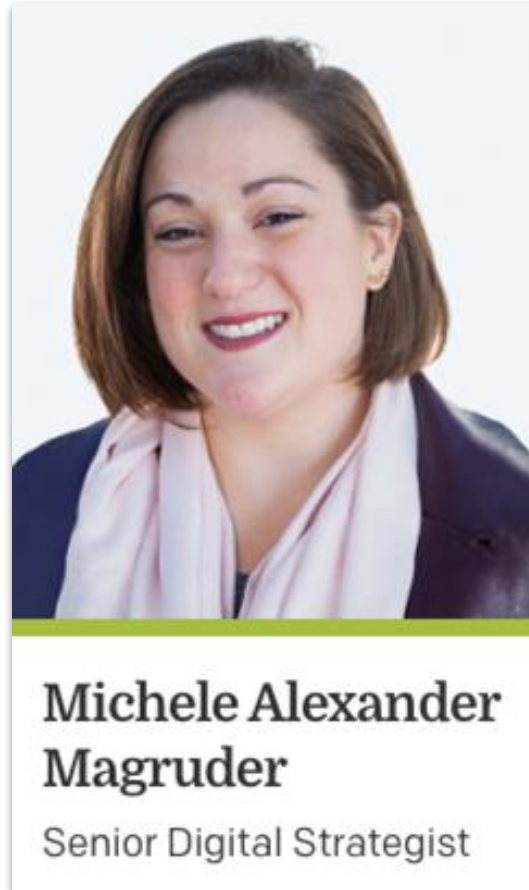Burness

Nia Tero Twitter and Instagram Training

April 15, 2023

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Introductions 👋🏻

- Name

- What social media platforms do you use (and none is a perfectly fine answer!)

- Favorite social media account

Michele Alexander Magruder

Senior Digital Strategist

Agenda

- Value of Social Media

- Awareness to Action

- Defining Your Social Media Presence

- Creating Compelling Content

- Combating Misinformation

- Best Practices

Value of Social Media

In 2020, over **3.6 billion people** were using social media worldwide, a number projected to increase to almost **4.41 billion in 2025.**

Benefits of Social Media

- Active, global audience
- Cost-effective way to reach your audience(s) where they are
- Many platforms to choose from: find the right one(s) for you!
- For individuals and organizations

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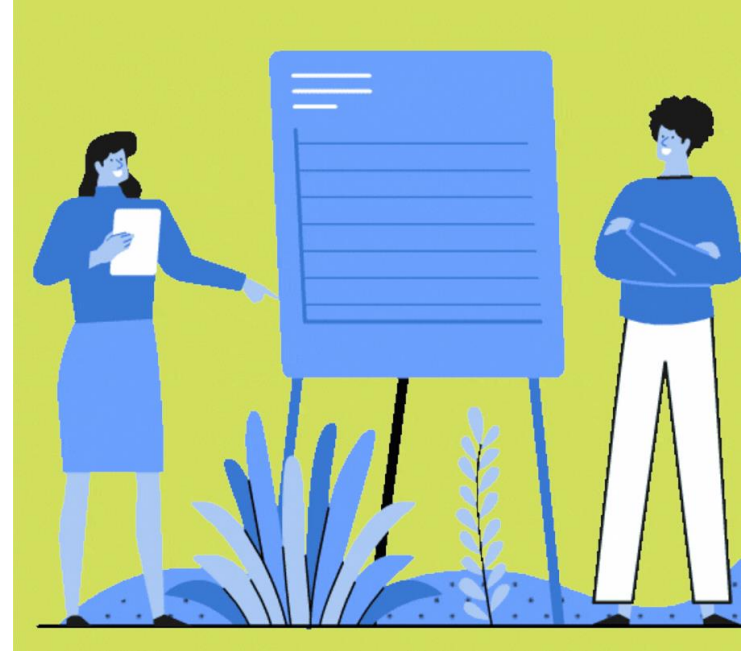
Twitter

- 450 Million active users

- 500 Million tweets shared per day

- Fast-paced, timely updates are best

- Engaging with others will lead to more success on Twitter

- Both professional and personal: lots of journalists, policymakers here

- Elon Musk ownership and the moral and ethical concerns associated
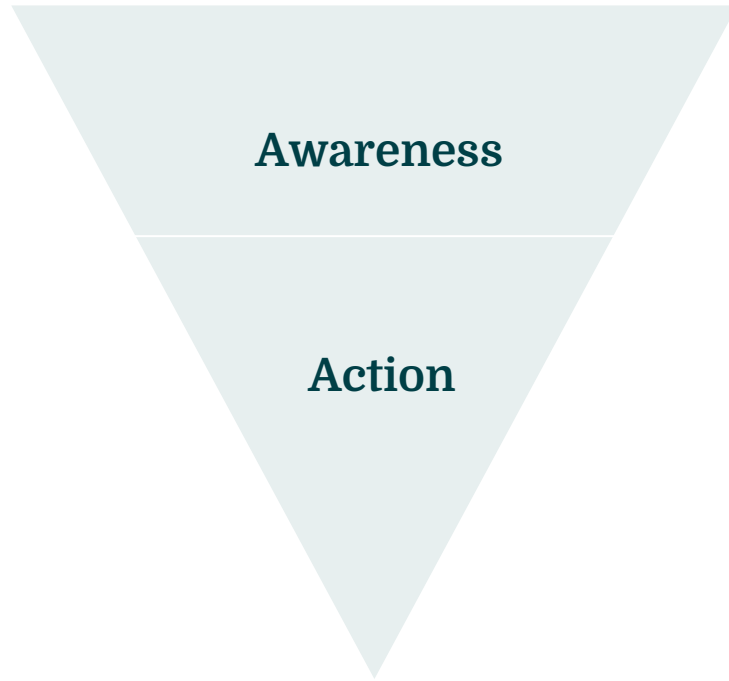
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Instagram

- 2 billion active users

- Mobile-only

- The second most downloaded app in the world

- Photo and video (Reels and Lives)

- Personal has become the professional here with influencers in almost every space
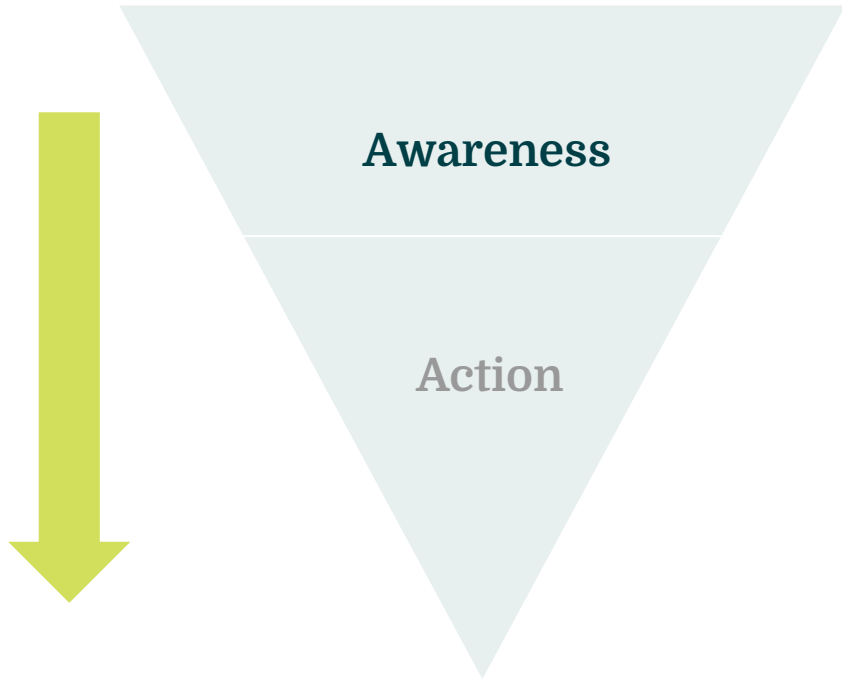
- Doesn't have to be highly polished

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Other Platforms

Awareness to Action

Awareness

Action

Small asks

Big asks

**burness**

Awareness

Action

Providing knowledge:

- Increase awareness of your organization or community (e.g., share key messages about what your organization does; your community's story)

- Increase awareness of your leadership (e.g., share your participation at an event, meeting with policymakers)

- Increase awareness of your issue (e.g., share an explainer video about an issue)

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Short-term goal: Calling attention to a recent oil spill on the banks of the Coca River.

Long-term goal: Build an audience aware of the threat and frequency of oil spills in the Amazon and the impact they have on the environment.

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Awareness

Action
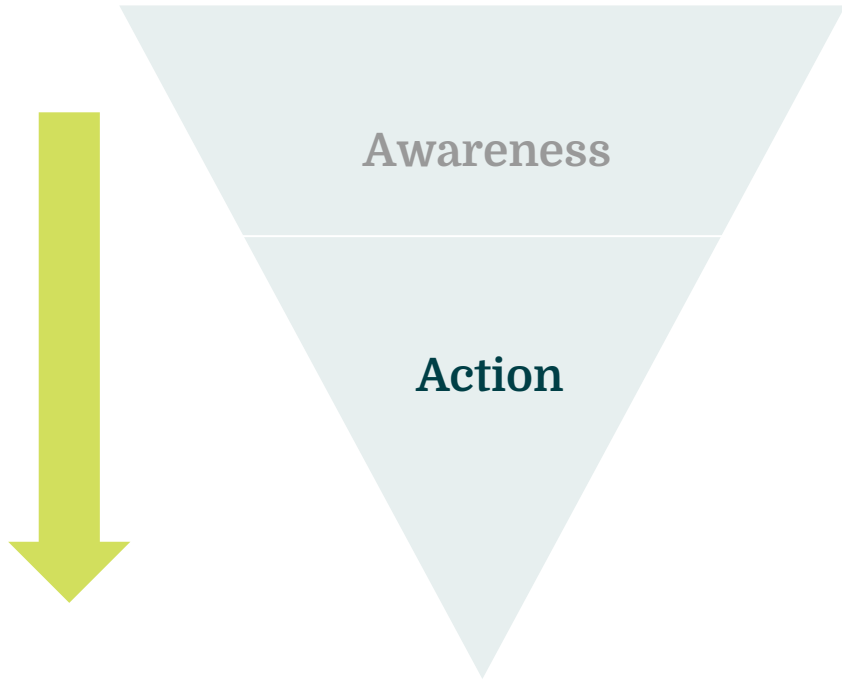
Getting someone to DO something:

- Increase community engagement and support (e.g., sign a petition, email policymakers, protest)

- Increase web traffic (e.g., visit a blog post, report or an op-ed)

- Generate new leads (e.g., increase followers)

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Short-term goal: Sign this petition now.

Long-term goal: Join the movement and advocate alongside the Adivasi people.

Why?

- What is the purpose and value of your accounts?

- Who is your desired audience and what value is it adding to them?

- What is the voice and personality that you want to convey through your content?

- What is your niche? What makes you unique?

How can you best use this account to meet your goals?

Purpose and Value

What is the purpose and value of your accounts?

Connect with other advocates, Indigenous leaders, and environmental justice community

Share your knowledge, expertise, and experience

Amplify your work with peers and other organizations

Discover new trends, solutions, and conversations relating to your work

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Your Audience

- Who **should** follow your account?

- Get specific—think of an example to help narrow down on your ideal audiences

- Quality > Quantity

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What Makes You Unique?

- Why should someone follow you?
- What kinds of content are you **uniquely suited** to provide?
- Get input from others

Your niche can be driven by:

- Interests or passion projects
- Personal experience
- Work/job experience
- Personal/career connections
- Talents, skills and more!

