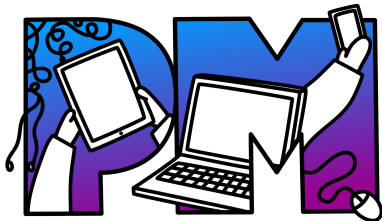


# Webinar 4: Advocacy Online

26 March 2021

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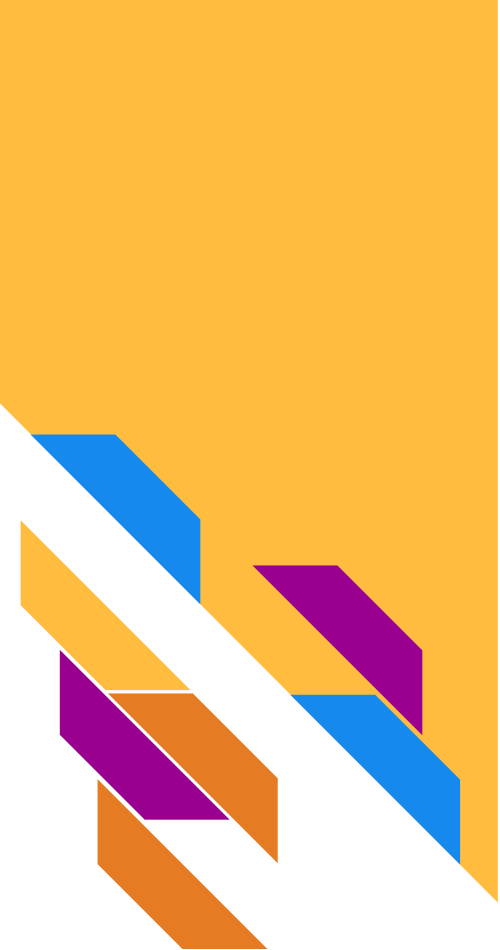


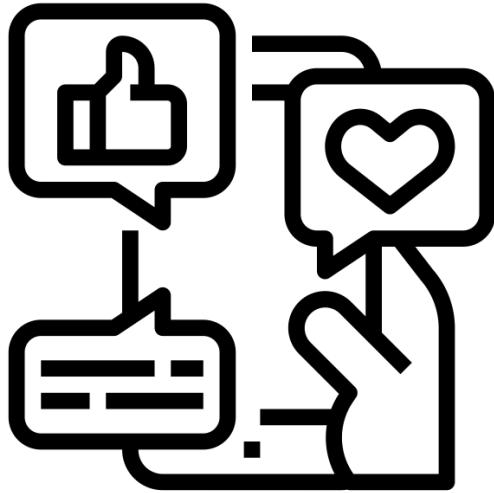
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# How to use social media for advocacy



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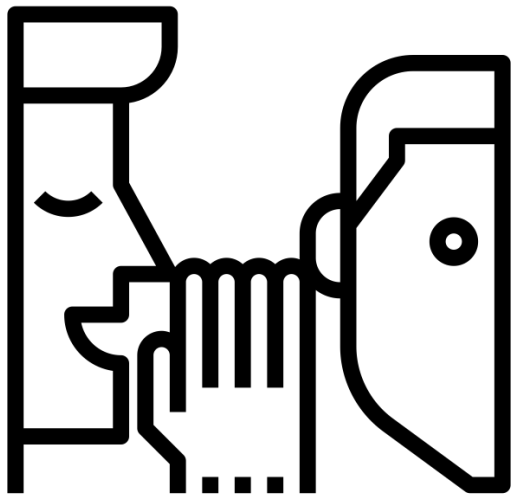
## Using Social Media for Advocacy

- Social media - a powerful tool to share data, advocate for and promote causes, while including people that otherwise might be impossible to reach.
- What happens when providing information and arguments (“the rational appeal”) is not enough to mobilise people?
- The key is to try to trigger people’s feelings (“the emotional appeal”)!
- Here comes storytelling - a useful technique in social media advocacy campaigns.



