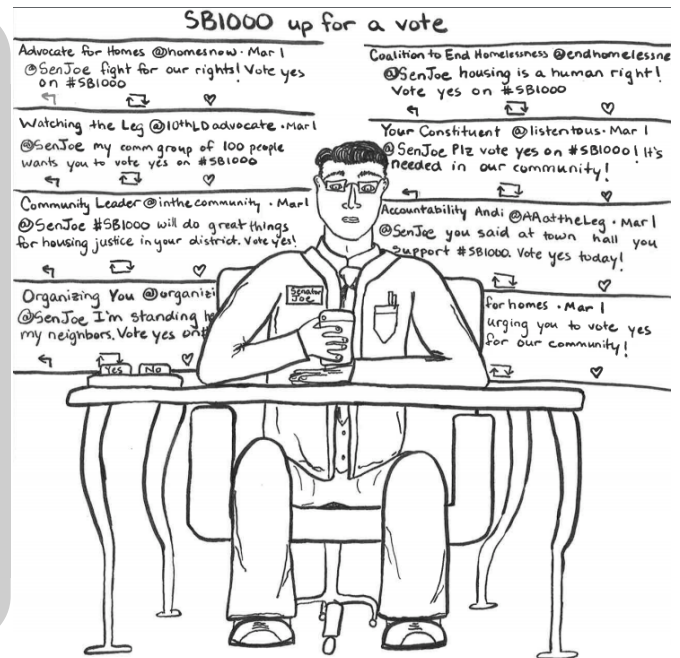


Toolkit for Organizing Social Media



Many people are connected to social media, and it's proven to be an effective organizing tool in the past decade. You can do outreach, organize events, contribute to an ongoing conversation, and take action online, like participating in a Twitterstorm. This section provides a few tips and suggestions for how to use Facebook and Twitter to organize.



using social media for RAP

There are many opportunities to use social media in organizing. Many contemporary movements find strength in Twitter and Facebook. Twitter is a great way to get the word out about your issue or organization to people who aren't already involved. People on Twitter can contribute to an ongoing conversation through hashtags -- for example: #BlackLivesMatter #NoDAPL #WAHomes, etc. You can also do actions like a Twitterstorm where many people tweet together at a strategic time to get a hashtag to trend or to call the attention of a particular lawmaker.

Facebook is a good way to get the word out about your organization, as well as organize internally with networks that you are already a part of.

Here are some ways to get involved with RAP online:

- Join our closed Facebook group, and invite others to join as well
<https://www.facebook.com/groups/residentactionproject/>
- Sign up for our Newsletter
<https://residentactionproject.org/signup/>

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facebook

Facebook is a great way to communicate within organizing circles and bring new people into your community.

Groups

You can create a Facebook Group for members of your organization to join and connect with each other. There is a statewide Resident Action Project Group already, but there might come a time where you want a local group as well. We recommend that you create a **closed** group (where new members must be added by current members) to maintain privacy, which is important in case people share their personal experiences, policy strategy, etc. It can be a great way for people to talk with each other, build relationships, and build community. You can also ask folks to invite their friends or other folks to the group.

Events

Facebook is a great way to organize and promote your events, especially if you already have a lot of folks organized in a Facebook group. Ask the folks in your group to invite others to your events and repost events on their own pages.

Posts

To keep conversation flowing in the group, post articles and/or questions for people to engage with. When folks take action in some way, even if it's small, tag them in a post to recognize their efforts. You can contribute to a culture of appreciation and support through your posts and tags.

In addition to posting in a group, don't forget that you can post things to your own page. You can post events, articles, news, and updates. Keep contributing to the ongoing conversations about your issues.

Facebook Live

If you're holding an event or an action, you can live stream for people who are participating remotely to see. Be mindful of people's privacy when you're choosing which events to live stream.

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twitter

Twitter is a great way to participate in existing conversations and to directly and publicly communicate with lawmakers and other organizers. Twitter is a great place to build a narrative and take action.

#Hashtags

A hashtag is a word or phrase with a pound "#" symbol in front of it that serves as a way for people to contribute to an ongoing dialogue about a topic. For example, somebody might post: "Housing is a human right! Vote yes on #HB1000. #waleg." This contributes to two larger conversations: one about a particular bill that's moving and one about the Washington State Legislature. You can contribute to existing conversations, or create your own with a hashtag. Remember, each post can only have more than 140 characters! You can also post links to articles, pictures, or videos.

Tweeting @ and Tagging

As you use hashtags, you can also tweet at people or tag people in your posts. This can be particularly strategic depending on what kind of campaign you are doing. If you tweet at somebody, it is like directly messaging them in a public way. You might do this with a lawmaker, for example: "@SenJoe, homelessness is a crisis in our community. Will you vote yes on #HB1000?" By putting "@SenJoe," which is the name of the account that you're tweeting at, at the front of the post, you are tweeting at them. You can also tag people: "Today @SenJoe voted no on #HB1000 despite the fact that he said he would support it at our town hall. Let's hold him accountable." The account will still see that it's tagged, but it will show up in your general feed rather than showing up directly on their page. If you want to tag an account and you want that to be the first thing in your tweet, make sure that you include a period before it: ".@SenJoe voted no on #HB1000 today despite the fact that he said he would support it at our town hall. Let's hold him accountable!"

considerations for social media

1. Social media can be an effective organizing tool because it's already integrated into so many people's lives. If you can become a part of the social media stream, you can keep people engaged in the work on an ongoing basis.
2. Though many people have access to social media, there are many who don't. In particular, some people who are low-income who cannot afford to pay for WiFi, a computer, or a data plan for their phone. If you are going to use social media in your organizing, make sure you offer other ways for folks to get involved, and be up front with them about the way that you are planning to communicate with them.
3. Social media can be a great way for folks to engage who are not able to attend meetings that are far away. There are many roles that one can play in organizing, and there is certainly a role for folks who need to participate remotely.
4. Some folks who do have access to social media might not use it because they don't know how. If someone expresses an interest and is open to starting an account, it can be helpful to sit down with them for a half an hour and walk them through the basics of how to use it.
5. Privacy. People may or may not want to have a public role in organizing. Be sure that you're being mindful of privacy and safety for folks as you're organizing online.