Appendix D.   Tips for Navigating Social Media Platforms

Blogs

Blogs are self-publishing platforms, so an organization can decide the content and tone. It is easy to start a blog on sites like Blogger and Wordpress. Wordpress is open source and can be downloaded free of charge, so an organization can host the blog on the organization's own server. Hosting the blog on the organization's server means that the blog can be a subdomain (e.g., blog.organizationname.org) or a page of the primary domain (e.g., organizationname.org/blog). Blog hosting sites offer detailed guidance and tutorials for setting up and running a blog.

Facebook

Facebook is a social networking site in which users post status updates, photos and videos, and links to news and other websites. A user can "friend" other people on Facebook and can "follow" or "like" organizations, businesses, celebrities, and even interest groups that exist only on Facebook. Organizations can post updates, photos, video, and links to relevant news on the internet, and can schedule events and issue electronic invitations to followers. A user's news feed includes recent posts from the user's friends and the groups the user likes or follows. Users can "like" these posts, comment on them, or share them with the member's other friends.

1. Creating a Facebook page

For step-by-step instructions to create a Facebook page, visit: https://www.facebook.com/pages/create/. Organizations should treat their Facebook page as they would treat the organization's website. The large **cover photo** across the top of the organization's Facebook page is a great platform for branding the organization with a

high-quality photo that represents the organization. Organizations should consider including a quote or call-to-action in the picture. The square **profile picture** is an organization's Facebook calling card and should be recognizable and remain fairly consistent to aid users' visual association with the organization's Facebook page.

Organizations should fill out all of the sections of the Facebook page as they would for a website. The "About" section should include a brief history of the organization, a mission statement, contact information, links to the group's website if it has one, links to the organization's other social media sites, as well as a call to action. Organizations can use Facebook milestones, which allow you to add dates and photos to tell stories of your organization's history and accomplishments.

Creating a Cover Photo for Facebook, Twitter, and Google+

Some social media platforms encourage organizations to create cover photos to build their brand. There are many online tools to help advocates generate cover images for these platforms. Consult DMAD and Design Shack for free templates:

> http://dmad.com/social-headers
> http://designshack.net/articles/graphics/how-to-design-the-perfect-twitter-header-image/.
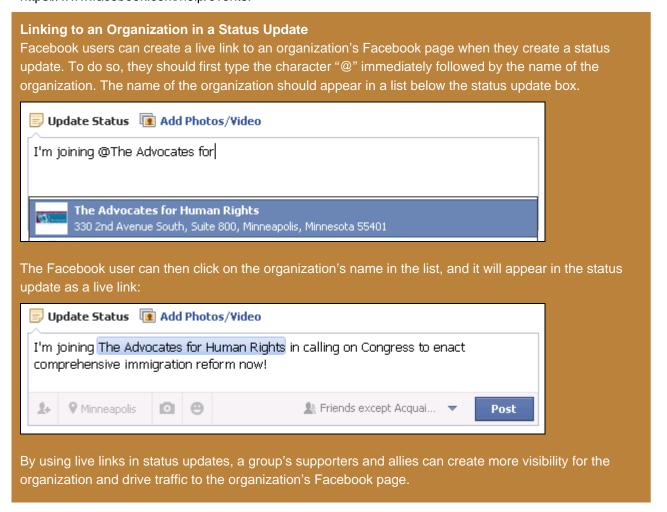
Hongkiat identifies some creative cover photos from Facebook: http://www.hongkiat.com/blog/creative-facebook-timeline-covers/.

2. Promoting an event on Facebook

Groups can use the Facebook Event feature to promote organizational events and engage with supporters. Creating a Facebook event generates a separate landing page with a list of attendees, an image, and information

about the event. Groups can promote events on their Facebook page by posting the link to the event on the group's main page, on other social media platforms, and by linking to the event page through email. Groups can directly invite Facebook followers to the event. Groups should consider engaging staff, fans, and followers by asking them to generate conversations and interest prior to the event. A Facebook advertisement for the event page can complement (but not replace) these efforts. After the event, the group should share photos, stories, and thanks with attendees.[1] Facebook offers a tutorial on how to create and edit events: https://www.facebook.com/help/events.

