



# TIPS FOR REACHING "NONES," ACTIVISTS & SPIRITUAL SEEKERS THROUGH SOCIAL MEDIA

**1**

## **SHARE THE CONTENT YOUR AUDIENCE WANTS**

Standing on the Side of Love's social media posts that have gotten the most engagement generally:

- Feel good: frame things positively whenever you can so folks can "like them",
- Timely: we focus on rapid response when possible for our core issue areas, and
- Feature powerful photos, quotes, graphics etc, especially with our people in their branded shirts.

**2**

## **FOLLOW YOUR FRIENDS**

Get to know people with shared interests in your area.. Ask them to guest blog/tweet/post for you. Get them on board first before launching something new. Sometimes the internet can be a lonely place. There are tons of people who want to hear about your work!

**3**

## **BE A GOOD FRIEND**

On social media, sharing really is caring!! Re-tweet other partner faith groups' social media, lift up their work, and they will do the same!

**4**

## **BE PRO-ACTIVE BUT BALANCED**

Respond to questions, criticisms, and appreciation as you are able, but try to not get sucked into too much dialogue and defensiveness. Share information, call people to action and keep it moving.

**5**

## **STICK TO THE RULES- FACEBOOK!**

We know you have a lot to share but social media sites have various algorithms that actually make it HARDER for your supporters to see your content. Experts suggest that you use Facebook for 2-3 posts per day at most and that you don't post more than 1x every three hours. Facebook supporters want to like your post because there is some 'value added.' People want to hear your story but not everything has to be on message. Sometimes people like a photograph of a cute kitten (or whatever folks like). Photographs are still the most widely seen type of post, followed by a link, and lastly a text update. (Inspired by Jordan Krueger, NOI New Media Bootcamp)

# 6

## **STICK TO THE RULES- TWITTER!**

Twitter, unlike Facebook, allows you to post quite frequently. If you are tweeting 'too many' tweets, like live tweeting a protest, you can be penalized with 'timeout'. We recommend having multiple volunteers ready to tag team any live tweeting to avoid this. No one likes to be unable to tweet half way through an event. Twitter peak action time is 1-2pm EST and with less tweets on weekends and after hours, you have less competition of being seen. Outside of live tweeting or multi-part tweets, experts suggest waiting 15 minutes between tweets. Using twitter handles (@sideoflove) or hashtags (#UU) are a good way to increase visibility. (Inspired by Jordan Krueger, NOI New Media Bootcamp)

# 7

## **STICK TO THE TWITTER TRICKS**

- Always leave room (don't feel compelled to use all 140 characters)
- Images matter so use photos and memes where possible
- If want it re-tweeted, include Please RT
- Always include 1-2 hashtags but not many more (e.g. one broad (#CIR) one specific #not1more)
- Retweet and reply to get others attention, start conversations and build relationships
- Consider including something funny or cheeky
- Always credit someone's work with something like via @sideoflove
- Repeat your best tweets! (you can repeat again and again but need to make a small alteration before re-tweeting)
- Use action phrases like Tomorrow, Daily Tip, Wow, #FollowFriday/#FF
- When live tweeting remember to create a story arc and prepare by compiling the relevant twitter handles and hashtags for your work

(Inspired by Jordan Krueger, NOI New Media Bootcamp and Fast for Families Twitter Best Practices)

# 8

## **TAKE A DIGITAL SABBATH, AND ENCOURAGE YOUR FOLLOWERS TO DO THE SAME!**

We live in an increasingly "always on, always plugged in" society. While we value and recognize the importance of social media greatly, we also know that it can become overwhelming for many. Being spiritually grounded can help us create the space to unplug with equal enthusiasm as the time we spend on social media. We often schedule Facebook and Twitter posts in advance over the weekend so that we can take time for ourselves, and you might find that helpful as well. There are times when live-tweeting can be extremely valuable, and times when it is also important to cultivate other things. Find the healthy boundaries for yourself and your work and help others do the same!