

Effective Social Media Advocacy Strategies



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Overview

- Using the platform
- Advocacy strategies
 - Followers
 - Posts
 - Awareness
 - Safety
- Q&A

The Power of Social Media



Using the platform—Facebook



Using the Platform—Twitter

TWEETS 1,112 FOLLOWING 130 FOLLOWERS 276 FAVORITES 35 LISTS 1


Tweets Tweets & replies Photos & videos

NIWRC @niwrc · 2h
Another indigenous sister stolen away too soon. Prayers for her family and the James Smith Cree Nation, who are... fb.me/1pYmIBkU

NIWRC @niwrc · 4h
Did you know NIWRC has a growing library of resources on sex trafficking & stalking of Native women? Honor Sex... fb.me/74pvd18PO

NIWRC @niwrc · Jan 20
January is Sex Trafficking Awareness Month-- be sure to read up and share this great paper on Bakken oil field... fb.me/6qUhN7dhw

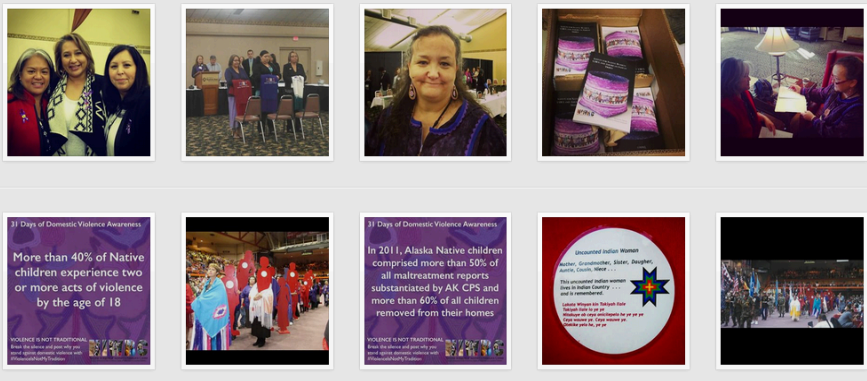
Tanya Winder @a_girl_on_fire · 3h
s/o to The Three Sisters Program for setting up earring donation sites to show Akwesasne's solidarity #MMIW #SORR



NIWRC @niwrc · 3h
Another indigenous sister stolen away too soon. Prayers for her family and the James Smith Cree Nation, who are... fb.me/1pYmIBkU

HopeLine Verizon @HopeLineVerizon · 3h
RT If you're in need of resources, @MaleSurvivorORG has free directories for survivors looking for help -bit.ly/1EnAUHj

Using the Platform—Instagram



31 Days of Domestic Violence Awareness
More than 40% of Native children experience two or more acts of violence by the age of 18
Violence is not traditional
More information and resources at www.niwrc.org

31 Days of Domestic Violence Awareness
In 2011, Alaska Native children comprised more than 50% of all maltreatment reports substantiated by AK CPS and more than 60% of all children removed from their homes
Violence is not traditional
More information and resources at www.niwrc.org

Domestic Violence Awareness
Native, Greenlandic, Siles, Angles, Native, Czech, West
This awareness poster poster goes to Indian Country
Native Women on Native Land
Native Women on Native Land
Native Women on Native Land
Native Women on Native Land
Native Women on Native Land

Advocacy Strategies—Followers



Advocacy Strategies—Posts

- **Language:** keep posts brief, casual, engaging, & up-to-date.
- **On Topic:** participate in trending topics, utilize hashtags, engage with others' posts.
- **Branding:** Share content that shows who you are as an organization, and the day-to-day work you do in your communities & the movement.

Advocacy Strategies—Awareness

Starting a campaign of your own—

- Should address a concrete, easily definable & explained topic.
- Utilize selfies, hashtags, contest prizes, giveaways, celebrity spokespeople, etc. to bring followers into the campaign and spread the word.

Advocacy Strategies—Safety

There are a number of ways we can use social media to support survivors, but as always, we have to be mindful of safety concerns:

- Always get written permission before sharing someone's photo, name, location, or personal story
- If you are sharing survivor stories, be aware of the backlash that person may experience and have measures put in place to mitigate that and support them through it
- Be prepared to be an advocate and a relative online too

Feel Free To Contact Us!

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Néá'ešemenó!

Thank you and please let
us know if you have any
questions!

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