

Content

You want to continue engaging your current supporters, as well as expand your audience.

Find out what is happening, what your organization is doing, what others are doing, what people are talking about, and decide which of these things to promote.

In most cases, you will want it to be **sharable**, meaning that people will want to share it with other because it is unique or surprising or elicits strong emotions or it makes the sharer seem “in the know” or committed. Captions that grab attention and links that work easily are important. If it is inspiring or humorous or remarkable, it can stand on its own, but if it is sad or terrifying or discouraging, there should be some action or some outlet for the viewer to change the situation.

What tips or tools can you give them that make it easier to be a better human rights supporter?

How do you get information to post?

- AIUSA webpage
- Set up Google Alerts: key words - Amnesty International, human rights, others??
 - you can receive the list of new postings on your topic in your email immediately, once a day or once a week.
 - <https://www.google.com/alerts>
- Newsletters or social media or blog posts from other organizations that share our goals

Game of Thrones

How do you evaluate the results of the posts?

- Many platforms offer reports and analyzation tools, some free, some for paid plans
- Start by examining past posts to see what has performed well and what types of content get your followers engaged.
- Ask supporters what type of stories they would like to see from your organization. You can gather this information in person, via an email survey or by asking on social media.

Online Media Platforms

- Email marketing
 - (MailChimp, Constant Contact)
 - Blast out to lots of people
 - Lots of creative possibility and engagement
 - Focus on your immediate community
 - Newsletter or Actions of the Week or other formats
 - See the statistics and who engaged

- Group Webpage
 - Landing site for information
 - Depository for lists, resources, archives, “more information”
 - Surveys and training materials can be put on the webpage on “hidden pages”
 - Example of archived material https://amnestysacramento.org/human_rights_film_series
 - Example of hidden page <https://amnestysacramento.org/training>

- Facebook page
 - Most widely used social media / most popular worldwide
 - Find and reach those who support your cause
 - Promote events/ build community
 - Good for video and pictures and links to articles
 - Facebook Livestreaming
 - Tip: Pin a post to the top that is a good overview of what you do

- Instagram
 - A very visual medium
 - Can be viewed on a computer, but one can only upload and post pic from your phone
 - Instameet and Instagram Story
 - 64% of 18–29 year olds use Instagram.
 - 40% of 30–49 year olds use Instagram.
 - 21% of 50–64 year olds use Instagram.
 - 10% of people 65+ use Instagram.
 - (Pew Research Center “U.S. Social Media Users” 2018)
 - Personal page – AIUSA page – #nohumanisillegal - IGTV -

- Snapchat
 - A mobile ap, not used on computers
 - Someone will be able to view your “snap photo” for 10 seconds, then it is gone. (a video can be viewed for 15 seconds).
 - People take screen shots of the snap to save it
 - Also has: chat feature, story reel feature to link pictures into a story (24 hrs. then it disappears), and now a Memory section where you can save your own snaps.
 - Everyone gets a point system score for sending and receiving.
 - At the moment, used mostly by those ages 16-22
 - More females than males use it. People use “handles” instead of their real name
 - Advocacy groups have started to use it more
 - Using filters to promote a campaign – Antibully symbols projected on your selfie
 - WWF – Don’t let this be my last selfie campaign
 - Other things to know: has very cool photo/video editing tools, lots of quizzes and entertainment/the ap reveals your location to others/ snapstreaks, snapping with someone every single day without break will earn special emojis.

- Twitter
 - Quick updates/photos/campaigns
 - Started as a Microblog
 - Comments and discussions / interact with viewers
 - Sharing tweets from other human rights sources, AIUSA, etc.
 - Because it is more interactive, need someone to keep up with it and deal with “haters”
 - Tip: Follow Relevant Groups
 - Following other groups similar to yours will help to brand your initiative as a advocacy group and give you a peek into the different tactics they use.
 - Pin a really popular tweet to the top to pull new people in
 - Tip: Use Hashtags to build a following
 - Keep out an eye for trends that might align with your mission
 - Use Twitter’s search bar to see if related phrases are being used
 - Examples #humanrights #standup4humanrights, #write4rights, #ReproRightsAreHumanRights, #Sudan

- YouTube
 - Tell the stories of the people and communities for whom your organization works
 - Get people engaged with visuals, stories, humor or surprise
 - Statistically, more people watch You Tube videos than watch cable TV
 - Very sharable

