

Social Media - Covering the basics.

Social media is an amazing communication tool that can function in a variety of different ways to build community, following and support.

We will cover a few basic points in this training, across Facebook, Twitter & Instagram.

BEFORE SETTING UP

There are a few questions worth considering before setting up something on a social media platform.

Where is your news focused; national or local?

(It's also worth checking if there is a group or page already setup in your region or city.)

What is the thing you want it to achieve/do?

Is it setting up events & promoting them, sharing news/reactive statements, content (evergreen) stories/people, or to simply communicate the Extinction Rebellion demands?

What is the purpose of your page or channel?

To recruit new people, to get people to the website or a call to action or to build community?

WAYS OF SHARING

The main point of social media is dialogue. It is a place to communicate and connect with the movement and build community.

Ways of sharing and creating dialogue:

Events - Create and share events for actions, happening, calls for mobilisation. A great way to build and communicate with the movement. Essential for actions.

News - Sharing articles & links that directly relate to XR - also sharing articles that are related to climate breakdown, biodiversity loss and ecological collapse. Good to share news that backs up the point of XR with hard science and facts, amongst news that is relevant and relatable to the movement.

Content - Sharing photos and videos that are made of actions, happenings, events and creative initiatives. Videos are great for information, communicating the demands.

Stories - You can engage people through photostories on various different platforms (Instagram is best for this and facebook has good photostory options) These are mostly photo and video orientated content.

Reactive/Livestreams - Livestreams are a great way to cover live actions and events to reach people that were unable to attend and another way for independant amateur coverage. Twitter is great for reactive and live tweeting - reactive social is responding in real time to what might be happening live at an action.

FACEBOOK

Type of platform: Facebook is a social networking platform, good for community building and connecting with friends, family, and brands. They encourage knowledge-sharing and are all about personal, human-to-human interaction.

Info: Users can share thoughts, curate content, upload photos and videos, form groups based on interests, and participate in lively discussions. They're built around the user and everything that's important to them and their social circles.

How many times you want to post per day: Facebook algorithms have been continuously changing over the years and make it quite difficult to reach followers. Two posts a day is a good rhythm to sustain outside of actions but during busy phases this could go up to four maximum.

Ideally posts over one day would include

News/Article

Content - Photos/Videos

Events - Promotion

1/2 livestreams (during actions)

Rough Team Structure

Page Coordinator - Scheduling Posts, Curating Content

Original Content (Photos & Videos) & Post Creator

News & Press Coverage

Events Manager (Page set-up, Posting & Promotion) + Analytics

Livestreamers to cover actions and events.

Community Manager

Reactive Comms

XR FACEBOOK GROUPS

Groups are the place for people to share their common interests and express their opinion. They allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content. Groups are meant more for equal collaboration and discussion.

The Group creator can decide to:

- Make the Group publicly available for anyone to join; or
- Require administrator approval for members to join; or
- Keep the Group private and by invitation only

New posts in a group are automatically included in the News Feeds of its members, and members can interact and share with one another from the group.

Groups can be:

- Public - visible to anyone (but only members can post);
- Closed - only its existence is visible, not its posts; or
- Secret - nobody can find the Group unless added by a member

XR FACEBOOK PAGES

Pages are used as a broadcasting platform - one-to-many and enable e.g. communities and organizations to create a separate presence on Facebook.

Unlike personal profiles, Pages are visible to everyone on the internet by default. Anyone can connect with Pages by "Liking" them and receive updates in their personal News Feeds by "Following" them. The creator can only limit their visibility to certain countries, and to certain ages.

The best advice if you are using Facebook mostly to publicise your events and other activities, is to create a "Page". A Page give you full control over what is on it, and is available to anyone who wants to see it. It takes far less management and doesn't lend itself to controversial discussions happening on it. Also "Events" created on a Page have a little more flexibility in how they can be used.

However, many of you may have created a Group already, and as we know Groups can be very useful for stimulating ideas and a general "buzz" around what you are doing. If you have already created a Group you could easily create a *Page* as well, you can then create your Events on the Page and share them to your Group. If you do create a Page, make sure you give it an identifiably different name to your Group.

"OPEN" YOUR GROUP

If this all seems like a bit too much fuss, you should at least consider making your XR Facebook *Group* Open to the public.

(NB - If you have more than 249 members though, you'll have to remove and "rejoin" the excess).

To change your Group to "Open" look beside the "Notification" bar at the top right you'll see a "cog" which is your "options" button.

Click the cog, and go to "edit group settings."

From there, you can choose from three privacy options:

Open, Closed, or Secret - just choose "Open" and you're done!

XR FACEBOOK EVENTS

Guidelines for creating an event on Facebook and promoting it.

