



## Social media for social justice: How to be seen and inspire

Social media cheat sheet + Fall 2017

### Winning Twitter and Facebook: think “M+R”

Know what makes them tick so you can tame them.

Twitter	Facebook
<ul style="list-style-type: none"> <li>• <b>Move fast:</b> React quickly and strongly to relevant breaking news</li> <li>• <b>Make friends:</b> Engage with influencers, allies, and super fans</li> <li>• <b>Meet people where they are:</b> Use hashtags (<math>\leq 2</math>) to tap into existing conversations</li> <li>• <b>Master the language:</b> Speak Twitter’s language and fit into the zeitgeist</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Relevance:</b> Use Facebook’s features du jour, and tap into news and trending stories</li> <li>• <b>Resonance:</b> Why care? Write copy that conveys relatability, emotional impact, or information</li> <li>• <b>Reflection:</b> Think about what it would say about your follower if they shared your post</li> <li>• <b>Range:</b> Spice it up in tone, content, and format — always be testing</li> </ul>

### Social media by the minute

A handy guide to making the most of your (limited) time.

If you have...	Then...
15 minutes a day	<ul style="list-style-type: none"> <li>• Find content to share and draft new post copy</li> </ul>
30 minutes a day	<ul style="list-style-type: none"> <li>• Look for relevant conversations and hashtags to join</li> <li>• Respond to comments and DMs, like posts, share UGC</li> </ul>
45 minutes a day	<ul style="list-style-type: none"> <li>• Plan ahead (create images, write posts, update calendar)</li> <li>• Follow new people and engage influencers</li> </ul>
60 minutes a day (or more)	<ul style="list-style-type: none"> <li>• Build up new sources of content: lists, outlets to monitor, infographics, draft “evergreen” posts for a rainy day</li> <li>• Think up new ideas for future projects or campaigns</li> </ul>