

# Housekeeping

1. Reminder: please keep your microphone/phone line muted through the duration of the presentation. There will be time for Q&A at the end!
2. This webinar will be recorded and will be distributed afterwards as a resource.
3. Sit back and enjoy!



**FAIR TRADE**  
**CAMPAIGNS**

# SOCIAL MEDIA FOR CAMPAIGNING

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FROM DIGITAL NO  
TO DIGITAL PRO

# Agenda for this Webinar

- Introduction of topic and presenters
- Branding Strategy
- Content Strategy
- The Big Three – Pros/Cons
- Tips to Excel: How Often, When, etc.
- Guest Speaker
- Resources
- Q & A

# Today's Presenters

Jackie Cummings

New England Fellow

Fair Trade Colleges & Universities



Teresa Baxter

Fair Trade LA

Southern California Leadership Team



Rachel Spence

Engagement Manager

Fair Trade Federation



# BRANDING STRATEGY

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What makes your campaign unique or stand out from other campaigns?

# Content Strategy

- Before you post on your social media platform, consider these four questions:
  1. Would you stop and read that post?
  2. Does the image or title grab your attention?
  3. Do you know enough to dig deeper?
  4. How would you feel sharing this content?

# Content Strategy

- Create content that is engaging!
- What do your followers, fans, and supporters enjoy?
- Don't forget to share, retweet, and repost content from campaigns, organizations, and causes that share similar values, goals, and mission.
- Get creative – tag and hashtags!

# THE BIG THREE

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Consider the Big Three when deciding on what platform to use:

Facebook

Twitter

Instagram



# Facebook

## Pros:

- Easy to start up & user friendly
- Combines text and visual content
- Live feature
- Insight for analyzing
- Ability to boost post = reach more people

## Cons:

- Freedom of expression can turn into harassment/bullying
- Some features require a cost (such as boosting a post)
- Younger demographics prefer other platforms such as Twitter, Instagram, and Snapchat

# Twitter

## Pros:

- Speedy with up-to-date information, news, etc.
- Effective ad platform and promoting tool
- Younger demographic
- Periscope, live video feed, becoming increasingly popular

## Cons:

- Stalled growth = novice users don't stick around
- Limited space of 140 characters
- Limited direct messaging ability (one person at a time)
- Text-heavy; not ideal for visual content

# Instagram

## Pros:

- Visual content win!
- Clear and straightforward = easy to use
- Great use of hashtags = high visibility of posts
- High privacy settings allow you to pick and choose who can see your posts and who can't

## Cons:

- Tagging a location can offset the privacy settings
- Computer-based version not as functional as the mobile app version
- Can't edit which photos are private and which are public – all or nothing!

**HOW OFTEN SHOULD YOUR CAMPAIGN  
POST ON SOCIAL MEDIA?**

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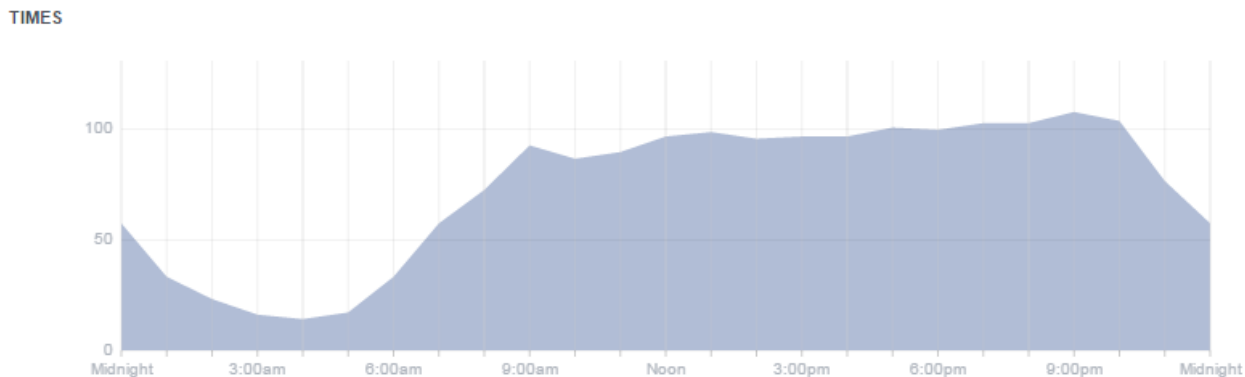
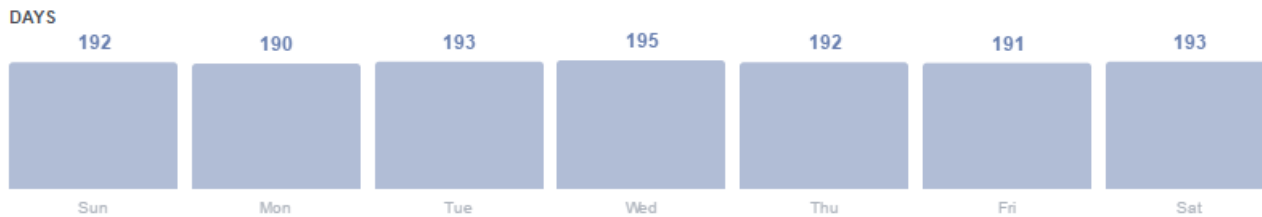
# Post When Your Fans are Online!