How XR Facebook events work

This is our Facebook page system:

1. [Extinction Rebellion](#): this is our international page where international/wide scale events are listed e.g. International Rebellion. These events are what you will see listed on the XR website.
2. [Extinction Rebellion UK](#): this is where UK-wide events are listed.
3. [Extinction Rebellion London](#): where London events are listed.
4. National, local and regional Facebook pages: where local events are listed e.g. Extinction Rebellion Sheffield Weekly Meeting.

How to create an event on Facebook

1. **Make sure you have an XR Facebook page set up first** (e.g. Extinction Rebellion Portugal). Avoid creating Facebook events within a closed Facebook group or from your personal Facebook account - this will limit how many people can see the event and will make it harder to add 'co-hosts' (more on this further down).
2. **Get your details ready. You'll need:**
 - a. A landscape image for your event. We have lots of ready made images

which you can pick [from here](#). If you are using an image taken by one of our incredible photographers please credit them.

- b. All the details, including a description, a location address, a date etc.
- c. A short name that explains the event clearly. Please follow this template for naming your events:

XR [LOCATION] [TYPE OF EVENT]: [SUBJECT OF EVENT]

E.g. XR Sheffield Talk: Heading for extinction and what to do about it or
XR Sheffield Action: BBC protest

It's important that we all follow this template because it makes it easier for people to search through events and to understand where they are/what kind of event they are.

3. Head to your XR Facebook page and click on 'create an event'

- a. **Upload your image** to the event.
- b. **Add your event name.**
- c. **Add an address** for your event.
- d. **Add a description for your event.** Try to make this detailed, inclusive and clear. Imagine you are speaking to someone who has never heard of XR before. Give details about what to expect, who the events is for, whether families are welcome etc.
- e. **Category:** select 'cause'
- f. **Frequency:** you can just select 'once' unless your event is recurring.
- g. **Time and date:** select your time and date.
- h. **Co-hosts:** this is where you can add other hosts e.g. the venue of your event or another XR page. Please note, we can no longer accept co-host requests for the Extinction Rebellion or Extinction Rebellion UK Facebook pages. This is because there are too many (up to hundreds) of local events. We were finding that people could not navigate the big actions and events when they visited our events listings.
If your event is a UK-wide event, feel free to invite Extinction Rebellion UK as a co-host.
- i. **Details:** you can add a 'schedule' here if your event happens over multiple days or times. But in most cases this can be left blank.
- j. **Keywords:** you can add 'climate change' or 'family event' - anything that's relevant for your event
- k. If your event is family friendly, you can tick '**child friendly**'
- l. There are other options about how you'd like people to contact you/whether the event is open for all to post messages etc. You can pick these as you see fit.
- m. **Tickets:** if you have a ticketed event that is hosted on another website

- (e.g. Eventbrite) you can add the link in here
- n. When you are ready, you can hit 'publish' - then your event will be live. You can also opt for 'save draft' or 'schedule' which means you can pick a time for the event to go live.

Promoting and managing an event

Obviously you want lots of people to know about your event and to come along! Here are some tips for doing that:

- **Add other Facebook pages as a co-host** (as mentioned above). E.g. you could add the Facebook page of the venue you are hosting your event at. *Unfortunately, we can't individually promote all the events on the International Extinction Rebellion Facebook page as Facebook posts (simply because there are so many). We do try to point people towards the list of events when we can.*
- **Make sure your title and event description are compelling, clear and detailed** (but try to avoid an essay). Clear and engaging words will appeal to more people. Try to think about who you are targeting for your event and imagine that they have never heard of XR before. Explain what to expect and what the format of the event is going to be. If your event is an action involves non-violent direct action, add links to training or support within your event description.
- **Post regularly in your event.** You can do this in the discussion section. Add updates, photos, info, videos or ideas. It helps keep your attendees involved and engaged. They'll also get a notification every time you post.
- **Check the discussion regularly.** Please ask questions here and it's great if you can respond to them quickly (within a day).
- **Share, share, share:** share the web link for your event everywhere! You can add it to your XR Facebook page, or email it to people you know.
- **Invite people to the event:** you can invite your contacts to the event by clicking on 'invite' from your event.

Useful info

- **Editing your event:** Facebook only allows a certain number of edits for your event before it will be locked. Just keep this in mind when you are editing.
- **More info on Facebook events:** <https://www.facebook.com/help/events/create>

LIVESTREAMING

Livestreams are a vital way for people watching to get important updates that may never get out in the mainstream media. This could be a taste of the incredible vibe, crucial evidence of police brutality, or even just a feeling of being part of the action for those at home not able to make it there.

