



Advocating Through Social Media

The basics

- Vary your content (photos, articles, your story etc.).
- Your call to action should be practical and easy to digest.
- Interaction is key (share, comment, post, respond on your own and others' posts).
 - Stay calm and polite:
 - Be prepared for respectful debates and discussions.
 - Do not engage with disrespectful comments.
 - Do not post angry/disrespectful responses to others' posts.

Avoid:

- Too many hashtags
- Sharing links to articles where there is a paywall
- Multiple calls to action
- Jargon or other words not easily understood by your target audience(s)

Engaging on Facebook

- Join Facebook groups relevant to your cause.
- Get personal (share your story).
- Share both good and bad news (reach out to your community).

Engaging on Twitter/X

- Stay in the "now" (comment, post and share the most up-to-date news).

Anatomy of a perfect social media post:

- Keep it short and sweet.
- Include visuals.
- Use hashtags and tag others (groups, articles, publications) to get their attention.
- Use verbs and the active voice.
- Be direct with your call to action.

