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Social Media Guidelines

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#DEFYHATENOW | CHAPTER 1

SOCIAL MEDIA GUIDELINES

What is Social Media?

Social media is basically a way for people to communicate and interact online. Anyone with access to the internet on a computer or smartphone can create and share content on various platforms, through blogs, videos, podcasts, and social networks. Set up a blog on **wordpress.com**, create a profile on **facebook.com** and **twitter.com**, share your images on **instagram.com**, videos on **youtube.com** and podcast on **soundcloud.com**, get your professional profile up to date on **linkedin.com** and connect with the online world as a positive, peaceful influencer.

Mitigation of hate speech and incitement to violence includes not only countering dangerous speech, but also occupying the space of social media with positive messages. Creating high quality content with the power to spread widely through different online channels, and bringing communities around peace building processes is core to our work.

https://moz.com/beginners-guide-to-social-media
https://www.futurelearn.com/courses/social-media

#DEFYHATENOW SOCIAL MEDIA GUIDELINES

We acknowledge how hard it can be to manage social media accounts while the #defyhatenow team is located on two continents in four countries, Kenya, Uganda, Germany and South Sudan.

The only way this can happen is through building TRUST. In order to make communicating between all team members easier, writing down the guidelines help to clarify expectations and best practices for managing social media to **#defyhatenow.**

Values, Mission and Goals

It is important to talk openly about the "why" we are doing this? A social media campaign starts with understanding our values and goals and having it at the back of our heads as we prepare for our next post. This can help us avoid conflicting posts or sharing posts that do not reflect these values, or simply what to share and when to share for the most positive impact on social media.

Goals

1- Community Engagement.
2- Outreach to new community circles and South Sudanese diasporas in different countries.
3- Brand Building (social media can work to redirect people to the website)

Pre-posting: (Creating and Curating)

Alignment of Content

Unifying the description/mission, project titles and keywords and how they are written in all social media channels and websites. Editorial guidelines can be accessed here.
Ensuring that the content is in alignment with our goals and policies

Visual Coherence

Unifying the typography, colours, images sizes not only is it important to identifying as a coherent project and building an online community, but also for practical reasons it is much easier to agree on the fonts and colors when dealing with our different teams across different countries.. (Image size for each social media platform, image licenses and finding creative common images...etc) See link for the social media image and video sizes.

https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/

Adapting to the platform

Ensuring that the content and form of the post is fitting to the channel. Each social media network has it is own style of posts, what is made for facebook is not necessarily fitting to twitter or instagram. Content, form and style of posting should be tailored to the platform to which posting is intended. Find more on this here https://www.entrepreneur.com/article/305168.

Note: UNIFYING does not mean posting same content on all channels. It mean unifying how we look and how we sound across different platforms (Visual and tone)

Posting: (relevance, transparency and value)

Editorial Calendar
Timely and consistent posting is vital to getting leads and creating a community that is active and engages. Posting should be done in line with the set social media strategy and in accordance with the editorial calendar. Consistency is of course important, but should never be chosen over quality. Quality vs Quantity, unless have poor quality is making a point, always go for quality!

Key Events
Post about key events in accordance with our editorial calendar. This includes international and well known events that are relevant to our work (International Women's Day, UN International Peace Day) and events that come up from time to time (eg. News stories, conferences etc.)

The third rule
One third of your social content promotes the project, converts readers
One third of your social content should surface and share ideas and stories from thought leaders in our field and like-minded organisations.
One third of your social content should be based on personal interactions and build your personal audience.

Getting personal
Personal is twofold, on the one hand this means engaging with the audience by producing interactive content and learning more about their interests. On the other hand it means learning from the personal stories of our audience, sharing their stories and and replying to their comments.

As everything else above, we leave it to your sound judgment to retweet or share content that you see of relevance, interest and value to promoting the values, peacebuilding and mission of #defyhatenow.

After Posting
Our job does not end at pressing the post button. We need to continuously check if we are reaching the goals we set at the beginning of the campaign. If not, what can we do or change to get there.

Keep track of your audience and their reaction and also learn about their needs and stories. After all it is about and for them. A link to native analytics here https://sproutsocial.com/insights/social-media-metrics-that-matter/

Learn more about what instigates most engagement and think of ways where you can capitalize on this engagement. this can be in many ways social. It can speak from the culture and to it.

Keep an eye on the work of the other organisations who have similar interests. Think of ways to collaborate and push their work as well.