## Storytelling Has Superpowers

- Stories can be found everywhere, not just in books!
- Storytelling is the process of using facts and narratives to communicate specific messages to specific audiences.
- A story has a beginning, a middle, and an end with climax or conflict.
- It conveys some sort of moral lesson, thoughts, beliefs, or philosophy about the world and human beings.
- Storytelling allows readers, listeners or viewers to participate in and engage with the story based on their own experiences and understandings. It makes it easier for them to understand a concept, an idea, a cause.
- Storytelling is also a powerful tool for advocacy. But is it suitable for social media?



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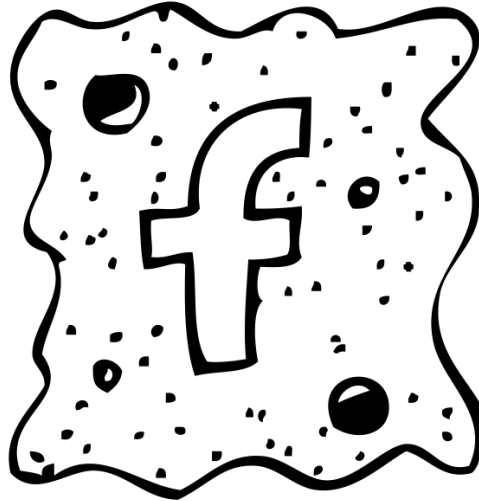
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It might seem impossible  
to narrate a story with  
social media posts and tweets  
that are supposed to be short.  
But, fortunately, it isn't. :)



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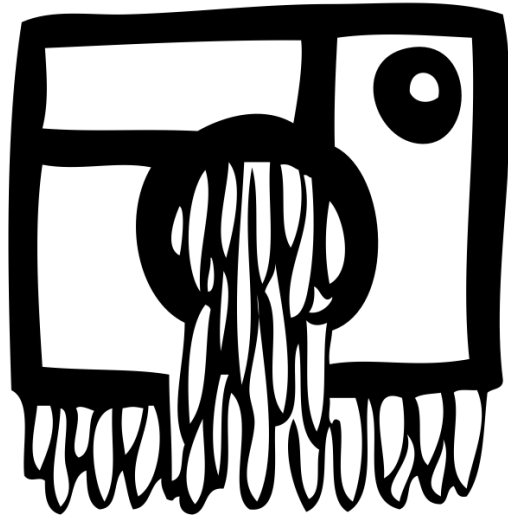
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## Facebook Storytelling Techniques

- ❑ Write an entire story in a post and use emoticons to make it more easy to read
- ❑ Share “Stories” on Facebook
- ❑ Create a Facebook photo album
- ❑ Shoot a long Facebook video and live stream it to attract more viewers



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## Instagram Storytelling Techniques

- ❑ Create a narrative with a caption
- ❑ Tell a visual story with the use of 3, 6 or 9 separated images (eg. photo collage)
- ❑ Curate user-generated content by sharing stories from your followers
- ❑ Encourage your followers to use specific hashtags on their stories to promote your cause
- ❑ Create a short video
- ❑ Use a series of “Stories”



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## Twitter Storytelling Techniques

- ❑ Tweet like a storm (Tweetstorm) - a rapid succession of connected posts
- ❑ Create a Twitter Moment - curated stories about what's happening around the world
- ❑ Use hashtags

### Important note:

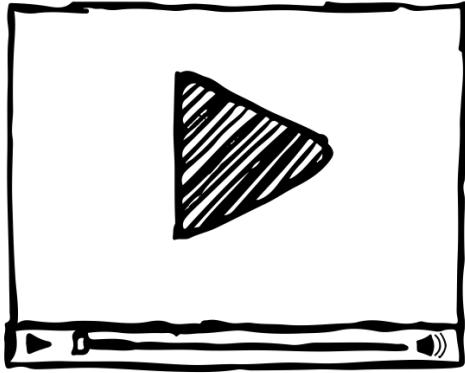
Twitter provides tips and help on how to [create](#) and [interact](#) with Twitter Moments, as well as [tips](#) and [help](#) with hashtags.



