Social Media 101

Democracy Moves

Agenda

- Review definition and purpose of social media
- Explore specific tools
- Discuss how you've used social media
- Determine concrete next steps

SHARE OUT

- How do you currently use social media? Individually? Organizationally?

- What do you see as the benefits of social media?

- What are the biggest challenges you face using social media?

WHAT IS SOCIAL MEDIA?

"Social media" is a way for people to communicate and interact online. While it has been around since the dawn of the World Wide Web, in the last 10 years or so we've seen a surge in both the number and popularity of social media sites.

It's called social media because users engage with (and around) it in a social context, which can include conversations, commentary, and other user-generated annotations and engagement interactions

Why use social media?

- Networking with others with similar interest
- Promoting yourself or your organization
- Tell inspiring stories
- Inform others (potentially when you're not able to through other forums)
- Can use for activism- for all reasons above- but not sufficient in its own right "Slacktivism"

Be specific about your aims!

Social media and activism

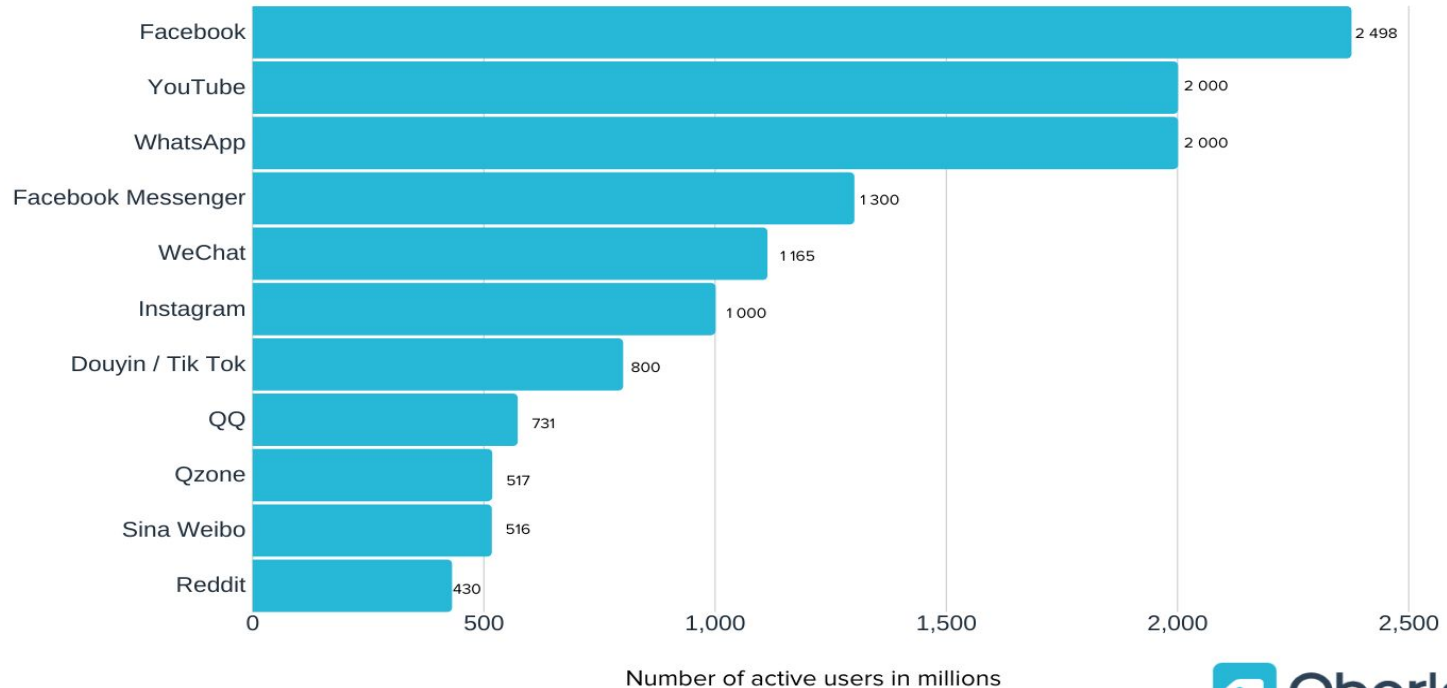- **Arab Spring**: Young people used social to organize, inform, get together

- ■ **BlackLivesMatter:** Hashtag, formed solidarity, shared police brutality

- **Hong Kong Protests of 2019:** Activists shared pictures, engaged with each other, when government would not let them

Different Social Media Platforms

Most popular social media platforms in 2020

Platform	Number of active users in millions
Facebook	2 498
YouTube	2 000
WhatsApp	2 000
Facebook Messenger	1 300
WeChat	1 165
Instagram	1 000
Douyin / Tik Tok	800
QQ	731
Qzone	517
Sina Weibo	516
Reddit	430

Number of active users in millions

Source: Dataportal.com

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Tips for best using social media

- Pick your platform- don't try to do everything!

- Develop your own voice, be authentic

- Engage with others- don't just promote yourself

- Not just about going viral- push interesting content

- Find communities- hashtags, etc (can we do so for DemocracyMoves?)

NEXT STEPS

- **Share out:** How do you best use social media now?

- **Collective Action:** