

# SOCIAL MEDIA FOR ADVOCACY

How can social media move my advocacy efforts forward?

How do I get more followers?



**POSITIVE WOMEN'S NETWORK**  
USA

# Presenters:



**Shyronn Jones**

PWN-USA Georgia SCAT Rep  
Founder, iKnowAwareness, LLC  
HIV Educator & Activist



**Barb Cardell**

PWN-USA Colorado Co-Chair  
PWN-USA Board Chair



**Jennie Smith-Camejo**

PWN-USA  
Communications  
Director



# Overview

## I. What is social media?

1. Why use it for advocacy?
2. Which networks should I use?

## II. Facebook best practices and tips

1. Personal, political or both?
2. Facebook groups

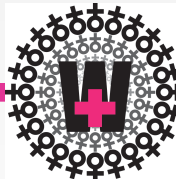


## III. Twitter best practices and tips



## IV. Integrating social media in a campaign

## V. Q & A



# Poll Question #1

**Do you currently use social media (for...)?**

- Personal contact (friends, family, etc.)
- Advocacy work/activism/politics
- Both personal contact and advocacy/activism
- I don't use social media right now



# Social Media 101

- **What is social media?**
- **Why use social media for advocacy work?**



# What are the different networks?



## Facebook: Strengths

- Most ubiquitous. *Everyone is there!* In 2014, 64% of adults had a Facebook account & 30% got their news from Facebook.
- Communicating within a group/chapter
- Sharing photos, videos, articles and thoughts with few limitations
- Creating and sharing events, updating participants and collecting RSVPs\*
- Different privacy settings and options\*

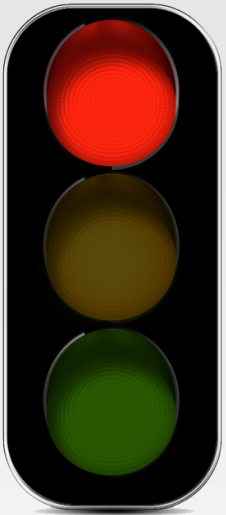


# What are the different networks?



## Facebook: **Limitations**

- Can be **difficult to get your content seen** by your target audience (especially as a page or individual)
- Is **not too effective for “real-time” posting or updating** on breaking news, as posts often aren't seen until later
- **No good way to target messages** to elected leaders, political candidates, celebrities or others who are not your “friends”



# What are the different networks?



## Twitter: Strengths

- **Sharing** articles, photos, videos and thoughts
- **Real-time updates** (e.g., from conferences, rallies or events; breaking news)
- **Targeting** elected leaders, political candidates, celebrities and others you don't know personally
- Easy to find and share information and perspectives from and with a broad public using **#hashtags** (e.g., #HIV)
- Has been a popular space for activist organizing for several years
- "Twitter Chats" allow real-time online conversations





“Twitter specifically has been interesting because we're able to get feedback and responses in real time. If we think about this as community building, and we think of community building as a manifestation of love, and we think about love being about accountability, and accountability about justice, what's interesting is that Twitter has kept us honest. There's a democracy of feedback. I've had really robust conversations with people who aren't physically in the space, but who have such great ideas. And that's proven to be invaluable.”

**- DeRay Mckesson**

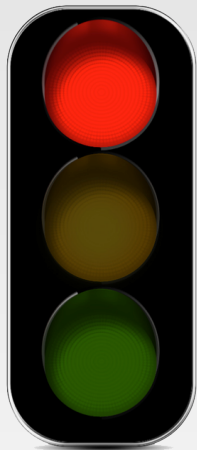


# What are the different networks?



## Twitter: Limitations

- **140-character limit** can be tricky
- **No privacy** – everything you post is public
- Infamous for “trolls”; activists often face harassment and threats
- Constant streams of information, opinions and feedback can be challenging to keep up with
- Not as many people on Twitter compared to Facebook (16% of adults in 2014 compared with 64% on Facebook)