FACEBOOK LIVE

There is no optimum time for Facebook live streams, but the better the longer as it takes between 20 - 30 minutes to climb the algorithm organically (so your stream is shown to more people). Make sure your phone is well-charged, you may need a battery pack to keep your phone going if it's going to be a long stream. As you stream you will start to see comments flying in - feel free to call out names of those who send in comments, reply to them, and answer questions. Social media is a two-way road!

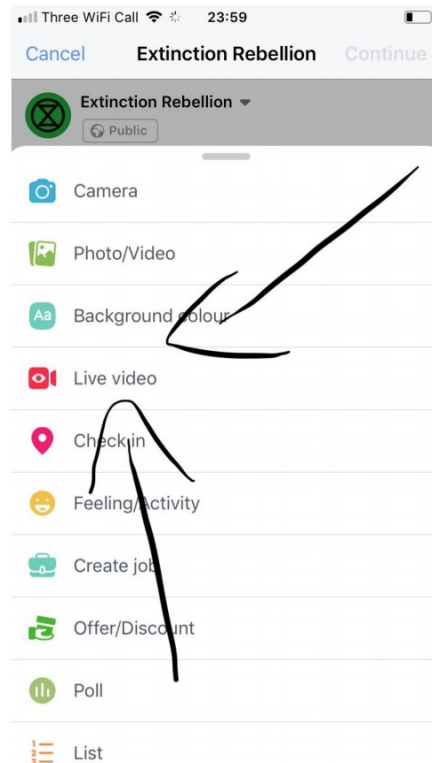
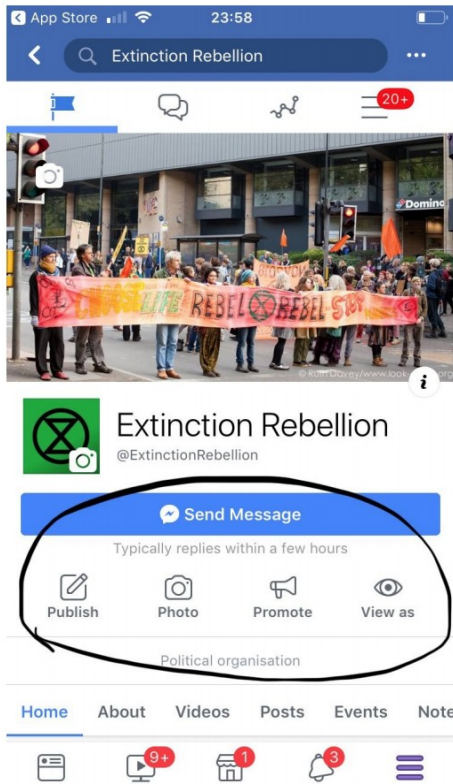
TECHNICAL

Download Facebook app to your phone

Go to the Extinction Rebellion page (or whichever page you are crossposting from) via your menu button

When you land on the homepage there are four buttons, hit 'publish' and select 'live video'.

You will be sent to the 'go live screen'. Please add an engaging description that will capture people's attention and tell them what your live video is about.



DESCRIPTION - example:

“WE ARE DECLARING REBELLION! Live from Parliament Square with Greta Thunberg, Donnachadh McCarthy, George Monbiot, Molly Scott Cato and Dr Gail Bradbrook. Come join us!”

LOCATION: “Parliament Square”

Note: Try to wait until something interesting is happening to start your stream, so that viewers get interested in the first five seconds or so if they come back to see the live stream after it’s finished.

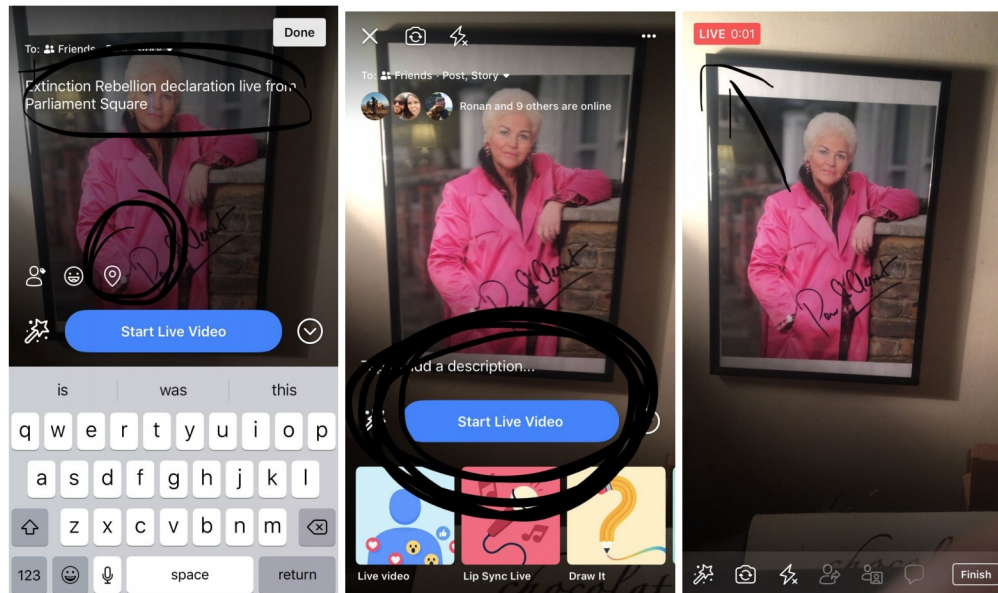
GO LIVE: ‘Start Live Video’

