



CROSS-CULTURAL SYMPOSIUM: EMPOWER AND EDUCATE



THURSDAY, JUNE 29TH 2017 | SPONSORED BY THE DEPARTMENT OF CONSUMER PROTECTION

Social Media for Advocacy

Social Media for Advocacy at our 2017 Cross-Cultural Symposium is an introduction to Facebook and Twitter for advocacy organizations. This packet contains the worksheets and handouts used in the session – and some additional resources you may find useful whether or not you're able to attend the session.

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For Questions and more information about these resources, you may contact the presenter:

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Social Media for Advocacy | Facebook Terminology

Account Settings: Your settings are used to manage basic account preferences. In your settings, you can edit your organization name, your contact information, change your notification preferences, turn on extra security features, and monitor who has access to your page.

Boost Post: Boosted posts are posts you pay to make appear higher in News Feeds so there's a better chance that your audience will see them. You can boost any post you create on your Page. The cost to boost a post depends on how many people you want to potentially reach.

Check-ins: This action announces a person's location to their Facebook friends. If your Page includes an address, it will appear in a list of possible locations to check in to when people are nearby. Once someone has checked in, a story will be created in their friend's News Feeds.

Cover Photo: This is the large picture at the top of your Page. All cover photos are public, which means that anyone visiting your Page will be able to see it.

Engaged Users: This is the number of individuals who have clicked anywhere on one of your Facebook Page posts. *For example, if someone liked one of your posts, commented on it, or shared it – they've engaged with you.*

Event: Use the Facebook Event feature to organize events, gather RSVPs, respond to invites, and keep up with what your friends are doing. You can host an event through your organization's Facebook page.

Follow: Follow is a way to hear from people you're interested in, even if you're not friends. The Follow button is a way to fine-tune your News Feed to get the types of updates you want to see. People can "Like" and/or "Follow" your Facebook Page as well.

Groups: Facebook Groups make it easy to connect with specific sets of people, such as coworkers. They're dedicated spaces where you can share updates, photos, and documents as well as message other Group members.

Impressions: Impressions are the number of times a post from your Page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. *For example, someone might see a Page update in News Feed once, and then a second time if their friend shares it.*

Like: Clicking Like is a way to give positive feedback and connect with things you care about. When you Like something, the action appears as an update on your Timeline. Liking a post means you are interested in what a friend or Page is talking about (*even if you didn't leave a comment*). Liking a Page means you're connecting to that Page, so you'll start to see its stories in your News Feed. The Page will also appear on your Profile, and you'll appear on the Page as a person who Likes that Page.



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News Feed: Your News Feed is a constantly updating list of stories in the middle of your homepage. It includes status updates, photos, videos, links, app activities, and Likes from the people, Pages, and Groups you're associated with.

Notifications: Notifications are updates about activity on Facebook. *For example, you can be notified when an update is made to a Group you belong to or when someone accepts your Friend request.* While you can't turn off notifications entirely, you can adjust what you're notified about and how. Your personal profile and your organization's Page each have their own set of notifications.

Page: Facebook Pages help businesses, organizations, and brands share their stories and connect with people. Like profiles, you can customize Pages by posting stories, hosting events, adding apps, and more. People who like your Page can get updates in their News Feeds.

Page Roles: There are five different roles for people who help manage Facebook Pages. These roles include admin, editor, moderator, advertiser, and analyst. Any person assigned to these roles will log into their own personal accounts and work on the Page from there. If you created your page, you automatically become an admin.

Pin to Top: Any post that you pin will move to the top of your Page's Timeline and a "pinned" icon will appear in the top-right corner of the post. Your pinned post will stay at the top of your Page's Timeline for seven days. After that, it'll return to the date it was posted on your Page's Timeline. Only posts created by your Page can be pinned; posts that other people add to your Page aren't supported by the feature.

Post Reach: This is the number of people who have seen your post. Your post counts as reaching someone when it's shown in their News Feed. If you boost a post, you will see "Paid Reach" and "Organic Reach" – so you're able to see how much you paid for, and how much came naturally because of your content.

Tagging: A tag links a person, Page, or place to something you post, like a status update or photo. For example, you can tag a photo to say who's in it or post a status update and say who you're with or where you are.

Timeline: Your Timeline is where you can see your posts or posts you've been tagged in displayed by date. It's also part of your Profile.

