

TOOLKIT

# SOCIAL MEDIA



# INTRODUCTION

## Goals

- Communicate with the world about what is going on within your Women's March Global Chapter and the larger Women's March Global Network.
- Educate and raise awareness about current women's human rights issues taking place around the world.

## Social Media Voice

We are intersectional. We center the voices of women and people of color. We welcome any and all who are concerned about the state of women's human rights globally. Keep it friendly, welcoming, and inclusive. We want anyone who is interested in advancing women's human rights to feel they can engage with our content. When in doubt, give people the benefit of the doubt!

## Target Audience

- Everyone who believes that women's rights are human rights.
- All kinds of activists — from first-time activists to seasoned, lifelong activists.
- People seeking to stay informed about resistance movements.

## What to Post

- Amplify local Chapters and partner organizations: We do our best to uplift local actions and key victories.
- Unity Principle issues: We make an effort to raise awareness on each of these issues as frequently as possible: Disability; Economic Justice / Workers' Rights; Environment; Health care; Immigration; Indigenous Rights; LGBT+ Rights; Criminal Justice Reform; Police / State Violence; Racial Justice; Sexual Violence.
- Rapid response: When appropriate, we use our social media to respond to current events and stories that relate to the intersection of women's human rights and/or our Unity Principles.
- Coalition Actions: When our Community has formed coalitions to address issues and call for a specific action, we post the work and action of the coalition.

# INTRODUCTION

## Submitting content for Women's March Global to amplify

We are always looking for global and local issues and campaigns to highlight. We are looking for 3 types of content in particular:

- Upcoming Events and campaigns;
- Powerful actions (for example, creative resistance, large numbers, collaboration with other groups, or successful campaigns);
- Global/Local issues that connect to the Unity Principles.

To share your action and content with Women's March Global socials, please direct message (DM) Women's March Global on its social media platforms.

Twitter: @WomensMarchGbal

Instagram: @WomensMarchGlobal

Facebook: /WomensMarchGlobal

## A note on Women's March Global vs. Women's March (U.S.)

Women's March Global and Women's March (also known as Women's March, Inc. or Women's March U.S.) share a name and an origin point - 21 January 2017. Beyond that, Women's March Global and Women's March, Inc. are separate organizations with separate funding, separate leadership, and different organizational structures. Most importantly, we have different missions.

Women's March Global predominantly works outside the United States, representing Chapters all around the world, amplifying and supporting their grassroots work.

# SOCIAL MEDIA PLATFORMS

Social media is a powerful tool for promoting your Chapter's activities, keeping your community engaged, and raising awareness about the issues you care about. This section gives tips and tricks for each of the social media platforms Women's March Global interacts with.

First and foremost, social media is for talking to those you want to engage, so good social media takes time! It's better for your Chapter to be actively engaging with your community on one platform than to use all and do it badly. When choosing platforms, two good questions to ask yourself are:

- How much time do we have to commit to this?
- Where is our community already?

For example, if you only have time for one social media platform and most of your Chapter engages on Facebook, don't pick Twitter as your one social media platform. While we offer direction on each platform it is not intended as formal rules. We encourage you to use social media in the way that works best for your Chapter.

Women's March Global's social media handles are:

Twitter: @WomensMarchGbal

Instagram: @WomensMarchGlobal

Facebook: /WomensMarchGlobal

## Facebook

### What to use Facebook for?

Facebook is used primarily for engagement, conversation, dialogue, and sharing of Global Community and Women's March Global news and updates. There is a particular focus on articles, videos, and graphics that spark longer-form conversation and engagement. With captions, we try to be concise, yet informative as possible.

Livestreaming can be shared on Facebook - read more details about livestreaming in our Livestreaming Guidelines.

### Frequency of posts

We strive to do 1-2 Facebook posts a day. Facebook traffic is usually highest in the early morning (around 9am local time) and late afternoon/evening (4-7pm local time). Try out different times and see what time your Chapter gets the most engagement!

### Naming your Facebook page

We recommend including 'Women's March' in the front of your name followed by your specific Chapter name (no dashes, slashes, or parentheses). Here are a few examples:

Women's March Geneva

Women's March Jakarta

Women's March Lagos

# SOCIAL MEDIA PLATFORMS

## Facebook

### Facebook tips

When sharing an article, there is no need to include the URL in the caption.

Please turn reviews off on your Facebook pages if you have them on.

A Facebook group should not take the place of a Facebook page.

Many of our Chapters use the words Women's March and then abbreviate their city, town, or village name.