The icon in the left hand corner indicates that you are live

If there is a lull you can use the best extinction rebellion sticker by clicking on the tool at the bottom of the page. You can also collect vox pops from the crowd, and when there is a speaker be sure to remind the audience who is speaking halfway through as we don’t

have a subtitle functionality.

TO STOP STREAM - hit 'finish' - then hit the blue "Share" button to publish instantly.



FACEBOOK LIVE STREAMING BEST PRACTICES

Interview Rebels you meet around, #HumansofXR style.

See yourself as a live reporter on the ground, getting the inside story on the action. If people are happy to be asked some questions, have a chat to get a feel of the mood. Focus on their face and eyes, and try to get some of the action in the background if possible.

Helpful questions to ask people (mini-interviews):

Why are you here?

Why are you joining the Rebellion?

What does the declaration mean to you?

What does this symbol mean to you?

Engage your audience.

It's key that the first two minutes of the livestream are exciting and bring in a lot of viewers. Try to start the stream 10-30 seconds before something amazing happens. If something big and crazy starts up, whip out your phone and start a stream as soon as possible!

With Facebook Live, you have the ability to make an immediate personal connection with your audience. Ask your viewers questions, tell them to let you know where they're watching from, and ask them to share the livestream with their friends! Respond to any who comment in, thank them for their support, or even read out their comments or questions to the Rebels you are interviewing.

Leverage the opportunity.

When there is a lull in conversation, you have a great opportunity to tell viewers how they can get more involved. Tell those watching about our upcoming events in the Facebook Events tab of our page, invite them to visit our website, and ask them to SHARE the livestream with their friends - the more, the merrier!

Sometimes, you can even leverage support for your action on the spot - so tell people where you are so anyone in the area can come over. Previously, viewers who have found out a livestream is being filmed near them have jumped out to join a swarm, or even brought vegan hot chocolates to lock-ons! During mass actions a sudden surge of supporters could mean the difference between the continued success or failure of the occupation or action.

BEST PRACTICES

- If you can, tell people ahead of time when you're going to broadcast. (You can even 'schedule' a live video that will allow you to advertise your live.)
- Write a compelling description before going live. A great description will capture fans' attention and help them understand what your broadcast is about.
- Keep it interesting at the start, but don't rush into the 'meat' of the content! Introduce yourself, where you are and allow more people time to join on in. You may have to repeat yourself or describe what just happened a few minutes ago for people who join late.
- Broadcast for longer periods of time to reach more people. Facebook recommends that you go live for at least 10 minutes, and you can stay live for up to four hours. 20-30 minutes is a good amount and you often run out of things to say before this, but don't be afraid to go over this if interesting things are happening.
- Try to face the light. Also, remove your glasses when filming! They pick up additional glare, which can be distracting.
- Film horizontally on your mobile device (this applies to Facebook only -

Instagram will only accept portrait/vertical). Make sure you flip the screen to landscape BEFORE you start - if you do it halfway through the rest of your video will be broadcast sideways! If you forgot and accidentally did it in portrait, stick with portrait.

- Practice a little bit beforehand! Before ripping the bandaid off and going live, you should test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting “Only Me” before recording.
- Smile, and be properly caffeinated!
- Embrace little mistakes! Mishaps are bound to happen, and these things are actually what makes live video so much fun. Embrace your mistakes and don't be afraid to make fun of yourself!
- Ask your viewers to react and call out those who do by name! Ask questions, and then ask your viewers to reply in the comments. Ask them to like and share the post (say this out loud, do NOT do this by writing in the caption - Facebook will know and penalise you for words like “share”, “like” and comment”, showing your video to fewer people).
- Give an actionable sign off. The worst thing you can do is just casually push the finish button and then walk away. Rather, give a proper sign-off with an actual ending for next steps. For XR, this is often a call to action - “join a group near you and get organising”, or “come to our next event!”
- Upload a custom thumbnail afterwards. Your thumbnail image is the first, most prominent thing people will see after your video is live, so you need it to be compelling!

Common Livestream types which may be useful to XR

EVENTS: Live stream an entire event for audiences that couldn't make it in person.

