

Social Media Basics

Agenda

- Goal
- Why Social?
- Storytelling
- Platforms
- Recap
- Practice
- Questions



Training Goal

By the end of this session, you will understand the fundamentals of creating content for various social media and networking platforms to reach and activate your personal network, as well as understand why this is an important tool in your activist toolbox.

Why Social?

Why Social?

importance of social media in the gvp movement



- Equitable
- Meets people where they are
- Low level asks of your network
- Anyone can do it
- Grows the movement

Why Social?

because it works!



**PICS OR IT
DIDN'T HAPPEN**



Why Social?

because it works!

12 · Politics · Trending welcome to the 117th congress Trending with #EndGunViolence	22 · Trending Text READY to 644-33
15 · Politics · Trending Text CHECKS to 644-33	22 · Politics · Trending Text CHECKS to 644-33
18 · Trending Text CONFIRM to 644-33	20 · Trending Text CHIPMAN to 644-33
11 · Politics · Trending #GSU2021 Trending with #InThisTogether	7 · Politics · Trending ... #GunLawsSaveLives The US Supreme Court will hear a case on Wednesday that may make it easier for New Yorkers to carry firearms in public
4 · Politics · Trending #WearOrange	25 · Trending ORANGE to 644-33 Trending with #WearOrange

Why Social?

because it works!

US Elections

Trending

News

Sports

Ente

United States trends

12 · Politics · Trending

welcome to the 117th congress

Trending with #EndGunViolence



Joy

@jmcm4

...

Welcome to the 117th Congress,
[@RepDonBeyer](#) [@timkaine](#) & [@MarkWarner](#) !
As a [@MomsDemand](#) volunteer from Virginia,
I'm excited to work with you in 2021 to help
[#EndGunViolence](#).





michele mueller @hilarybama · Apr 7

We're volunteer grandparents with **@MomsDemand** in Ohio stand with the **#TennesseeThree** because children should be safe in their school, & we won't stop because we know gun laws **#TNLeg**



Karen G @KarenGre2 · Apr 8

I'm a **@MomsDemand** volunteer in Iowa and I stand with the **#TennesseeThree**

Kloe @VoteLikeAMomVA · Apr 7

I'm a **@MomsDemand** volunteer in Virginia and we stand with the **#Tennessee3** because of the bullets over our babies. The **#ThisIsAMovementNotAMovement** **@Justinjpearson**



Beck Seikel Text ORANGE to 644-33 @RLSeikel · Apr 7

I'm a Jersey **@MomsDemand** vol & I stand w/the **#TennesseeThree**. We will not accept gun violence in our schools & communities and we will not be quiet.

"We must never, ever give up the right to protest for what is right, what is good, and what is necessary."

-John Lewis

#TNLeg

ie Squires @beckie_sql
I'm a **@MomsDemand** volunteer in Tennessee and I stand with the **#TennesseeThree** **#TNLeg** **@Justinjpearson**

terry Dean @terry

I'm a **@MomsDemand** volunteer in NY and I stand with the **#TennesseeThree**. I know gun laws save lives in school and we need more than thought **CHANGE. #TNLeg**



Ann says text READY to 644-33 @AnnDubDub · Apr 7



TEXT FEDUP to 644-33 NOW @Marci_PDX · Apr 7

I'm a **@MomsDemand** volunteer in Oregon and I stand with the **#TennesseeThree. #TNLeg** **@brotherjones_ @VoteGloriaJ @Justinjpearson**

Let's Talk Storytelling

Storytelling

best practices for messaging

- Make sure you ***sound like you***
- **Personalize** your post
- If available, use a **toolkit** for inspiration
- Consider your **audience**



Storytelling

call to action



Calls to action build a **bridge**
between the content and
audience's empowerment.

Text _____ to 644-33!

READY Join Moms

SURVIVOR Survivor Network Sign-Up

SOCIAL Grassroots Social Team Sign-up

STUDENTS Join Students

SMART Start Volunteering With Be SMART

EVENTS Find an Event

Storytelling

best practices for taking pics

- **Clean** your camera lens
- Find nice **lighting**
- Capture all things **branded**
- Consider what's in your **background**
- When possible—**show action**
- You can always **crop** your image before posting



Storytelling

best practices for taking video

Everything you do for a photo plus...

- Check your phone's storage capacity
- Stabilize your camera
- Film in HD
- Be mindful of the audio



Public Vs Private Platforms

Public vs Private

On public platforms you are speaking to the world, on private platforms you are speaking to an audience of your choosing.

Public Facing Platforms

Public Facing Platforms

Remember, you are talking to **everyone** – be mindful of your tone. You want your posts to sound uniquely like you, but slightly more professional and tailored to your audience.



Instagram

- Showcase all your **great pictures & videos**
- Share ways to take action
- Don't be afraid to use hashtags
- Add your **post to your story** to get furthest reach





- Not just for great pictures, text posts do well here too!
- Hashtags and tagged topics
- Still evolving
- Can share to Instagram story



jeffkellmanson

20w ...

As a [@momsdemand](#) volunteer who raised his family in [@cityofjax](#) and just graduated a child from [@uncchapelhill](#), the last couple of days hit close to home. It doesn't have to be like this.

Text READY to 644-33 to join [@momsdemand](#) and help us #DisarmHate, dismantle white supremacy, and #EndGunViolence.



terrydean2018

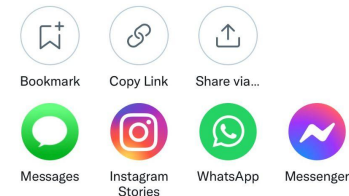
3d ...

