



SOCIAL MEDIA SKILLS FOR THE SAVVY ADVOCATE



STATE
CRIMINAL
JUSTICE
NETWORK

BENEFITS OF SOCIAL MEDIA USE FOR ADVOCACY

- Provides a massive platform for networking
- Provides a cost-effective way to connect with others to promote a common cause
- Offers efficient resources to inform and collect support from the community
- Connects you with journalists, lawmakers, and other advocates



BUILDING AN ONLINE ADVOCACY COALITION

Who am I trying to reach?



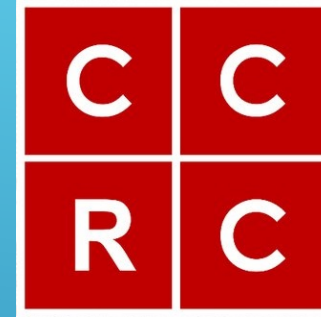
How do I reach them?



How do I leverage analytics to maximize results?



IDENTIFY LIKE-MINDED ORGANIZATIONS



CREATE A FOLLOWING

- Following other like-minded organization is the fastest and most efficient way to assure others follow you back and, in turn, increase your following.
 - Exposure to a diverse coalition of ideas helps generate social media strategies that can be tailored to fit your advocacy goals.
 - Engaging as many followers as possible is crucial to increasing the overall reach and influence of your message as well as facilitating partnerships with other organizations.
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CASE STUDY

- NACDL's most popular posts can be attributed to "tagging."
- Success in social media advocacy relies on generating likes/retweets from other followers and creating an exponentially larger audience.
- **Example:** NACDL tweets a story to 11k followers. The Appeal retweets NACDL to their 90k followers. The author then retweets NACDL, expanding the reach to their followers, and so on.
- A post with an initial reach of 11k can easily turn into a reach of 100k – 1m users depending on who shares it.
- Social media engagement helps expand the overall reach of your message, attracts potential new followers, and encourages quid pro quo exposure and outreach.



The screenshot shows a tweet from NACDL (@NACDL) with the text: "The criminalization of poverty in Franklin County, Pennsylvania, has led to a staggering increase in incarcerated people, all at a huge cost for defendants and taxpayers alike." Below the text, two usernames are tagged: @Sentinel_Vaughn and @theappeal. A red box highlights these tags, and a red line connects them to a retweet from @theappeal. The retweet includes a video thumbnail showing a person in a jail cell, a caption "Pleading Guilty to Get Out of Jail", and the same text as the original tweet. The retweet is dated 9:00 AM - 15 Jun 2019 and shows 56 retweets and 85 likes.

NACDL
@NACDL

The criminalization of poverty in Franklin County, Pennsylvania, has led to a staggering increase in incarcerated people, all at a huge cost for defendants and taxpayers alike.

@Sentinel_Vaughn @theappeal

Pleading Guilty to Get Out of Jail
The criminalization of poverty in Franklin County, Pennsylvania, has led to a staggering increase in incarcerated people, all at a huge cost for defendants and taxpayers alike.
theappeal.org

9:00 AM - 15 Jun 2019

56 Retweets 85 Likes

3 56 85

CHOOSING A PLATFORM TO BEST SUIT YOUR NEEDS

Advocacy orgs use a variety of social media, but Facebook and Twitter dominate:

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a dark blue rectangular background.

- **Keep it short:** Facebook posts of up to just 40 characters — a few words, or a short sentence at most — generate the highest engagement.
- **Make it visual:** Photos/images are overwhelmingly the most engaging type of content on Facebook, generating 87 percent interaction rate from page followers. Avoid text-only posts.
- **Create a Following.** Every time an individual shares, likes, or comments on your Facebook posts, your page is made visible to that individual's own Facebook friends, creating exponential reach.
- **Promote events and push traffic to your website:** Encourage users to learn more about your organization's work and to how to get involved. This includes keeping your website up to date.


CHOOSING A PLATFORM TO BEST SUIT YOUR NEEDS

Advocacy orgs use a variety of social media, but Facebook and Twitter dominate:



- **Use hashtags.** Avoid creating your own hashtags, do research to identify popular hashtags related to your mission.
- **Tweet regularly.** Don't be inactive! When trying to build followers, aim to tweet at least once a day. No more than once per hour.
- **Make it visual:** Try to attach an image to a tweet whenever possible.
- **Perform direct outreach:** When you follow an account, that user will receive a notification and potentially follow you back (e.g., elected officials, journalists, and local community groups). Tag whenever possible.
- **Spread the word:** Just like Facebook, you always want to direct users to visit content on your own website or content that promotes your advocacy.

Different social media platforms have vastly different demographics:

- Twitter users tend to be younger than Facebook users.
 - Instagram/Pinterest users overwhelmingly tend to be women.
 - Decide which platforms to use by thinking about the specific objectives and intended audiences for each of your campaigns.
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General Tips for Using Social Media:

- **Stay focused:** The people and organizations that follow you on social media have certain expectations about the type of content you post and the way you engage with them.
- **Be reliable:** Share quality content from trusted sources. Frequently sharing reliable content helps establish you as an important source of information.
- **Be social:** Social media is about connecting people. The more you engage with your followers, the more they will understand where your priorities align.

- **Keep it simple**



Message



Target Audience



Take Action



Image



UTILIZING SOCIAL MEDIA ANALYTICS

Jun 2019 • 30 days

TWEET HIGHLIGHTS


Top Tweet earned 44K impressions

The criminalization of poverty in Franklin County, Pennsylvania, has led to a staggering increase in incarcerated people, all at a huge cost for defendants and taxpayers alike. @Sentinel_Vaughn @theappeal buff.ly/2XtrYXF

3 56 84

View Tweet activity View all Tweet activity


Top Follower followed by 30.5K people



Lois Beckett @loisbeckett FOLLOWS YOU

Senior reporter @GuardianUS. I cover guns & gun violence prevention. Views=mine. 🇺🇸
lois.beckett@theguardian.com. DM for tips/Signal/WhatsApp #.

Top mention earned 395 engagements



William Baude @WilliamBaude · Jun 3

Last Friday, the @Catolnstitute, a coalition of cross-ideological groups (including @NAACP_LDF @NACDL @2AFDN @AFPhq), and a group of scholars (including me) filed amici in support of the @ACLU's petition to reconsider qualified immunity.

Read them here: supremecourt.gov/search.aspx?fi...

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View Tweet

Be a detective:

- What posts are getting the most likes/retweets/comments?
- What types of followers are engaging with your content?
- What time slots works best?
- Be aware of different time zones when targeting audience across the country.

QUESTIONS?

