



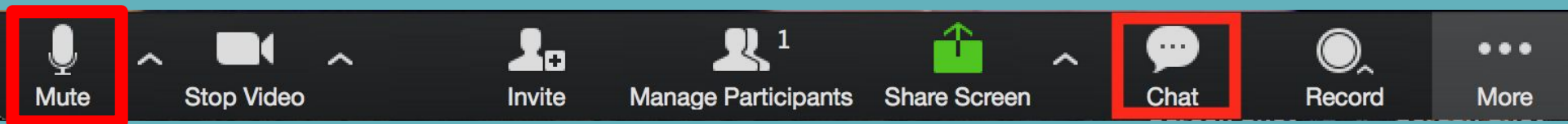
Virtual organizing training series

SOCIAL MEDIA 101

AUGUST 19, 2020
7:00 p.m.



Tech overview



Mute when you're not speaking
Grid view for video
Chat questions and comments
This is being recorded

Agenda

- Welcome, Introductions, Agenda Review, Goals
- About this Webinar Series
- What is Social Media?
- Tips for Social Media
- Tools for Online Organizing
- Pitfalls
- Examples of Social Media Actions
- Evaluation and Close

Goals

- Learn some tips and tools for using social media online
- Learn what social media to use
- Explore social media actions



About the virtual training webinar series

Holding Group Meetings Online

Action Network and Recruiting
People

Planning and Holding Online
Events

Messaging: Writing Strong
Emails and Petitions

And more!





What is Social Media?

Participant Survey:



Participant Survey:

- **When was the first time you used social media?**



Participant Survey:

- **How do you want to use social media in your campaigns?**



Tips for Online Organizing

1. Know your campaign goal
2. Know your social media goal
3. Get people involved



Tip 1: Know your Campaign goal

- When you are clear on what you're working towards, you can start to think about what tools you need to win.



Tip 2: Know your Social Media Goal

- Treat an online action the same way you'd treat any action: have a goal and a plan to meet it



No Compressor TV Ad - "Gov. Baker, Where Are You?"



1,299 views

Tip 3: Get people involved

- Ask people ahead of time to participate
- Identify “influencers” on social media and recruit them to play a role
- Prepare your content ahead of time
- Plan outreach to your base to be sure they participate.
- Make it easy to take action.

Four years later, FRRACS is still hard at work organizing to stop the project. For Alice, that's because organizing is the only way change happens.

“Change never comes from the top, ever. Change only comes from the grassroots,” said Alice. “Because that's where people are affected. You have to start on the ground, build your consensus, build your truths, and work your way up.”

Her vision is for a vibrant, healthy, green community in the Fore River Basin. And with leadership from Alice, other courageous activists and your support, we know that's possible.

Onward,



Sylvia Broude
Executive Director, Toxics Action Center

P.S. Do you live in the Fore River Basin? [Learn more about FRACCS](#) and join the fight against the compressor station!

Share on Facebook



What social media should I use?



Your Turnout Gear and PFOA

Facebook post header with navigation icons and a search bar.

THE GREATEST DECEPTION EVER. REALLY, EVER.

Facebook post interaction bar: Liked, Following, Share, Send Message.

About

CONTACT INFO

- m.me/1808869939437081
- diane@yourturnoutgearandpfoa.com
- http://yourturnoutgearandpfoa.com

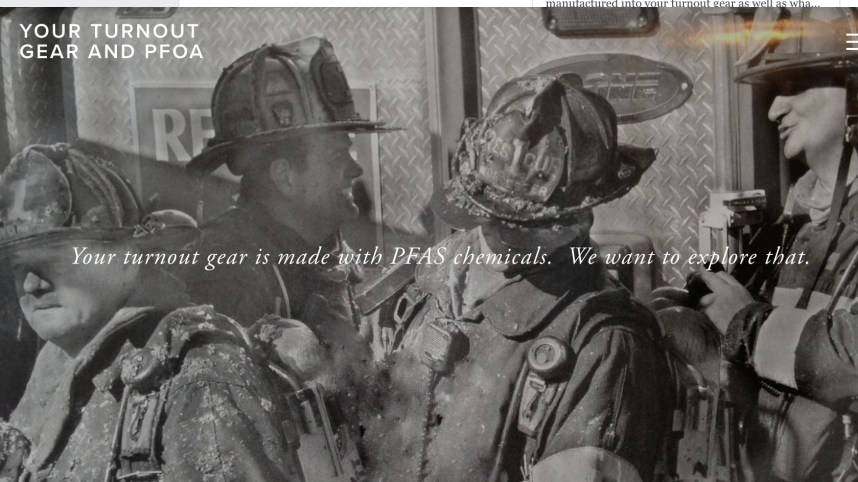
MORE INFO

- About**
Turnout Gear is made w PFOA a likely carcinogen. Manufacturers have till 2020 to remove it in Europe per EU's new standards. Why haven't they told us?
- PFOA is a Toxin manufactured into your PPE.** Your gear contains chemicals that are considered a Substance of Very High Concern in Europe, and here in the US th...
[See More](#)
- Interest**

STORY

Our Story

PFOA is a Toxin manufactured into your PPE. Your gear contains chemicals that are considered a Substance of Very High Concern in Europe, and here in the US the EPA calls these toxins 'Contaminants of Emerging Concern' This page will post information to bring awareness into the components that are manufactured into your turnout gear as well as what...



