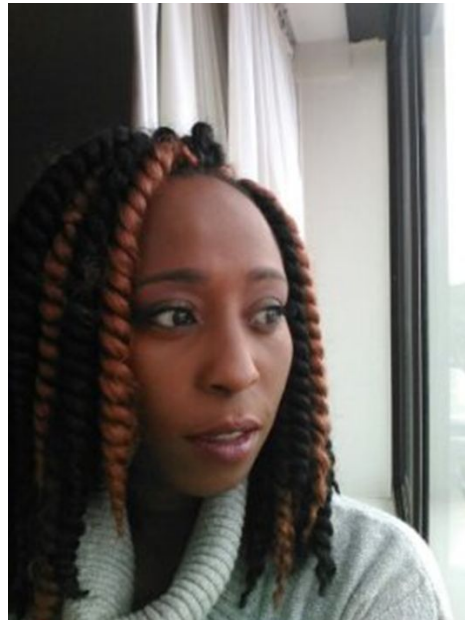


Using Social Media for Effective Advocacy



Tiommi Lockett

BLOC Project Coordinator

Positive Women's Network - USA/ US
PLHIV Caucus



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Goals & Objectives

1. Understand how social media can support your advocacy
2. Learn to manage your online presence.
3. Gain skills to resolve conflicts online
4. Assess your virtual communication style.



Positive Women's Network-USA

Positive Women's Network – USA is a national membership body of women living with HIV and our allies that exists to strengthen the strategic power of all women living with HIV in the United States.

Founded in 2008 by 28 diverse women leaders living with HIV, PWN-USA develops a leadership pipeline and policy agenda that applies a gender lens to the domestic HIV epidemic grounded in social justice and human rights.



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United States People Living with HIV Caucus

The **US PLHIV Caucus** (also known as “the HIV Caucus” or “Caucus”) is comprised of organizations, coalitions, networks or client groups of people living with HIV, (“institutions”) and independent advocates living with HIV.

The HIV Caucus collectively speaks with a unified voice for people living with HIV in the U.S.

At present the HIV Caucus is an unincorporated association of interested parties and does not have a corporate non-profit status.



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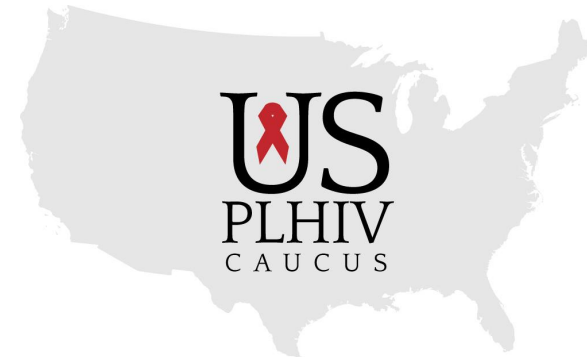
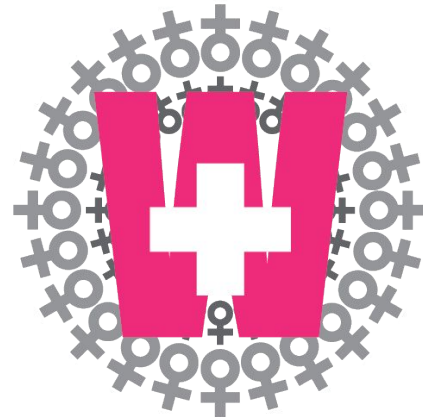
Thank You Partners

NMAC

Thrive SS

U.S. People Living with HIV
Caucus

Transgender Law Center



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How can social media move my advocacy efforts forward?



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Why do we need social media for advocacy?

- Use social media to build trust and relationships.
 - Makes people feel they're not alone in the world, they're part of something bigger
 - Validates the social self
 - Minimizes geographic barriers
- Creating and sharing events, updating participants and collecting RSVPs*



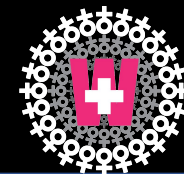
Why Use Social Media

- To build trust and relationships.
- Presents supporting or alternative perspectives.
- Share your views or information quickly.
- Amplify the response to information.
- Mobilize people to take action or attend an event.