Always ready to canvass & get out the vote for our Gun Sense Candidate [@tom_suozzi](#)
We need this seat in Congress for so many reasons!
[#MomsAreEverywhere](#) [@momsdemand](#)





- Get out your megaphone; **your reach has no limit**
- Personalize your tweets to sound authentically like you
- **Join the larger conversation** by using #MomsAreEverywhere + State legislative hashtags
- Tag @MomsDemand
- Share your tweets to other platforms





LinkedIn

- Some people **only use LinkedIn**- this is where you can grab them!
- Non partisan asks work best here
- This is all about professional networking
- Share posts, articles, announcements, etc



Mike Fox • 2nd
Director Of Media Relations at
University of Virginia School...
3h • 🌐

[+ Follow](#) ...

I am truly excited and humbled to be the next volunteer Virginia State Chapter Leader for Moms Demand Action for Gun Sense in America! ...see more

**It's time for gun
sense in America.**

Find an event near you
momsdemandaction.org • 1 min read



1 comment



Like



Comment



Repost



Send

Private Platforms

Private Platforms

You are talking to your friends and family! People *want* to hear from you—be conversational and casual in these spaces. Speak from the heart and make the ask personal.



- Share information on how to get involved
- Great place to have **conversations**
- Include attention grabbing pics
- Use **solid, fact checked** information – you are a trusted messenger in your community



Michele Ferrara Mueller is with Carol M. Hatfield and 3 others.

Aug 21 • 🧑🏻

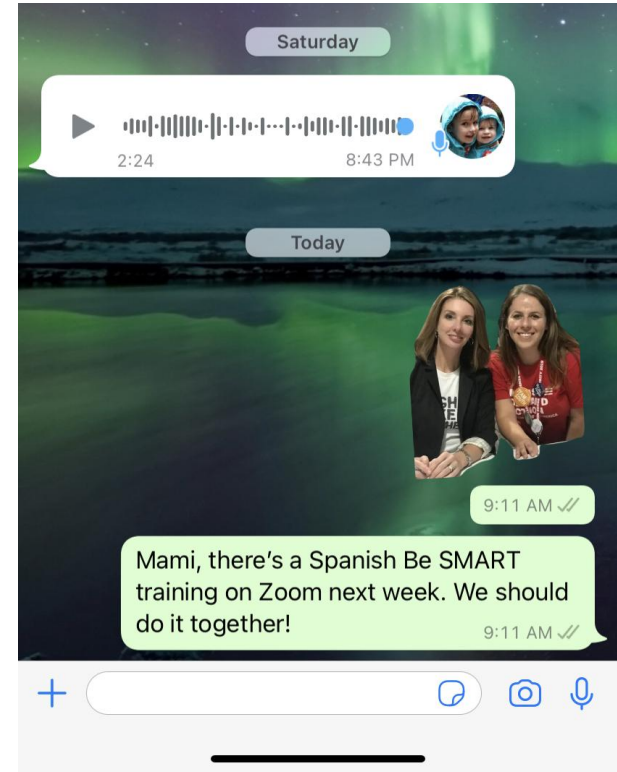
The highlight of the weekly , grilling with a shelter full of [#GunSenseCandidates](#) advocating for safer communities 😊 And listening to [Nan Whaley](#)'s parents talk about their daughter becoming Ohio's next Governor 🙌
[#GrillinForGunSense](#) @VoteLandsman @cingram32 @DrVEnoch @mayhau... See More





Whatsapp

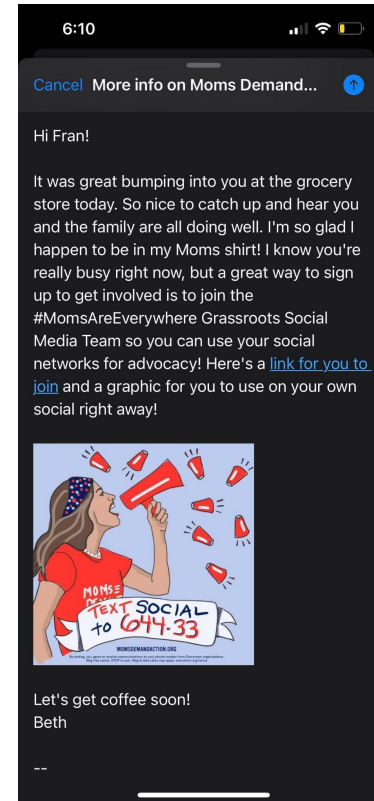
- Texting, calling, photo, and video sharing all in **one app**
- Internationally popular
- Voice notes make it **easy** to explain CTAs
- Culture of stickers, GIFs, and memes
- End-to-end encryption = security





Email + Text

- Catch people *not* on the other platforms
- **Fast + easy** ways to contact people in your community
- Curate different groups to create **unique** messaging
- Share photos, videos and links



Extra Credit

Extra Credit

best practices for taking pics



Moms Demand Action - SC

5.5K followers • 107 following

<https://etwn.us/moms-st-fb-pages>

MOMS
DEMAND
ACTION
FOR GUN SENSE IN AMERICA

Recap!

Recap!

highlight reel

- Be YOURSELF
- Good content is good content regardless of where it lives
- Not all platforms are created equally
- Meeting people where they are at is how we change the world 🌍
- Pictures & videos strengthen your messaging and grab attention



Practice

Practice

your turn!



<https://etwn.us/social-basics-practice>

Questions



Contact

Digital Organizing (verb) -

Utilizing digital strategy and tools to create community, increase efficiency, identify leads, and tell the story of our movement.

Email Grassroots Social Media for any additional questions at **grassrootssocial@everytown.org**