VIDEO (USB STICK): SOCIAL MEDIA AS A WEAPON OF WAR

HATE SPEECH IN SOUTH SUDAN: SOCIAL MEDIA AS A WEAPON OF WAR
**https://youtu.be/Isz-HugvdDc** *(08'30")*

PeaceTech Lab works to reduce violent conflict using technology, media, and data to accelerate and scale peacebuilding efforts. In 2016, PeaceTech Lab conducted research to better understand the connection between online hate speech and violence on the ground in South Sudan. Learn more about the project here: **http://www.peacetechlab.org/hate-speech-in-south-sudan/**

CASE STUDY: SOCIAL MEDIA REACH ANALYSIS & DATA VISUALISATION

A project for UAL London College of Communication, Information and Interface Design, a student designed and built a timeline scroller telling the story of how the image of a 'Fake Jet' was distributed through Facebook via likes, comments and shares. The swipe interaction on the image highlights how the image has been altered in one respect only but otherwise remains exactly the same photo.
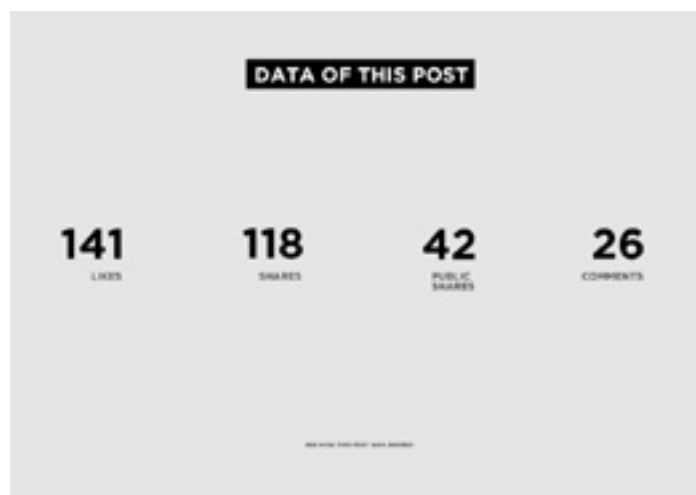
On visible posts in public groups Facebook shows data related to how many people have liked or shared a particular piece of content. From this data it is possible to extrapolate the potential reach of that content. This post has over 100 shares of which 42 were public, that implies significant reach in the worldwide network of people who have seen this image and consider it worthwhile to share to their own networks.
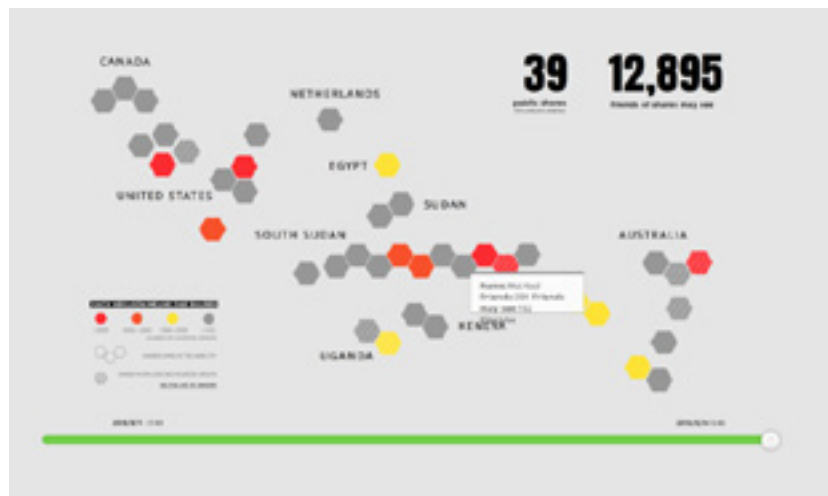
Diagram showing the global distribution of this post. Much of this is unknown in the context of South Sudan online hate speech and it has been difficult to gain any detailed understanding of the importance of the worldwide South Sudanese disappear in this context. From this visualisation we can see that there are 4 people who shared the image, each with over 3,000 followers. Overall a sophisticated and detailed look at a single post. The potential with a computational approach to social media data analysis of this kind is that it can be applied to any piece of content.

'Journey of a Fake Jet'
http://www.aute.design/fakejet/

UAL London College of Communication
Information and Interface Design
Course Leader John Fass
https://www.iid-lcc.com/journey-of-a-fake-jet/

SOCIAL MEDIA CHECKLIST.

BEFORE YOU POST:
Use this checklist for quick review.

