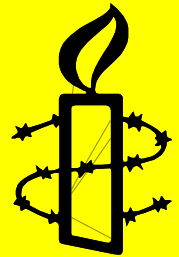


STARTING OUT IN SOCIAL MEDIA LAND

**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



SOCIAL MEDIA GOALS AT AMNESTY

- Lobby decision-makers
- Influence public opinion/media
- Recruit new supporters
- Talk with current supporters
- Raise funds
- Sell merchandise
- Promote events
- Support governance
- Build networks and alliances

AMNESTY GLOBAL
International Secretariat

AMNESTY NATIONAL
Amnesty International Australia

AMNESTY REGIONAL
Action Centres

AMNESTY LOCAL
Action Groups



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

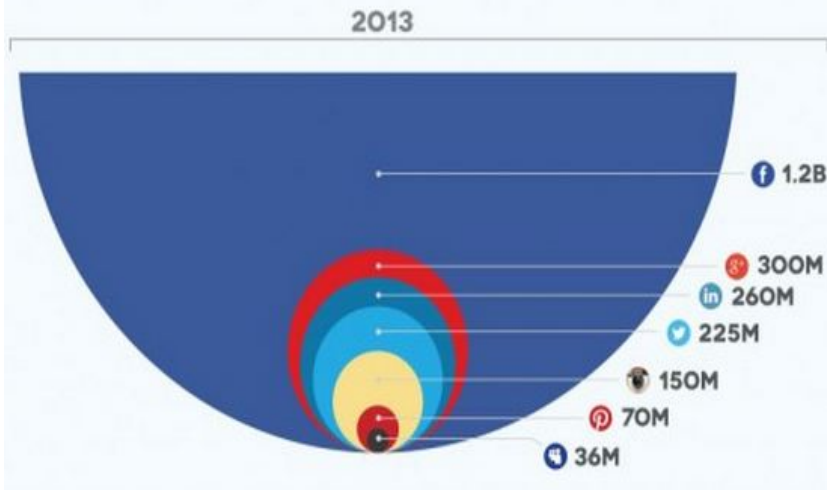
- ✓ I'm plugged into the Activist Portal .
- ✓ I know how to get in touch with my local Activist Support Coordinator for help.



SOCIAL MEDIA LAND BASICS

GO WHERE THE FISH ARE

Invest where you'll get the most bang for your buck (ie. Facebook).
The rest are nice-to-haves.



KNOW YOUR PURPOSE



FACEBOOK: PAGES VS GROUPS

X FACEBOOK PROFILES

- Designed for individuals.

✓ FACEBOOK PAGES

- Works like a mini website.
- Anyone can see and 'like'.
- Only admins can post.
- Great for promoting your group's to the wider world and networking.

✓ FACEBOOK GROUPS

- Works like a group email list.
- Only group members see.
- Anyone in the group can post.
- Great for sharing info/materials/minutes amongst your group.



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

jessie.mawson@amnesty.org.au

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).