# What are the different networks?



## Instagram: Strengths

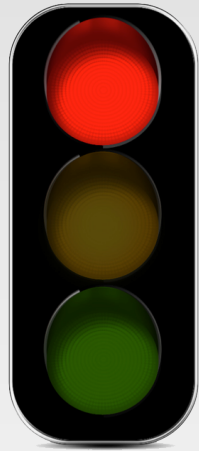
- 
- A vertical traffic light icon with three circular lights: red at the top, yellow in the middle, and green at the bottom, which is illuminated.
- **Sharing** photos, videos and graphics (anything visual)
  - Searchable by **#hashtag**
  - Very popular with **younger folks** and with some people who refuse to use Facebook
  - Good for **meme campaigns**
  - Different **privacy settings\***
  - Easy to share images you post on Instagram instantly to Facebook, Twitter, etc.



# What are the different networks?



## Instagram: **Limitations**



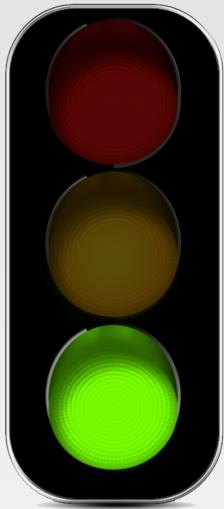
- Not useful for sharing articles, links or other non-visual information
- More limited reach than Facebook or Twitter
- While you can like and comment on other people's posts, you cannot share them directly to your account



# What are the different networks?

The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.

## YouTube: Strengths

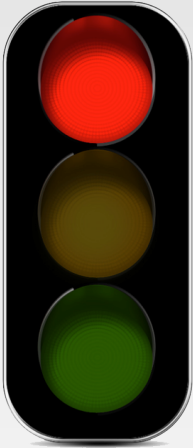
- 
- A vertical traffic light with three circular lenses. The top lens is red, the middle is yellow, and the bottom lens is green and illuminated.
- You can upload and **share videos of any length**
  - Searchable by **tag**
  - Easy to share videos to Facebook, Twitter, by email and by embedding in websites/blogs
  - Different **privacy settings\***
  - **Set up a “channel”** where people interested in your videos can subscribe and/or find them easily
  - **Subscribe to “channels”** sharing content you like



# What are the different networks?

The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.

## YouTube: **Limitations**

- 
- A vertical traffic light with three circular lenses: red at the top, yellow in the middle, and green at the bottom.
- **Video only**
  - Pretty limited reach unless you promote it on other social media networks or embed in website



# Facebook: Best Practices & Tips



## Personal or political?

- You don't have to share your personal life with the world in order to advocate--online or off.
- Create an account under a pseudonym if you want to talk about personal experiences over social media without disclosing to family, friends, employer, coworkers, etc.
- **Assume that anything posted online will live forever—and could be seen by anyone. Post accordingly.**



# Facebook: Best Practices & Tips



Organizations, chapters and groups can also create a **page** (as opposed to a group).

- These allow the administrator(s) **more control** over what is posted
- You can **create events** through the page instead of as an individual
- You can **pay to “boost”** posts (meaning Facebook will make sure more people see it)
- Without paying, it can be hard to get your content seen. (Members of a group are notified of new posts; people who “like” a page do not necessarily see new content as it is posted. Depends on prior engagement with page’s posts, popularity of posts, etc.)





# Facebook: Best Practices & Tips



**Facebook Groups** can be an effective way to communicate with your regional PWN chapter OR with any group of people with similar interests and/or working on the same issue(s).



# Facebook: Best Practices & Tips



How do you decide which type of **Facebook Group** to create?

- For a **PWN chapter** or other relatively small group, talk to the members of the group first. Ask them some questions about their preferences:



# Facebook: Best Practices & Tips



- Do you care if other people on Facebook see if you're a member of this group?
- Do you mind if people outside the group can see what you post in this group?
- Do we want other people in our area to be able to find us on Facebook and connect with us that way?



# Facebook: Best Practices & Tips



Based on people's preferences, you can create a:

- **Public group:** Anyone can find the group, see who is in it and see what they post
- **Closed group:** Anyone can find the group and see who is in it, but can only see posts if they are a member
- **Secret group:** *Invite-only.* No one can find the group, see who is in it or what is posted unless they are a member.



