

# How to Use Social Media for Advocacy



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# Community Agreements

- **Speak** from your own experience.



- **Respect** confidentiality.



- **Spell** it out and avoid acronyms.

**Spell It!**

- **Share** your questions.



# Introductions

Please share in the chat the following:

- Name
- Pronouns
- Organization, and
- Fill out the poll –  
Which social media outlets your organization uses?

## Organizing Academy

- **What is it?**
  - new training program designed to build key skills and knowledge to engage in HSC's advocacy efforts
- **Why now?**
  - shifting political landscape at City and State
  - new pro-active, more intentional approach to advocacy
- **What is the goal?**
  - build capacity of staff to engage in advocacy efforts
  - build collective power and influence of the human service sector
  - maximize impact of HSC's advocacy campaigns

## Workforce Campaign

- **What is it?**
  - HSC's primary campaign to achieve pay equity for human services sector at the City AND State
- **Why now?**
  - Sector is now armed with key data from HSC Taskforce Report published in June 2021
  - Report offers key recommendations for government to enact to invest in the sector and workforce
- **What is the goal?**
  - establish wage floor
  - establish wage schedule
  - establish annual COLA

# Agenda

1. How to connect with lawmakers and reporters through social media
2. How to build and utilize a social media footprint
3. Value-based messaging for the human services sector
4. Key steps of planning a social media action (This will be a one-pager that will be send with power point presentation and video after the training)

# How to connect with lawmakers & reporters through social media

- For lawmakers - Have a list of Twitter handles for lawmakers and tag them.
  - For social media actions whose targets are elected officials like the Governor and/or the Mayor, make sure that numerous people, ideally hundreds or more, participate in this action. It is very helpful if you tag other organizations/allies or coalition partners as well as reporters that support you. This can help get the Governor/Mayor's attention.

# Key State Elected Officials



Kathy Hochul  
Governor

[@LtGovHochulNY](#)



Carl Heastie  
State Assembly Speaker

[@CarlHeastie](#)



Andrea Stewart-Cousins  
State Senate Majority Leader

[@AndreaSCousins](#)

# Key NYC Elected Officials



NYC Mayor De Blasio  
[@NYCMayor](#)



Next NYC Mayor Erick Adams  
[@ericadamsfornyc](#)



NYC Council – Speaker Johnson  
[@NYCSpeakerCoJo](#)



# How to connect with lawmakers & reporters through social media

- For reporters – Make a list of reporters' Twitter handles who have the expertise or passion about your issue so that you can tag them.
- Look for articles based on your issue and check the authors name to find out the name of reporters, which makes it easier to find their names on Twitter.



# How to build and utilize a social media footprint



- Everything you do on social media should be connected to the organization and its mission, objectives, priorities, and goals.
  - Regardless of who is overseeing the social media, your social media needs to be linked to your organization's priorities.
- Make sure the staff in charge of communication or social media is updating and maintaining the organization's social media accounts.

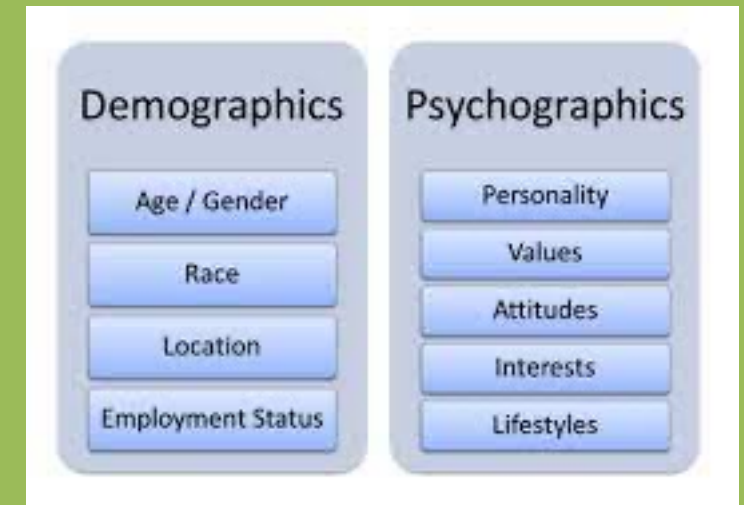
# How to build and utilize a social media footprint



- The Beauty of social media is that it allows for variety - you can consider whose faces, voices, stories you want to share.
- Social media can also be inclusive; there are a lot of tools for it.
  - E.g.: When you share a picture, you can add a description.

# Who Is Your Audience?

- To determine your audience, it is crucial to know the demographics (age, gender and ethnic background, race, etc.) and psychographics (attitudes, aspirations, beliefs, traits like hobbies, interests, likes and dislikes, values, etc). The more specific/targeted you are, the better your social media strategy would be.



# Activity

Think of a campaign your organization wants to win by the next budget season (either State or City budget) and discuss with your group who would be your audience and the common demographics and psychographics.

AUDIENCE



# Choose Your Social Media Outlet

- Have social media accounts on the most active media outlets such as Twitter, Facebook, Instagram, etc. However, for social media actions, it is important to define your channel. To do this, you should consider the following:
  - What channel your audience uses the most?
  - What is your content?
  - What are your goals/objectives?

# How to develop good content for your audience?

- Engagement Journey:

- Inform - Give people information



- Inspire - Evoking some sort of emotion about your organization's work. For example, grabbing people's attention, making them feel some sort of emotion.