INSTANT ANALYSIS: Present live commentary to react to breaking news or an interesting day in your life.

PERSONAL PRESS CONFERENCE: Use Live to control the message when you have an announcement.

THE BIG INTERVIEW: Provide the first glimpse of an interview by “airing” a portion live.

MASTER CLASS/DEMO: Reveal parts of your process by giving a live class, or reveal a secret skill with a live demonstration.

For more tips, tricks and useful info, watch our [livestream on how-to-livestream!](#)

Don't forget, if you enjoy this and want to do more, google more trainings and videos to get better, ask questions and research wherever you can.

INSTAGRAM

Type of platform: Photo and video sharing network, mainly visual with short amounts of text. Hashtags allow users to tag photos for others to find.

Info: Basically Instagram is a photo sharing app. And it is best at that among all other

social media sites. It is known for its square image format, a virtual lack of a website and the filters it provides. People use it for many reasons.

Who's using it: 1 Billion users worldwide and 64% is 18 - 34 year olds. The United States is the global leader in active Instagram users. The Majority of users living in urban areas. (Information from hootsuite)

- United States: 120 million users
- India: 67 million (a 14 percent quarter-over-quarter increase)
- Brazil: 63 million
- Indonesia: 59 million
- Turkey: 36 million
- Russia: 33 million
- Japan: 24 million
- United Kingdom: 23 million
- Mexico: 21 million
- Germany and Italy (tied for 10th): 18 million

How many times you want to post per day: The more frequently you post on Instagram, the more likes you'll receive. Posting more increases engagement and also earns you more followers faster. If you are looking to grow your page, it's important you post frequently and consistently to keep your loyal audience engaged with great content and keep your brand front of mind. Aim to post on Instagram **between one to three times per day**. Major brands post on average of 1.5 times per day, so if you aim to follow the same rule you should do well.

While this is a general rule to follow, it may not work best for you. If you start by posting several times a day, and then slowly trail off to just a couple of posts per week, you will likely see your rate of user engagement decline. So while it is best to post often, it is also important to be able to keep up with a consistent amount of posts. If you cannot foresee being able to keep up with multiple postings a day, then it is better to do less and stay consistent.

Proposed Team Structure: (Adapt as necessary for size of following)

Coordinator & Scheduling

Livestreamer

Livestreamer & Reactive/Moderator

Story Craftsperson

Moderator/Message Replies (Outreach)

Notables communicator (Notables/Outreach)

Photographer/Content

Instagram stories

Part of your role is to research new specialist techniques for your role. Use your research to add key knowledge to this training document, improve our understanding of how Stories work, and train the next person who will assist/shadow/replace you to **do this job even better than you did**. It's also valuable to review analytics and responses to what you create, and make notes on what works and what doesn't for your audience - it's important to note that this will be different in different locations and subgroups of XR!

Instagram stories are basically Instagram stealing Snapchat's idea and attempting to make it better.

While the feed is highly curated, stories are less so - what is happening today? What is life really like inside this movement? Show the personality, the vibe, the humans behind the scenes.

Tell them what actually happens, have jokes, be cheesy, laugh - stories are fun! Show how much people enjoy being behind the movement, make it look appealing to join - but don't hold up on stuff that goes wrong, laugh about it.

They're highly engaging - they usually actually have higher reach (seen by more people) than feed posts in the grid.

HOWEVER, they don't appear in the grid and disappear after 24 hours, unless added to highlights.

They should be posted every day, usually at a minimum around 10 per week. Between 4 and 6 stories per day is the sweet spot - enough to tell a story, not so many your audience gets bored and skips past.

The algorithm is DIFFERENT to the feed - it's easier to get seen. HOWEVER, you get less exposure if people skip your stuff a lot.

Ideally, stories are timely (i.e. they happened that day) - but on slow days do not hesitate to re-use old footage or go back and find old stuff, re-share others tagging us in their stories, etc.

Highlights - current plan is to make a shortish highlight reel of some of the best clips/moments/stories from each action day. However, you could make full awesome videos in a highlight reel, or calls to action: get involved, sign up, write for us, donate, events, take action, etc. The first story you add to a highlight will become the thumbnail

icon of that highlight.

They are ideal for SHOUTOUTS (which often can't really go into the highly curated slow post feed). Tagging and mentioning supporters, immediate callouts for attention or action - you can use the SWIPE UP with a link attached, granted to accounts that have over 10k followers.

As a rule, it's often helpful to drive engagement on the FEED by screenshotting new feed posts and sharing them as a Story (often covered up), saying "New Post". This drives curiosity and directs the larger number of Story watchers to your feed where they ordinarily might not have seen your new content.