# Facebook: Best Practices & Tips



- **Public groups** allow you to let other interested people in your area know you exist and give them an opportunity to connect with you.
- **Closed groups** allow others to find you and connect with you, but offer a little more privacy for posting.
- **Secret group:** This is the most private way to communicate with other members of the group on Facebook, but will not help you “build your brand” and make your presence known.



# Facebook: Best Practices & Tips



If you want people to be able to find your group and get involved, but some individuals have disclosure concerns, you can always work around it by adjusting the name of the group to include allies.

For example, PWN-USA Colorado has a **public group** called **PWN CO Members and Allies**.



# Facebook: Best Practices & Tips



## CASE STUDY:

### iknowAwareness Facebook Group



# Facebook: Best Practices & Tips

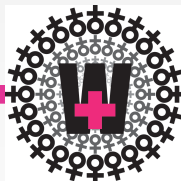


## CASE STUDY:

### iknowAwareness Facebook Group

#### Challenges:

- Getting started
- Getting members to engage with the page/content
- Dealing with “trolls” (people who make inappropriate, offensive and/or antagonistic comments on posts and pages with the intent of creating conflict and/or upsetting people)





# Useful Lists for Finding & Sharing Information

**CDC** (provides vital stats and public can order free publications)

**AETC Webcast Wednesday** ([clare.bolds@vanderbilt.edu](mailto:clare.bolds@vanderbilt.edu))

**KaiserFamilyFoundation.org**

**ADAPAdvocacyAssociation.org**

**GeorgiaEquality.org**

**Georgia Win List-gawinlist.com** (political action committee dedicated to changing the face of power in Georgia by electing pro-choice democratic women to state house and senate)

**SisterLove, Inc.** (often has lunch & learns)



# Poll Question #2

**Do you currently use Twitter...?**

- A lot
- Occasionally
- Rarely
- Not at all



# Twitter: Best Practices & Tips



When people who are used to Facebook start using Twitter, they are often confused and have trouble getting started.

Remember, Twitter can be very useful for:

- **Joining public conversations on a specific issue/topic** with people outside of your immediate known network (by using #hashtags)
- **Real-time updates** and commentary on events and **breaking news**
- **Targeting** elected leaders, political candidates, celebrities, organizations, etc., you may not have a personal connection to



# Twitter: Best Practices & Tips



## How do I get more followers?

- **Follow**, follow, follow others!
- **Contribute** meaningfully to public conversations using **popular** (“trending”) **#hashtags**
- Tweet **often** and **thoughtfully**
- **Reply to others’ tweets** (@reply), retweet and/or mention others in your tweets
- **“Live-tweet”** at events using the event’s hashtag



# A Quick Anatomy Lesson



- **@uspwn:**  
“Handle”
- **@MHPShow:**  
“@-mention”
- **#sexualviolence, #SAAM, #nerdland:**  
“Hashtags”
- **Link** (bit.ly, tinyurl.com)
- **Message!** (140 characters or fewer, TOTAL!)







# In Your Twitter Toolbox...



- **Twitter Chats:** You may partner with another organization or individual (or several others) at a specific day/time to discuss an issue or topic using specific hashtags. Then promote on...Twitter (and Facebook)!
- **Cross-promotion:** Arrange with another group, organization or individual with a lot of reach to promote each other!
- Management tools like **Hootsuite** and **TweetDeck** let you control and watch content



# 10 Suggestions to Follow

- @uspwn
- @TheBodyDotCom
- @AIDSmeds
- @TheSeroProject
- @blkwomenshealth
- @SaveRyanWhiteD
- @rhrealitycheck
- @Colorlines
- @VAWnet
- @NSVRC
- Your favorite journalists
- Your favorite publications
- Your favorite celebrities (especially the activists!)





## CASE STUDY

# How PWN CO used Social Media to Change the World



# Social Media and Other Engagement Tools

- Twitter
- Facebook
- Texts
- Google groups
- Google Docs

How we used these advocacy tools.....