Linking to an Organization in a Status Update

Facebook users can create a live link to an organization's Facebook page when they create a status update. To do so, they should first type the character "@" immediately followed by the name of the organization. The name of the organization should appear in a list below the status update box.

The Facebook user can then click on the organization's name in the list, and it will appear in the status update as a live link:

By using live links in status updates, a group's supporters and allies can create more visibility for the organization and drive traffic to the organization's Facebook page.

3. Advertising on Facebook

Facebook advertising allows organizations with a presence on Facebook to promote the group's page or a specific post. An ad campaign can help a group increase the size of its follower base, engage with followers, reach out to the friends of followers, or promote a specific advocacy campaign.[2] In purchasing an ad campaign, a group can set a budget cap for each day and can set a campaign schedule to determine the number of days the ad will run. For more information and a tutorial, visit: https://www.facebook.com/advertising/.

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[1] Socialbrite, "How to Use Facebook to Pump Up Your Nonprofit's Events," accessed Jan. 23, 2014, http://www.socialbrite.org/2012/07/23/how-to-use-facebook-to-pump-up-your-nonprofits-events/.

[2] Socialbrite, "How to Promote Your Facebook Page with Facebook Ads," accessed Jan. 23, 2014, http://www.socialbrite.org/2012/05/16/how-to-promote-your-facebook-page-with-facebook-ads/.

Twitter

Twitter is a free social media networking and micro-blogging platform that allows users to communicate publicly in brief messages of up to 140 characters. These messages are called "tweets." Tweets may include links to websites or photos. Tweets are generally public, but they are usually visible directly only to the users who "follow" the person or group making the tweet, or to users who are searching for words that appear in the tweet.

1. Creating a Twitter account

For instructions on how to create a Twitter account, visit Twitip: http://www.twitip.com/how-to-set-up-a-twitter-account/ or go directly to https://twitter.com/signup. Twitter is similar to Facebook, in that organizations should treat their Twitter page as they would treat the organization's website. The large **cover photo** in the background of the organization's Twitter page is a great platform for branding the organization with a high-quality photo that represents the organization. The square **profile photo** is an organization's Twitter calling card and should be recognizable and remain fairly consistent to aid users' visual association with the organization's tweets.
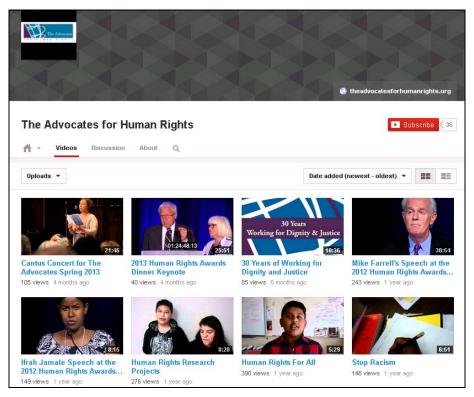

2. Advertising on Twitter

Groups can increase their visibility by promoting individual tweets or promoting their accounts. These "promotions" mean that the group's tweets may appear at the top of search results, in the "Who to follow" box, or in the Twitter news feeds of non-followers. For more information, consult https://business.twitter.com/.
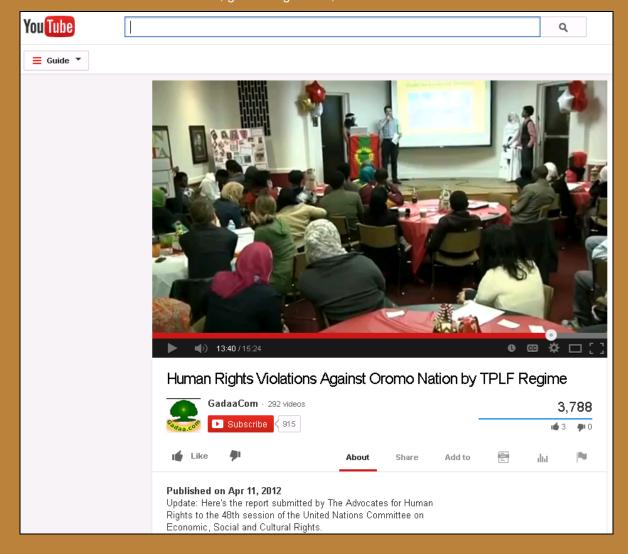

