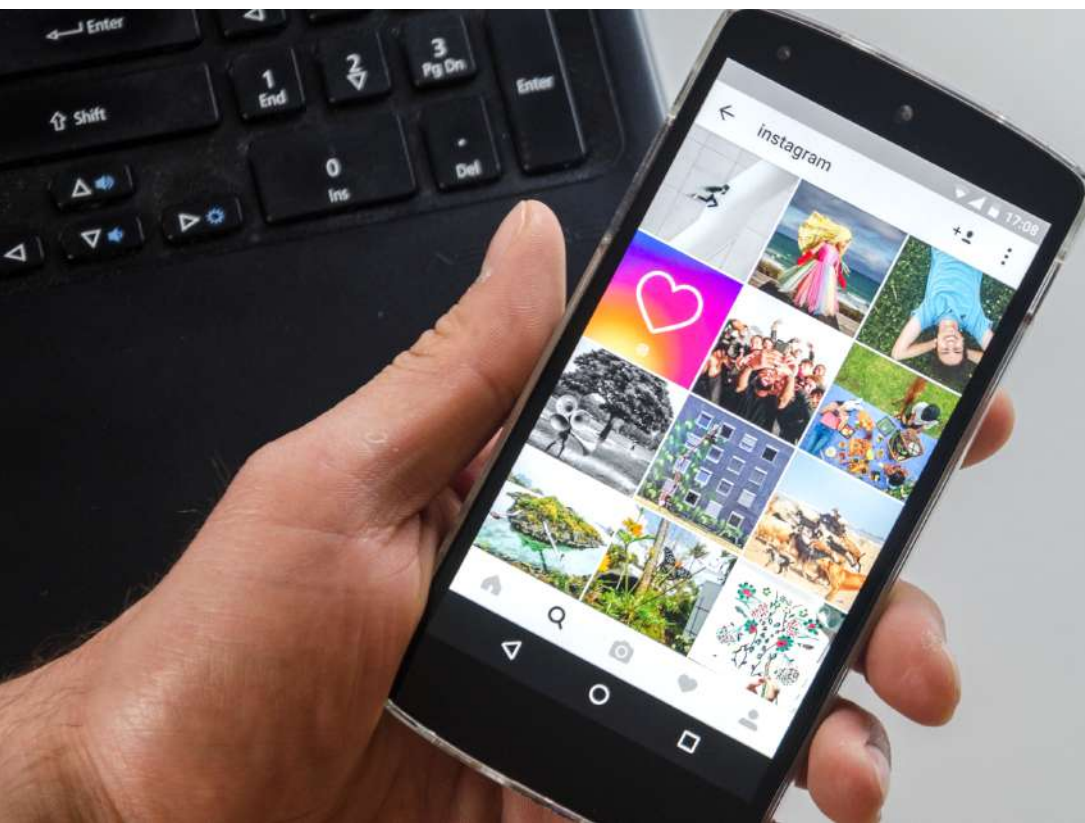


USING SOCIAL MEDIA



Social media is a great tool for creating an online presence for your campaign, and there are lots of ways you can use it to help your advocacy.

With all social media tactics, it's important to screenshot any comments, ads, tweets, reviews, etc. so that you have a record of this and, when relevant, you'll be able to send the screenshots to the target decision makers.



GENERAL

- Share graphics/videos
- Share petition & updates
- Recruit new supporters by finding relevant hashtags or interest groups
- Write & share blog post, op-ed, or LTE
- Leave 1-star reviews on Google and Yelp
- Comment on the institution's most recent posts on any other social media platforms when relevant (Instagram, YouTube)



FACEBOOK

- Comment on the institution's most recent Facebook posts, including videos and Facebook Lives
- Send Facebook messages to the institution's page
- Leave a 1-star review if their page has this feature
- Facebook ad targeting customers
- Facebook ad targeting executives
- Host a Facebook Live or other video filmed outside the institution



TWITTER

- Tweet at the institution
- Tweet at top leadership, executives, board members, investors, anyone else affiliated with the target institution
- Twitter storm: have as many volunteers as possible tweet at the same time using platforms like Nouncy, Thunderclap, or others
- Use the institution's relevant hashtags in your own posts