# Get People Involved



**Barb Cardell**

November 25, 2015

Hello Community Members-

Just wanted to share The CO MOD SQUAD flyer again. Please note that we meet the last Thursday of each month, the address is on the flyer.

all the best

**Barb Cardell and Mike Taylor...** [See More](#)



Do you find laws that target people living with HIV unjust?

Do you believe in Social Justice?

Do you believe in Human Rights for all, regardless of HIV status?

## You can join **The MOD SQUAD**

### **Colorado's HIV Decriminalization & Modernization Task Force.**

We are a dedicated group of community leaders, advocates and people living with HIV meeting since 2013 to discuss Colorado state law, support our national partners and stand as allies with Global efforts to modernize or repeal laws that target, stigmatize and discriminate against people based on HIV status.

Meeting the last Tuesday of every month from 6-8 PM

At Children's Hospital -- 13123 East 16<sup>th</sup> Avenue, Aurora CO 80045, on the 15 and 20 bus lines  
In the Sunlight Peak Room on first floor, just past the cafeteria on the left

For more info contact [Barb@barbcardell.com](mailto:Barb@barbcardell.com) or check out our Facebook page - The Co Mod Squad  
Call in options also available



----- Forwarded message -----

From: **Kari Hartel** <[khartel2011@gmail.com](mailto:khartel2011@gmail.com)>

Date: Mon, May 9, 2016 at 6:45 PM

Subject: [the-co-mod-squad] Bill is up next if folks want to live stream

To: the-co-mod-squad <[the-co-mod-squad@googlegroups.com](mailto:the-co-mod-squad@googlegroups.com)>

Hello Everyone-

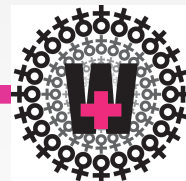
We should be up next if folks want to live stream and watch!

<http://www.coloradochannel.net/live-broadcast>

Thanks-

Kari

-----  
This is a confidential email list serve for The CO Mod Squad, please do not share or forward any information you receive  
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# Get People Educated

## Five Things Media Makers Can Do NOW to Stand Up to HIV Stigma

1. **Watch Your Language!**
2. **Put the “Living” in “People Living with HIV”**
3. **Talk to Women Living with HIV**
4. **There Are Facts and Fictions About HIV. Choose Facts.**
5. **Write About HIV Disclosure as the Complicated Issue it Is**



Mark Hamlet and Skdjam Man

Seen by 42

Like Comment Share



Mark Hamlet

I am so glad you posted this, it is not only helpful to those just getting educated about People living with HIV, it is a valuable reminder to those of us living with HIV on how we should not only address others but ourselves. It keeps us from discounting the wonderful human beings we are who are Living with HIV.

January 15 · Unlike · 1 · Reply

The CO Mod Squad  
Public Group · 56 Members

Discussion Members Photos

Joined Share Notifications

2 member requests

Write Post Add Photos/Video

Write something...

Post

We are a group of community leaders, activists and advocates working to change laws both in Colorado and nationally th... Continue Reading

56 members

Add People To Group

Notification Settings




# Keep People Up to Date


Barb Cardell retweeted

 **Ken Pinkela** @kenpinkela 30 Dec 2015  
Uphold the #ArmyValues @SECARMY : Review/Dismiss an innocent soldier's wrongful conviction - [change.org/p/secretary-of-...](http://change.org/p/secretary-of-...) @TheSeroProject

← ↻ 3 ❤️ 2


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 **Barb Cardell** @BarbCardell 30 Dec 2015  
#persistentadvocates take on Colorado modernization. @pwnspeaks



← ↻ ❤️

---

 **Barb Cardell** @BarbCardell 30 Dec 2015  
always an great start to a community stakeholder meeting re: Modernization of HIV laws when we read the #DenverPrinciples @CDPHE\_STIHIV


← ↻ ❤️

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Barb Cardell retweeted

 **Kari Hartel** @KariHart81 30 Dec 2015  
First of two final meetings for broader community input on modernizing Colorado's STI/HIV laws #HIVIsNotACrime

← ↻ 1 ❤️ 1


 **Kari Hartel At Pwn-co** January 10

Holding up our final draft...whew!!!!



