

USING SOCIAL MEDIA FOR DIGITAL ADVOCACY

What is digital advocacy?

Digital advocacy is the use of digital technology to contact, inform, and mobilize a group of concerned people around an issue or cause.

The purpose of digital advocacy is to galvanize supporters to take action.

Common digital advocacy tools include:

Blogs



Social networking



Video sharing



WHO USES SOCIAL MEDIA?



WHY SHOULD YOU USE SOCIAL MEDIA FOR DIGITAL ADVOCACY?

Social media:

- **Costs little or nothing to set-up**
- **Has a potentially wide reach**
- **Allows you to share messages instantly**
- **Offers new opportunities to listen, engage, and monitor your progress**
- **The Social Media Revolution is a video that explores how social media is changing the world**

PSAC ON FACEBOOK

Email or Phone

Password

Keep me logged in

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PSAC North is on Facebook.

To connect with PSAC North, sign up for Facebook today.

[Sign Up](#) [Log In](#)

PSAC North

228 likes

Local Business

Yellowknife, Northwest Territories

(867) 669-0991

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WHEN MIGHT YOU USE SOCIAL MEDIA?

You can join and participate in social media networks at any time

It's a way to connect with other union members across the North and even Canada-wide ... instantly!

Easy to find others with the same interests, mutual goals

A way to reach thousands of people from the comfort of your own home

How social media can help you

Helps you follow the issues that matter most in your community

Fastest way to connect with your union local

Share pictures, start petitions and launch campaigns without any start-up costs



HOW DO YOU USE SOCIAL MEDIA FOR DIGITAL ADVOCACY?

2. Sign up for social media accounts

- a. Select one central platform (most likely a website, blog, or Facebook Causes page)
- b. Choose a combination of social media tools that will be most likely to help you communicate with and engage supporters
 - i. Facebook and Twitter are currently the two most used social networking sites, and a great place to start
 - ii. Easy-to-use websites include Weebly and Squarespace
 - iii. Some options for blogs are: Wordpress, Moveable Type, Typepad, and Blogger
- c. Sign up for accounts and enter your profile information

EFFECTIVE SOCIAL MEDIA CAMPAIGNS

- **Clear, concise goals**
- **Gather a large following by getting in touch with friends, family**
- **Make sure posts are frequent and relevant to the issues du jour**
- **Use images, quotes and sometimes even humour to draw in a following**
- **Eg. Shit Harper Did**

OCCUPY WALL STREET

People-powered movement that started September 17, 2011

Quickly spread across the world, spawning local movements like Occupy Ottawa

Huge part of success was social media

Posted pictures, videos, organized rallies


Share inspiring quotes from Martin Luther King Jr., Ghandi and others



IDLE NO MORE

- **Started small, with 100 people at a rally in Saskatoon**
- **Quickly spread to communities all across Canada and started a national discussion that still rages on today**
- **Speed of transmission thanks to young, tech-savvy people taking to social media**
- **Letting their opinions be heard, and they cannot be ignored**



 **MILLION**
STRONG
ABORIGINALS
UNITE



TWITTER, TWEET, WHAT?

- Tweeting isn't just for the birds anymore
- Importance of hashtags
- Following important news sources, government agencies
- Up-to-the-minute details
- Massive audience

#firstworldproblems



Na na na na na ... Look, I have more friends than you!



Michael Aubry
@mikeaubryPSAC

Political Communications Officer for the Public Service Alliance of Canada in the North. Enslaved by coffee. In love with the Northern Lights.

Yellowknife, NWT · psacnorth.com

TWEETS 864 FOLLOWING 256 FOLLOWERS 325

 Follow



Michael Aubry @mikeaubryPSAC · Feb 11

From @psacbc: Veterans outraged by snub in #bdgt14, no plans to re-open Veterans Affairs offices. bit.ly/1ju9NKf @psacnat #cdnpoli

[Details](#)



Michael Aubry @mikeaubryPSAC · Feb 11

Canadian veterans won't be impressed by #goc replacing 9 closed Veterans Affairs offices with more money for their funerals #bdgt14 #cdnpoli

[Details](#)



Ellen DeGeneres 
@TheEllenShow

Comedian, talk show host and ice road trucker. My tweets are real, and they're spectacular.

California · ellentv.com

TWEETS 8,536 FOLLOWING 46.5K FOLLOWERS 27.3M

 Follow



Ellen DeGeneres @TheEllenShow · 4h

I've hosted the #Oscars, I've hosted the Emmys, next up- the Tonys! They're the gay couple that live down the street. #Oscars

[Details](#)



Ellen DeGeneres @TheEllenShow · 5h

You know my motto- give the people what they want. pic.twitter.com/JdHUYGeUDo

[Details](#)

JUST IMAGINE THE IMPACT ...

Ellen's Oscar tweet had more than 1 million retweets ... before the Oscars were even over!



LEARN THE LINGO

3. Become familiar with the social media tools you have chosen

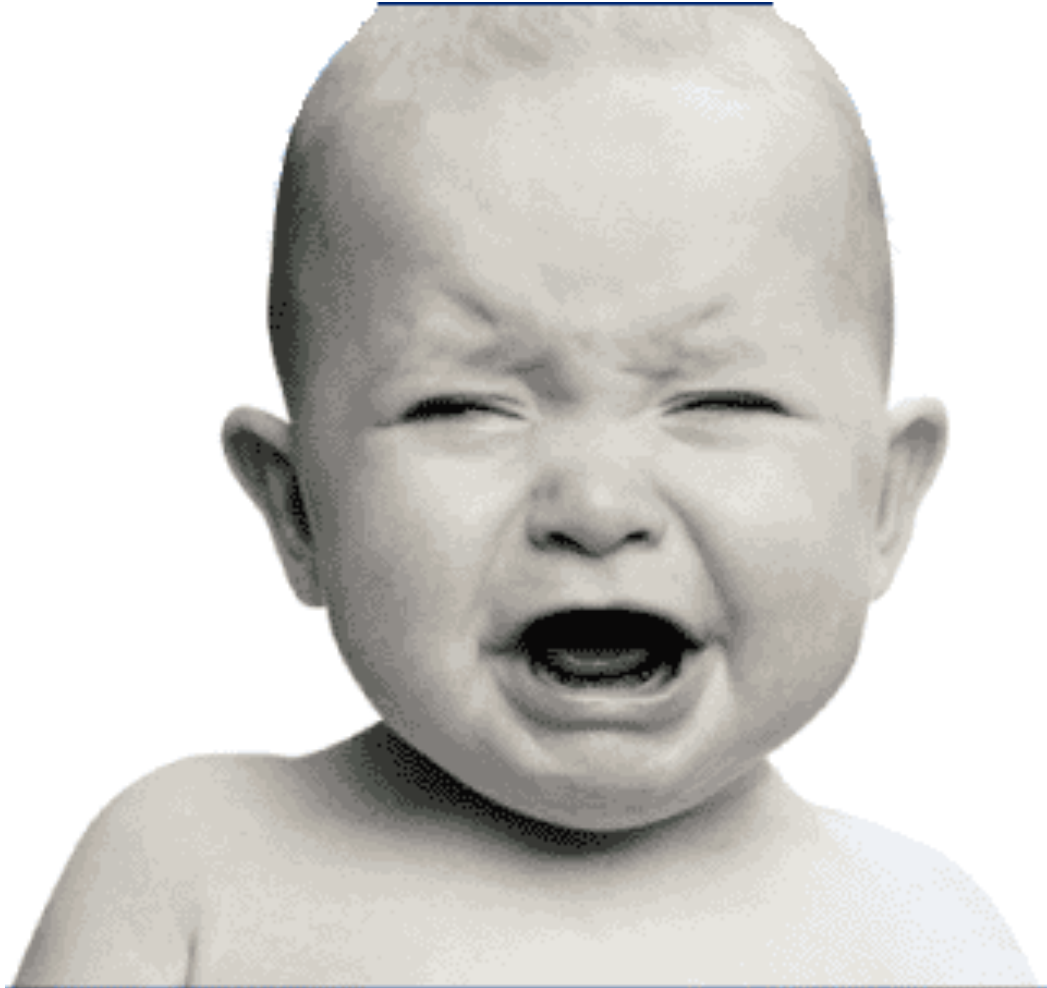
- a. Learn the common terms and conventions of the tools you are using – “hashtags” on Twitter, tagging other users on Facebook, etc.
- b. Listen and monitor activity
- c. Engage in conversations
- d. Develop a voice that is authentic and engaging
- e. Form your opinion in a clear and direct way
- f. Build in metrics for evaluating progress and measuring success

**BUT MOST OF ALL...
HAVE FUN!**



**Your followers are most likely to enjoy your content when it's original,
spontaneous and creative**

**DON'T USE SOCIAL MEDIA TO
CONSTANTLY NAG OR COMPLAIN**



DON'T FILL EVERYONE IN ON YOUR HYGIENIC NEEDS

It's a status, not your diary.



your  cards
someecards.com

LETTERS TO THE EDITOR



WHAT IS A LETTER TO THE EDITOR?

- **A written way of talking to readers of a regularly printed publication**
- **Generally found in the first section of the publication or on the editorial page**
- **Can be for or against an issue, or simply to inform**
- **Usually less than 300 words**

WHY WRITE ONE?

- You're angry about something and want others to know
- An issue is so important that you must speak out
- To persuade others to take a specific action
- To suggest an idea to others
- To influence public opinion
- To educate the public
- To influence policymakers

WHEN TO WRITE ONE?

- **Any time you want to shape public opinion, tell others how you feel about something, or just inform the public on an issue**
- **To start a community conversation about an issue**

HOW TO WRITE A LETTER TO THE EDITOR

- 1. Open with a simple salutation**
- 2. Grab the reader's attention**
- 3. Explain what the letter is about at the start**
- 4. Explain why the issue is important**
- 5. Give evidence for any praise or criticism**

HOW TO WRITE A LETTER (CONT'D)

- 6. State your opinion about what should be done**
- 7. Keep it brief**
- 8. Sign the letter.**
- 9. Check your letter to make sure it's clear and to the point**

HOW TO GET YOUR LETTER ACCEPTED AND PRINTED

- **Keep it under 300 words**
- **Keep most important points in the first paragraph**
- **Refer to something recent & relevant in the community**
- **Use local statistics and personal stories**
- **Include your title as well as your name**
- **Include your phone number**
- **If it's not accepted the first time around, try again**

A GREAT EXAMPLE

Good luck with your taxes

Some time ago a letter from the Canada Revenue Agency informed me I had over-contributed to my RRSP account for 2012 and I faced a heavy penalty for every month the problem remained.

As the letter had none of the information I needed (for example, the amount I was over or how to correct the problem), I sought help.

When I arrived at the agency's office in Canada Place, I found that all the front-line staff had been laid off and I'd have to phone an adviser at central office. Every time I called I got a busy signal. Online access is really no substitute.

All this while, I was aware penalty charges were piling up. I also learned that archiving of our old tax files had been contracted to a private U.S. company.

To Canadians who think Stephen Harper's attack on the federal public service is good, clean fun, I hope you're still cheering when you face tax problems this spring.

Winston Gereluk, Edmonton

From the Letters to the Editor page, Edmonton Journal, February 5, 2014

WORKSHOP

- **Let's talk about issues that bother us in our cities and communities**
- **Is there something you'd like to change, or offer a solution?**
- **In groups (one per table) try writing a short letter to the editor of about 150-200 words**
- **Let's read them out loud and talk about ways to strengthen our arguments**
- **Publish?**