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# YouTube Storytelling Techniques



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- ❑ Create a YouTube channel or playlist
- ❑ Create a series of video interviews (of other people telling their stories)
- ❑ Include animated videos (check out the possibilities offered by [canva.com](https://www.canva.com))

## Important note:

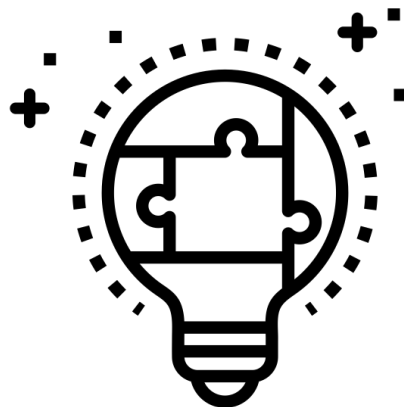
Videos don't need to be long.  
But they need to be of good quality.



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# Tips and Tricks (1/3)

## Things to Consider Before & During the Advocacy Campaign



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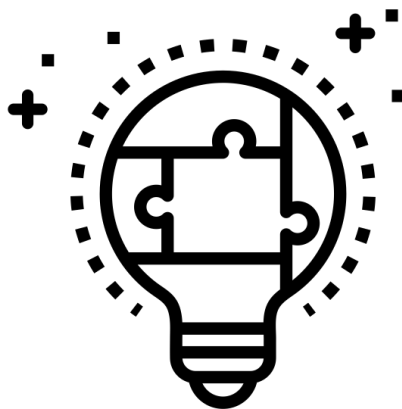
- ★ Type and purpose of campaign (eg. inform, action-based, attract audience, etc.)
- ★ Audience (eg. age, profession, interests, countries, cultures, technology possibilities and uses)
- ★ The 'long' story - structure your stories beforehand
- ★ A meaningful story that triggers emotions and feelings - beyond Likes!



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# Tips and Tricks (2/3)

## Things to Consider Before & During the Advocacy Campaign



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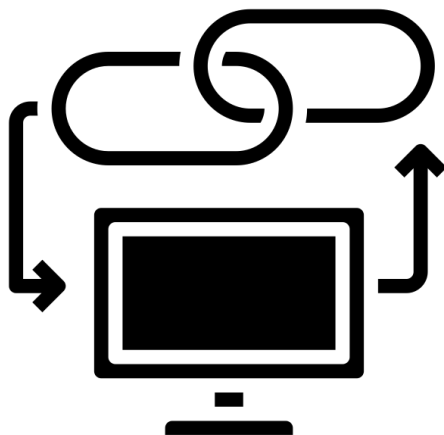
- ★ Tone of “voice” (consistent, simple, to the point, respectful)
- ★ Social media code of conduct
- ★ Audience engagement (likes, comments, replies, shares, messages, etc.) - provide opportunities for interaction
- ★ Social media options and possibilities (eg. hash(tags), photo tricks)
- ★ Use of tools by and for social media platforms (coordinate actions and measure impact)



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# Tips and Tricks (3/3)

## Use Resources by Social Media Platforms



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**Hootsuite:**

<https://www.hootsuite.com/>

**Facebook Social Impact:**

<https://socialimpact.facebook.com>

**Facebook Social Impact - Instagram:**

<https://socialimpact.facebook.com/learning-support/instagram/>

**Twitter for Good:**

[https://about.twitter.com/en\\_us/company/twitter-for-good.html](https://about.twitter.com/en_us/company/twitter-for-good.html)



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In the digital realm,  
the wealth of information  
creates the scarcity of attention.  
So, one of the biggest  
challenges online is  
to grab people's attention.



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# For more info about the Public Makers project:

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