Page Messages 1 Notifications **Insights** Publishing Tools Settings Help ▾

- Overview
- Promotions
- Likes
- Reach
- Page Views
- Actions on Page
- Posts**
- Events
- Videos
- People
- Messages

When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.



# Final Tips to Excel

- Avoid TL:DR
- Use evidence, past events, current events, etc.
- Content should be visual and engaging
- Be strategic and consistent
- Set a schedule for posts

# Guest Speakers



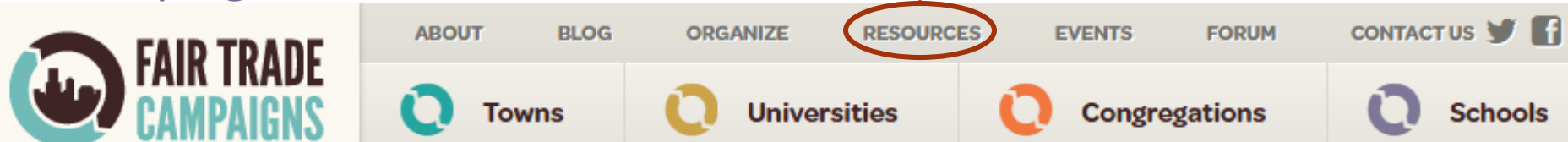
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# Campaign Resources

Fair Trade Campaigns has a list of resources to help your campaign with social media.



Here are a few resources we recommend:

## 1. Facebook Guide

- <http://fairtradecampaigns.org/wp-content/uploads/2014/03/FACEBOOK-Social-Media-Guide.pdf>

## 2. Twitter Guide

- <http://fairtradecampaigns.org/wp-content/uploads/2014/03/TWITTER-Social-Media-Guide.pdf>

## 3. Social Media Crash Course

- <http://www.catholicapostolatecenter.org/social-media-crash-course.html>

## 4. Webinar/Course Trainings

- Coursera, Lynda, Social Movement Technologies



# Want More Information?

Jackie Cummings – New England Fellow, Fair Trade Colleges & Universities

[jcummings@fairtradeusa.org](mailto:jcumplings@fairtradeusa.org)

Check out the re-vamped Fair Trade Campaigns YouTube Channel

<https://www.youtube.com/user/fairtradetowns>

Q & A

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# Thank You!

Do You Live in the Fairest State?



Join the conversation using the hashtag #FairestState  
Take the Fairness Test at [FairestState.fairtradeamerica.org/test](https://faireststate.fairtradeamerica.org/test) and  
make a pledge to enter the Fairest State Giveaway!

# Thank You!



**Enter the Fair Trade Photofest to Win a Trip to South America in the Summer of 2017 and other great prizes!**

Visit <http://fairtradecampaigns.org/events/fair-trade-photofest-2016/> for more information!

# Call to Action!

**Promote the Fair Trade Photofest** by sharing the graphic from your personal FB, Instagram or Twitter account.

**Join the Fair Trade Photofest** by entering a photo for week 3 (Fair Trade in Action – 10/15 – 10/21) or week 4 (Share the Fair – 10/22 – 10/28) for your chance to win a prize pack and a trip to South America! Don't forget to share your photo and ask friends to vote!



Visit <http://fairtradecampaigns.org/events/fair-trade-photofest-2016/> for more information!