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Voice and Tone

Voice: doesn't change, this is like your character or personality

Tone: changes, this is like your moods and attitudes

Exercise 1
Defining Your Social Media Presence

Create Your Social Media Presence

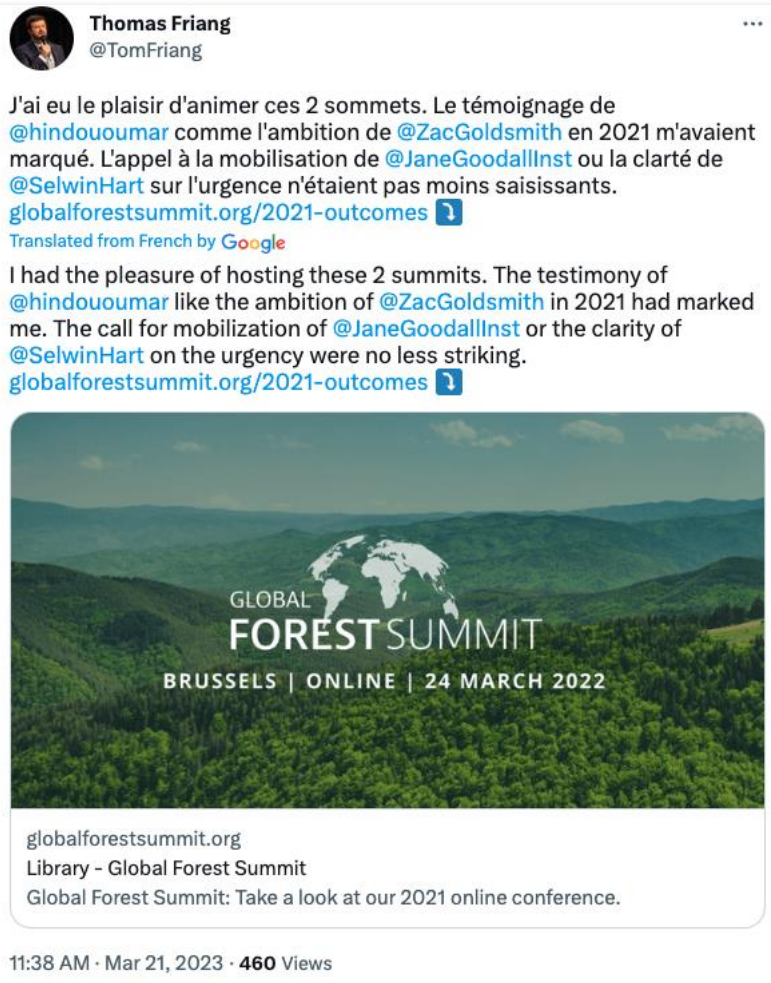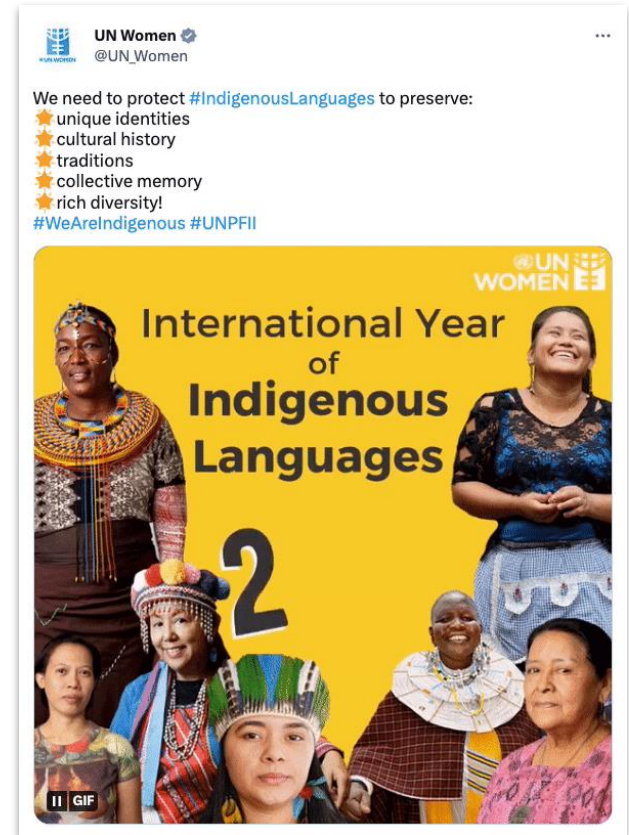|	
What is the purpose and value of your accounts? (ex. Call attention to land rights issues in your country)	**Who is your desired audience and what value is it adding to them? Who do you want to follow or engage with?** (ex. Other Indigenous leaders, global policymakers like UN officials)
What is the voice and personality that you want to convey through your content? (ex. Comical, thoughtful, supportive)	**What makes you unique?** (ex. What message do you want to convey? What story do you have to tell?)

Creating Compelling Content

" **Before sharing a post, what do you want your audience to think, feel, or do?**

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Content Types

Link posts (Traffic + Action)

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Photos and GIFs (Awareness & Engagement)

priscilatapajowara · Follow
London, United Kingdom

priscilatapajowara O que você tem feito pela nossa Mãe Terra?

Nós somos a extensão da natureza e é necessário se conectar com a Terra e lutar por ela. A nossa existência depende dela viva. 🌎

#earthday

Edited · 50w   See translation

258 likes
APRIL 22, 2022

Comments on this post have been limited.

UN Women ✓
@UN_Women

We need to protect #IndigenousLanguages to preserve:
⭐ unique identities
⭐ cultural history
⭐ traditions
⭐ collective memory
⭐ rich diversity!
#WeAreIndigenous #UNPFII

