Using Social Media for Effective Advocacy

Tiommi Luckett
BLOC Project Coordinator
Positive Women’s Network - USA/ US
PLHIV Caucus
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 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.
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.
Thank You
Partners

NMAC
Thrive SS
U.S. People Living with HIV Caucus
Transgender Law Center
How can social media move my advocacy efforts forward?
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*

@uspwn
pwn-usa.org
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.
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.
Validates the social self

Effective posts will:

• Reflect your beliefs and values.
• Highlight injustices.
• Celebrate victories.
• Share your public persona.
Inviting Folks In

- webinars
- events
- virtual collaboration
- mobilization
Who does Facebook say you are?
What is Your Online Persona?

How do you present yourself on social media?

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

Chrissy Teigen

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

One of my favorite of many things about what the Trump hat represents to me is that people can’t tell me what to do because I’m black.

17,811 Retweets  117,134 Likes

- ye @kanyewest
  Blacks are 90% Democrats control to me 😞
  12:33 PM - 1 Jan 2019
  14,305 Retweets  83,132 Likes

- ye @kanyewest
  That sounds like
  I heard Drake had more bars dissing me that were removed
  13 Dec 2018
  387 Retweets  3.3K Likes

- ye @kanyewest
  I used to bring Travis with me everywhere with me. Im an inspiration to both him and Drake
  13 Dec 2018
  773 Retweets  6.1K Likes

- ye @kanyewest
  Only positive energy
  13 Dec 2018
  1.4K Retweets  25K Likes

- ye @kanyewest
  I will never put negative energy into a song
  13 Dec 2018
  1.6K Retweets  5.1K Likes

- ye @kanyewest
  I will never make a diss record
  13 Dec 2018
  1.8K Retweets  5.3K Likes
Using Social Media for Advocacy
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
Effective Social Media Advocacy

General Principles for Using Social Media

• Be genuine
• Stay focused
• Be reliable
• Get social
Using social media with friends

• Relaxing
• Entertaining
• Jovial
• Affirming
• Celebratory

How is it different when using it for work?
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?
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.
Conflict Resolution
Quick question
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?
How Do You Communicate Online?

Be mindful that you have a communication style, real or perceived.
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
Thank You
Contact Info:

● Tiommi Luckett
  ○ tiommi@pwn-usa.org
  ○ 510-703-6100

● NMAC
  ○ www.nmac.org

● PWN-USA
  ○ www.pwn-usa.org

● US PLHIV Caucus
  ○ www.HIVcaucus.org