Some examples:

Women's March

London @womensmarchlon

Women's March Paris @womensmarchpar

Other go with March and their city name:

Women's March India @march\_india

Women's March Zurich @MarchZurich

Choose what works best for your Chapter!

## Twitter

### What to use Twitter for?

Day to day, Twitter is good to use for amplifying the work of the global community through re-tweeting and to share Chapter news and updates.

Twitter can also be used for education via tweet series and threads to spotlight issues and for following live actions as they happen.

Livestreaming can be shared on Twitter - read more details about livestreaming in our Livestreaming Guidelines.

### Frequency of posts

Twitter works best when you tweet 1-2 a day and retweet and/or like 2-4 times a day.

### Naming your Twitter page

Twitter limits handles to 15 characters so you need to consider this when choosing.

### Twitter tips

- Keep your Direct Messages (DMs) on and check them frequently. It's important to engage with your community.
- We strongly advise against engaging with trolls. If you have a snappy retort ready, feel free to use your personal Twitter to respond.
- Please write out your tweets as full sentences whenever possible. We recommend that you avoid unnecessarily abbreviating words or replacing words with numbers.
- Your bio should explain your role within the Women's March Global Network, i.e. 'Women's March Geneva is the Geneva Chapter of Women's March Global.'
- Your avatar should be a version of the Women's March Global logo, or the name of your Women's March Global Chapter.
- Don't share Instagram posts on Twitter through the Instagram app; share the photo itself in a tweet.

# SOCIAL MEDIA PLATFORMS

## Twitter

- We encourage you to include image descriptions in tweets that include photos to make them more accessible. In order to do this, you will need to go to 'Settings' > 'Accessibility' to add a checkmark for image descriptions. Find more image tips below.
- See below for more information on using hashtags, Livetweeting, and Tweetstorms.

## Instagram

### What is Instagram used for?

Instagram is a visual representation of the movement through photos, artwork, and graphics. There is also a focus on uplifting the art and work of women of color and marginalized groups.

**Frequency of posts** 1-4 times a day is great!

### Naming your Instagram page

Instagram allows 30 characters on handles. We recommend using the words Women's March followed by your Chapter name:  
Women's March  
London @womensmarchlondon  
Women's March  
Sydney @womensmarchsydney  
Women's March  
Global @womensmarchglobal

### Instagram tips

- Photo resolution: Instagram posts should be larger than 1080 x 1080 pixels, though we recognize that this is not always possible.
- It's best to save images from your computer to check resolution before posting.
- When reposting images, try not to include repost logos. If you're at a computer, visit [dinsta.com](http://dinsta.com) to download a photo from Instagram. If you're on your phone, a paid version of the Repost app allows you to repost images without the logo.
- We encourage you to include image descriptions in your Instagram captions to make them more accessible. Read more about image descriptions below.

## Medium

Medium is the place for sharing longer form informational pieces and stories from our Global Community.

If you are looking for information on how to publish your piece, there are detailed instructions in the [Medium Publication Guidelines](#).

# USING #HASHTAGS

We have drafted these best practices tools to maximize your local WMG chapter social media as well as amplify what we can do as a community together. The more we adhere to these guidelines the stronger both our local movement and our global movement will become.

## How to Use Hashtags

A hashtag - a word or group of words written with after a # symbol - is used to index keywords or topics on Twitter and Instagram, and less widely on Facebook. This function allows people to easily follow topics they are interested in.

### Using hashtags to categorize Tweets and Instagram posts by keyword

- People use the hashtag symbol (#) before a relevant keyword or phrase in their Tweet to categorize those Tweets and help them show more easily in Twitter search.
- Clicking or tapping on a hashtagged word in any message shows you other Tweets or Instagram posts that include that hashtag.
- Hashtags can be included anywhere in a Tweet or Instagram Post.
- Hashtagged words that become very popular are often trending topics on Twitter.
- You cannot add spaces or punctuation in a hashtag, or it will not work properly.
- If you Tweet or share an Instagram post with a hashtag on a public account, anyone who does a search for that hashtag may find your post.
- We recommend using no more than 2 hashtags per Tweet as best practice, but you may use as many hashtags in a Tweet as you like.

- Instagram posts usually contain more hashtags -- posts with 7-10 hashtags statistically get the best views - but you can use as few or as many as you like. It is good to use hashtags that are popular on Instagram because people are more likely to be following those topics and find your post.
- Type a hashtagged keyword in the search bar to discover content and accounts based on your interests.