Trending: "Trending" shows you a list of topics and hashtags that have recently spiked in popularity on Facebook. This is a personalized list based on your location, Pages you've liked, and what's trending across Facebook.



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Social Media for Advocacy | Twitter Terminology

Twitter Handle: Your username. You are able to change your Twitter handle.

Hashtag (#): A Hashtag marks key words in a tweet. A hashtag can be used anywhere in your tweet. People can search by a hashtag to see many tweets related to that topic. For example, if you tweet about this conference, you should use #CommunicateCT. You can use tweets to highlight issues such as #healthcare, or use it to tweet about and learn things about your location. Today, you could say you're visiting #Hartford.

@ Mention: The @ sign is used to mention a specific person or organization by their username. You can ask questions or raise issues by "tweeting @ someone". For example, if you have a question for us, you can write a tweet that includes @ctdcp.

Direct Message (DM): A direct message is private message between you and one other user.

Favorite: To show you like a tweet by clicking the heart below the tweet. Twitter will save tweets you've favorited in case you would like to review them later.

Follow: To get someone or an organization's tweets. They will appear on your timeline.

Follower: Someone who follows you on Twitter.

Interaction: Someone has replied to a tweet of yours, favorited your tweet, or mentioned you in a tweet. Interaction is the best way to make an impression on twitter.

Lists: Groups of twitter handles. You can use this to categorize a group of people. For example, you could create a "Connecticut Media" list of all the reporters you watch or interact with regularly.

Reply: You can reply to someone if you have a comment about their tweet or want to start a conversation with them. This is done by hitting reply button below a tweet. Twitter will then prompt you to start with @User'sHandle.

Retweet (RT): Retweeting is to forward someone's tweet to your followers. If you click the square button with arrows below the tweet – you're able to retweet their message.

Quote Tweet: If you want to say something about someone else's tweet – you can hit the Retweet button, and you'll have the option to "quote" the tweet. That means the original tweet will show up – and you can add your comments above.

Trends: Popular topics at the given time. On twitter, you'll see a feed of what's trending on the sidebar of your timeline.

Impressions: When we say "impression", we mean that a tweet has been delivered to the Twitter stream of a particular account. Not everyone who receives a tweet will read it, so you should really consider this a measure of potential impressions.



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Social Media for Advocacy | Guidelines for Strong Posts & Tweets

- ✓ Be action oriented – don't be afraid to ask your audience to sign a petition, like your post, read an article, or prepare for something in the future. The best posts give people something to do.
- ✓ Write with language that is plain and clear. No one can take action if they don't understand what they're doing – and people don't click on links they don't have context for.
- ✓ Interact with other accounts by tweeting at them or tagging them in a post. Giving credit where it's due, announcing collaboration and highlighting the work of your allies is a great way to score social media points.
- ✓ Use hashtags to get traction on topics you care about. If someone doesn't follow you, but searches a hashtag – they might see your post or tweet and start following you!
- ✓ Highlight current or trending events. Talking about what is popular is an easy way to gain traction. If you're able to tie your work into something popular, it can help you get attention. You can also do things like send holiday messages to fill in content space, and be socially relevant.
- ✓ Be responsive to those who message you, tweet at you, or leave comments for you. You'll want to give out planned information on social media, but ultimately advocates want to be seen as a resource and a place to get questions answered.
- ✓ Use pictures and spend time making sure you have a visually pleasing post. People like things to look nice – and pictures make posts and tweets jump off someone's news feed in a way that will get you noticed. Spending a little extra time is worth it.
- ✓ Experiment and have fun! Always make sure something is appropriate – because **what's online never goes away**. That said – feel free to be creative and try new things. What's popular on social media is always changing, what works today might not work tomorrow.



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Social Media for Advocacy | Social Media Planning Calendar

When you're working on growing an audience for your organization on Facebook and Twitter – you need content to tweet and post. A lot of what we do on social media is interactive and in the moment, but you also entertain your current and potential audience by using a planning calendar. Below, you'll see space to write down topics your organization cares about, upcoming events you have planned, and a calendar to put it all together.