- Persuade - Calling people to take action.



# Rule of Social Media

Important

80%

Sharing

20%

Asking - Persuade



# Behavior Design

- When understanding behavioral design, you can make people do the things you are asking for.
  - Note – Behavioral design is important for social media, but it is also applicable in real life.
- There are different behavioral models that could be effective in how to persuade people to take action. We will discuss today **MAP (Motivation + Ability + Prompt)**.

# MAP (Motivation + Ability + Prompt)

- Motivation – We all have it, but the most effective motivators are the ones who understand what my intrinsic motivations are and activate them. Think about this model at the individual level.
- Ability - Has to do with something that is “easy to do”.
- Prompt – Something that triggers action or when you get people to take action!



**ORGANIZING  ACADEMY**

# Promotion

- Keep in mind that not all your followers see all your posts. Usually less than 10% of your followers would see a post that you created!
- Social media is also a way to advertise your organization and your work because it helps:
  - to grow your followers and emails list/subscriptions
  - to increase engagement or clicks/likes on key content
  - to target new audiences & retarget recent ones; and
  - to determine what is the “best content” for future social media posts or actions

# Types of Social Media Ads

- There are three types of social media ads:
  1. Awareness - Conciseness of your work. Similar to inform. Useful when you want to gain followers, want more subscribers or want more people to see your post.
  2. Consideration - Generating engagement. Anyway, in which someone interacts with your social content. When others express some sort of interest in your work. E.g., compelling people to like a post, comment on a post or click a link.
  3. Conversion - When you are converting people to take action (call to action). When you post something on social media, and your followers are doing what you are asking them to do. E.g., Sign a petition, fill out a survey, donate, etc.

# Branding

- Branding is about having a clear, consistent story for your organization (or program) across different facets of its identity. That story should be one outsiders can associate with your organization. Branding can be visual, it can be about the words you use, or the hashtags you use!





Advertising by Wieden + Kennedy





## Internal branding:

Should be consistent and professional by using the organization's logo and consistent photos that show what your organization's mission is and who you serve. The branding style should also be colloquial and formal.

It is key to ensure that the organization's branding style is always the same regardless of how many people are part of the social media/communications team.

## External Branding:

Is very helpful if you have relationships with several active groups among your clients/workers as well as with other partners. Make sure your toolkits are for your network and engage other organizations that are part of your Twitter community.

Retweet your partner/allies' tweets. This not only helps to build your branding it also creates a strong social media footprint. Support your partners!



# Value-based Message

- Value-based message - is a clear message that connects people's existing values to an issue, and it is a good way to make your audience care about your issue.
  - Keep in mind that value-based messaging helps us to be heard and understood.
  - To effectively accomplish value-based messaging, you have to make sure your message relies on shared values rooted in your organization's mission, vision, and values.

# Sample Tweets with Value-based Messaging

- To determine if you are using value-based messaging, you must identify the following: Value, problem, solution, action formula
  - E.g., Equity (value) poverty wages (problem) establish wage floor (solution) call your elected/join rally (action)





**The Human Services Council of New York** @HSC\_NY · 1s



Human service workers go above and beyond for their neighbors every day. @NYCMayor @NYCSpeakerCoJo funding COLAs for essential workers in this budget is the very least you could do for them. #JustPay is a matter of equity.



**The Human Services Council of New York** @HSC\_NY · Now



Every year living in NYC gets more expensive, and yet @NYCMayor won't commit to including COLAs for frontline essential workers in human service contracts. We know our partners in @NYCCouncil support a 3% COLA. Mayor de Blasio, will you? #JustPay



**The Human Services Council of New York** @HSC\_NY · 1s




.@NYCMayor likes to call New York the "fairest big city in America," yet last year at the height of the pandemic he let thousands of essential human service workers go without a raise. Restore the COLA! #JustPay!



**ORGANIZING**  **ACADEMY**

# Activity

If applicable,  
improve/remake the  
previous sample tweets  
using value-based  
messaging



hscny

Message

...

261 posts

1,236 followers

229 following

Human Services Council

Nonprofit Organization

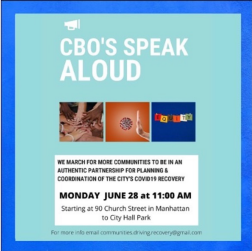


HSC strengthens NY's human services sector, ensuring all New Yorkers across diverse neighborhoods, cultures, & generations reach their full potential.

us02web.zoom.us/joining/register/tZMlduyvrzwjEtehlvlfNu4GB1qtp8PoUrh

POSTS

IGTV

TAGGED



←

The Human Services Council of New York

15.1K Tweets

SEPTEMBER 29<sup>TH</sup>

BIT.LY/3A56HWX



MEMBERSHIP MEETING

Edit profile

The Human Services Council of New York

@HSC\_NY

We strengthen New York's nonprofit human services sector, ensuring all NYers, across diverse neighborhoods, cultures, & generations reach their full potential.

New York City

humanservicescouncil.org

Joined April 2010

1,170 Following

5,480 Followers

Tweets

Tweets & replies

Media

Likes



The Human Services Council of New York @HSC\_NY · 20h

BREAKING: Moderately to severely immunocompromised people can get a third dose of Pfizer or Moderna vaccine in NYC. Check eligibility: [nyc.gov/covidvaccine](https://nyc.gov/covidvaccine) #VaccinateNYC

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Human Services Council of New York - HSC

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