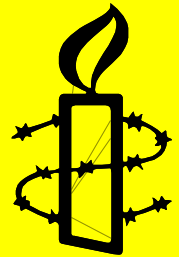


SOCIAL MEDIA ACTIVISM

**AMNESTY
INTERNATIONAL**



TRAINING FOR ACTIVISTS

Prepared by Jessie Mawson, August 2014

WHY BOTHER WITH SOCIAL MEDIA?

OBAMA'S ELECTION CAMPAIGN:



On digital, the Democrats outspent the Republicans 10-1.

Here's what they got for their money:

	OBAMA	ROMNEY
Facebook friends	30.7m	8.8m
Twitter followers	21m	1.3m
Google+ connections	32.2m	967,000
YouTube views	237,000	23,000
Instagram followers	1.4m	42,000



The Obama campaign also got the (now second) most re-tweeted photo of all time... and, of course, an election victory.

 **Ellen DeGeneres** 
@TheEllenShow

  Follow

If only Bradley's arm was longer. Best photo ever. #oscars
pic.twitter.com/C9U5NOtGap

 Reply  Retweeted  Favorite  More



RETWEETS **FAVORITES**
783,792 198,273



 **Barack Obama** 
@BarackObama

  Follow

Four more years.
pic.twitter.com/bAJE6Vom

 Reply  Retweet  Favorite  More



RETWEETS **FAVORITES**
778,801 294,133



THREE GOLDEN RULES

SHARE YOUR ADMIN RIGHTS

- ✓ I've made my ASC an admin (Facebook) or shared my log-in details with them (Twitter).

KNOW THE GUIDE

- ✓ I've read the guide and attended a webinar.
- ✓ My accounts are appropriately named and include disclaimers.

ASK FOR HELP

- ✓ I'm plugged into the Activist Portal .
- ✓ I know how to get in touch with my local Activist Support Coordinator for help.



KNOWING HOW THINGS WORK

THE MAGICAL FACEBOOK FORMULA (AKA EDGERANK)

Because all that matters in the News Feed.

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * I \times P \times C \times T \times R$$

Interest Post Creator Type Recency

Interest Interest of the user in the creator	Post This post's performance amongst other users	Creator Performance of past posts by the content creator amongst other users	Type Type of post (status, photo, link) user prefers	Recency How new is the post
--	--	--	--	---------------------------------------

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

TWITTER LINGO

Retweet (RT)

So true. RT @JessieMawson: #HumanRights totally rock! I've just been reading the UDHR.

Modified Tweet (MT)

So true. MT @JessieMawson: #HumanRights rock!

Via

Wow. This article shocked me:

<http://www.blahblah.com> via @SMH

CC or Ping

I'm speaking at the UNSW human rights conference this Sunday cc @AmnestyOz



HOW OFTEN AND WHEN?

FACEBOOK

Three times a day max.

Find the best times to post:
Insights>Posts>When your Fans are online.



TWITTER

It's constant. 24-hour news cycle.

All about being timely. Give your followers the inside scoop.

The figure shows three tweets from the account amnestyOz. Each tweet includes the account name, profile picture, timestamp, text, and retweet count.

- Tweet 1:** Jun 23, 6:52pm via Hootsuite. Text: BREAKING: Egypt sentences Peter #Greste to 7 years in jail. Outrageous & unacceptable. Take action> ow.ly/ykxbN. Retweets: 457.
- Tweet 2:** Feb 23, 7:44pm via iOS. Text: Breathtaking sight at #LightTheDark, Sydney. pic.twitter.com/FoevWleTpx. Retweets: 87.
- Tweet 3:** Jul 19, 2013, 5:33pm via Hootsuite. Text: We strongly condemn appalling announcement by @KRuddMP that Australia will refuse to resettle #AsylumSeekers who arrive by boat. Retweets: 617.

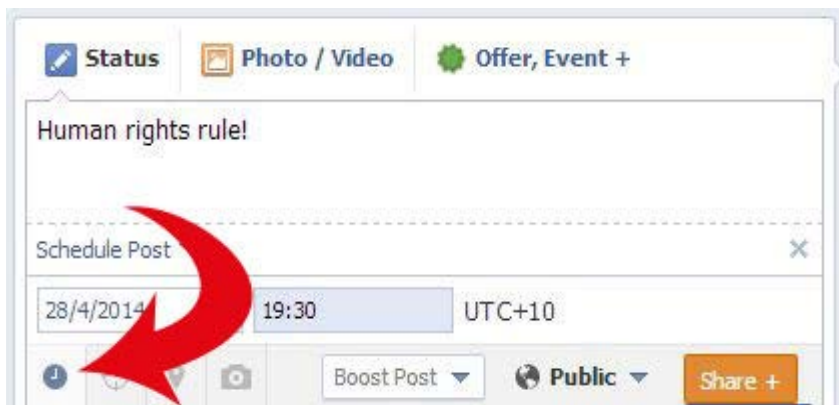


PLANNING AHEAD

FACEBOOK

The little clock symbol is your friend. Use it.

View all scheduled posts in your Activity Log.



TWITTER

Not as important to plan ahead. The best tweets are immediate.

However, you may want to use:

- Buffer
- HootSuite
- TweetDeck

Twitter is a medium for mobile, so download the app!



GOING 'VIRAL'

SOCIAL CURRENCY

People care about how they look to others.

TRIGGERS

People talk about things that are top-of-mind.

EMOTION

When we care, we share. High arousal emotions -- like excitement, anger, and awe -- fire people up.

PUBLIC

People often imitate others. But you can't imitate what you can't see.

PRACTICAL VALUE

News you can use. People share things to help others.

STORIES

People are more likely to share a memorable story than a list of technical facts .



UH OH... (TROUBLESHOOTING)

- **MAKING MISTAKES**

You should ~~never~~ *hardly ever* delete. Instead, apologise and explain.

- **DEALING WITH TROLLS**

Free speech is cool. Trolls are not. Know the difference and enforce your comments policy.

- **AMNESTY'S INDEPENDENCE**

Avoid party-political content.

- **COPYRIGHT ISSUES**

Don't steal things (particularly images) and pass them off as your own. It makes people cross.

- **DIFFICULT SUBJECTS**

Be sensitive. Use trigger warnings where appropriate.

- **ASK FOR HELP**

When you get stuck or if you're unsure.



SIX TIPS FOR AWESOMENESS

1) **DON'T BE BORING**

Facebook is a party, not a classroom.

2) **PACKAGE THINGS RIGHT**

Meaning isn't in the content.
It's in the content + the context.

3) **USE YOUR MANNERS**

Say please/thank you/sorry.
Give credit where it's due.

4) **BE SOCIABLE!**

Talk like a real person. Engage with people on a one-to-one level.

5) **KEEP IT BRIEF**

Posts less than 250 characters get 60% more engagement.

6) **PRETTY PICTURES WIN**

Always. Extra points for babies/kittens.



HANDY RESOURCES

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Twitter: @JessieMawson

SOME THINGS WORTH GOOGLING:

- Upworthy + 10 ways to win the Internets
- Joe Rospars + Three principles for a digital campaign
- Jonah Berger + STEPPS
- Canva.com (free, online graphic design tool)
- Copyblogger.com (worth subscribing to).