- **Topics, Issues & Resources:** List topics that your organization needs to promote, and the level of importance to you. The more important the topic is, the more frequently you should highlight it on social media.
- **Upcoming Events:** When listing your events – you should write down the topic(s) you're highlighting, and list your partner organizations so you remember to tag them and tweet at them in your posts.
- **Planning Calendar:** On the planning calendar, you can write down your events and dates you want to highlight specific issues. That way you can see what days you have social media content planned, and what dates you need to fill.
- **Facebook Drafts & Twitter Drafts:** This is a place for you to start writing down your ideas for tweets and Facebook posts in a structured way before you start scheduling them.

Remember, this planning calendar is just part of your social media effort. Another portion of what you do will be replying to tweets and messages, and interacting with your followers about news and announcements that occur that day.

Topics, Issues & Resources you promote:

Topic, Issue, or Resource:		Topic, Issue, or Resource:	
Scale of Importance (1-10):		Scale of Importance (1-10):	
Topic, Issue, or Resource:		Topic, Issue, or Resource:	
Scale of Importance (1-10):		Scale of Importance (1-10):	
Topic, Issue, or Resource:		Topic, Issue, or Resource:	
Scale of Importance (1-10):		Scale of Importance (1-10):	



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Upcoming Events

Event Title:	
Event Description:	
Issues Highlighted:	
Partner Organizations:	

Event Title:	
Event Description:	
Issues Highlighted:	
Partner Organizations:	

Event Title:	
Event Description:	
Issues Highlighted:	
Partner Organizations:	

Event Title:	
Event Description:	
Issues Highlighted:	
Partner Organizations:	



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July Planning Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>25</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>26</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>27</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>28</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>29</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>30</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>1</div> <div>Topics: _____</div> <div>Event: _____</div>
<div>2</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>3</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>4</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>5</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>6</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>7</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>8</div> <div>Topics: _____</div> <div>Event: _____</div>
<div>9</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>10</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>11</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>12</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>13</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>14</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>15</div> <div>Topics: _____</div> <div>Event: _____</div>
<div>16</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>17</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>18</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>19</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>20</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>21</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>22</div> <div>Topics: _____</div> <div>Event: _____</div>
<div>23</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>24</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>25</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>26</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>27</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>28</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>29</div> <div>Topics: _____</div> <div>Event: _____</div>
<div>30</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>31</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>1</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>2</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>3</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>4</div> <div>Topics: _____</div> <div>Event: _____</div>	<div>5</div> <div>Topics: _____</div> <div>Event: _____</div>



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Social Media for Advocacy | Facebook Post Drafts

1

Post Text – *What you're writing for your followers to read*

Notes: This can be short, actionable information. If you're going to tag another organization, or use a hashtag – this is where you'll do it.

Link – *What story, article, or page you're linking to for your followers to see*

Notes: You don't always need to include a link, especially if you have a photo – but it's a great way to make your post actionable by asking your followers to click on something, to read an article, or get more information.

Link Title – *Title of the link*

Notes: Once you start drafting a Facebook post and insert a link, a "preview" of the link will populate. Once that preview populates, you can click on the title text – and edit it to say what you want.

Link Subtext – *Text below the link that describes what's on the page*

Notes: Once you start drafting a Facebook post and insert a link, a "preview" of the link will populate. Once that preview populates, you can click on the *subtext* below the title – and edit it to say what you want. You can also just delete it if it's unnecessary.

Picture, GIF, or Video – *The media you're attaching to your post*

Notes: Sometimes links to pages populate a picture – and sometimes they don't. If they do – you are free to use them, but Facebook allows you to upload and select your own pictures. If you're not linking to a page – it's always important to have a picture.



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2

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3

Post Text – *What you're writing for your followers to read*

Notes: This can be short, actionable information. If you're going to tag another organization, or use a hashtag – this is where you'll do it.

Link – *What story, article, or page you're linking to for your followers to see*

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Social Media for Advocacy | Tweet Drafts

1

Tweet – You have 140 characters to post a tweet to convey your message.

Link – If you want to ask your followers to click on a link – it will take up 23 characters, and is a great way to provide more information.

Picture, GIF, or Video – Adding a picture or video to your tweet won't cost you characters, and is a great way to provide more information and make your tweet stand out in cluttered timelines.

2

Tweet – You have 140 characters to post a tweet to convey your message.

Link – If you want to ask your followers to click on a link – it will take up 23 characters, and is a great way to provide more information.

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5

Tweet – You have 140 characters to post a tweet to convey your message.