UN WOMEN

International Year of Indigenous Languages 2

Videos, Reels, and Stories (Awareness & Engagement)
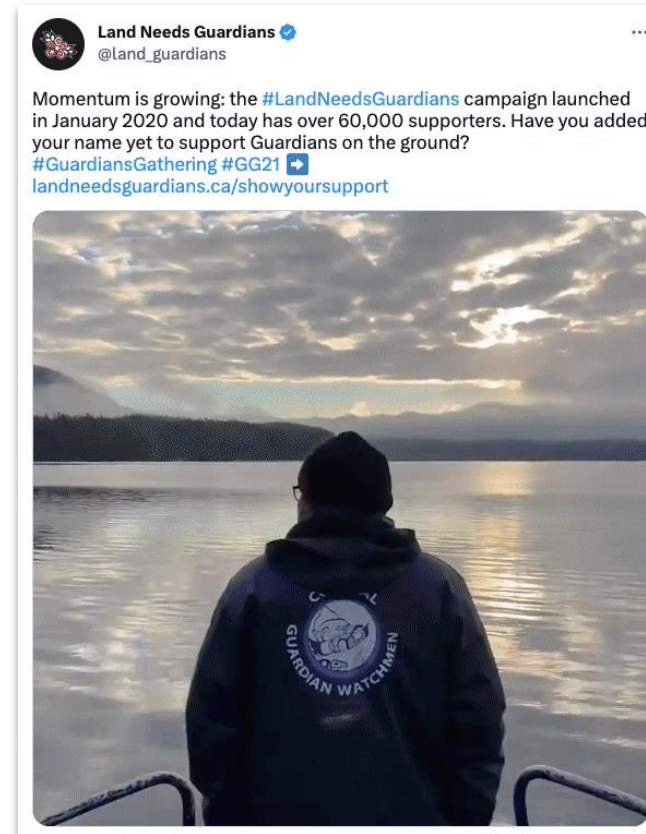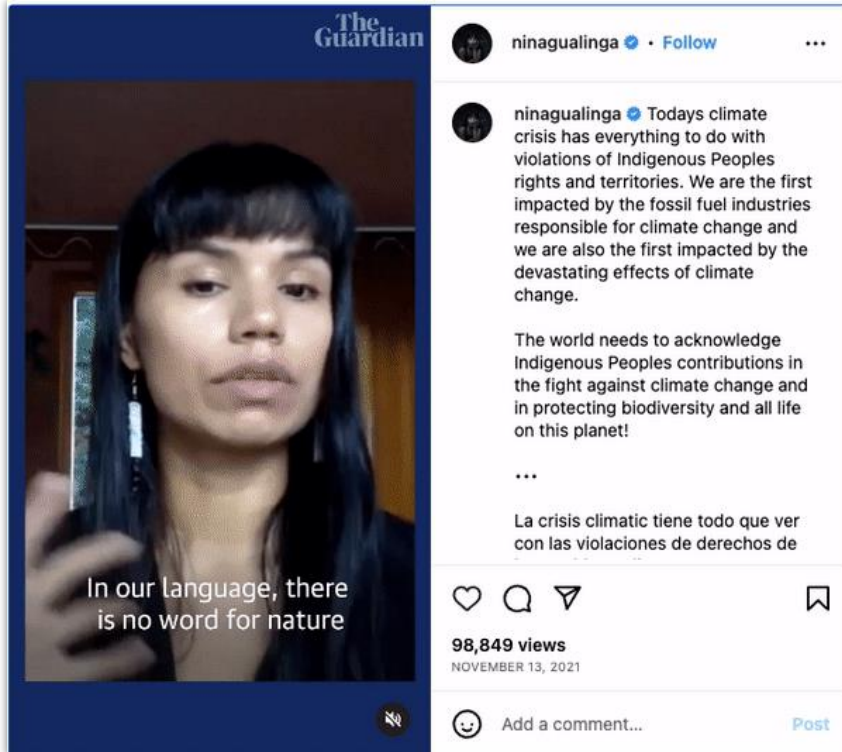
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All text (Awareness & Engagement)

The Rockefeller Foundation ✔
@RockefellerFdn

Health should be a central consideration in our climate discussions. This means prioritizing the needs of the most vulnerable and ensuring we have the tools to address the health impacts of climate change. #HealthandClimate #HealthForAll

11:20 PM · Mar 23, 2023 · **3,342** Views

8 Retweets   **32** Likes   **1** Bookmark

Kate Mackenzie ✔
@kmac

In the 1st week of COP27, just a couple of days after "Finance Day", one chapter in one country's debt/climate/fossil fuel story concluded. Chad, an oil producing African nation, became the first country to get a debt restructuring under the Common Framework.

12:33 AM · Nov 25, 2022

16 Retweets   **2** Quotes   **64** Likes   **15** Bookmarks

Kate Mackenzie ✔ @kmac · Nov 25, 2022
Replying to @kmac
The deal was criticised by World Bank president David Malpass because it didn't actually reduce the NPV (roughly, the total amount that creditors would receive).

marketscreener.com
World Bank's Malpass criticizes Chad creditors' p...
World Bank President David Malpass on Friday said he was deeply concerned about Chad's ...

2   3

Kate Mackenzie ✔ @kmac · Nov 25, 2022
However it was good enough for the IMF, with MD Kristalina Georgeiva pointing out that it protected the country from further oil price falls. It's expected the restructuring will allow mean Chad receives $145m under its IMF programme in the next few weeks.

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What Do I Post?

What Do I Post About?

The best posts will be authentically you - sharing your expertise, your personality, and what you see in your life or community.

- Updates about you and your advocacy
- News related to Indigenous rights, climate change, environmental justice, etc.
- Recaps or live content from events or conferences
- Advice
- Resources like reports or white papers
- Asking questions or starting a poll to hear from and engage with your audience
- Anything else! There's no set rules—be creative, try new things!

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Content to Think Carefully About

- **Legislation and politics.** How comfortable are you weighing in on specific legislation or talking about political leaders or candidates? Do you receive funding that impacts how much lobbying you can do? Does it put you at risk?

- **"Controversial" topics and breaking news.** Use your judgment. If a topic is more likely to cause debate and anger than provide valuable guidance—weigh where you stand on engaging.

- **Public versus private content and accounts**: what do you feel comfortable sharing with the world versus only with those you allow to follow you? Do you want separate personal and professional accounts? How does the content differ if you have separate accounts? Consider: Twitter Circle and Close Friends.

There's no <u>right</u> answer here: it's different for everyone!

Content to Avoid

- **Internal-only and confidential events.** Avoid live-tweeting or posting about internal-only or confidential meetings and events.

- **Don't post until the embargo lifts!** Make sure all information you're sharing is open to the public and that any dates/times restricting sharing it have passed.

- **NOBODY wins a social media comment war.** The best response is often no response. Ask yourself: how much time do I want to invest in this? What is this person's intent? Are they using hate speech? *Remember: you can block people who harass you or post offensive content.*

When in doubt – if it doesn't feel right, don't publish.

Four Principles of Good Content

Make It **Timely**

Make It **Engaging**

Make It **Inclusive**

Make It **Collaborative**

Make it <u>Timely</u>

- Timing is everything - but it also requires a bit of planning.
- Finding topics that are trending with your desired audience will help make the most relevant content
- Capitalizing on moments can help you join larger conversations about a topic, day, event, or experience.
- This helps your posts stay **relevant** and **relatable** to your audience.

Planned Moments

These are milestones that have firm or set dates that you can plan around.

Tips

- Use a calendar to map out dates and look at what's coming up.
- Decide which planned moments are worth the investment.

Examples

- Global Observances
- Anniversaries
- Holidays
- Seasons
- Organizational Dates
- Events

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Impromptu Moments

These are events that don't have a planned/firm date — they pop up.