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Makes people feel they're not alone in the world, they're part of something bigger

- Social media gives introverts the opportunity to contribute
- Social media provides a safety net for those who can't be on the front lines in movements.
- Social media is used to amplify messages of protest
- Gives people the opportunity to respond to injustice.
 - To witness and record social injustices
- Social media is always available.



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Validates the social self

Effective posts will:

- **Reflect your beliefs and values.**
- **Highlight injustices.**
- **Celebrate victories.**
- **Share your public persona.**



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Inviting Folks In

- webinars
- events
- virtual collaboration
- mobilization



What is Your Online Persona?

How do you present yourself on social media?

- Inspirational
- Motivational
- Judgmental
- Confrontational
- Condescending
- Open to questions & discussions



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Online Persona

Chrissy Teigen

- social media queen
- Married to Jon Legend
- Model/Author/TV host
- Unapologetically Opinionated

christine teigen @chrissyteigen Following

Yes I prefer microwaving the frozen ones from the grocery store. They get all steamy and soft in the poisonous plastic wrapping 🥰

Michael Puente @MikePuenteNews
Replying to @chrissyteigen
How about White Castle? Have you had that?

9:44 PM - 14 Jun 2019

377 Retweets 14,324 Likes

190 377 14K

Tweet your reply

Nathaniel Cunningham @NathanielC2002 · Jun 14
Replying to @chrissyteigen

christine teigen @chrissyteigen Following

honestly I do not understand the layout at all. the acronyms, the joining of groups, the threads, the windows. it is impossible for me to navigate. it makes me feel very stupid but then I just read someone's post and I don't feel as stupid

Sister @heyheyheysis
Replying to @chrissyteigen
Reddit confuses me

2:33 PM - 26 May 2019

493 Retweets 11,591 Likes

203 493 12K

l.jpg Make your voice h...p... O2E_Pride_Protect...jpg El Pa

christine teigen @chrissyteigen Following

I literally woke up at 4:30pm today what is going on what is happening??? is it on switch now????

Kevin John Siazon @kevinjohnshazzy
Hello. I NEED @chrissyteigen's thoughts on #AnimalCrossingNewHorizons and frankly, I'm appalled she hasn't shared them yet. The public deserves to know!

5:20 PM - 11 Jun 2019

94 Retweets 3,660 Likes

59 94 3.7K

Tweet your reply



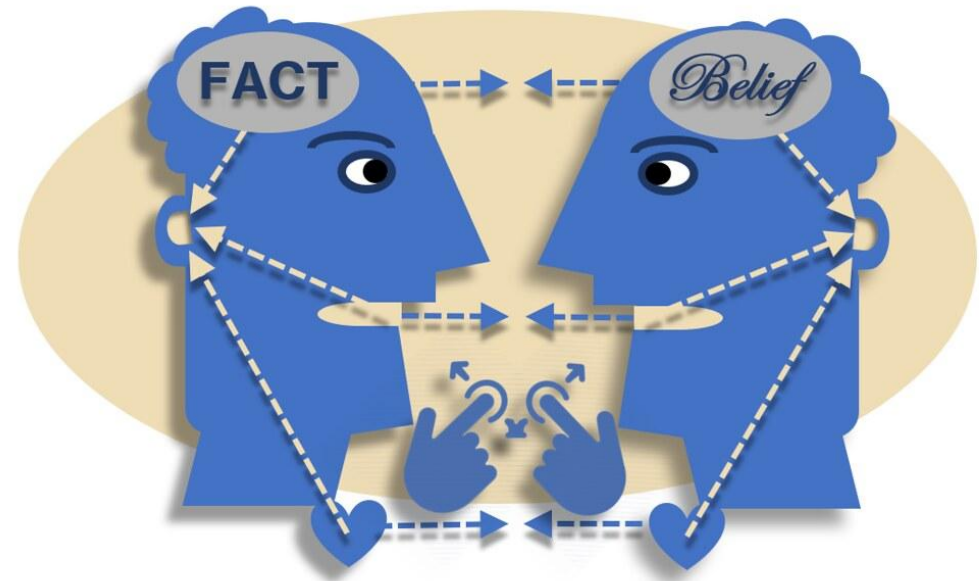
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How do you agree/disagree with people online?

- Do you share, react and/or comment?
- Do your comments uphold your beliefs only? Condemn those who don't agree with your view?
- Do you choose not to engage in opposing views?
- Do you engage in verbal fights/harassment?
- Do others expect reactions from you and share or tag you in posts contrary to your beliefs/values?