Link – If you want to ask your followers to click on a link – it will take up 23 characters, and is a great way to provide more information.

Picture, GIF, or Video – Adding a picture or video to your tweet won't cost you characters, and is a great way to provide more information and make your tweet stand out in cluttered timelines.

6

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Picture, GIF, or Video – Adding a picture or video to your tweet won't cost you characters, and is a great way to provide more information and make your tweet stand out in cluttered timelines.



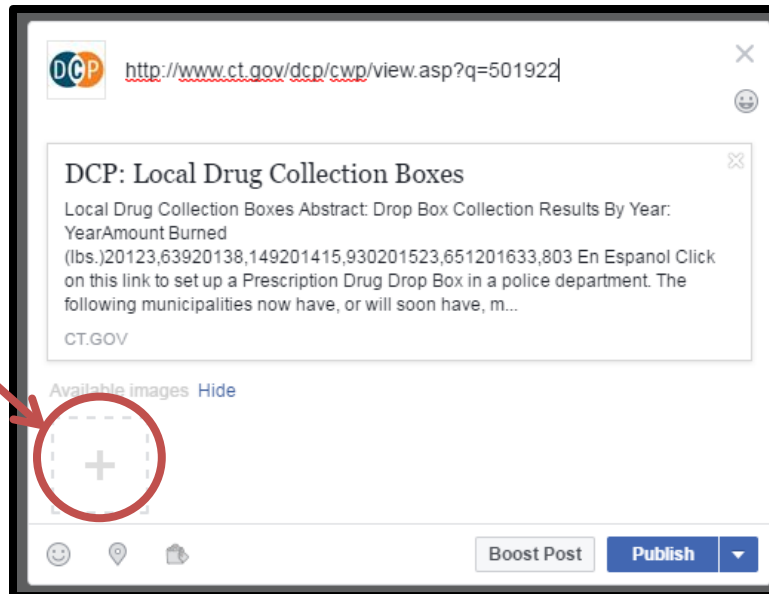
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Social Media for Advocacy | How to Post on Facebook

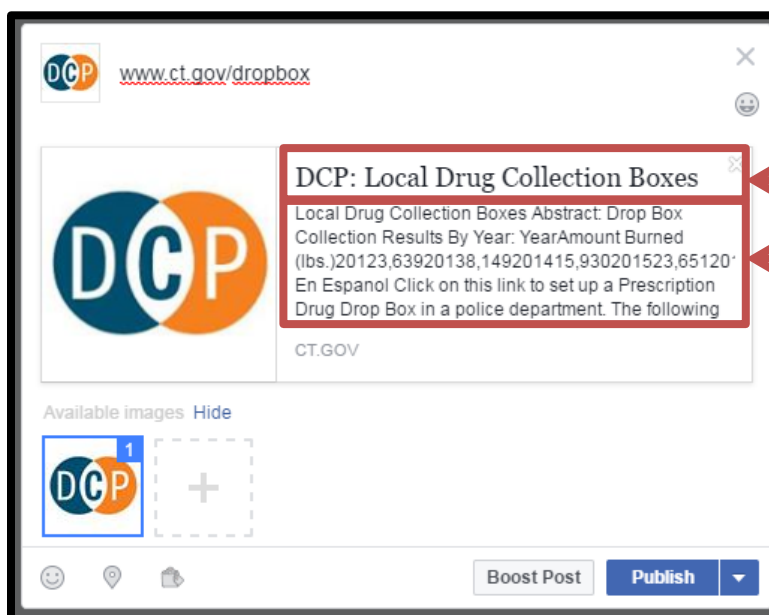
Click on the box where you can start typing your post, and add the url you would like to share – and wait for Facebook to fetch a preview of the link. Sometimes, there are images already available with your webpage. If you would like to add an image, or upload a new one, click the “+” sign under “Available Images”.



Click to add
an image

Note that you don't
need to have a link
to a page in your
post. You can
simply write a
message and add
a picture if you
want to.

Once your image is uploaded – you will see it displayed with your post. Next, you can edit the title of your webpage by clicking on it and typing a new title, you can do the same with the subtext.