### How to create effective hashtags

Before launching a marketing campaign centered around a hashtag, search for it on Twitter or Instagram. Make sure it hasn't been used in a while or in a way that would confuse your audience. It's best for a hashtag to be short and distinct.

Some other tips:

- Hashtags are not case-sensitive, but adding capital letters does make them easier to read: #MakeAWish vs. #makeawish.
  - If you use a third-party app (like [Tweetdeck](#)) to control your Twitter posts, create a column that watches the hashtag so you can easily monitor the conversation.
  - If you have not created a new hashtag but are joining in on an existing conversation - be sure to check the hashtag regularly to stay informed of updates on the conversations.
- For more information, here's a [great infographic on the power of hashtags](#).

# LIVESTREAMING, LIVETWEETING & TWEETSTORMS

## Livestreaming

Livestreaming is a great way to share your Event with your community who cannot attend your Event in person! Here's [more information about livestreaming](#).

## Livetweeting

Live tweeting is a way to engage an audience beyond those in attendance at your Event.

### Reasons to Live Tweet

- Those who cannot attend your Event can follow along remotely.
- Those who cannot attend can engage or ask questions remotely.
- You can start a conversation globally!

### Setting up for Live Tweeting

- If possible, do not live tweet from your phone; Instead, use [Tweetdeck](#) in your computer's browser. This allows you to set up different streams based on different hashtags and accounts so you don't miss important tweets and can respond to messages efficiently.
- Research / think carefully about what hashtags you are going to use for the Event beforehand. Using the right hashtags means that your conversation will reach people who are looking for information on the topic of your Event.

- Make sure you know how to spell every presenter's name and organization. Make sure you've researched all presenter and organization Twitter handles so you aren't searching for them on the day of.
- Create templates for tweets ahead of time, as much as possible.
- Have any images or graphics you think you are likely to use available and ready to go!

### Tips for Live Tweeting

- Let your followers know in advance that you will be live tweeting your upcoming Event!
- Retweet others who are also live tweeting from the Event or who are tweeting about your Event.
- Share memorable moments - for example, if you know there's going to be a performance, make sure you video it.
- Take photos! You can post them immediately, or later.
- Include Twitter handles of the presenters when quoting them. (Don't be afraid to paraphrase what a speaker says - just make sure you don't change it to mean something they didn't say.)
- Follow other tweeters who have engaged in your conversation.
- Don't be afraid to offer personal takes on the material being presented.

### Post-Event

Think about following up with a summary of the Event in a blog post where you quote some of your (and others') Tweets and photos from the Event. Tweet that out, too!

# LIVESTREAMING, LIVETWEETING & TWEETSTORMS

## Tweetstorms

Tweetstorms are great ways to help amplify a message across Twitter - they can be incredibly powerful tools to add to a communication strategy around an action or campaign. Successful tweetstorms will be arranged around current events, breaking news, major themes, and trending hashtags.

Tweetstorms are used to draw attention by increasing the social reach of a hashtag - creating a message which can be seen by potentially millions of people. It is important that a string of the same messages by different people be tweeted during a concentrated period of time to amplify the reach of the hashtags used.

Tweetstorms are very easy to organize and can be done from anywhere, which makes them a great tool for international rapid-response and community amplification efforts.

### Things to think about before organizing a Tweetstorm

Who is your target audience?

This one question will help build the rest of the tweetstorm. For example if you are organizing a tweetstorm aimed at European leaders regarding the refugee crisis you want to ensure the following:

- You have a tag list of the Twitter handles of European leaders

- Your ask of European leaders is consistent across all tweets (for example, 'sign the petition!')
- The time of the tweetstorm is appropriate for Twitter users in Europe so that they can join and help amplify the message across Europe.
- You coordinate the tweetstorm with other major European organizations that are active on Twitter so that they add in amplification efforts.

### How to organize a Tweetstorm

1. Decide on your target and audience.
2. Decide on the time for your tweetstorm. It is good to cover as many time zones as possible to give maximum possibility for people worldwide to join in - but your first priority is the region you are addressing. Keep your tweetstorm to one hour so you can concentrate all tweets for a heightened period of time.
3. Figure out your hashtag. Some key things to keep in mind:
  - A hashtag must be actionable and on message. Great hashtags are aspirational and resonate with your audience.
  - Use an original hashtag if possible, that way it is easier to track the impact of your tweetstorm specifically

# LIVESTREAMING, LIVETWEETING & TWEETSTORMS

## Tweetstorms

4. Create a coalition to have confirmed networks tweeting during the time decided. Tweetstorms become more powerful the more people you have participating. Try to include organizations across time zones so you can include as many geographic locations as possible. Having experts or celebrity influences join your Tweetstorm is a great way to help increase the impressions.
5. Prepare your tweetstorm
6. You should have minimum 10 tweets for people to circulate through but a maximum of 20 tweets so that you don't dilute the core message. Here is an example.
7. Use Click to Tweets to make it easy for people to participate
8. Create an Event on the Women's March Global site and on your Facebook page and invite people to it, so that you can get maximum participation.

