

## **Media for Movements/Grassroots organizations**

10:00-11:30, 1:30-3:00 Nogales, Texas

### **STOP US ARMS**

#### **Tools and best practices:**

##### **1. Setting up a media platform**

- \* Establish a facebook page. Feed it.
- \* Set up a Twitter account. Can/should be personal
- \* Set up Instagram or whatever else you're used to using
- \* Establish local/national press lists (Check past contacts, borrow lists, update and maintain)
- \* Produce content

##### **MESSAGES**

1. For a specific campaign, design a short slogan or title. STOP US ARMS, No to authorizations for arms sales to Mexico, Stop Plan Merida, No Drug War, etc.
2. Back up your short messages with research that documents the principal points.
3. Infographics: select the content and messages you want to get across—no more than 3-4 main messages, avoid crowding the graphic, use visuals as much as possible, create colorful attractive images. Distribute widely on social media.
4. Media interviews

##### **ON THE WEB:**

1. Once posted, monitor through Google or other search engines where it is reposted and establish contact with the sites.
2. Use email blast systems

##### **SOCIAL MEDIA**

###### Twitter:

1. If you regularly post materials on your word press page that you want to share, you can set it to automatically post a tweet announcing the new material
2. Respond to comments within 24 hours to get the conversation going and maintain presence
3. "Like" posts that share your content. Build interactive twitter conversations with allies.
4. Share other related content that promotes your messaging
5. YouTube can also be programed to tweet new material. Back this up with follow-up tweets with key quotes or personally crafted comments to call attention to the material
  - Use or not of automatic posting of articles from the website to Twitter. (posts are often awkward format with the account name(@cipamericas) at the end. Users are generally less likely to interact with or share a post if it's obviously posted by a 'robot' instead of a human). Also the automatic posts don't allow an image to be attached. Users are more likely to interact with a post that has visuals.
  - It's important to develop relationships with similar accounts that will promote your work. For example, you can tag partner organizations like @CIPonline in your tweets and hopefully they will share the tweet with their audience, spreading the reach of your tweets.

- If you have a recognizable name, use it. This helps users find you through Twitter/Google's search function.

### Facebook:

#### \* Allow reposts/tags on your timeline

- Consider posing a question to your audience. The more people that comment/like/react/engage on a status, the more it'll show up in people's newsfeed.
- Think about changing the cover photo periodically perhaps once a month. You can engage followers by posting a photo from a current events article and asking a question. "Do you know how much money the US makes in arms sales a year? Audiences engage more with visuals, especially strong ones of protest or unrest.

The cover photo is another avenue to engage with your audience, use it.

- Promoting posts:
  - Choose current, in-the-news posts with impactful images
  - Monitor the success and note what works
  - One promoted post a week may be a good place to start if you have room for it in the budget, overall not expensive.
  - Promoting posts is a great way to reach people that are interested in your content, gains likes on the page and increase your overall engagement.
- Facebook's algorithm prioritizes friends and family's posts in newsfeeds as over posts from organizations. This article discusses the changes and mentions what content the new algorithm favors including Facebook live video: <https://blog.hootsuite.com/facebook-algorithm-change-2018/>

### Instagram:

Same guidelines. The image/photo is crucial here.

## **VIDEOS**

YouTube: Establish a channel and post new videos regularly. This can also be linked directly to Twitter. Videos travel more than other types of posts.

Embedded: YouTube videos can be easily embedded in wordpress blogs. Others can be more complicated

Facebook live: Well worth it at events a lot of people are watching. Mind the camerawork.

### Youtube

- Keep a constant stream of new content
- Promote subscriptions
- Advertising here is a revenue option

## **BLOGS**

\* Write fast, not sloppy, focused, in the news cycle

\* Make it personal but not too much—we're not trying to create a personal brand; we're building movements

\* Build subscribers

\* Live blog important events/speeches/etc. Announce it beforehand.

## **PRESS ADVISORIES**

- \* Make them extremely timely
- \* Include position, information, contacts, quotes (See example)
- \* Use press list and service if possible

## **RESEARCH FINDINGS**

1. Do a review of similar studies and emphasize what is news-worthy about your findings/analysis
2. Publish articles on well-trafficked sites that promote and monitor the results
3. Send out a media advisory announcing the findings and presenting your organization's representatives as experts/authors
4. If possible, hold a press conference and invite partner organizations to present findings and analysis and discuss the relevance for their constituencies
5. Tie presentation to current events that are in the news cycle

## **INTERVIEWS/EXPERT POSITION**

- \* Send out advisories commenting on major events/policy decisions in your area, presenting your organization/ reps as experts
- \* Seek out your own platforms (radio shows, TV, columns, etc.) and use them
- \* Op-eds: Take a clear position at the outset. Back it up. Keep it short. Do it fast.
- \* Livestream speaking engagements where possible (announce beforehand), film for posting later.
- \* Cover congressional, academic, activist forums
- \* Speaking tours
- \* Interviews: 2-3 points, sound bites, data, firsthand experience, appearance

### General Best practices:

- Post at least once a day on weekdays (facebook, twitter, Instagram)
- Content matrix 1/3 rule:
  - \* 1/3 original content related to your work—this promotes the organization, converts readers, and generates buy-in
  - \* 1/3 should share content--ideas and stories-- from thought leaders in the field, comments on new information and analysis, partner organizations' work.
  - \* 1/3 Based on personal interactions, sharing and commenting and liking among followers
- Use hashtags (note what is trending and try to use those)
- Share like-minded content, this drives users to your page
- Repost in a slightly different form periodically
- Maintain relationships with reporters on your beat, sympathetic alternative media
- Establish agreements to share content with programs with large reach
- **KEEP IT GROUNDED:** Maintain a constant dialogue with constituents and partner organizations to define what messaging is needed, how to adapt it, include human stories, **BUILD THE MOVEMENT!**