Click to Change
Link Title

Click to Change
Subtext

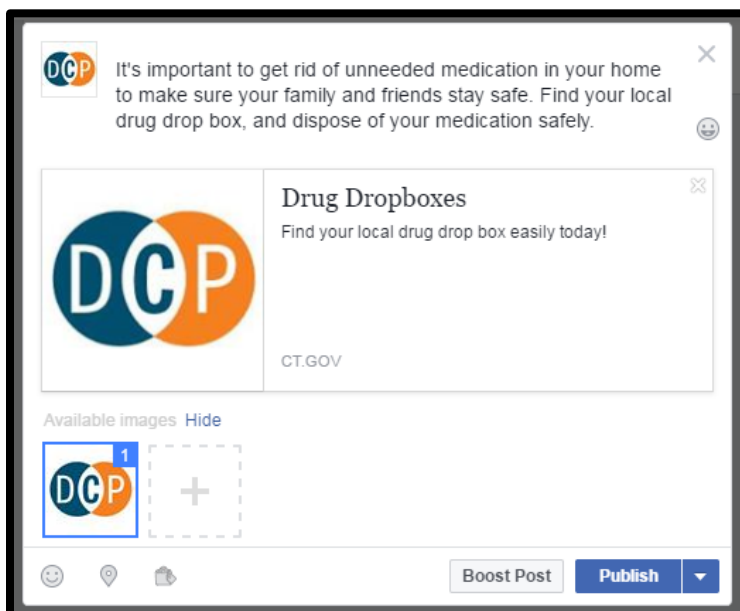


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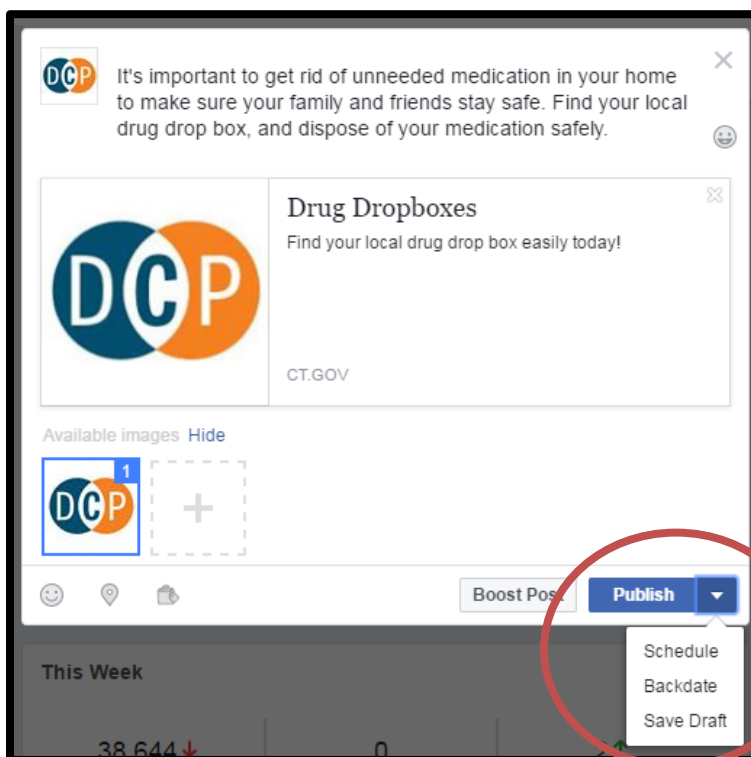


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If you delete the original link – your image, link title, and subtext will remain available, and your audience will still be able to click on the link to a webpage. You can replace the original link with text you want to add. You may also wish to keep the url at the end of your post.



If you're ready to publish your post – you can hit the “Publish” button. If you'd like to schedule it for later – click the tiny arrow next to “Publish”, and click on “Schedule”:



Publish or
Schedule
your Post



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Once you hit “Schedule”, you can choose a date and time for your post. Then once you hit the next “Schedule” button – your post will be ready:

The screenshot shows a Facebook post creation interface. A 'Schedule Post' dialog box is open, allowing the user to schedule the post. The dialog has two main sections: 'Publishing Schedule' and 'Distribution Schedule'. In the 'Publishing Schedule' section, the 'Publication' checkbox is checked, and the date and time are set to 6/30/2017 at 5:53 PM EDT. In the 'Distribution Schedule' section, the 'Stop News Feed Distribution' checkbox is unchecked. At the bottom right of the dialog, there are 'Cancel' and 'Schedule' buttons. The 'Schedule' button is circled in red, and a red arrow points from a text box to it.

