



Fair Trade Campaigns Social Media Guide

Use this Social Media Guide to:
Recenter Your Message | Master Your Media | Engage & Mobilize Your Audience

Top 5 Best Practices for Creating Content & Consistency

1. Incorporate different types of media

People love to see photos and videos too! If there are people in those photos, especially from your team, even better. It will humanize the account more.

2. Ask permission to post pictures of people

This includes Fair Trade producers. If you want to use a photo that Fair Trade USA posted, for example, you can ask them if the producers gave permission for their photo to be used. It's a small thing, but it emphasizes respect and autonomy.

3. Respond to comments and DMs

Even just "liking" a comment shows that you appreciate follower's contributions. Your account will seem friendlier and people may be more likely to engage with your page. If you receive a large influx of comments/DMs, set aside 30 minutes to an hour after posting to respond to as many comments as possible.

4. Post pictures from events

Your audience will see that people are showing up to your events, which could encourage them to participate too. It is also a nice opportunity to thank the attendees and show your appreciation. Remember to get permission from attendees before posting photos of anybody's face!

5. Find your voice and keep it consistent.

Are you serious and professional or casual and conversational? Whichever it is, be personal and positive in your feed/stories posts while sharing your social activism.

6. Engage with your followers as often as possible

Try to engage with your followers daily if possible. This can be a social media post, reshares, and/or posting engaging content on stories such as quizzes or polls. Take a look at the [Fair Trade 101](#) one pagers for quick bites of knowledge to share on your platforms! Relatable and simple content builds rapport and shows others how they can engage with the mission of Fair Trade.

Find inspiration from other campaigners and ask questions on social media! Find a list of Social Media Handles to follow [here](#).

Resources

- [Facebook Best Practices](#)
- [Twitter Best Practices](#)
- [Instagram Best Practices](#)
- [Social Media for Campaigning](#)
- [Fair Trade Campaigns Branding and Style Guide](#)
- [Social Media Handles to Follow](#)
- [Fair Trade 101 Guides](#)
- [Origin Photo Library](#)
- [Canva Graphic Design](#)

Holidays and Activations to Leverage

- International Women's Day (March 8)
- World Health Day (April 7)
- Earth Day (April 22)
- International Workers' Day (May 1)
- World Fair Trade Day (2nd Saturday in May)
- World Refugee Day (June 10)
- World Day Against Child Labor (June 12)
- International Day of the World's Indigenous Peoples (August 9)
- Labor Day (First Monday in September)
- Fair Trade Month (October)
- Small Business Saturday (Saturday after Thanksgiving)
- Giving/Fair Tuesday (Tuesday after Thanksgiving)
- Human Rights Day (December 10)