Tips
- Review your feeds periodically throughout the day: look at trending topics on Twitter, follow hashtags, use the search on Instagram
- Use social listening tools to find trending topics or monitor keywords and hashtags
- Use Google News alerts

Examples
- Trending Topics
- Hashtags
- Breaking News
- Follower Milestones
- Consumer or Industry Trends
- Cultural Events/Moments

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Live Tweeting / Stories

Sharing live updates, via Twitter or Instagram Stories, is a great way to engage in timely moments.

This type of "on-the-ground" reporting:

- Builds relationships during events such as public meetings, conferences, or global convenings.
- Raises your profile as a thought leader and trusted expert — people know to turn to you for live updates and reactions on breaking news moments or to hear the latest information from an event.

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Examples of Timely Content

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Principle #2

Make it <u>Engaging</u>

- Social media is a **two-way street**.
- It's not just about sharing content but getting your audience to **engage with you and other community members.**
- **Utilize the various features that the platforms give us**
- We want our audience to **participate, learn,** or **take action**.

Be A Resource

Create content that helps your audience take action.

- Answer commonly asked questions
- Share helpful tips or resources
- Use design and data visualisation for ease of consumption

Tell a Story

Use your channels to tell a **story** about an experience or journey that connects with what your audience cares about.

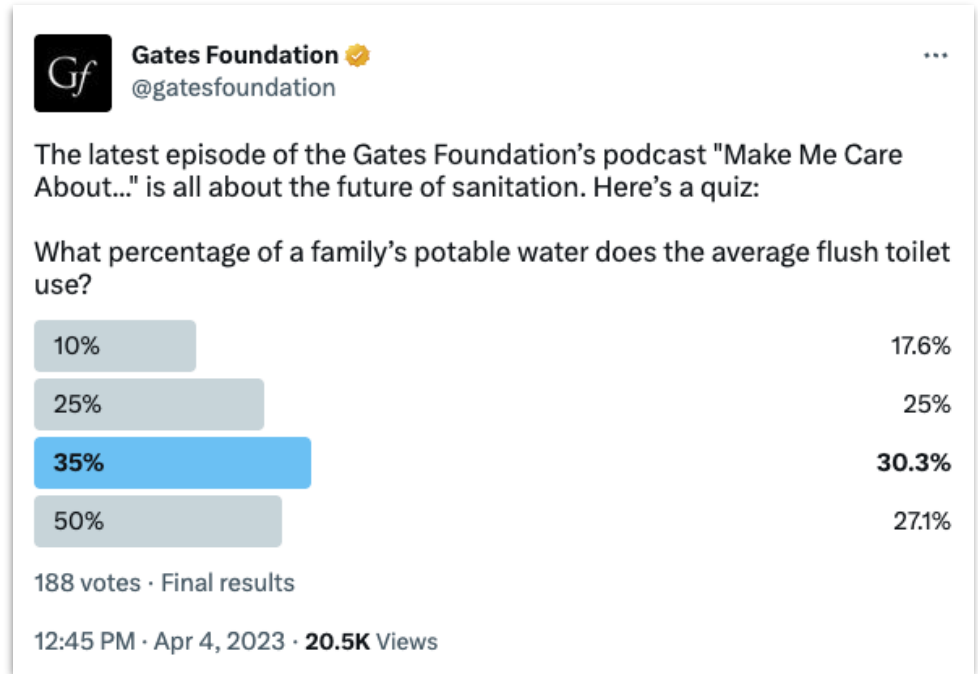- Share a personal or organizational story
- Use a leader's experience
- Share a different perspective
- Threads and videos

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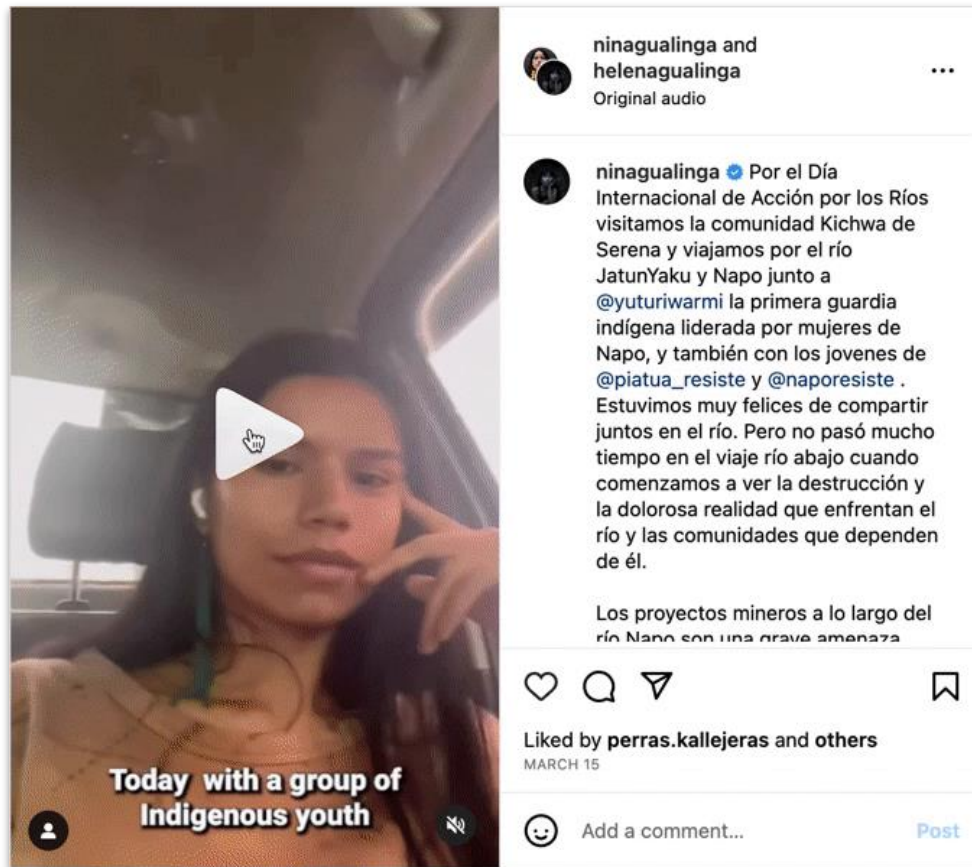
Get Interactive

Give your audience other ways to engage:

- Ask questions or prompts that encourage your audience to respond.
- Try a poll in a post or your story.
- Embrace the call-to-action

Gates Foundation ✓
@gatesfoundation

The latest episode of the Gates Foundation's podcast "Make Me Care About..." is all about the future of sanitation. Here's a quiz:

What percentage of a family's potable water does the average flush toilet use?