Schedule Post

Publishing Schedule

☒ Publication
Select a date and time in the future for when you want your post to publish.
6/30/2017 5:53 PM EDT

Distribution Schedule

☐ Stop News Feed Distribution
Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

Cancel **Schedule**

The final
“Schedule”
button



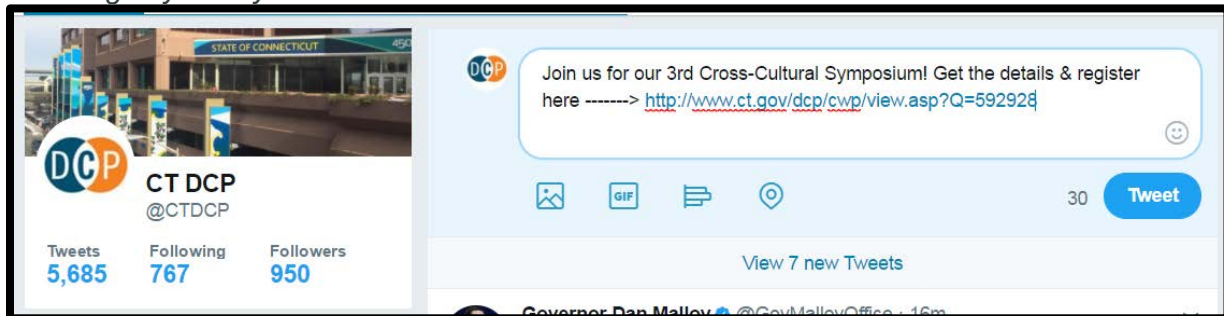
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Social Media for Advocacy | How to Tweet

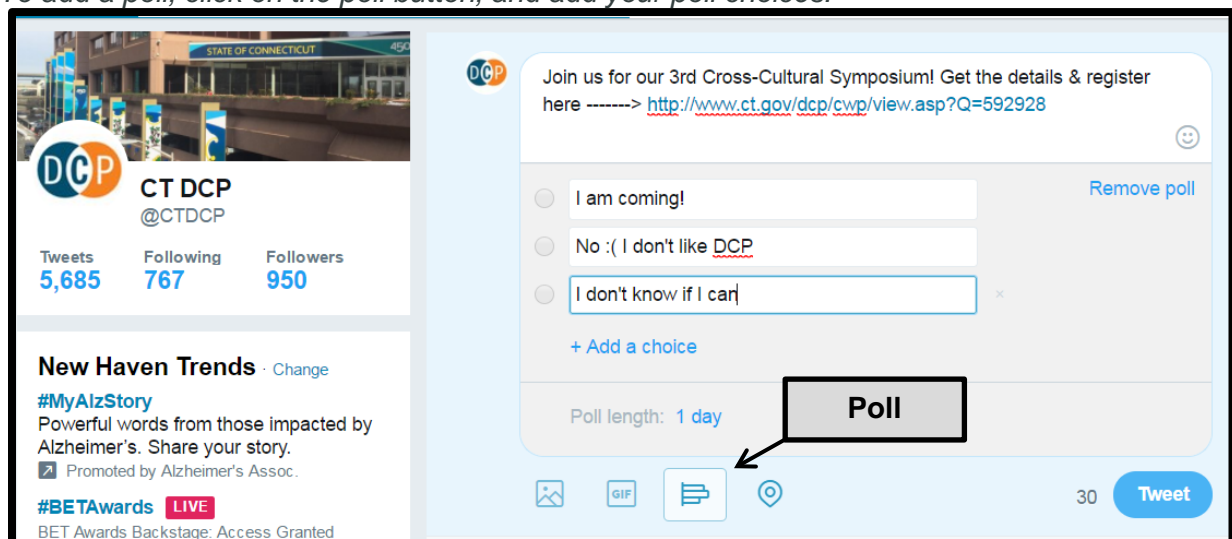
Click on the “What’s Happening” box on the top of your twitter feed, and write your tweet, including any links you want to include:



If you want to include, a picture, GIF, or location, click on the appropriate button and you will be prompted to upload a picture or GIF, and/or choose a location: (Adding a poll is described next)



To add a poll, click on the poll button, and add your poll choices:



Hit “Tweet” and your tweet will be public!



