

SOCIAL MEDIA QUICK TIPS

(FROM OHSHITWHATNOW.ORG KITOCONNELL.COM)

PICK YOUR NETWORKS

- Prioritize the best network(s) for you
- Post consistently and regularly
- Set aside time to maintain your account, interact with your followers & top accounts

FACEBOOK

- Movements & orgs should have a **Facebook page** (NOT personal profile)
- **Facebook Groups** are great for group organizing
- **Facebook Events** for public events driven by your movement
- Hyper-shareable memes are the best But not "too many words"
- Use Facebook native video
- Like & share your own stuff
- Don't post on top of yourself -- space it out!
- Enlist your friends

TWITTER

- Massive viral potential regardless of follower count
- Easy way to reach celebrities, brands, politicians?
- Create international solidarity & activist networks
- Reach out to famous & powerful accounts (politely)
- Use hashtags (responsibly)
- Tweet a lot
- RT yourself
- Have great images (with accessible captions)
- Study your analytics
- Tweet a lot
- Have a personality

Instagram

- Image driven, young user base
- Pick your best photos
- Use filters sparingly
- Mostly use the Instagram square format
- Post sparingly or use Instagram albums (NEW)
- Use Photoshop Express or another phone-based editor
- Integrate with your Facebook page for analytics
- Apps: Layout, Instaweather, Boomerang, Vidstitch

YOU ARE A CITIZEN JOURNALIST

- Put justice & movements first
- If you see something unjust, broadcast something
- Get it out fast
- Be trustworthy; Don't share stuff that hurts your movement
- Develop a personality and consistent style
- Create a place online for people to find you
- Learn to take good photos with your equipment (practice!)
- Secure your devices (encrypt, lock, shut off/wipe)
- Fundraising: Paypal, Fundrazr, Patreon???
- Equipment: Batteries, monopod, microphone, cords cords
cords

GO LIVE

- Emergency livestreaming is OK, consistent livestreaming is better
- Keep your camera steady (monopod, stabilizer, selfie-stick?)
- Narrate what you see
- Respect people's boundaries ... unless they are fascists
- Cops will go after you first (then other journalists)
- Be extra careful about WHAT you broadcast to cops
- Facebook LIVE is king, but consider YouTube Live, Periscope, Twitter/Instagram live?