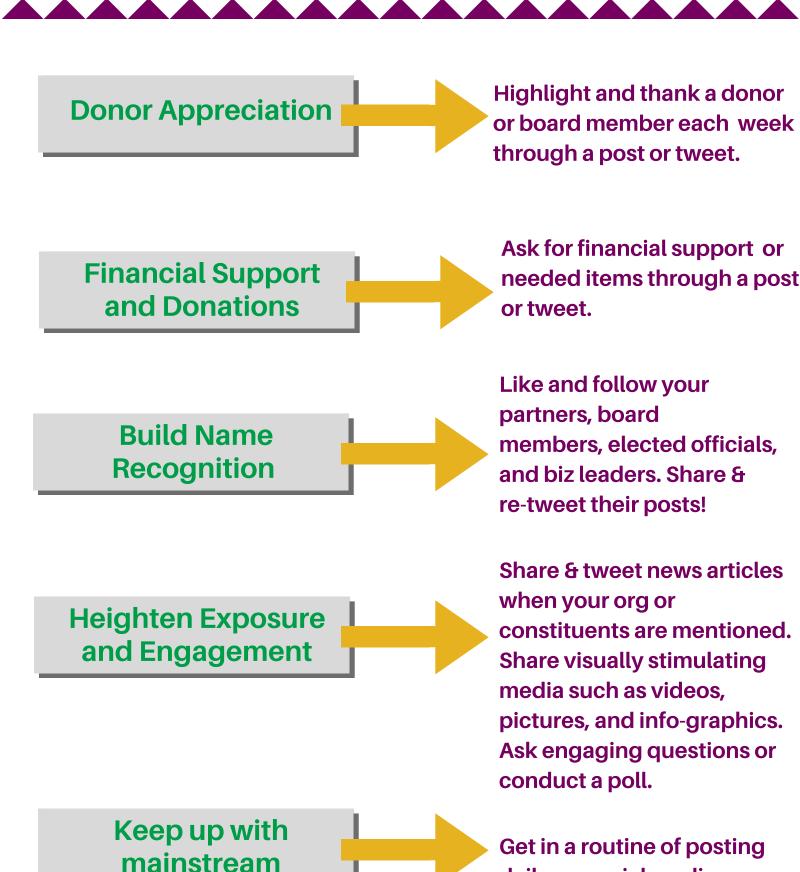






daily on social media.

The Why's and How's of Using Social Media as an Advocacy Tool





Social Media: The Basics



Facebook

What is a **post** or **status?**

A message that grabs viewers attention Can be as long as a paragraph Illustrated with pictures and videos

What is **sharing** someone's post or status?

Click the share button underneath the post Will increase exposure or awareness Relatable to your work, mission

What is **tagging** an organization or individual?

@(name of org or individual)Whomever you tag, will be notifiedCreates a link so people can click & learn more



Similar to a Facebook post/status, but it must be less than 140 characters

What is a tweet?

Any word or phrase without spaces, starting with # symbol
Clicking on a hashtag shows you other tweets that
include that same hashtag
Popular hashtags become trending topics

What is a **hashtag?**What does **trending**mean?

@(name of org or individual), same as Facebook Used to ask a question, thank someone, or highlight their content What does **mention** an organization or person refer to?