10%	17.6%
25%	25%
35%	**30.3%**
50%	27.1%

188 votes · Final results

12:45 PM · Apr 4, 2023 · **20.5K** Views
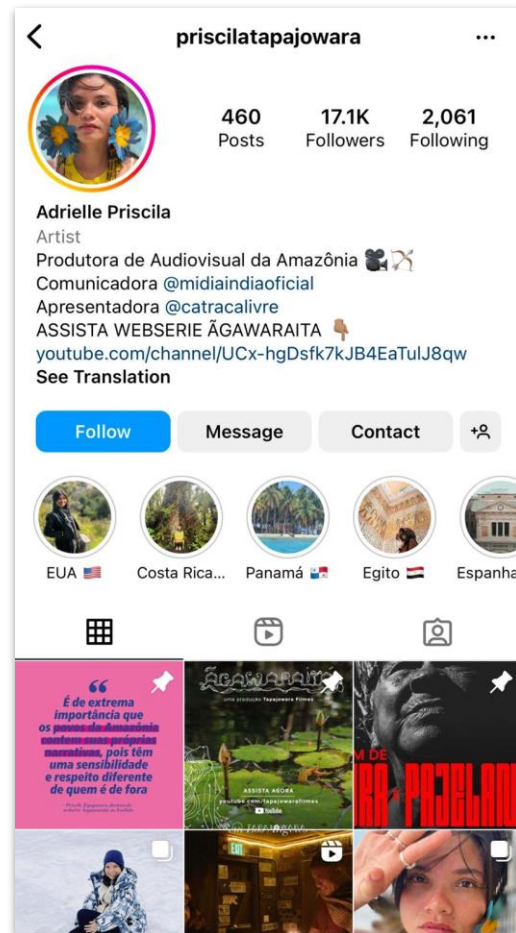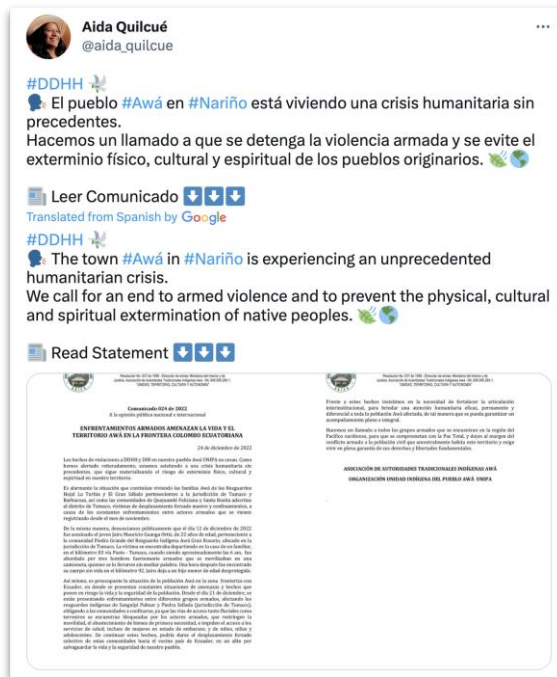
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Utilize Platform Features

Platforms already have in-app features to help you create the most engagement content. One idea can be turned into multiple types of content.

Here are a few examples:

- Hashtags and Mentions
- Twitter Threads
- Twitter Polls
- Twitter Chat
- LinkedIn Live
- Facebook/Instagram Live
- Facebook/Instagram Stories
- Instagram Story Features: quizzes, polls, questions
- Instagram Highlights
- Instagram Reels and Carousels

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Principle #3

Make it <u>Inclusive</u>

- We must create content for **all** - not just some.
- Is your content accessible to the almost **3 in 10 people** who have visual impairments and the **1 in 15 people** who have auditory impairments?
- Are you representing and talking about people or groups **respectfully and accurately**?

2.2 billion people have a visual impairment or blindness and **466 million people** have auditory impairments or hearing loss

When you post, ask yourself: is your content accessible to everyone?

What Not to Do...

Keep Content Accessible

- **Emojis:** Use them in moderation, avoid using them as bullet points or in the middle of written content (put them at the end of text). Double-check the descriptions on emojipedia.org.

- **Hashtags:** Use in moderation (1-3), make them #CamelCase, and place them at the end of tweets or posts when possible.

- **Images (including GIFs):** Add alternative text to all images, particularly those with text on them.

- **Videos:** Add closed captioning for videos with dialogue, avoid using flashing lights or strobe effects. Triple check all of your captions!

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Inclusive Language

- Use thoughtful and precise wording: how does an individual or group prefer to be referred to?

- Asset versus deficit framing

- Person-first versus identity-first language → whenever possible, determine which approach a person/group prefers

- Context is key

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Principle #4

Make it <u>Collaborative</u>

- Collaborating is a great way to **diversify your content** and **reach new audiences.**
- Partnering with others can help you also meet and achieve goals.

Potential Partners

External

- Advocates
- Peers/Partners (Organizations and Individuals)
- Influencers
- Policymakers

Internal

- Organization leadership
- Employees

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Before partnering, think about these questions:

- Will this help achieve one or more of your goals?

- Is it worth the investment (time and cost)?

- What can you offer your partner's audiences and vice versa?

- Are there any red flags or concerns to take into account?

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How to find a collaborator?

- Join Groups on Facebook and LinkedIn to find others in the same topic/issue areas that you work in

- During your daily scan, see what names of individuals and organizations keep appearing that you trust and look into reaching out to them (via email or direct message)

- Engage with relevant content to get on potential collaborators' radars

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Partnership Opportunities

Light Lift ←————————————————————→ **Heavy Lift**

- Sharing a partner's resource (e.g., sharing a sample post from a toolkit)
- Following or following back
- Building a Twitter list
- Engaging with a partner's content (like, retweet, share)
- Collaborative post on Instagram

- Authoring a joint article, op-ed, or blog
- Inviting a partner to speak on a webinar or event
- Developing a toolkit of sample content that partners can share to promote your work

- Campaign
- Facebook, Instagram, or LinkedIn Live
- Social media account takeover
- Co-hosting a webinar or event
- Twitter chat
- Developing a new resource (e.g., report, guide)

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Exercise 2: Identifying your content

Identify Your Content

Spend a few minutes thinking through the content you want to post about:

- What types of personal updates would you share?
- Throughout the year, what big moments do you have? (Ex: annual events or meetings like UNGA or COP28; next week's forum)
- What are you working on that you want to promote? (Ex: published papers/journal articles, op-eds you're writing)
- What type of issues do you want to post about?
- What sources (news outlets, individuals, organizations, funders) are you comfortable sharing content from?

