

Guideline on Using Social Media Platforms to Advocate for Gender Equal Nationality Rights



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FACEBOOK

Facebook is the most popular and widely used social network. It is easy to use Facebook on your phone or your computer. Facebook has faced privacy concerns but despite them it is a great platform to reach out to supporters outside our immediate circle.

There are 3 different ways to post content on Facebook:

Facebook stories

Facebook stories provide the option of posting content for a temporary period. The story is featured on the platform for 24 hours and then it is automatically removed. The use of stories has become more popular in Facebook even more than Facebook posts. The story can only feature an image. However, a screenshot of the Facebook post can be put in the story as an image too. Stories generate immediate attention and does not require the reader to spend much time or energy interacting with it.

Individual Facebook post

Individual posts include both texts, pictures, and links to articles along with texts. Posts can either be public or private. Private posts can only be shared by Facebook friends whereas public posts can be shared by anyone. While sharing a post about the campaign, there is an option to only share the post or to write something. Sharing a post by writing something to it gets more attention.



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Post from a Facebook page or Facebook group

Facebook also allows forming groups and pages. Groups can include members or supporters from a close circle who support the campaign. They can get regular updates about the campaign through groups. Pages also perform a similar role but they have a wider reach and is more public in nature.

Some tips to use Facebook:

- Always include pictures, links or videos in the individual post to attract more attention
- Upload the stories in the morning (around 9:00 am)
- Upload the individual posts in the evening
- Frequent engagement ensures more visibility of your posts
- Get influencers to share your posts to generate more attention
- Ask friends and family to comment on the posts in an interval of 3– 4 hours

Preferred level of engagement : 1 post a day; 1 story a day.



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TWITTER

Twitter is one of the most popular platforms for social change and campaigning. It has a higher level of engagement compared to Facebook. It provides access to a wider group of people (anyone who has a twitter account). Every tweet has a 280-character limit. Since it is open for public, there can be heavy trolling by anonymous accounts.

There are three different ways of endorsing a tweet to increase engagement:

- *Retweet*
- *Sub-tweet (Quote tweet)*
- *Like tweet*
- *Comment*

Some tips to use Twitter:

- **Include images and links to articles**
- **Tag as much people as possible (especially people with a large number of followers)**
- **Use a relevant and popular hashtag**
- **Ask friends and family to like, comment and retweet**

Preferred level of engagement: 3 tweets a day.



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INSTAGRAM

Instagram is an image centric social media platform that allows users to post pictures. Instagram is not the most popular social media platform for activism or campaigning but still can be used to generate support for the campaign among close group of friends and supporters.

Instagram allows two different ways to post content:

Instagram story

Similar to facebook story option, the image is posted for a shorter period of time. With time story option has become more popular than image posts. Updates of the campaign can be easily posted on the stories.

Instagram post

Instagram posts allow users to upload pictures with captions under them. This can include pictures of activists with message relating to the campaign in the caption.



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Some tips to use Instagram:

- Take screenshots of relevant tweets and facebook posts, and then put them in your stories
- Focus on stories rather than posts
- Always post links to an article or a facebook page on your posts.

Preferred level of engagement: 1 story a day and 1 post in 3 days.



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TIKTOK

Tiktok is becoming the most popular social media platform. Tiktok allows users to post videos not longer than 15 minutes.

Due to the decreasing attention span of people, Tiktok allows users to post short videos or snippets engaging the audience for a longer time. Tiktok's algorithm ensures that content is spread organically without sponsorships and boosts.

Preferred level of engagement: 1 video a week.



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WHATSAPP

Whatsapp is the most popular online messaging platform. Whatsapp can be helpful for internal communication and to create solidarity and support. Whatsapp can complement the social media actions in the other platforms.

E.g. When anyone tweets something or puts up a facebook post, the link can be shared with the whatsapp group asking the people in the group to retweet/share.

Preferred level of engagement: 3 group messages a day.



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