## Tips for Images

### **Credit all images**

Please remember to credit all photos, art, and graphics. If you are carrying the Women's March Global name and branding, you are representing the entire

Women's March Global organization. Google image search is a helpful tool for tracing images. In instances where you're unable to locate a person or organization to credit, include a note asking if your followers know who the artist or photographer is. (For example, 'Do you know who this image should be credited to? If so please comment below.')

### **Image Descriptions**

We include image descriptions on all Instagram, Facebook and Twitter image posts detailing what's pictured. The purpose is to make our visual posts accessible. See our Instagram for examples of image descriptions.

### **Closed captioning**

Please include closed captioning on all original video content. When sharing third party video content from YouTube, please consider sharing videos that have closed captioning as an option.

# FREQUENTLY ASKED QUESTIONS

## Talking about politicians

We encourage giving a proactive vision of the kind of world we're building together. As such, we seek to uplift our ideals and values. Here are some general guidelines to keep in mind:

- Do not focus on specific governments, administrations, or politicians.
- Focus instead on policies that affect social justice and human rights
- Identify the human rights abuses that come about due to policy decisions
- If you call out a world leader, do so in a way that calls for action. For example, say, 'Mr. Macron should take action again [x] problem!'
- Attack the policy, not the person.

## Centering the voices of women of color

Women's March Global believes strongly in centering and learning from women of color and the most marginalized among us. We should strive whenever possible to follow, amplify, and uplift their stories with our social media accounts.

## Pussyhats

While we recognize that the pussyhats were an iconic symbol of the original Women's Marches in 2017, Women's March Global does not endorse pussyhats on social media. We do this because trans folks and Black women have shared with us that the pink pussyhats are not inclusive. While it's certainly okay to share photos that feature the pussyhats, we do not make them the focus of our posts and campaigns.

## The word 'female' vs. 'woman'

We shy away from using the word female as a descriptor, preferring the word woman. We do this to be as inclusive of trans women as possible.

## 'Sisters, brothers, and siblings'

Because we are a women-led and centered movement, we will often refer to other women as our 'sisters.' When we talk about communities at large, we use the phrase 'sisters, brothers, and siblings' as a more inclusive, women-fronted alternative to 'brothers and sisters.'

## 'Prayers'

We do not reference 'prayers' in our social media copy (for example, 'sending our prayers'), as this is alienating for people who are not religious. We prefer language like 'we hold [x] in our hearts' or 'our thoughts are with.'

## 'Stand with...'

We do not use the words 'stand with' (for example, 'we stand with [x] community'). We do this because this is not accessible to the disability community. Some phrasing to use instead: 'we join with,' 'we unite with,' 'we're in solidarity with.'

## Merchandise, ticketed events, fundraising

We do not share merchandise, ticketed events, or fundraising requests from third party vendors and organizations.

## Extra resources

Please review these articles and lists for other language guidelines to maximize accessibility:

• [Audre Lorde Media Guide](#): How to respectfully talk about trans and gender non-conforming (TGNC) people. (You will need to give your information to download.)

• [GLAAD Media Guide](#): LGBT+ inclusive and respectful reporting

• [Glossary](#) of ableist terms and language to avoid.

• [12 words you need to ban from your vocabulary](#) to be a better ally.

# HELPFUL TOOLS & APPS

- **Whitagram** is great for sharing tweet screengrabs on Instagram.
- **Repost** is great for reposting photos on Instagram from your phone. (There is a free version that requires you to keep their logo on the photo. The paid version allows you to remove the logo.)
- If you're at a computer, **visit [dinsta.com](http://dinsta.com)** to download a photo from Instagram.
- **[Offliberty.com](http://Offliberty.com)** will allow you to download a video from YouTube.
- **[Twitter Downloader](#)** will allow you to download a video from Twitter.
- **[Canva.com](http://Canva.com)** is a great website for simple graphic design.
- **[Tweetdeck](#)** is allows you to schedule your Tweets ahead of time and follow multiple #hashtags simultaneously.