

## Social media tips for local groups

Recently a few local groups have been in touch for advice on getting the most out of social media. So here are five tips.

### 1) Choose your platform(s)

A good social media platform for your group is almost certainly one that your existing members are already using. This gives it the best chance of taking off. If that doesn't narrow it down, think about what you want to post and why.

- [Facebook](#) is good for organising events and has the largest overall number of users.
- [Twitter](#) is good for live reporting what you're up to and gives the best chance of interacting with public figures like politicians.
- [Instagram](#) is good for sharing photos and other visuals, and has the youngest audience of the three. Often you can post versions of the same thing across all the different channels, but don't spread yourself too thin. A useful feature to use is 'stories' where you can share temporary videos or pictures from actions or any quick news you'd like people to see, or share someone else's content. Stories will be visible at the top of the feed and get sometimes more attention than posts.

Here are some articles with more info on how to use Instagram effectively:

- o <https://www.vox.com/the-goods/21359098/social-justice-slideshows-instagram-activism>
- o <https://later.com/blog/how-instagram-algorithm-works>
- [Whatsapp broadcast](#) – is like a whatsapp chat, but only the admin can post. It could be useful to inform people in your group in a more immediate way of events that are coming up or actions they can take, without sparking an endless conversation where the important info gets lost. If you're not familiar with it, you can find more information in this article <https://faq.whatsapp.com/android/chats/how-to-use-broadcast-lists/>

### 2) Publicise your events

Don't forget the basics: social media works for organisers because we can publicise what we're doing beyond people whose email addresses we've already got. So when you organise an event, get the details online and post about it regularly on your social media channels. And make sure your contact details are always up to date.

### 3) Post pictures of people

For most local groups, a good social media presence will act as a shop window for your activities, so show yourselves out on the streets, in the local paper, or even on Zoom. Pictures of people work best - so assign someone to take photos every time you do something, fill the frame with faces and post the results.

### 4) Post your opinions

Why should someone follow your group, not just Global Justice Now nationally? Look for local angles on national campaigns to post, or just put why you're taking action into your own words. That way you're giving people something distinctive from the national account.

## 5) Share your best content with the network

If you've posted something great, or you're organising a talk or other event, let us know in the office so we can share it. We try to keep an eye on what groups are posting, but we don't see everything. So put **@GlobalJusticeUK** in your tweet, post it to the Global Justice Now Activists group on Facebook or tag us on Instagram (**@globaljusticenow**).

Finally, don't worry too much about how many people are seeing or sharing each post. 'Organic reach' – that is, how many people the algorithms decide to show your posts to by default – is down across most platforms from a few years ago, as they try to encourage organisations and businesses to spend money on adverts. We wouldn't normally recommend doing this, though (except possibly for some entry-level events - though talk to the Activism Team first).

Overall, the simplest way to attract new members through social media is by regularly doing good stuff as a group in the real world. Social media can then help you publicise it, document it, and amplify it, which in turn will help people find out about your group.

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*If you're reading this in print, you can find the live links to the articles mentioned above via [globaljustice.org.uk/resource/think-global-october-2021](https://globaljustice.org.uk/resource/think-global-october-2021) or by clicking through from [globaljustice.org.uk/think-global](https://globaljustice.org.uk/think-global)*

