SOCIAL MEDIA CHEAT SHEET FOR ADVOCATES

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Social change happens with social media. Think Ferguson, think Wendy Davis filibuster – or even think about this election. Being an advocate in 2017 means using the powers of social media to share your ideas and **raise your voice**. Below, we've laid out our favorite tips and tricks for social media gold and ways to make your voice heard online. Together, WE are the resistance on the front lines of reproductive rights.

Where to find us
- Twitter: https://twitter.com/popconnect
- Facebook: https://www.facebook.com/PopConnectAction/
  - Ask your organizer about our Facebook Group! We've got a community of Population Connection advocates just like you, sharing stories, news and photos in a closed group – pantsuit nation style.
- Instagram: https://www.instagram.com/popconnectaction/

Know your hashtags
- You'll find us tweeting using popular repro hashtags like: #reprorights and #wewontgoback. Using #hashtags makes sure your Twitter content is seen by more than just your feed. We think of hashtags in three ways:
  - Keyword hashtags
    - People follow these hashtags for content & community building. Using these can help your content reach more people.
    - Examples: #ReproRights, #FamilyPlanning
  - Campaign hashtags
    - These are hashtags specific to an issue campaign online. Hashtags like #HelmsHurts were created specifically around the campaign to end the Helms Amendment and, the more they are used, the more visibility they bring an issue.
    - During local or national events, look out for the event hashtag (ex: #WomensMarch) to use in your tweets and Instagram posts.
  - Interactive hashtags
    - These give people a specific prompt, and invite them to share their response on social with a hashtag. Think about inspiring creativity

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or personal stories you could share on a hashtag like #YesAllWomen when it's trending.
- Other hashtags we love:
  - #ReproRights
  - #GlobalGagRule
  - #TrustWomen
  - #FamilyPlanning
  - #FeministFriday
  - #ReproFreedom

Know your targets
- We don't know much about 2017, but we do know there should be plenty of people we can direct our ~~rage~~ social media pressure at. On Facebook, Twitter, and Instagram, consider WHO you want to hear your story. It could be tweeting @PaulRyan to pressure him to stop doing XYZ or it could be tweeting at @ChuckSchumer to ask him to stand up to ~~@voldemort~~ @therealdonaldtrump.

Explore and engage
- Never stop exploring! The communities and conversations on repro rights are always growing online.
- Here are some of our favorite accounts to follow on Twitter:
  - Organizations we love
    - @sistersong_woc
    - @intlwomen
    - @reprodocs
    - @abortionfunds
    - @nirhealth
    - @pai_org
    - @ppact
    - @guttmacher
    - @naral
    - @latinas4rj
    - @ppnycaction
    - @reprorights
    - @natabortionfed
  - People we love
    - @myrabatchelder
    - @ilyseh
    - @cecilerichards
    - @birdgirl1001
    - @babatundeunfpa
    - @shelbyknox
    - @rbraceysherman
    - @leahntorres
    - @andreagrimes
    - @fullfrontalfem
    - @juliezeilinger
    - @robinmarty
    - @miriamzperez
- On Facebook, you can search for content by typing in keywords and hashtags. Some journalists may have Facebook Pages where you can "Follow" them as well without having to send a friend request.

The art of amazing content

- **Killer visuals.**
  - Whether you're an iPhone photo pro or a beginner, YOU can take great images and videos with your phone. Strong visuals are key on social.
    - VIDEO – First question: can you make it live video? If not, make sure it's short.
    - PHOTO - Do you find the image fascinating? Is text large enough to be legible on mobile?
- **Emotions**
  - Great content makes us *feel* something. When people connect with your social media post on an emotional level, they're more likely to engage with it. Emotions to get you started: excitement, anger, sadness, nostalgia, optimism, indignation.
- **Your perspective.**
  - Social media is all about YOU. That's why we love it, right? It's your place to express your views and stay in touch with your community. We want to hear YOUR voice on social media. Be yourself.
- **Your community**
  - Being an advocate for reproductive rights on social media means being a part of an active online community and adding your own unique perspective to the issue.
  - Having a strong social media presence is more than crafting a witty response and hitting the post button—it's important to engage with others. People are more inclined to interact with you on social media if you show interest in them. Humans are humans online and offline.
- **Tweet, rinse, repeat**
  - Whether it's a day of action or a yearlong campaign – repetition is key. Let decision-makers hear you! Want to make an impact? Make sure they see a steady stream of social media content taking a stand for reproductive rights. Use your voice!

Best practices by network

- **Facebook**
  - Ask and you shall receive! Asking your feeds to engage with you is part of being an active online advocate. Directly asking for your friends to share an event or sharing your story and asking folks to comment with theirs – are great ways to get people to engage.

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- o Post or share native video (aka uploaded directly to FB and not shared as a link to YouTube, for example), or FB Live video. Currently, Facebook's algorithm values video content over all others.
  - o We find posting once a day is a good standard. If you post too frequently, Facebook bumps you down in their algorithm.
- **Twitter**
  - o Always include #TheAppropriateHashtag. See more above! Keep it to less than 3 hashtags.
  - o @Mention other profiles when it makes sense. Are you quoting someone who has a Twitter account? Can you attribute the article to the author?
  - o On Twitter, frequency isn't an issue and you can post all you like! Because the lifespan of a tweet is about 15 minutes, space them out by at least 15 minutes unless you're live-tweeting an event.

Let's go make history.
With your help, 2017 will be a year of action. You've got all the tools you need (the phone in your pocket and, yep, you!) to be an advocate for repro rights. Now, let's go make it happen!

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