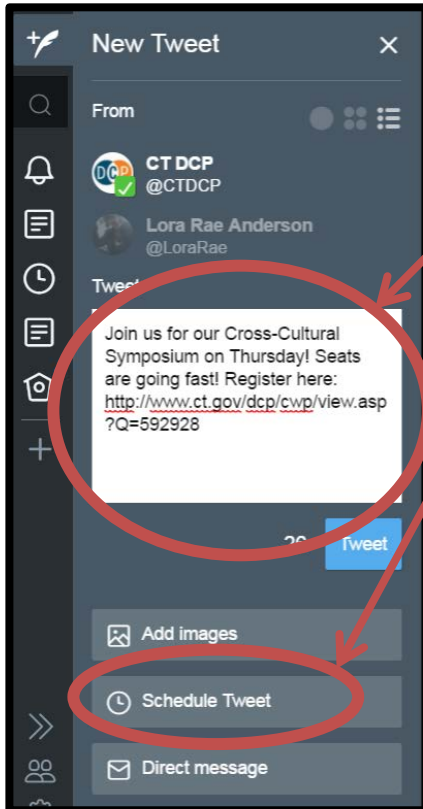
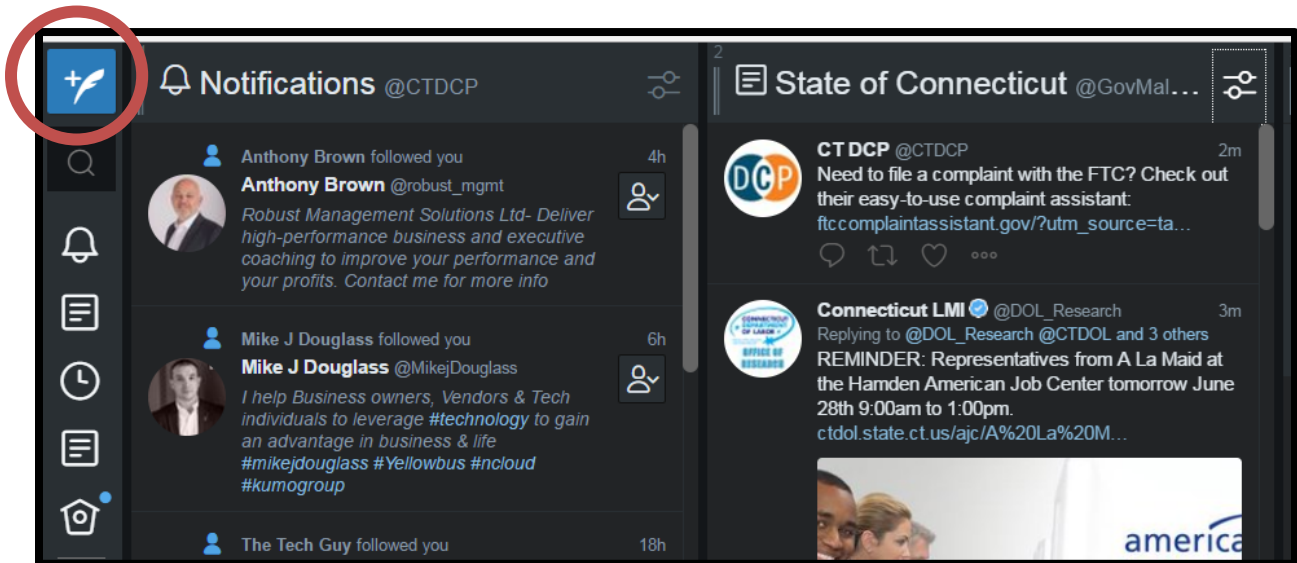
CROSS-CULTURAL SYMPOSIUM: EMPOWER AND EDUCATE



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Social Media for Advocacy | Scheduling a Tweet on Tweet Deck

Open Tweet Deck (you can log in with Twitter) and click on the tweet icon in the top left:



In the blank tweet box, type what you want to say, including any links you'd like to add.

Below, you'll see an option to add images just like we can do in twitter. Below that, you have a "Schedule Tweet" option that you can click on to tweet later.

Click on "Schedule Tweet", and a calendar will pop up where you can select the future time and date of your tweet.

Hit the "Tweet" button and your tweet will be scheduled.