Explore the different options and tools, and think about engaging your audience. you can be funny, use boomerangs, questions/polls to see people's responses, speak over things to narrate them or caption over them, make drawings, use GIFs etc... Videos do better than photos. Pictures should have some personality - don't just describe, comment or add something to the story! Superzoom can be quite funny, also Rewind or certain filters. (Don't get too childish or posery though, you are still posting as XR.)

Think what you get bored with, what you skip - and don't do that! No adverts - your audience are not idiots, it's clear from your profile what you do. Don't make it a super-perfect curated brand, the feed may be like that but the stories are not.

After 10k followers you can include a link with an option for people to 'swipe up' and follow it - strong call to action! Useful for petitions, inviting people to events, fundraising, blog posts, Youtube video, etc.

Pick a font and colours and try to stick to them as much as possible.

Make sure your font is readable against the background. Some fonts have the option to add a highlight colour background to make them more readable.

Stories have a lot of design options - graphic designers are often great people to manage Insta stories!

When people tag you in their story, you get a DM and you can click the blue writing to re-share what they made on your story (lazy way of making your day's worth of stories and helps engage your followers and make them happy!). Remember to tag others, particularly influencers working with us e.g.

Greta Thunberg,

Harries Brothers,

@YouthStrike4Climate

@Justice4Earth
@ThisIsZeroHour

as well as other regional/national XR groups and other campaigns we are expressing solidarity with. This helps share our followings and grow stronger together!

TWITTER

Type of platform & Info: Twitter is an online news and social networking site where people communicate in short messages called tweets. Tweeting is posting short messages for anyone who follows you on Twitter, with the hope that your messages are useful and interesting to someone in your audience. It's a great platform for amateur news reporting (Perfect for XR's needs!)

Who's using it: 336 million monthly active users. Internationally 57% of global Twitter users are men, while 42% are women. About 80% (262 million) of all monthly active Twitter users live outside the United States. 72 million monthly active users live within the United States. The top countries on Twitter outside the U.S. are Japan (50.9 million users), the United Kingdom (18.6 million users), and Saudi Arabia (13.8 million users). In fact, Twitter is Japan's leading social network (after Line). - *information from hootsuite*

How many times you want to post per day:

You have about 18 minutes after a tweet is posted where it is most likely to be seen then it'll drop. Leave 5 minutes minimum between tweets, longer if tweet is doing well. Having 200 followers you can only tweet about 5-10 times per day. Once you have gained thousands of followers (say 3,000 – 30,000) you can tweet at least 50 times per day.

Rough Team Structure

Coordinator and scheduling

Coordinator - Press & Live

Coordinator -Events Promotion

Live Tweeter - As many as needed depending on size of following.

Reactive Comms

Notables Communicator - RT key influencer tweets, callouts for influencers to help, DM conversations with notables

Things to cover on twitter:

The demands

Sign up - directing people to website

Solidarity (Mission Lifeforce, Rising Up, Other XR groups, etc..)
Donate/Solidarity (other local groups, court fees etc)

Post types in order of priority:
(tpd = tweets per day)

- 1 - Live tweet
- 2 – Events – 10 tpd – Buffer/Scheduling App
- 3 – News about XR - 5 to 10 tpd - Direct
- 4 – Original content – 5 tpd - Direct
- 5 – News about problems/solidarity – 3 to 6 tpd - Direct
- 6 – Sign up – 1 to 2 - Buffer/Scheduling App
- 7 – Demands – 1 to 3 - Buffer/Scheduling App
- 8 – Donate - 2 a day (1 fundraiser, 1 another group/court) - Buffer/Scheduling
- 9 – Notables – 2 a day – Direct
- 10 – time sensitive/live
- 11 - PR

TWITTER TIPS - Taken from <https://neilpatel.com/blog/twitter-marketing-tips/>

Twitter is a great place to grow your business, but things move very quickly on the platform. The average lifespan of one tweet is only about 18 minutes. Over 7,000 new tweets are sent every single second. The shelf life of one tweet is four times shorter than anything you post on Facebook.

This makes it hard to get your messages to stick and make an impact. It's easy to get lost in the crowd. That's why your tweets and Twitter marketing techniques have to pack a punch to get people to take action and pay attention to you

Pick the right handle, profile photo, and header image

Your Twitter handle has to be recognizable, easy-to-remember, and short enough for people to easily tag you. For example XRFrance or XRIndia etc..

When someone tries to search your name, they will use your handle to find your page.

Keep your names consistent across all social media profiles. If you use a name that's different you might confuse followers or make your page hard to find.

Optimize your bio to showcase your brand's personality

Your Twitter bio is a 160-character location to showcase your company right under your

profile photo. Use it as an opportunity to engage and pull people in it doesn't have to be difficult. Just explain who XR are to the world in a few short, sweet sentences.