👍 You, Wanda Brendle-Moss and 8 others Seen by 44

👍 Like 💬 Comment ➦ Share

 **Deric Stowell**  
Good job yall  
January 10 · Unlike · 👍 2 · Reply

And keep yourself up to date as well...



# Show You Are Watching



**Barb Cardell** @BarbCardell 29 Apr  
Wow SB 150 Marriage Rights passed unanimously choosing policy over politics- but what touching statements supporting rights for ALL Colorado



**Barb Cardell** @BarbCardell 29 Apr  
If today is Friday then this must be our STI Modernization bill. @KariHart81 #pwnspeaks fingers crossed



**Barb Cardell** @BarbCardell 28 Apr  
Holy crap! Rep Leonard introduced amend to a bill about reasonable accom for pregnancy requiring men to hold doors for women! #1950?



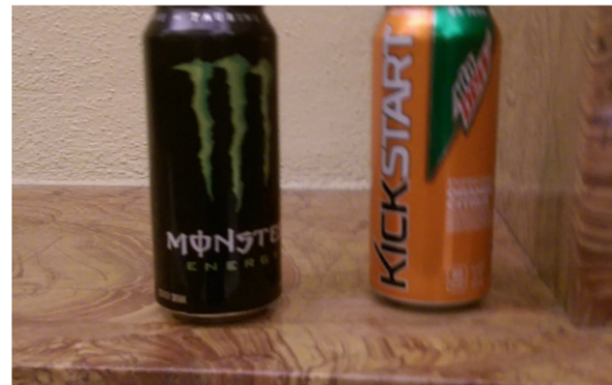
**Barb Cardell** @BarbCardell 28 Apr  
12 hours in and the Representatives have lost their mind even calling for a zombie apocalypse #pwnspeaks



**Barb Cardell** @BarbCardell 9 May  
Heros corner... for rights and access #pwnspeaks



**Barb Cardell** @BarbCardell 9 May  
Outside the House lobby...sigh going to be a long night as we wait for STI modernization 2ND reading #PWNspeaks



# Share Documents

more up to date statistics for new STIs in Colorado



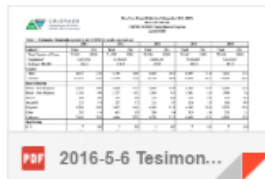
**Barb Cardell** <barb@barbcardell.com>

to the-co-mod-squ. ▾

Ever feel like you just want to handout statistics , drop the mike and walk away?

Here is the fresh off the presses (today) 5 year trends for STIs in Colorado...

And we want to limit access for minors?

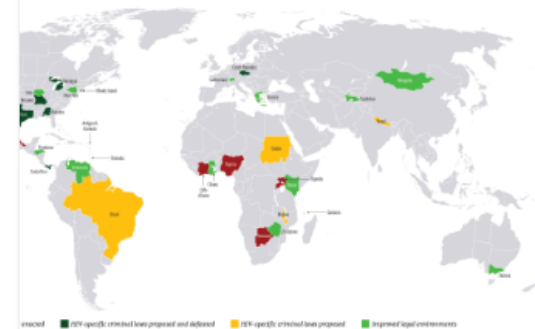


**Edwin J Bernard** shared **HIV Justice Network's** post.

May 10

A new report released today shows that HIV criminalisation is a growing, global phenomenon. However, advocates around the world are working hard to ensure that the criminal law's approach to people living with HIV fits with up-to-date science, as well as key legal and human rights principles.

LAWS ENACTED, PROPOSED, DEFEATED AND IMPROVED LEGAL ENVIRONMENTS (2003-2016)



New report shows HIV criminalisation is a growing, global concern but advocates are fight...

