CHANGING NARRATIVE USING SOCIAL MEDIA
IF I SAY ‘SOCIAL MEDIA’ WHAT DOES IT MAKE YOU THINK OF?
Please go find an article online that best represents how you feel about social media.

Post it in the chat box on howspace. Why did you choose that article?
BUT IS IT ALL THAT BAD?

In recent years, social movements worldwide have been fostered through the use of social media and digital marketing more broadly.

Can you name a few?
Not just events, but emotions and feelings too.
SOCIAL MEDIA AND DIGITAL CHALLENGE TRADITIONAL CONCEPTS OF INFORMATION AND POWER
What do people go online for?

Post it in the chat box. What does that tell you about human behaviour?

Write answer in howspace chatbox.
People go online to look for:

1) **answers** they can't find in the mainstream.
2) **connect** with people who have shared interests and experiences.

BUT WE HAVE A CHALLENGE:
INNOVATION:

Fairy Comments and Thirsty Trolling Are New Forms of Online Protests For India’s Gen Z
Teens are spamming Prime Minister Modi’s Instagram with thirsty comments.

NYTIMES.COM
TikTok Teens and K-Pop Stans Say They Sank Trump Rally
Did a successful prank inflate attendance expectations for President Trump’s...
AND TO DO THAT WE NEED TO BE ON DIGITAL PLATFORMS.

Over half of the world’s population uses social media.

59% of the people around the world have internet access.
DIGITAL AROUND THE WORLD IN JULY 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION: 7.79 BILLION
URBANISATION: 56%

UNIQUE MOBILE PHONE USERS: 5.15 BILLION
PENETRATION: 66%

INTERNET USERS: 4.57 BILLION
PENETRATION: 59%

ACTIVE SOCIAL MEDIA USERS: 3.96 BILLION
PENETRATION: 51%


SOURCES OF DATA: WE ARE SOCIAL, Hootsuite

COMPANIES ANNOUNCEMENTS AND BURNING REPORTS: MEDIA SSSC, CRM BUREAUS (ALL LATEST AVAILABLE DATA JULY 2020).

* COMPARED TO A U.S. ADVISOR: FIRST BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.
THE WORLD’S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, OR ADDRESSABLE ADVERTISING AUDIENCES (IN MILLIONS)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Active Users (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,603</td>
</tr>
<tr>
<td>YouTube*</td>
<td>2,000</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>2,000</td>
</tr>
<tr>
<td>FB Messenger*</td>
<td>1,300</td>
</tr>
<tr>
<td>Weixin / WeChat</td>
<td>1,203</td>
</tr>
<tr>
<td>Instagram**</td>
<td>1,082</td>
</tr>
<tr>
<td>TikTok</td>
<td>800</td>
</tr>
<tr>
<td>QQ</td>
<td>694</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>550</td>
</tr>
<tr>
<td>Qzone</td>
<td>517</td>
</tr>
<tr>
<td>Reddit</td>
<td>430</td>
</tr>
<tr>
<td>Douyin</td>
<td>400</td>
</tr>
<tr>
<td>Kuaishou</td>
<td>400</td>
</tr>
<tr>
<td>Snapchat**</td>
<td>397</td>
</tr>
<tr>
<td>Pinterest</td>
<td>367</td>
</tr>
<tr>
<td>Twitter**</td>
<td>326</td>
</tr>
</tbody>
</table>

DATA UPDATED TO: 16 JULY 2020

SOURCE: KPIO ANALYSIS, COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS, PLATFORMS’ SELF-SERVICE ADVERTISING TOOLS (ALL ARE AVAILABLE DAILY). NOTES: PLATFORMS IDENTIFIED BY ‘*’ MAY NOT PUBLISH/REPORT USER NUMBERS. IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELEVANT. FIGURES FOR PLATFORMS IDENTIFIED BY ‘**’ ARE BASED ON THE LATEST AVAILABLE AUDIENCE. EACH FIGURE REPORTED IN EACH RESPECTIVE PLATFORM’S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). FIGURES FOR TIKTOK DO NOT INCLUDE DOUYIN.
PICK YOUR PLATFORMS CAREFULLY

DIFFERENT PLATFORMS ARE BEST FOR DIFFERENT THINGS.

Twitter: fast-paced; in the moment; focus on the essential ideas you want to communicate. Create and share ideas and information instantly, without barriers. And connect to journalists!

Instagram: Visual. Best platform to show your personality & show your supporters behind-the-scenes moments.

Facebook: Connect, educate and organize. (Groups, events etc.)
Instagram is in the midst of a transformation — what was once the place to share photos of food and social outings is quickly becoming a hub for information and advocacy.
Before, writing a good press release used to be enough.