YouTube and Vimeo

YouTube and Vimeo are social media platforms that allows users around the world to discover, watch, and share originally created videos. Groups and individuals can set up and customize their own channels, and they can also

subscribe to channels that others have created. Groups often use YouTube and Vimeo to upload videos so that they can use a URL share the video content via other social media or email.

YouTube Can Multiply a Group's Audience for Advocacy Events

Groups can use YouTube to generate additional publicity for public education and advocacy events they hold in the community. For example, in April 2012, the Oromo Student Union at the University of Minnesota hosted an Oromia Awareness Day. They invited Tony Beasley, a volunteer attorney who wrote a report to the UN Committee on Economic, Social and Cultural Rights about human rights violations against the Oromo people in Ethiopia. Approximately 100 students attended the presentation in person, but the student group also videotaped Mr. Beasley's presentation and made it available to Gadaa.com, an Oromo diaspora news website. Gadaa.com posted the video of Mr. Beasley's presentation on its YouTube channel and on its website, generating over 3,000 additional views of his talk.

1. Creating a YouTube channel

For getting started, YouTube offers a "basics" guide: https://support.google.com/youtube/answer/3309389. To set up and customize a YouTube channel, YouTube provides instructions here: https://support.google.com/youtube/topic/16549?rd=2. After a group has created an account and channel, the

group can upload videos by clicking the Upload link at the top of the page and selecting the video file. Groups may want to consult online resources for optimizing their videos for uploading: https://support.google.com/youtube/answer/1722171?hl=en.

2. Vimeo

Vimeo—a play on the words "video" and "me," and an anagram of the word "movie"—is a YouTube competitor with an emphasis on longer videos including movies and short films. To set up a Vimeo account, visit https://vimeo.com/join.

YouTube or Vimeo?

YouTube is a more popular video-sharing platform with more than 800 million unique visitors per month and 72 hours of content uploaded each minute.[3] Vimeo supporters suggest that the following considerations may make Vimeo a more appropriate platform for some social media users:[4]

- With approximately 70 million unique visitors per month, Vimeo is a more intimate social media community than YouTube, and its users are more likely to be film enthusiasts who will offer thoughtful, constructive comments in response to a video. YouTube users, on the other hand, often use abusive language when they leave comments.
- Because Vimeo has less of a popular following, Vimeo is less likely to have non-substantive videos.
- Vimeo has a cleaner layout with a larger video frame.
- YouTube videos often have banner advertisements or require users to watch a 30-second advertisement before the video begins. Vimeo does not have advertisements.
- Vimeo allows users to upload password-protected videos and to share those videos with friends, without friends needing to create their own Vimeo accounts.

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[3] Eric Larson, "5 Reasons to Choose Vimeo Instead of YouTube," (May 30, 2013), http://mashable.com/2013/05/30/vimeo-over-youtube/.
[4] Ibid.

Photograph and Image Credits

Appendix D

page D-1 The Advocates Post, accessed Jan. 30, 2014, http://theadvocatespost.org/.

page D-2 The Advocates for Human Rights, Facebook,
https://www.facebook.com/TheAdvocatesForHumanRights.

page D-4 The Advocates for Human Rights, Twitter, https://twitter.com/The_Advocates.

page D-5 The Advocates for Human Rights, YouTube, http://www.youtube.com/watch?v=rB7ZOnfKhDU.

page D-6 Gaada.com, "Human Rights Violations Against Oromo Nation by TPLF Regime," YouTube,
http://www.youtube.com/watch?v=XHQbFXvMZS8.