Tweet during peak hours

There are certain days of the week or times of day when users are more active on Twitter, meaning they'll actually be more likely to engage with your posts.

By identifying those hours and days and posting during them, you'll gain more impressions, boost engagement, and get tons of clicks.

According to Buffer, tweets posted on Friday, Saturday, and Sunday have higher CTRs than those posted during other days of the week.

Some studies have shown that posting between 12 PM and 6 PM is the best time to post. Others suggest that the hours between 12 PM and 3 PM on Monday through Friday work best.

Keep hashtag use to a minimum (and use the right ones)

Tweets that contain hashtags receive 2x more engagement than those that don't.

But tweets with more than two hashtags receive a drop in engagement by 17%

It's important to use the right kind of hashtags without *overusing* them.

Only include hashtags that add some context to your tweets.

Add images to tweets to increase retweets

When you add images to your tweets, you'll get more shares and clicks than the tweets without images.

In fact, tweets with images typically receive 89% more "likes" or favorites.

Make sure only to add compelling images that are relevant and high-quality & use images that relate to the content of your tweet.

If you're tweeting about a recent blog post, add an image from the article with a link where users can find more information.

Or, if you want to tweet about a new event, happening or call to action, include an

image that showcases it.

YOUTUBE

Type of platform & Info: YouTube is considered a social media platform. What's more, it is also the 2nd most-used search engine following Google. You can upload videos and content - YouTube does allow anyone to upload content, but it's overwhelmingly a passive experience. A few upload, and the vast majority watch. It's an alternative to broadcast media (facebook) albeit a place where anyone does have the tools to broadcast. YouTube, is best for driving views and coverage and then often some subsequent action like a Web site visit.

Who's using it:

How many times you want to post per day:

Tips & info

Building connections and networks on YouTube can be done in many ways, including:

- **Posting quality videos on a regular basis.** This keeps those who subscribe to your videos interested and helps establish you as an authority in your area of law.
- **Making friends with others in your field.** Much like Facebook, you can send out friend requests on YouTube.
- **Getting subscribers and favorites.** Ask people to subscribe to your channel and favorite the videos they like. Do the same for others.
- **Responding to comments.** Just like other social media users, people like it when you reply to their comments. As long as they seem to be legitimate comments—not spam or trolling—write a thoughtful response.

HOW TO COVER ACTION DAYS ON SOCIAL

In an ideal world, you need the following people. Most likely, you will not have all of them. Some can fill multiple roles one after the other (e.g. livestream on Facebook, then do Instagram), but not at the same time.

Ideal situation: everyone has one job, they are trained and/or experienced, and they

do it well. **BUT:** done is better than perfect. Prioritise the biggest/most important roles, and use the social media platforms you have already set up/know how to use rather than making and learning new ones in a rush.

Content creators

Remember that coordinating content creators is the job of Content subgroup of Media Messaging in your location, but you will need their help to make good posts for social media. Try to check in with a Content coordinator before action to be sure an action will be captured by:

- **Photographers,**
- **Filmmakers,**
- **Writers** and/or
- **Photojournalists**

They will be there to document what happens and the highlights, in as much professional quality as you can manage. Quality takes time so their creations will go out **AFTER** the action has happened. If you have a lot of choice, select only the best and most polished content to go out on your social media channels as carefully-crafted posts.

The **best** thing you can get for social media is one or several cleanly-edited, high-quality, short videos cropped in a square (1:1) aspect ratio that sum up the action and its best moments, ideally with full detail: what, why, when, where, how, and call-to-action (what do you want your viewer to feel or do?). These videos work great across ALL social platforms, but for Instagram, these must under 60 seconds (or have a short under-60-second version, or be cut into several 59-second clips). On all platforms, they usually work best when under 2 or 3 minutes. Long videos (5 - 10min or more) are usually more appropriate for Youtube.

Live social media creators (roles to be filled in order of priority):

- **Facebook: Livestreamer**, who is on the ground livestreaming directly to your Facebook page. They commentate on and narrate actions, explain (what, why, when, where, how, and call-to-action), capture key moments in their livestream, interview people at the action (Why are you here? Why does this matter?), and respond/shout out directly to people who comment or ask questions during the livestream (where possible).
- **Twitter: Live tweeter**, who is there on the ground providing live updates, taking photos and/or short videos of what is happening at the action with an explanatory

caption. These should be every 20-30 mins at the most frequent, or whenever something exceptionally important/interesting happens.

