaken.

Like any campaign, those driven through social media shouldn't be static. It's important to keep updating information and introducing news aspects to the campaign to maintain interest and engagement.

Multimedia might also play a role here – allowing you to refresh content by presenting short videos, podcasts or hosting interactive web chats. There also may be topical angles on your agenda, so keep an eye on popular trends and hashtags of tools. Start from the places and platforms where your people already are – find ways to reach and engage them.