Identification
· Post uses hashtag (#) or handle (@name) of source
· Post uses hashtag (#) or handle (@name) of interested individuals/organizations
· Post includes image, video, or media associated with source
· Post includes direct quote from source

Understanding
· Post provides information about a #defyhatenow event
· Post poses a question about #defyhatenow or curriculum goal
· Post contains image/media content to address youth concerns
· Post highlights how other youths engage with #defyhatenow

Connection
· Post highlights popular event, South Sudan location, or person
· Post highlights news or current trend and media article
· Post highlights community member comment or question

Call to Action
• Post provides link to source/event
• Post contains directive (comment, retweet, like, follow, read more, tell us, go, think, act, join)

Urgency
• Post provides date/time of source/event/deadline
• Post uses time element (now, fast, long-term, future, today, this week, every hour)

Logistics
• Post was proofread
• Images/media are mobile-centric: simple, sharp, clear, readable, horizontally-oriented:
• Facebook Link Image 1200x627
• Facebook Shared Image 1200x1200 / Twitter Shared Photo 1024x512
• Post has correct link and the hashtag (#) spelled correctly
• Post is scheduled at time of high online traffic.
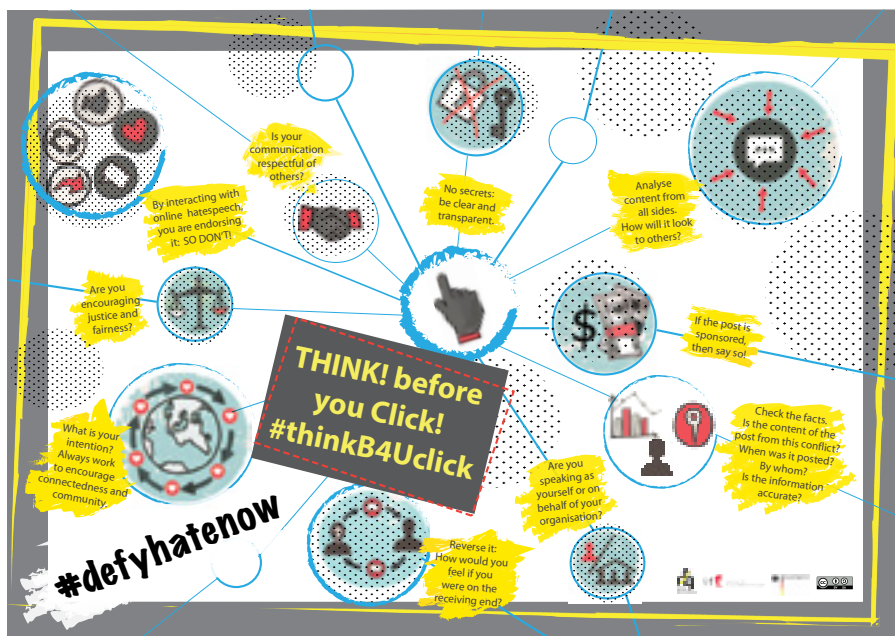
SOCIAL MEDIA CORRESPONDENTS GUIDE

Adapted from Sawa Shabab Guidelines as an example of TEAMWORK on Social Media
http://www.peacetechlab.org/media/sawa-shabab

Your enthusiasm, commitment, and leadership are essential, and this guide is designed as a practical tool to help you facilitate online conversations around current events, news, local and national trends. The best social media teams are collaborative, creative, and open to explore new ways to reach people and engage their communities to connect, both online and in person.

SOCIAL MEDIA CURATORS.

The Social Media Curators are youth who are contributing via Facebook or Twitter at regularly scheduled intervals. The Curators are socially engaged within their communities and actively working towards peace and reconciliation.You are encouraged to post based on your own experiences and interests in peacebuilding, within the framework of these guidelines.

A key part of your role is bridging the "online world" with the "real world." Your enthusiasm for social change, peaceful cultural exchange & understanding of how peacebuilding activities connect to people's lives should inspire your social media content and online conversations.

SOCIAL MEDIA CONTENT RULES.

· Every tweet, post, comment, or reply should be:

· Positive and courteous to the online community

· Simple and easy to understand

· Engaging and encouraging further participation through questions or calls to action.

· Non-political / politically neutral

· Proper language, grammar, and formatting (slang is ok, but it may not be widely understood)

· Visually stimulating (photo, quote, or video)

· Utilizing hashtags (#), handles (@name), and tags to highlight sources and trends

WHAT SOCIAL MEDIA DO WE USE?