- **Instagram: Story Creator**, who can be on the ground or monitoring. They take, collect and/or reshare photos and short videos from the action to Instagram Stories. These are ideally live updates just before the Instagram Livestream to build up/explain what is happening. They can also be stories that others tag your Instagram account in, which you can then reshare from your DMs (possibly adding comments, tagging the person who sent them in, and thanking them). Afterwards, the Story Creator should ideally pick the best of these stories from the day and make them into a Stories Highlight reel.
- **Instagram: Livestreamer** - as with Facebook Livestreamer, but keep in mind the younger audience of Instagram: ideally younger and energetic streamers that the audience will identify with.
- **Twitter: Retweeter and/or Moderator**, who is monitoring the Twitter feed for anything out of order, replying to critics and/or supporters when the Live tweeter is occupied, and retweeting any others who are reporting on the action (particularly when not much is happening and the live tweeter goes quiet).
- **Facebook: Moderator**, who is monitoring the live stream, bashing trolls (with objective facts and reason), and responding to/thanking people who comment on the stream when the livestreamer is occupied.

Rough plan of action days for social media channels

such as Facebook, Twitter and Instagram

The night before or morning of the action: Post across all platforms reminding people of the action and key info such as meeting point and time. Include a link to the Facebook or website event page so they can join or find out more. If you know more or less what time the action will begin, you can also tell your followers in advance to tune in for live updates.

During the action: Live tweets and livestreams.

A few hours after the action: share any hot-off-the-press traditional media/news stories about the action, if any. This also gives more time for your content creators to finish editing and polishing their work.

That evening, or the next day: make a post summarising the action with some of the best stuff you have received so far from your content creators. This will most likely be a selection of photos as these are usually the fastest to edit and upload.

The days and weeks following the action: Keep making posts with the best content (such as photos, edited videos or blogs) as you receive it, to remind and/or update those who missed the action. Avoid posting the same details and photos again and again unless they are really good - give a new perspective or some more insight - but there is nothing wrong with throwbacks (#tbt or #throwbackthursday), unless they steal the show from your next actions or crucial updates. Good videos can be re-used every now and again (re-post on Instagram, retweet on Twitter, or cross-post from your video library on Facebook - but do not re-upload to Youtube).

THE SKELETON OF A GOOD SOCIAL MEDIA POST

A complete, effective social media post should contain some or all of the following, depending on the platform and what the point of the post is:

1. Asset - A piece of content such as a photo, video, GIF, meme, or graphic design. This is usually done by uploading a file; if it's something you or someone in your team has created, it's called original content. However, an asset could also be a link to content, such as a link to an article, video or blog. This is usually not original content as you didn't create it, but there are some exceptions, such as a link to a video or blog displayed directly on your website. An asset is the "meat" of the post.

2. Copy - Writing, phrases, slogans and more you use to frame and comment or elaborate on the content of the Asset. This is where your Media & Messaging Strategy Guidelines come in crucial.

3. Credit - If this asset is original content and the creator would like recognition, say who created it: the photographer, filmmaker, designer or writer. Content creators are valuable and really appreciate you crediting them, and can get quite pissed off if you forget!

Subjects - Equally, if the photo is of a person who wants to be known and/or whose name carries weight (e.g. an influencer, celebrity, model, or just someone who wants to be open about who they are and what they're doing) you may want to tag and/or name them.

For both creators and subjects, it may be more appropriate to tag their social media handle or that of the group/initiative/organisation they represent (e.g. @Greenpeace for a Greenpeace rep, @Lightsnap.Photography for a photographer's professional page, etc.).

On occasion, you might use tags for the not-so-friendly purpose of targeting someone - such as making a direct challenge, initiating a public conversation, or causing reputation disruption to a company, politician or government. This is a good way to build

controversy around an issue, but be careful not to venture into blaming and shaming, as this can quickly devolve into petty Twitter beef.

4. Call to Action (CTA) - Possibly the most important part of the post, it asks your audience to DO SOMETHING in response to the story you've just told. It often involves links or tags so that people can take that action. Examples:

“Sign up on our website, www.Rebellion.Earth.”

“JOIN US for our next action on Sunday, @Funeral for Our Future.”

“Come and get involved with the Rebellion! We have weekly Wednesday introduction sessions at 7pm at the Green Community Centre, 123 Example Road.”

“Join the #HumansofXR on the right side of history. Find your local group using the map here: www.xrebellion.org.”

“If you can't come to our actions but still want to support us, you can donate here: [crowdfunder link]”

Note: not every post needs a CTA, but it's usually good practice to use one!

5. Geotag - Tag the location the post was made or the content was created. Besides giving people more information, this is looked upon favourably by social media algorithms - the platforms will then be more likely to show your post to people nearby.

5. Hashtags - This is more relevant to Twitter and Instagram (hashtags aren't really used on Facebook.) Use up to 3 key hashtags for Twitter, and up to 30 relevant hashtags of various sizes on Instagram.