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!
SOCIAL MEDIA FOR CAMPAIGNING

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

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

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
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?
Post When Your Fans are Online!

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

Teresa Baxter
Fair Trade LA
Southern California Leadership Team

Rachel Spence
Engagement Manager
Fair Trade Federation
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

2. Twitter Guide

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
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Check out the re-vamped Fair Trade Campaigns YouTube Channel
https://www.youtube.com/user/fairtradetowns
Q & A
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 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!

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!