Online interaction can be an effective communication strategy in the digital age. It can be a quick and cost effective way to organize, inspire, and collaborate with individuals from across the street or across the globe. In addition to many of the platforms you have heard of, new ones are constantly being developed and refined to meet new needs. In the chart below, Advocacy & Communication Solutions, LLC (ACS) reviews common communication objectives, and how to use social media as a tactic to move one of your strategies or meet a communication goal. Social media is not always right for your effort; it is important that you assess whether social media is where your audience finds information and if social media will help you accomplish your objectives.

Leveraging Social Media to Move Your Message, Engage Your Champions, and Grow Supporters

Did You Know?

• In March 2016, 1.09 billion people logged onto Facebook daily (daily active users), which represents a 16% increase year over year.¹
• Facebook users age 25–34 are the largest age demographic and make up 29.7% of users.²
• If your social media is not accessible via mobile device, you are missing out. Eighty percent of internet users own a Smartphone³ and Smartphones will be ¾ of all mobile data traffic by 2020.⁴
• There are 77.6 million Instagram users in the US and 27.6% of internet users in the U.S. use Instagram.⁵
• Video is an effective way to market yourself or your campaign. Video was third only to in-person events and hosted webinars in terms of rated effectiveness for marketing firms.⁶
• Visuals, such as infographics, grew the most in terms of published content for the second year in a row (2014–2015).⁷

² http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/
⁴ http://expandedramblings.com/index.php/important-instagram-stats/
⁵ 6, 7 https://zephoria.com/b2b-content-marketing-trends-2016/
<table>
<thead>
<tr>
<th>Objective</th>
<th>Social media strategy</th>
<th>Examples of social media to use</th>
<th>Key tips</th>
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| **Grow supporters and move your message.** | • Use social media to have an ongoing presence as a resource for information on your issue.  
• Follow individuals or organizations to stay up to date on new information about your issue.  
• Post messages that are relevant to your followers and move your issue into the forefront of discussions and make priority stakeholders think about your issue. | Twitter, Facebook, LinkedIn, Medium, Vimeo, Meerkat, Vine, Periscope, WordPress | • Stay on message; use your core talking points to support your online activity.  
• Tag appropriate individuals and organizations.  
• Reply to positive comments and questions to gain new connections, supporters, and deepen the conversation about your issue. |
| **Cultivate and engage champions.** | • Share pictures, news, and event updates.  
• Follow individuals or organizations you are seeking to engage as champions. | Facebook, Twitter, Instagram, Flickr | • Strategically tag appropriate individuals and organizations.  
• Share posts from other individuals or organizations to build a coalition around your issue. |
| **Share knowledge that positions your organization as an expert.** | • Publish articles or resources (as full articles or links).  
• Engage in conversations in order to grow your followers on a social media platforms in order to advance your message and reputation as an expert. | LinkedIn, Medium, Facebook, Twitter, WordPress | • Reply to positive comments and questions to gain new connections, supporters and deepen the conversation about your issue. |
| **Engage followers to incite action.** | • Create and post a call to action with a timeline and measurable goals.  
• Post about an existing campaign or initiative within your organization and ask your followers to join. | Twitter, Facebook, Instagram, Flickr, LinkedIn, YouTube, Google+, Vimeo, Vine, Meerkat, Periscope, WordPress | • Stay positive, state the problem and the solution. Don’t attack individuals or organizations that oppose your mission. |
| **Tell a story or share successes through photos, infographics, video, audio or other visual/audio content.** | • Include relevant photos alongside all posts on all platforms, if possible.  
• Provide followers an inside look into your world of work.  
• Document a successful campaign or initiative led by your organization.  
• Recognize and thank a champion or critical team member.  
• Link to videos from your website, and share videos on social media platforms. | Facebook, Twitter, Flickr, Instagram, LinkedIn, Google+, YouTube, Medium.com, Vine, Vimeo, Meerkat, Periscope, WordPress | • Stay on message. Only share visuals that are related to your core objectives.  
• Ensure your content is well edited, has clear visual and audio quality, and is related to your core objectives. |

*Find a glossary of social media platforms at the end of this document.*
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You can get more information about how to use social media platforms here:

- [http://www.socialbrite.org/sharing-center/tutorials/](http://www.socialbrite.org/sharing-center/tutorials/)
- [http://blog.hubspot.com/marketing/social-media-marketing-resources](http://blog.hubspot.com/marketing/social-media-marketing-resources)

Social Media Glossary:

Facebook is an online social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Flickr is a video and photo-hosting site that provides users with one free terabyte of photo storage space.

Google+ is a social media platform that allows Google users to connect by chat, share photos and videos, and post updates and content to share with other users.

Instagram is an online mobile photo sharing, video-sharing, social networking platform that allows users to take, edit, and share videos and photos.

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

Medium is a blog publishing platform with no character limit. Medium’s content is organized by topic and is open to any user who has something to say.

Meerkat is a mobile application that enables users to broadcast live video streaming through mobile devices. Meerkat automatically tweets a link to a video once a user begins a livestream on the application.

Periscope is a mobile application that enables users to broadcast live video through their mobile devices. Periscope is most commonly used alongside Twitter, and users can opt to share their videos via Twitter.

Twitter is an online social networking service that enables users to send and read short 140-character messages called “tweets.”

Vimeo is a high definition video-sharing website in which users can upload, share and view videos.

Vine is a short-form video sharing service where users can share six-second-long looping video clips.

WordPress is a web template system that allows users to easily create and update a blog.

YouTube is a video sharing website that allows users to upload, view, rate, share and comment on videos.

For additional tools and resources find us on the web at [www.advocacyandcommunication.org](http://www.advocacyandcommunication.org).