SATIATION LAWS EXIST (AS OF APRIL 2016)



New report shows growing, global co



# Call for Community Action

Fwd: Opposition to HB 1393 Search Warrants for Communicable Disease



**Barb Cardell** <barb@barbcardell.com>

to the-co-mod-squ., naina, Scott, Uilly, Tom, JENNI, JUDY, Carolyn, Carol

Apr 21

Hello fellow advocates-

CORA has voted and now is an active opposition to HB 1393, it is unscientific and promotes stigma against people living with HIV.

Fired up about HB 1393 and want to help out? Well you can, please send the email listed below ( and attached for convenience) to the Representatives who sit on the House Judiciary Committee, the bill's sponsors and House leadership.

Speaker of the House Rep Hullinghorst [dickeylee@comcast.net](mailto:dickeylee@comcast.net)

Bill Sponsors

Rep Foote [mike.foote.house@state.co.us](mailto:mike.foote.house@state.co.us)

Rep Esgar [daneva.esgar.house@state.co.us](mailto:daneva.esgar.house@state.co.us)

House Judiciary Committee Members

Chair Rep. Kagan [daniel.kagan.house@state.co.us](mailto:daniel.kagan.house@state.co.us)

Vice- Chair Rep. Lee [pete.lee.house@state.co.us](mailto:pete.lee.house@state.co.us)

Rep. Carver [terri.carver.house@state.co.us](mailto:terri.carver.house@state.co.us)

Rep. Court [lois.court.house@state.co.us](mailto:lois.court.house@state.co.us)

Rep. Dore [timothy.dore.house@state.co.us](mailto:timothy.dore.house@state.co.us)

Rep. Foote [mike.foote.house@state.co.us](mailto:mike.foote.house@state.co.us)

Rep. Lawrence [polly.lawrence.house@state.co.us](mailto:polly.lawrence.house@state.co.us)

Rep. Lundeen [paul.lundeen.house@state.co.us](mailto:paul.lundeen.house@state.co.us)

Rep. Melton [jovan.melton.house@state.co.us](mailto:jovan.melton.house@state.co.us)

Rep. Salazar [joseph.salazar.house@state.co.us](mailto:joseph.salazar.house@state.co.us)

Rep. Willett [youlin.willett.house@state.co.us](mailto:youlin.willett.house@state.co.us)

Please let me know if you have any questions or concerns. The hearing is at 1:30 so if you have a few minutes to do this now it would be super helpful. Please share with your networks as well.

Thanks

Barb

Dear Representative-

I urge you to vote NO on HB 1393 Concerning Procedures for Ordered Testing for Communicable Diseases which you will be hearing in the House Judiciary Committee this afternoon.

This bill is unscientific, perpetuates stigma against people living with HIV and other marginalized populations, has not included sufficient stakeholder involvement and overlooks current public Health Department procedures.

Melanie Mattson, the current Branch chief for the Colorado Department of Public Health and Environment (CDPHE) STI/ HIV and Viral Hepatitis Division will attend the committee meeting. The Department is maintaining a neutral position on this bill but Ms. Mattson will be in attendance to offer technical assistance. I encourage you to ask her to share the current health procedure should a police officer or emergency first responder be exposed to a bodily fluid which might represent a danger of transmission.

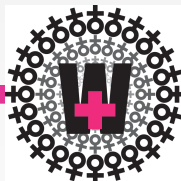
House Bill 1393

- Was written without community engagement or meaningful stakeholder input,
- Is created by police for police and perpetuates stigmatizing, unscientific beliefs around communicable disease ;





# Share Lessons Learned and Excitement with Community



# Thank Your Partners

Barb Cardell retweeted

**Ken Pinkela** @kenpinkela 18 May  
Colorado #MODsquad #HINAC2016



2 5 View translation

**Barb Cardell** @BarbCardell 18 May  
.@PatSteadman @Dlesgar #pwnspeaks

**Ken Pinkela** @kenpinkela  
Colorado #MODsquad #HINAC2016

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**Barb Cardell** @BarbCardell 24 May  
Team Colorado challenges public health and community partner together for the win! @NASTAD @CDPHE\_STIHIV #pwnspeaks