After serving on Rescue 1 for the Worcester Fire Department (MA) for most of his career, Paul took the Lt exam.

On September 19, 2014 he was promoted to Lt. On October 15, 2014 he was diagnosed with cancer.

This would be the end of his career, and the beginning of an epic rabbit hole we never imagined we would be lost in.

Facebook post header with navigation icons and a search bar.

The slow, deliberate Gaslighting of the Fire Service

We have been led to believe our Toxic Exposures start at the doors of a fire. That is a lie.

Twitter post header: yourturnoutgear&pfoa, 25.8K Tweets

THE GREATEST DECEPTION EVER. REALLY, EVER.

yourturnoutgear&pfoa @yourturnoutgear Follows you

The toxin PFOA and its precursors have been used as a water repellent in your gear for years. No one told you. PFOA is a known carcinogen. Mfgs knew & said 0.

New Hampshire, USA [yourturnoutgearandpfoa.com](#)

Joined October 2017

4,977 Following 1,864 Followers

I want to communicate with people in the general public and have a public presence to share news, updates, events, and spread my message.

OR

I want a place for everyone in my group or community to post resources, updates, and talk to each other.

Page

On a page, only select people who are given access can post as the page. People must "like" your page to be able to see your posts. You can also run paid ads to reach more people. Everything is public.

I want all the posts to be private.

I want all the posts in it to be visible to everyone, even if they aren't in the group.

People can see the group name and request to join.

People can only be added to the group by people already in the group.

Public Group

Anyone can join the group, post, and comment on posts in the group. Even if you aren't part of the group, all the posts are public.

Private/Closed Group

The name and lists of everyone in the group is public, but people who aren't part of the group cannot see the group's posts. Anyone can request to join the group.

Secret Group

Everything about this group is private. The posts, name of the group, and names of people who are in the group are private. The group will not come up in a search for it.



Confront polluters. Seed solutions.





AndreaHonore

79.6K Tweets



...

Follow



AndreaHonore

@grumpygrumpyowl

Fully captured Gov Baker of MA slides permits thru for Enbridge's unneeded gas transmission compressor. This is why we fight [#NoWeymouthCompressor](#)

📍 Massachusetts, USA 🔗 nocompressor.com 📅 Joined March 2008

940 Following **1,138** Followers



Followed by Alyssa Rayman-Read, John Hite, and 30 others you follow

Tweets

Tweets & replies

Media

Likes



Pitfalls to avoid

1. Don't feed the trolls
2. Know your role
3. Get Outside



Pitfall 1: Don't feed the trolls

Think about the tone you want to strike (positive and recruiting) and reply with a simple comment and leave it at that

Your audience is not the “troll” who made the inflammatory comment, but the people who will see your response.



**DO NOT FEED
THE TROLLS**

Pitfall 2: Know your Role

Make sure one person is responsible for each social media account.

Your personal online persona is different than your group's online persona -- make sure everyone who is posting online is using the right messaging and tone



Pitfall 3: Get outside

All digital organizing should complement your on-the-ground organizing

- Generally, 80%/20%

Community Action Works Retweeted



FRRACS @FRRACS_MA · Jul 20

We are launching a week of action this week with a variety of different action items. Today's action item is to contact Attorney General Maura Healey to say [#NoCompressorTax](#). Details can be found here: tinyurl.com/NoCompressorWOA.

**Urge Attorney General
Maura Healey to say**

#NoCompressorTax



**Email: ago@state.ma.us
Phone: (617) 727-2200**

**National Grid wants gas ratepayers
to pay for the compressor station.
We say "No!"**

NoCompressor.com

1

22

20



Online Actions

- Photo Campaigns
- Twitterstorm
- Hijacking a hashtag
- Tagging Decision-makers
- Ads



Online Actions Coordinated with On-the- Ground Organizing

- Livetweeting
- Live Video
- Events



Evaluation



Next steps

- Digital training series Third Wednesday of the month 7-8pm
- Video will be online on our website CommunityActionWorks.org/Digital
- Next Training: Recruiting people online and Action Network
- Stay in touch: Info@CommunityActionWorks.org

