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
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!
What social media should I use?
We have been led to believe our Toxic Exposures start at the doors of a fire. That is a lie.

yourturnoutgear&pfoa
25.8K Tweets

THE GREATEST DECEPTION EVER. REALLY, REALLY, EVER.
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.

Page
People can see the group name and request to join.

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.

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.

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.

Confront polluters. Seed solutions.
Fully captured Gov Baker of MA slides permits thru for Enbridge’s unneeded gas transmission compressor. This is why we fight #NoWeymouthCompressor
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.
Pitfall 2: Know your Role

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

Your personal online personna 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%
Online Actions

- Photo Campaigns
- Twitterstorm
- Hijacking a hashtag
- Tagging Decision-makers
- Ads
Online Actions Coordinated with On-the-Ground Organizing

- Livetweeting
- Live Video
- Events
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