

Social platform overview

Facebook

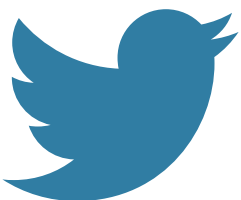


Facebook is great for sharing information and opinions about issues that are important to you. You can have your own personal profile to share your thoughts and other content to your own network. You can also comment on posts by other people or organisations.

You can set up a public page, create events and share them to get people along. You can also use paid promotion to reach a targeted audience of your choosing. Working with an online community you can brainstorm, plan and share information about campaigns.

You can create or join Facebook groups that have a specific focus. They can either be private groups or public groups open to anyone.

Twitter



Twitter is great for direct contact with fellow activists and campaign targets. You can follow allies to network with them, for inspiration and to make new connections.

Many politicians and other decision makers use Twitter. You can send direct messages to them so they know people in the community care about specific issues.

Twitter can be used for micro-blogging your thoughts, opinions and broadcasting activities you are working on. Keeping up to date on the latest news and opinions of

others. Information tends to be posted on Twitter faster than it can be posted to news sites.

You can also get this information from a more diverse range of people. Use hashtags to get your posts to a broader audience.

Keep an eye out for trending hashtags and moments that you can be a part of. Tag specific people in your posts to get their attention and support other users by retweeting their posts.

Instagram



Instagram is great for communicating with people in a visual way as it only allows you to post photo or video content. You can create your own - a great way to show what you are up to - and you can also share other people's content to get their message out to your followers. You can follow allies to network with them or for inspiration.

Many politicians and other decision makers use Twitter as well. You can send direct messages with targeted advertising so they know people in the community care about specific issues. Use hashtags on your posts. That way people outside of your followers list have an easier time finding your content. Discover and follow specific hashtags yourself. Follow and like similar organisations and individuals so you can keep up to date on relevant content. There might be a hashtag for activism in your city for example.

WhatsApp



WhatsApp allows us to communicate with activists in a really bespoke way so instead of it feeling like they are talking to a large and distant entity, it can be more personal and private.

WhatsApp offers an end-to-end encrypted platform for communication. While this comes with difficulty in terms of tracking levels of engagement, WhatsApp offers a safe way to communicate.

Groups can be helpful in coordinating your network, while the Broadcast List feature allows you to send a message to several of your contacts at once. Broadcast Lists are saved lists of message recipients that you can repeatedly send broadcast messages to without having to select them each time.