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Combating Misinformation

Know the content you're sharing

- Read the full article / thread / caption
- Look at every image in the carousel
- Click "the link in bio" on Instagram
- Watch the whole video (and read the captions / listen to the audio)
- Check the source

Want to read the article first?

You're about to share an article you haven't opened on Twitter.

Learn more

Read article

⟲ Retweet

✎ Quote Tweet

Is there anything in the <u>content</u> that gives you pause? Why?

Know your sources

- Have you heard of the person or organization who shared or authored this content?
- If it's a person, are they from a reputable organization or company?
- Who are they engaging with?
- Is this the person's or organization's real account?

President Biden ✓
@POTUS
🏴 United States government official
46th President of the United States, husband to @FLOTUS, proud dad & pop. Tweets may be archived: whitehouse.gov/privacy
Text me: (302) 404-0880
🔗 WhiteHouse.gov   📅 Joined January 2021
13 Following   30.2M Followers

President Joe Biden (So-Called)
@biden4pres
I'm not selling ya coupons; just a snappy VP with a whole lotta gumption and half a mind to do it. Running for all fifty, jack. By the by, this is not Joe Biden
📍 Greenville, DE   🔗 drewjanda.info
📅 Joined December 2017
95 Following   102.6K Followers

Is there anything about this <u>source</u> that gives you pause? Why?

Verification: Does It Still Matter?

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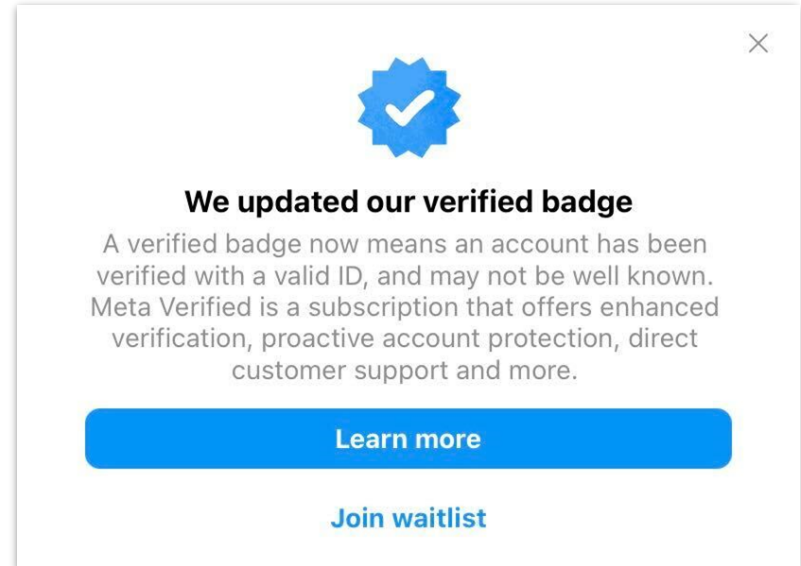
Best Practices

Overall Best Practices

- **Post length.** Typically, shorter is better. And remember, on Twitter, you're limited to 280 characters (including spaces; 257 characters if sharing a link).

- **Use more than words**. Links, polls, images, videos, and even GIFs or emojis can all make your content more engaging.

- **Keep it simple.** Avoid jargon. If your point isn't clear on the first read, readers will scroll on by. Write at an 8th-grade level.

- **Diversify.** Don't share content the exact same way every time you post — test out the different ways platforms allow you to share to create a diverse profile. Share videos / reels, text-only tweets, a link, quote retweet, a carousel, or infographics. We have a lot of tools in our social media toolbox — experiment with them!
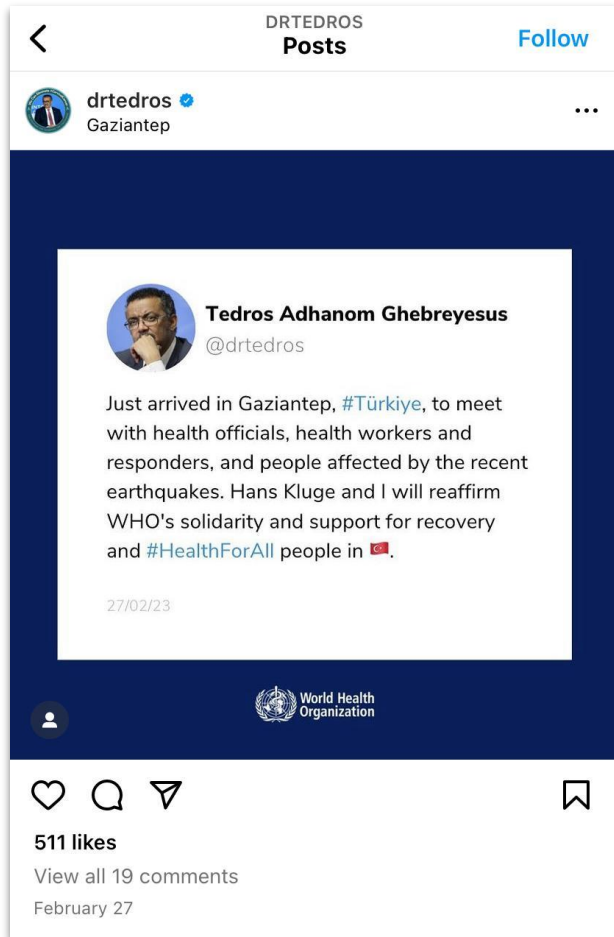
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Hashtags and Mentions

Hashtags: Inserts your tweet or post into the conversation and is a great way to find more information.

Mentions or Tagging: Adds another person or organization to your post. A great way to show and build connections or give credit to others.