What is the Worst Meltdown You've Seen on Social Media?

The image shows a screenshot of a Twitter thread. At the top is a tweet from user 'ye' (@kanyewest) with the text: "Blacks are 90% Democrats That sounds like control to me 🤔". This tweet has 14,305 retweets and 83,132 likes. Below it are several replies:

- baesap rocky (@dusttinca) replying to @kanyewest: "This might have been the smartest thing you've said 🤔"
- Ramiyah Hurn (@Rgirl331) replying to @kanyewest: "Replying to @kanyewest"

On the right side of the screenshot, a vertical list of tweets from 'ye' (@kanyewest) is visible, including:

- "Trav is my family and let this met throw sneak disses at me for clout"
- "I heard Drake had more bars dissing me that were removed"
- "I used to bring Travis with me everywhere with me Im an inspiration to both him and Drake"
- "Only positive energy"
- "I will never put negative energy into a song"
- "I will never make a diss record"





Using Social Media for Advocacy



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How is Social Media Used Effectively for Advocacy?

Have a strategy

- Identify your audience
- Set your objectives
- Define your message
- Choose most appropriate platform
- Create or compile resources to share



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Effective Social Media Advocacy

General Principles for Using Social Media

- Be genuine
- Stay focused
- Be reliable
- Get social



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Using social media with friends

- Relaxing
- Entertaining
- Jovial
- Affirming
- Celebratory

How is it different when using it for work?



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Managing your online persona during difficult times.

How do you manage your online persona during times of stress?

Ask Yourself:

- Why am I angry?
- Is someone trying to troll me?
- What are the consequences in really flaming someone?
- Will it be productive?



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Don't fall for the trap

- Recognize trolls are not worth your time.
- It is OK to say NO! Don't engage.

**Do Not
Feed The
Trolls.**

**Do Not Reply
To This Thread.
Let It Fall To The
Bottom Or Be Locked**



TROLL MAKE INTERNET MAD.
TROLL LIKE ANGER.
TROLL WANT PEOPLE AS
MISERABLE AS TROLL.



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Conflict Resolution



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Quick question



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Best Practices

1. Don't turn differences of opinion into online fights.
2. Don't assume you know what someone is saying or what their reasonings are.
3. Ask clarifying questions.
4. Practice Calling In vs Calling Out
5. Respect Your Personal Boundaries.
6. (Re)Claim Your Time
7. If it becomes too personal or is threatening, report them to the platform administrators.



Calling In vs Calling Out

Calling Out

- Lets the person know they are being oppressive
- Lets others know the person is being oppressive.
- Aimed at getting the person to stop the behavior.
- Can be counterproductive.

Calling In

- Is intentional and strategic
- Shows patience and compassion
- Provides an opportunity for ally-ship
- Addresses impact vs. intention



Call In Model

- Clearly identify there is a problem
- Ask clarifying questions
- Share the impact on you
- Acknowledge the intent might be different
- Discuss how to fix the problem/Determine preferred solution
- Model the solution



What is Your Communication Style?



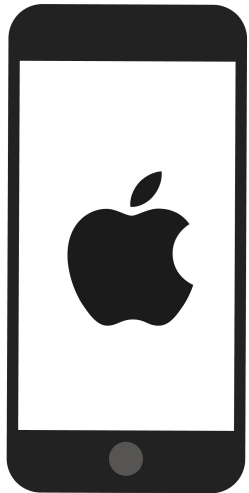
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How Do You Communicate Online?

Be mindful that you have a communication style, real or perceived.



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Conversation Style and Tone

- Does it work positively or negatively for you?
- Is it more like a dictator or conversational?
- Could the impact of your words lead up to missed opportunities?



Social Media and Advocacy



image "The Good, the Bad and the Crazy!" by
Chonil Weerawansa



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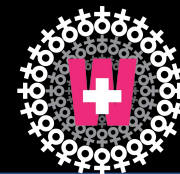
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Thank You



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Contact Info:

- Tiommi Lockett
 - tiommi@pwn-usa.org
 - 510-703-6100

- NMAC
 - www.nmac.org
- PWN-USA
 - www.pwn-usa.org
- US PLHIV Caucus
 - www.HIVcaucus.org