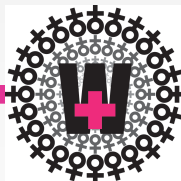


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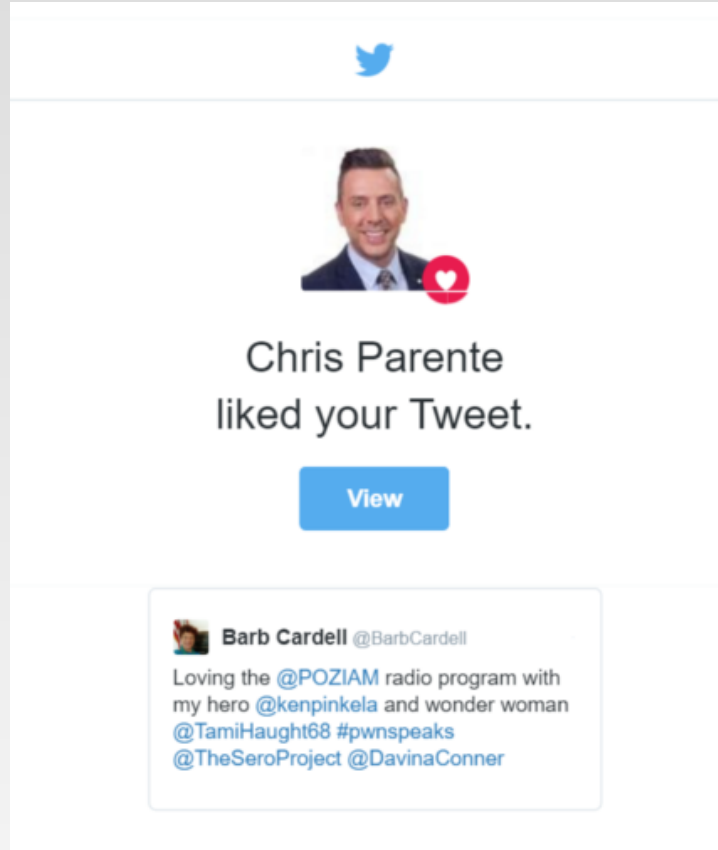
**Barb Cardell** @BarbCardell 24 May  
That was fun! So grateful for our partnership! @CDPHE\_STIHIV @NASTAD #pwnspeaks



1 1



# Connect with Media





# Best of All, Share Your Victories....





# Even Nationally ...


Let them know you are coming and then thank them after your visit

 **Barb Cardell** @BarbCardell 19 Feb  
just finished #AIDSWatch orientation webinar, looking forward to our visit with @RepPerlmutter in DC next week. He speaks for me #pwnspeaks

 **Barb Cardell** @BarbCardell 19 Feb  
just finished #AIDSWatch orientation webinar, looking forward to our visit with @CoryGardner in DC next week. He speaks for me #pwnspeaks

 **Barb Cardell** @BarbCardell 19 Feb  
finished our #AIDSWatch orientation webinar, looking forward to our visit with @RepDianaDeGette in DC next week. She speaks for me #pwnspeaks

 **Barb Cardell** @BarbCardell 19 Feb  
just finished our #AIDSWatch orientation webinar, looking forward to visit with @SenBennetCO in DC next week. He speaks for me #pwnspeaks

 **Barb Cardell** @BarbCardell 19 Feb  
just finished our #AIDSWatch orientation webinar, looking forward to visit with @RepJaredPolis. He speaks for me #pwnspeaks

 **Barb Cardell** @BarbCardell 1 Mar  
#TeamColorado is in DC talking with Sen. Gardner's staffer about HIV Policy Priorities #hardask #aidswatch #pwnspeaks



 **Barb Cardell** @BarbCardell 1 Mar  
#TeamColorado does us proud with @SenBennetCO staff HIV policy priorities RW pt D #aidswatch #pwnspeaks @KariHart81



