

WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



Social Media Guide

Social media is one of the best means by which to activate communities, spread awareness, engage potential allies and donors, and engage with stakeholders in the Women, Peace, and Security Agenda.

A Brief Guide to Using Facebook



Facebook is a powerful communications tool for NGOs and businesses alike to build their online branding and recognition, keep followers updated about their work, and create and consolidate new contact networks and partnerships. Some key features you will need to know how to use include:

Profile Photo

Your Facebook profile picture shows up every time you comment on other pages, and every time you publish something on your wall and make a comment. It is publicly viewable. To change your profile picture, pass the mouse over it and click on “Update profile picture”.

Cover Photo

A cover photo is the larger photo at the top of your profile, above your profile picture. Like your profile picture, cover photos are public, which means anyone visiting your profile will be able to see them. You can cover photos strategically to tell a story (what you are working on at the moment; what campaigns you are participating in).

To change the cover photo, pass the mouse over it and click on “change cover”.

News Feed

Your News Feed is the constantly updating list of stories in the middle of your home page. It displays stories from your Facebook friends and updates from the organisations you have

WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



“liked”. In turn, individuals or organisations that have “liked” your organisation or become a Facebook friend will be able to see your organisation’s status updates in their own News Feeds. You can access your News Feed by clicking on “Home” in the top menu of your Facebook page.

Posting

Facebook spreads messages by enabling friends and followers to see, in their News Feed, the content that an individual or organisation has posted (published on Facebook) or interacted with (by liking, sharing or commenting.)

In order to effectively utilise Facebook, you need to maximise the visibility of everything you post or interact with. If you don’t get your followers to “like,” share and comment on posts, they will stop seeing the posts - and their friends will as well!

To encourage people to engage with your post:

In order to effectively share your post and engage with your audience, focus on:

- Getting likes
- Getting comments
- Getting shares

To encourage viewers to further engage in your posts, you can preface your post with “Like this post if...” However, the best engagement comes when you don’t specifically ask for likes, but simply make a strong statement that followers organically want to click like on - for example, a statement they agree with, that you’ve articulated perfectly.

To encourage viewers to comment, you can ask questions. Open-ended questions in particular are useful: Use questions on what, why, how, rather than yes or no answers.

For example:

- “In order to achieve sustainable peace we must #MoveTheMoney from war to peace and gender equality: Agree or disagree? Like to show your agreement.”
- “The world spends trillions on war but only pennies on peace. Click ‘like’ if you believe this needs to change.”
- “The global military spend last year was \$1.6 trillion. We’ve got a few ideas on how that could be better spent: Free education for girls around the world, accessible healthcare, supporting women’s involvement in political processes... any other ideas you’d like to add?”
- “As world leaders meet at #UN #HQ this week to discuss how to meet the Sustainable Development Goals, we’re thinking in particular about #SDG16 on promoting peaceful and inclusive societies for sustainable development. What do you think needs to happen to achieve this?”

WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



Or ask them to fill in the blank, for example:

- “I believe peace is... (essential for a sustainable future and gender equality). Fill in the blank and tell us!”

Tagging:

Make sure you tag the names of relevant partners or stakeholders in status updates and posts. This is an effective way to build partnerships and reach a wider audience.

To tag somebody: Start typing the name in the “status update” box and again the dropdown list will appear. Then simply click on the friend of friends you want to tag.

Using hashtags

The hashtag is represented by the number sign ‘#.’ Putting one of these little symbols in front of a word or phrase indicates a subject you think is worth talking about.

Anyone sharing content on a relevant topic can add the hashtag label to their message.

Hashtagging relevant words and phrases will link your post when viewers search for those terms. In the same way, you can search for a specific hashtag from your search bar.

Example of hashtag use: Investing trillions in #arms and pennies for #peace leads to violence and #war. It's time to #MoveTheMoney

A Brief Guide to Twitter



Twitter is a platform on which users share their thoughts, news, and information in 140 characters of text or less. Twitter makes global communication cheap and measurable.

Twitter profiles are (usually) public: anyone in the world can see what you write, unless you elect to make your profile private.

WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



Twitter picture

To change your Twitter photo: follow these steps:

1. Sign in to Twitter, click your username in the upper-right, and choose Settings. The Settings page opens.
2. Click the Profile tab. ...
3. Click the Browse button and navigate to the picture that you want to upload. ...
4. Click the Save button.

Following and Followers

On Twitter, users "follow" each other in order to keep tabs on, and converse with, specific people.

Following people you know, and organisations you are particularly interested in hearing from, is recommended. You may also want to explore people your friends are following to naturally increase your Twitter perspective.

The Twitter timeline

When you log into Twitter, you'll land on your home timeline. There, this is what you'll see:

- Your Home timeline displays a stream of Tweets from accounts you have chosen to follow
- You can reply, Retweet, or like a Tweet from within the timeline
- Tweets you are likely to care about most will show up first in your timeline. Twitter chooses them based on accounts you interact with most, Tweets you engage with, and much more
- On your home timeline, you may see a summary of the most interesting Tweets you received since your last visit, labeled as "while you were away"
- Additionally, when you identify a Tweet, an account to follow, or other content that's popular or relevant, Twitter may add it to your timeline. This means you will sometimes see Tweets from accounts you don't follow
- Clicking anywhere on a Tweet in your timeline expands the Tweet, so you can see photos, videos, and other information related to that Tweet.

Hashtags

Hashtags label and indicate the subject matter of certain conversations taking place on Twitter. The hashtag is represented by the number sign "#." Putting one of these little symbols in front of a word or phrase indicates a subject you think is worth talking about.

WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



Tweets

Tweets & replies

Media



PeaceWomen (WILPF) @Peace_Women · 14m

#War costs us \$13.6 trillion. So why do we spend so little on **#peace**?
#MoveTheMoney



War costs us \$13.6 trillion. So why do we spend so l...

The latest Global Peace Index report finds that 2015 was a bad year for international peace and security.

weforum.org



The words you use after the hashtag become searchable because Twitter tracks them. That is to say, if you click on a particular hashtag, you'll be able to see all tweets that have also used that hashtag. It's a grouping mechanism that allows you to get the general public's sense about a specific topic or issue.

Example of hashtag use:

Retweeting

Retweeting is a common way to share something interesting from someone you follow to your own set of followers. A retweet can be thought of as quoting someone or citing a source.

Pertinent information tends to spread virally via retweets.

Twitter's usefulness for breaking news and 24-hour news cycle.

The 24-hour news cycle make it possible for us to share news and articles related to our work and missions when they are still fresh.

The downside of the real-time nature of Twitter is that tweets quickly get "pushed down" on other people's Twitter feed, as more and newer content is shared. This means that to be a relevant part of a conversation, we must be tweeting while the conversation or event is happening, and preferably not too long after.

Breaking news can be shared in three ways: by directly tweeting the news (see figure A below); by sharing the URL of an article published on a newspaper/magazine (see figure B below); or by writing a short blog on the topic and then sharing its URL on Twitter (see figure C below).

WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



Figure A:



Figure B:



Figure C:



WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



Best practices on Twitter

It is okay to tweet many times per day. Most Twitter users only read tweets in their timeline in real time: that means that the lifespan of a tweet is 90 minutes. So, it is completely fine to post up to six updates per day, ideally spacing them out throughout the day to accommodate people's different time schedule.

Do note, however, that posting too many tweets at the same time can be annoying, so you need to strike the right balance.

Use an informal style

Twitter is not place for language purists: space limits (140 characters) make the use of abbreviations much more acceptable than on other communications channels.

As usual, you are allowed to use an informal style, but make sure to spellcheck key terms and keep a consistent "voice" (in terms of engaging tone and style).

Retweet and reply often

The more we promote others through retweets and replies, the more in turn we will get retweeted and mentioned, as we will be showing up more in other people's Twitter feeds if we retweet and reply more. This is the best way of reaching our goal of increasing our Twitter visibility.

Use the @ symbol to tweet to our partners and follow them. Using @nameof profile allows us to tweet directly to our partners and that is a good way of builds partnership.

Follow your partners

More Twitter users are likely to follow you if they see that you follow them in return.

Twitter users cannot message you directly if we do not follow them.

Twitter users get an email saying that you are now following them (only if they configured their account to receive email notifications). That builds your brand recognition and creates partnerships.