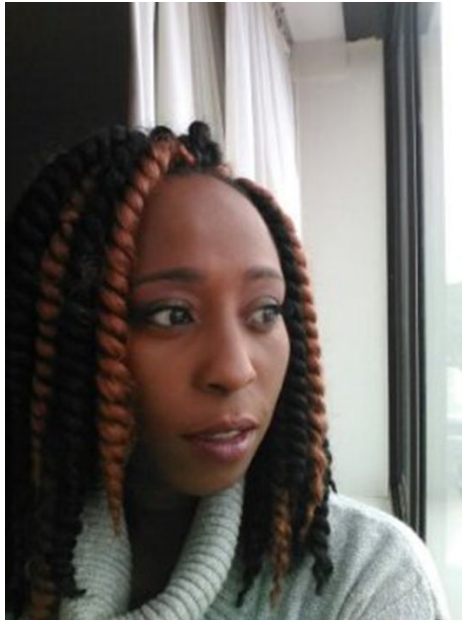


# Using Social Media for Effective Advocacy



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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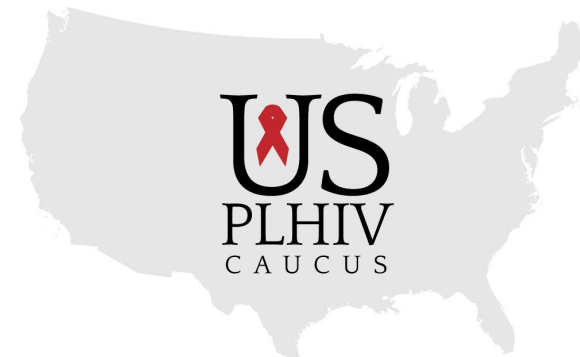
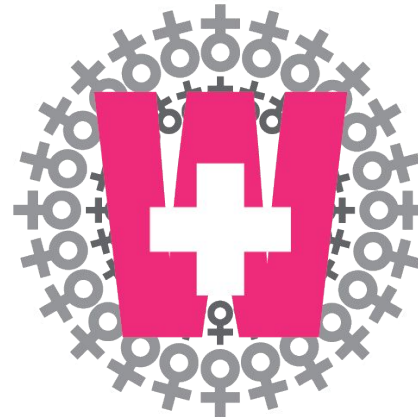
# Thank You Partners

NMAC

Thrive SS

U.S. People Living with HIV  
Caucus

Transgender Law Center



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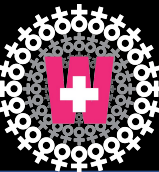


How can social media move my advocacy efforts forward?



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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



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# Who does Facebook say you are?



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# **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



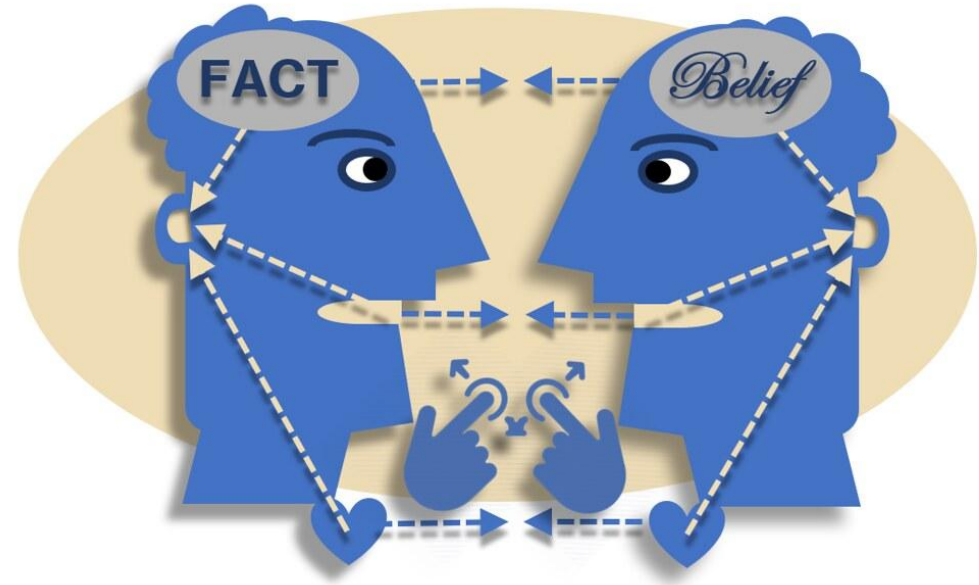
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## How do you agree/disagree with people online?

- 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?



**ye** [@kanyewest](#) Following

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

1:23 PM - 1 Jan 2019

17,811 Retweets 117,134 Likes

13K 18K 117K

 Tweet your reply

**Corey Williams** [@Cdubb\\_town](#) · Jan 1  
Replying to [@kanyewest](#)





**ye** [@kanyewest](#) Following

Blacks are 90% Democrats That sounds like control to me 🤔

12:33 PM - 1 Jan 2019

14,305 Retweets 83,132 Likes

6.6K 14K 83K

 Tweet your reply

**baesap rocky** [@dusttincan](#) · Jan 2  
Replying to [@kanyewest](#)  
This might have been the smartest thing you've said 🤔

   35

**Ramiyah Hurn** [@Rgirl331](#) · Jan 2  
Replying to [@kanyewest](#)



Trav is my family and let this met throw sneak disses at me for clout

473 4.1K 32K



**ye** [@kanyewest](#) · 13 Dec 2018  
I heard Drake had more bars dissing me that were removed

387 3.5K 26K



**ye** [@kanyewest](#) · 13 Dec 2018  
I used to bring Travis with me everywhere with me Im an inspiration to both him and Drake

773 6.1K 40K



**ye** [@kanyewest](#) · 13 Dec 2018  
Only positive energy

1.4K 25K 70K



**ye** [@kanyewest](#) · 13 Dec 2018  
I will never put negative energy into a song

1.6K 5.1K 44K



**ye** [@kanyewest](#) · 13 Dec 2018  
I will never make a diss record

1.8K 5.3K 50K



**ye** [@kanyewest](#) · 13 Dec 2018



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# 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



# **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?



# 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



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# **What is Your Communication Style?**



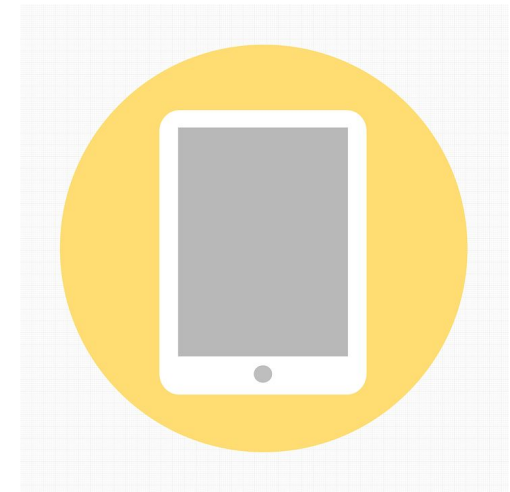
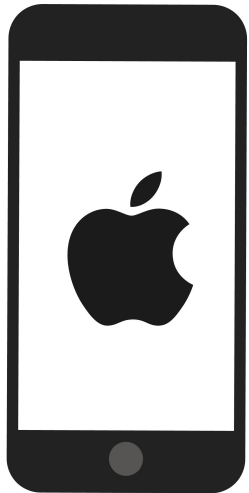
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# How Do You Communicate Online?

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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**Thank You**



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- US PLHIV Caucus
  - [www.HIVcaucus.org](http://www.HIVcaucus.org)



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