

UNIT
3.5

Social Media for Social Good

MODULE
Building an
Advocacy
Campaign

FORMAT
Presentation

TIME REQUIRED
60 minutes

**MATERIALS
NEEDED**
Computer and screen
for sharing slides

Worksheets
completed during
Exercise 2.3

Exercise worksheets
(printed or distributed
electronically)

Pens/pencils for
exercise (if in-person)

Slide presentation with speaker notes. The presentation begins with a definition and introduction to social media and the various platforms, including an explanation of how social media can be used for policy communication and advocacy. It then describes how to create a social media advocacy campaign plan that aligns with and supports goals and objectives in the overall advocacy campaign plan. The slides conclude by highlighting some best practices for social media use.

As social media platforms are changing and new ones are introduced frequently, this presentation does not focus on how individual platforms function. Facilitators may add in overviews of the most-used social media platforms in their context if participants are not regular users of social media.

KEY LEARNING CONCEPTS

- Why social media is valuable for policy communication and advocacy.
- How to plan and execute a social media advocacy campaign.
- How to create effective social media messages.
- Best practices for using social media.

ASSOCIATED EXERCISE

- Social Media Campaign Strategy (Exercise 3.5, see also slide 13, "Do the Work!"). Participants should be organized into small groups to develop a simplified social media campaign plan and some sample messages to achieve progress toward their policy goal. They should refer to the worksheet they completed in Unit 2.3, where they defined their overall campaign goals, objectives, and key messages. Allocate 15-20 minutes for groups to complete their worksheets and then review and discuss their answers together as a large group, noting similarities and differences between the campaigns.

REQUIRED PREPARATION

- Print exercise worksheet (or distribute PDF versions to participants). Each small group will need one.