· Facebook, Twitter, youtube and SoundCloud.

· Facebook is the most popular social media tool, although Twitter and SoundCloud are also important.

· Other social media can be added if demand exists from the youth audience.

CONTENT STRATEGY GOALS.

There are two basic goals in developing content for the #defyhatenow online community:

· Increase the frequency of interactions (# of comments, shares, likes, retweets, etc.)

· Increase youth engagement in relevant discussions or peacebuilding activities (personal comments, posts, direct messages, etc.)

CONTENT STRATEGY OVERVIEW.

Your most important job is to stay on message and be relevant. Create links between #defyhatenow and the lives of our your online and offline communities by:

· Include familiar figures into your posts, eg local celebrities. Reference popular music, locations in South Sudan & youth cultural content.

· Reference current events in different news categories without political commentary.

· Link to the social media platforms of like-minded organizations and individuals (international/local).

CALL TO ACTION / INCENTIVES.

Each post should include a call to action and offer an incentive that gives the viewer a reason to respond. Calls to Action follow a progression:

· Low effort calls to action – "like," comment

· Medium effort calls to action – "share," comment providing personal opinion or new information.

· Medium-high effort calls to action – All the above plus introduction of complex discussion prompts and calls to produce and post original content.

· High effort calls to action –Substantial engagement from complex discussion prompts and several users posting original content.

SOCIAL MEDIA SCHEDULE & CALENDAR.

· Using a blank calendar for each month, the #defyhatenow Online Community Manager and Social Media Curators map out the daily/weekly posts on Facebook or Twitter for the month.

· How many times each day is a post made on Facebook or a Tweet sent on Twitter?

· A balance between English and Arabic posts should be made each month. Adjustments can be made depending on the response rates.

· Who is responsible for what kind of posts? How many? On what day? In which language?

HOW TO MEASURE SOCIAL MEDIA IMPACT?

Facebook has excellent analytics through Facebook Insights.
Ideally, we want to see an increase in each of these categories every week.

The basic metrics to gauge interaction are:

· Total Page Likes: the number of Facebook users who "like" the #defyhatenow page. This is the

· easiest number to increase from week to week.

· People Engaged is even more important. Engaged users are anyone who has engaged with #defyhatenow content in any way (liking, sharing, commenting).

· Total Reach is the number of people who see our content on their Facebook walls. We want to build this number based on the strength of our own content (organic reach), and viral content (posts shared by FB users).

· Message Response Rate links to the content strategy above.

We should always respond to messages from youth to the #defyhatenow page.

Analytics for Twitter are even more straightforward.
We want to see a consistent increase in the number of #defyhatenow followers, as well as more retweets and likes for the tweets we send out.
https://analytics.twitter.com/about

SOCIAL MEDIA DESIGN & CAMPAIGN TOOLS

Google forms
https://www.google.com/forms/about/
Create a new survey on your own or with others at the same time.
Choose from a variety of beautiful, pre-made themes or create your own. Analyse your results.

Design your social media campaign
https://canva.com/

Comprehensive website with open source tools
https://www.osalt.com/

Sawa Shabab Social Media Guidelines.
http://www.peacetechlab.org/media/sawa-shabab

Introduction to Twitter by Centre for Media Justice
www.centerformediajustice.org
Follow @mediajustice and @mediaaction

Counter-Narratives: Plan, Create & Promote your Campaign
http://www.counternarratives.org/html/home

SocialPilot
https://www.socialpilot.co/
Social media marketing tool to increase brand awareness & traffic.
We have tailored social media scheduling automation for marketers.

Managing Social Media: Sprout Social
https://sproutsocial.com/insights/nonprofit-social-media-guide/

Frequency of Posting
https://inclinemarketingservices.com/2014/10/20/how-often-should-your-non-profitassociation-be-posting-on-social-media/

Guidelines for Social Media
https://www.classy.org/blog/3-social-media-guidelines-nonprofits/

Monitor the reach and effect of your campaign – redesign & tweak your message

Facebook Analytics
https://analytics.facebook.com/
Understand your customers, and potential customers, at a deeper level with rich demographics and audience insights. Product analytics for driving growth, to understand and optimise your complete customer journey. Facebook Analytics unifies data across channels, including Facebook Pages and bots on Messenger, so you can get the complete picture.

Analytics for Twitter
https://analytics.twitter.com/about

#defyhatenow Social Media Channels

twitter: @defyhatenow
fb: defyhatenow
defyhatenow.net