# Lessons Learned

- Disclosure isn't mandatory for advocacy, you can tweet or post as a concerned community member
- Talk with group about "rule" don't tag anyone without their understanding
- Pictures pull people in
- Create a cell phone list to use ONLY for advocacy, don't share numbers that don't agree
- Create a common # or @ and use it consistently
- Before things heat up have a twitter and Facebook practice session



# Lessons Learned

- **Facebook**

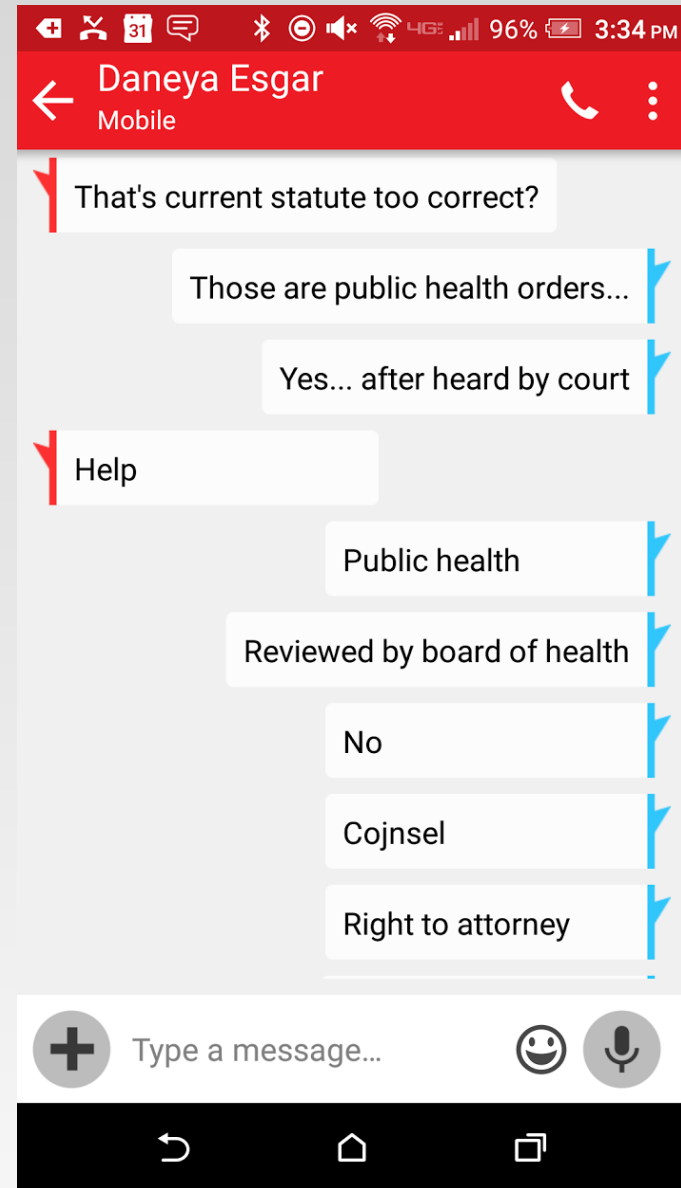
- Can be shared widely, you might have to deal with some trolls
- Can be cross posted and used to share flyers
- You don't have a lot of control over who sees information
- Can be widely shared by “liking” and “sharing”

- **Twitter**

- Space is limited
- Can link and share documents widely
- Can target tweets by sending to someone's account (e.g., @barbcardell)
- Track action using #hashtag



And always keep your phone charged....





# Questions?

## CONTACT US:

Jennie: [jsmithcamejo@pwn-usa.org](mailto:jsmithcamejo@pwn-usa.org)

Shyronn: [ikawareness@gmail.com](mailto:ikawareness@gmail.com)

Barb: [barb@barbcardell.com](mailto:barb@barbcardell.com)

“Like” us on Facebook: [www.facebook.com/pwnusa](http://www.facebook.com/pwnusa);  
[www.facebook.com/PWNGA](http://www.facebook.com/PWNGA)

Join our Facebook groups: **PWN Members & Allies; PWN CO Members & Allies; iknowAwareness**

Follow us on Twitter: **@uspwn; @BarbCardell; @Shyronn\_Jones**