> **Work smarter, not harder: Repurpose, reuse, and repackage your content.**

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Worth Repeating: Utilize Each Platform's Features

Twitter

- Tweets: text-only, include link and up to four photos, GIFs, or videos
- Quote retweets
- Replies
- Threads
- Polls
- Circle

Instagram

- Feed posts: Reel, single image or video, or a carousel of up to 10 images or videos
- Stories (24 hours → Highlights)
- Story features: Quizzes, polls, questions, "Add Yours" stickers, and more
- Link in bio
- Close Friends

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Think About the Platform

Ask yourself: what platform is the content I'm sharing best suited to:

- Are you sending people to a link (like an op-ed or report)?

- Is your content visual?

- Where is the conversation taking place and how?
    - Trending hashtags
    - Live tweeting

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Live Tweeting Best Practices

- Make a "cheat" sheet if you have time!

- Start with an intro tweet: let others know you're there and tweeting

- For **all** tweets, include the event hashtag (ex: #COP28)

- Keep tweets to no more than every 5 minutes

- Remember to retweet, reply to, and like tweets from others who are also live tweeting

- Try to pair tweets with photos when possible

- End with a tweet thanking organizers and speakers for a great discussion

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Build a feed you want to read

- **Topics** allow you to follow topics you're interested in to see related content.

- **Lists** show the content from a set group of accounts.

- **Instagram Explore (🔍 icon)** allows you to search terms and will show content you may be interested in.
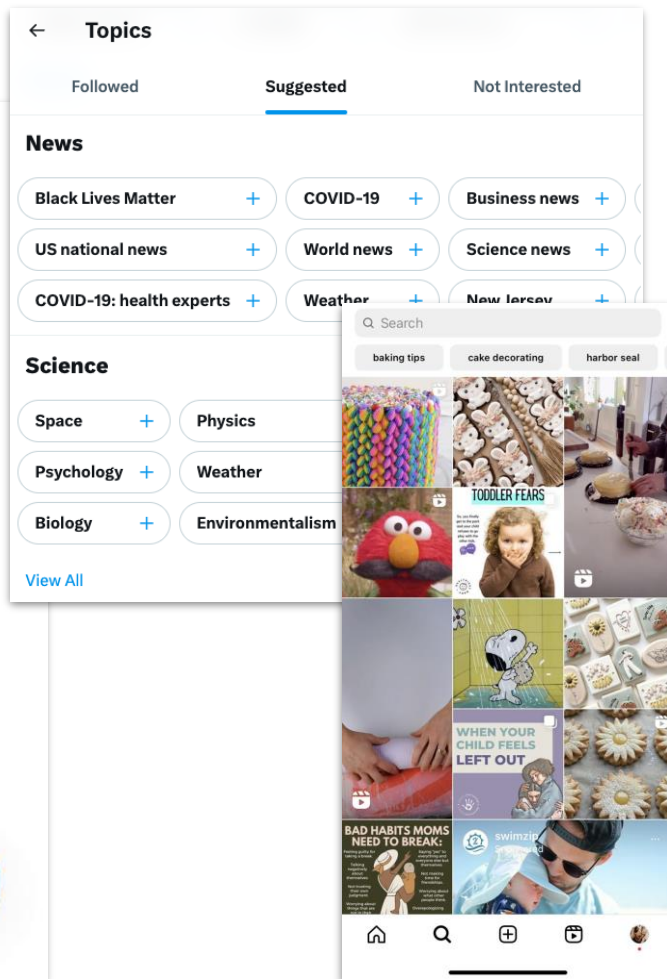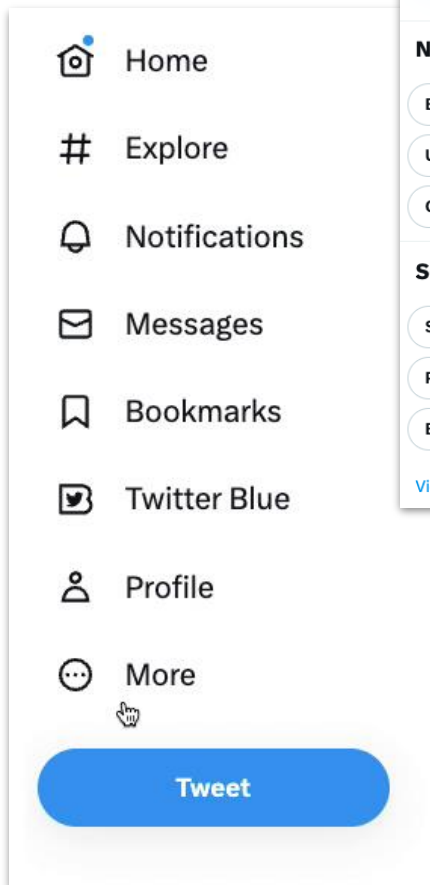
Incorporate Social Media into Your Day

- Get the app for phone or tablet

- Turn on notifications

- Set a reminder to check in

- Set time limits

- Figure out when you want to post (you can schedule posts using free services like Tweetdeck and Buffer)

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How Often Should You Post?

2-3 tweets
per week

3-4 posts
per week

1-2 posts
per week

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Exercise 3:
Let's Practice

Scenario 1: You Were Quoted

Congratulations! The New York Times is quoting you multiple times in a feature article on an issue you care deeply about.

Draft a rough plan for how you would promote it on social media.

Elements to consider and discuss:

- What are different ways you can share it from your channels?
  - How would it differ on Twitter versus Instagram?
- How can you spread the word to partners and make it easy for them to share?

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Scenario 2: Event Promotion

COP28 will be taking place in Dubai from 30 November - 12 December. You will be in attendance from 1 December - 7 December.

Develop a draft plan for how you will promote you're at COP28.

Elements to consider and discuss:

- Let people know where to find you:

    - Are you attending or hosting any events? When and where?

    - Will you be hosting a pavilion?

- What type of content do you want to share? Videos? Photos? Text?

- What platforms?

- Do you have a call to action (follow me for updates, subscribe to a newsletter?)

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Scenario 3

Someone replies to an article you tweeted where you shared concerns about new construction in your community and its implications. They comment saying you're standing in the way of development and progress, preventing jobs and hurting your community's economy.

Do you engage with the reply?

Elements to consider and discuss:
- What is your usual stance on replying to comments?
- Who is the commenter (do they have a large following? Does it matter?)?
- How much time do you want to invest in this?
- What would your response be?
- What is their tone/message: uninformed or using hate speech?

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Q&A