- Writing Articles on specific issues
 - Opinion articles/letters in local news source
 - Keep a spreadsheet of who, what, when, etc.
 - Blogs
 - Originally were like online diaries, now are used in many ways
 - Medium or Tumblr or WordPress
 - <https://medium.com/@amnestyusa>
 - <http://amnestyusa.tumblr.com/>

Communications for your group:

- Email
- Google Groups – a way to send out a single email to a pre-made group
- Google Aps (Docs, Sheets, Slides, Drive folders, etc) useful for sharing and collaboration
- Slack
- Zoom
- Other:
 - Survey Monkey

PR for special events:

- Print newspaper and magazines / Neighborhood publications
- Online event listings
- Other community groups
- Elected officials

Tips: Get a specific contacts at local publications/organizations

Maintain a spreadsheet of publications and include deadlines and notes

Maintain a spreadsheet of community organizations and elected officials

Create a group letterhead for official looking “asks” and thank-you’s

Use Eventbrite/Splashthat/Evite to gather RSVP’s (even for free events)

- *Estimate numbers*
- *Remind about event*
- *Room for more information*
- *Follow-up after the event*

Use Facebook or Instagram to list event/gather interest

Use TinyURL to make a simple RSVP link to post, especially for printed poster/flyers

www.eventbrite.com/e/amnesty-international-northern-california-training-tickets-53355742462

Other resources:

[*Social Media for nonprofits with a small budget*](#)

[*Amnesty International Global Social Media Director interview*](#)

[*Steps to creating shareable issue-driven social media*](#)

[*How to create measurable social media goals*](#)

[*How to use YouTube for your cause*](#)

[*How to get your nonprofit into local newspapers*](#)

[*How to get your nonprofit started on Snapchat*](#)

[*Advocacy Hashtags*](#)

[*Hashtag How-To*](#)

[*Should my organization use SLACK?*](#)

[*Promoting your event on Instagram*](#)

[*Film: 10 Tactics*](#)

[*Pew Research Center Statistics on Social Media*](#)

Use [TinyURL.com](#) to make a simple RSVP link to post, especially for printed poster/flyers

https://www.youtube.com/watch?v=We67UI3_kos#action=share

diane.rosenblum@gmail.com

Special noteworthy campaigns on Social Media

Wildlife Fund (WWF) nailed it with their Last Selfie campaign.

To bring awareness to the plight of endangered species, the organization posted photos of endangered animals on Snapchat with #LastSelfie and a phone number people could text to donate. Snapchat was the perfect platform — the photos “self-destruct” in 10 seconds, which symbolized the animals’ extinction from the Earth. WWF also took the campaign cross-platform, encouraging Twitter influencers to share the Snaps to create a viral impact.

In one week, the #LastSelfie snaps were posted on Twitter by 40,000 users —ultimately seen by 120 million Twitter users in one week. WWF reached their monthly fundraising goal in only three days. The organization has continued to employ emotional appeals in their photos to encourage donations on social media. They do a great job of instilling a sense of urgency without overwhelming followers, which increases engagement.



Biggest Takeaway: Go cross-platform. Engage with supporters on more than one social channel, and have a specific strategy for each. For example, Instagram is great for very

visual content, Twitter is perfect for quick updates, and Facebook is an excellent community building tool.

“ONE” also created a viral social quiz about African geography. This resulted in more than 340,000 petition signatures in support of their campaign in just one week. Furthermore, they use engaging tweets to drive followers to a landing page where they can donate or sign a petition — providing options for action.



The image shows a screenshot of a tweet from the account @ONECampaign. The tweet text reads: "We can change this! Take action today bit.ly/2fLeqm8. #GirlsCount". Below the text is a black rectangular graphic with the text "130 MILLION GIRLS ARE NOT IN SCHOOL" repeated six times in white, bold, uppercase letters. At the bottom left of the graphic is the hashtag "#GirlsCount" and at the bottom right is the "ONE" logo. The tweet is dated "5:45 PM - 27 Oct 2017" and shows "68 Retweets" and "64 Likes". The interaction bar at the bottom shows 5 replies, 68 retweets, 64 likes, and a direct message icon.

ONE @ONECampaign Following

We can change this!

Take action today bit.ly/2fLeqm8.
#GirlsCount

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5 68 64