But the media landscape has changed. There are other ways to shape the narrative AND make news. Because of:

Social Media
You can make/break news on Social media. You can comment on news, and insert your unique perspective into the discussion.

AmnestyInternational @amnesty
May 14
We are witnessing an abhorrent violation of international law & human rights in #Gaza. 38 confirmed dead, including 6 children, with close to 2000 people injured. Many are reporting injuries to the head and chest. Over 500 injured with live ammunition. This must end immediately.

Show this thread

AmnestyInternational @amnesty
Jun 19
Ten good reasons for the #US to leave the UN Human Rights Council.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

(there are none)
Will your neighbour share this piece of content?
SOME USEFUL TIPS:

1) Be authentic & define your own voice.
2) Have conversations, join conversation & connect with people
3) When writing for social media assume people know nothing.
4) Post rich media (photos, links, videos.)
5) Pick your platforms (different platforms are best for different things.)
6) Don’t forget to look at your performance stats. Only way to get better!
7) POST REGULARLY. Be consistent with how often you do it.
ONE DOES NOT SIMPLY
GO VIRAL
Appart from organic social media, what other channels of digital communication do you need to be across?

Write answer in howspace chatbox.
OVERSEEING A COHESIVE APPROACH TO IMPACT-LED DIGITAL MARKETING:

Social Media → Website → Paid Advertising → Email Marketing

Influencers → Media Partners
What is our One Metric That Matters?

We want a growing number of loyal supporters (members, donors and activists) in order to bring about human rights change locally and globally.
WE WORK IN GROWTH SPRINTS

We will test, report and iterate all of our work.

WHY? BECAUSE WE ARE AUDIENCE FOCUSED AND DIGITALLY DRIVEN.

WE NEED TO BE ADAPTABLE AND AMPLIFY WHAT WORKS WELL.
DIGITAL PROCESS

DATA-DRIVEN + AUDIENCE FOCUSED WITH CLEAR GOALS
BREAK
15 min
CONTENT STRATEGY

WE RECOMMEND SPLITTING ALL CONTENT INTO 4 SUBTYPES ACROSS ALL CHANNELS (PAID AND ORGANIC):

1. EDUCATIONAL
2. VALUES BASED
3. ACTION FOCUSED
4. REACTIVE
EDUCATIONAL

TARGET AUDIENCE: warm audiences who agree in theory but don’t know enough.
VALUES BASED – WHAT'S THE WORLD WE WANT TO SEE?

TARGET AUDIENCE: cold audiences who may agree but need more convincing based on values.

All women should have access to safe and legal abortion

WE ALL HAVE THE RIGHT TO BE TREATED EQUALLY

IN TIMES LIKE THESE, PAY ATTENTION AND BE KIND TO EACH OTHER
ACTION AND PARTICIPATION

TARGET AUDIENCE: audiences who strongly support your cause and want to help.

SPEAK UP:
Demand justice for George Floyd. Sign the petition on amnesty.org

Amnesty is demanding:
- An independent, unbiased, and impartial inquiry to investigate all those responsible in the death of George Floyd and many others who had been killed.
- US authorities end the unnecessary excessive use of force by the police, especially against racial and ethnic minorities. Stop immediately.

Sign this petition: amnesty.org

What happens to your signature?
- Your name and the name of every other person who has signed the petition will be sent to Governor Tim Walz.

Visit Link in Bio for our Free Human Rights Courses
REACTIVE CONTENT

TARGET AUDIENCE: new audiences who already care about the audiences but may not know your organisation or campaign.
EDUCATIONAL CONTENT ON FACEBOOK

EDUCATIONAL CONTENT ON INSTAGRAM

VALUES BASED CONTENT ON DIGITAL CHANNELS TO BRING IN NEW AUDIENCES (PAID & ORGANIC)

CONTENT CALLING PEOPLE TO TAKE ACTION ON FB (PAID AND ORGANIC)

CONTENT CALLING PEOPLE TO TAKE ACTION ON IG (PAID AND ORGANIC)

MEDIA ORIENTED CONTENT ON TWITTER

CONSTANTLY MONITORING NEWS AND PRODUCING REACTIVE CONTENT FOR ALL CHANNELS ON TRENDING STORIES
Now choose a campaign that you are working on:

Or one of these:
- Argentina abortion.
- Right to protest in Belarus.
- Violence against women in Ukraine.
- Women's rights in Poland.
- Climate change (local or global.)
We will split you into 4 groups. 
You need to:
1) Choose your campaign.
2) Define your goal (OMTM.)
3) Create 1 piece of content for each topic (educational, values based etc.)
4) Tell us about the order of how you will promote.
Use CANVA.COM
Username: v.voshchevska@gmail.com
Password: ilovesocialmedia