Guide to social media

From the CPActivist Toolkit

Getting started

The first things to know before you start sharing on social media:

- What is your goal?
- How much time do you want to invest?
- Who are you targeting?
- How much are you ready to engage in this issue?

When you post publicly on social media you fail to be in control anymore. Anyone can reply and anyone can share. Your posts may get no shares or millions. So you need to consider what you're saying, what your privacy settings are and how you will respond to anything that can happen.

If you want to amplify someone else's message:

1. **Post online, retweet, or share an article,** if you have a particular cause you care about maybe NDIS funding, share a post you agree with, you can add why if you like but it's not a requirement. Go ahead, share that information, encourage others to get involved as well.

   - Teamwork Works has a Facebook page they ask you to follow and share https://www.facebook.com/TeamworkWorksNDS/. Here they post relevant information and articles for you to read and share as well.

   - They also have Facebook graphics, email banners and posters that you can use to spread awareness about NDIS changes as well https://teamwork.org.au/resources/. The great thing about groups like this is they do all the work for you all you have to do is follow and share to help it spread

2. **Sign an online petition or open letter.** These are everywhere for every imaginable topic. Whatever your interest, there's a petition. You can find petitions and letters on dedicated websites such as https://www.change.org/ or you can find them on political parties websites and campaign websites like the teamwork works open letter which is an open letter calling on the federal government to affirm their support for a strong NDIS https://teamwork.org.au/open-letter/

   - Once you sign you are asked to share the petition on Facebook so friends and family can also sign it.

If you want to create your own message:

The important thing here is what to share and where to share. You want to post enough that people see your message, but not so much that they get annoyed by it. Share when something is important and leading up to important dates. It's no use posting about something before it's too early to act or after it's too late to matter. Don't saturate your social media with an issue, people will tune out. Give yourself enough time for people to share posts, it's not uncommon for posts to not show up in peoples feeds for a few days so posting for today is unlikely to be widely seen

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Fast facts about social media platforms

Each platform is slightly different, but these are their main benefits:

Facebook is great to get people to reply, there's lots of reactions, you can share pictures, videos, comments are easy, lots of build in features, it's interactive, everyone has one even if they don't use it very often, but posts can be slow to show up so it's not great for immediate action.

Instagram is pictures, images, calls to action, but lacks links, sharing abilities, hard to fundraise on less about comments and more for you to share and not start a discussion.

Twitter has great reach and is used a lot by news sites, celebrities and politicians. But it's very insular, your ability to reach beyond your barriers are limited.

TikTok has a young following and is the current source of "viral" social media. It's videos and comments so it's not great for written text, links and replies.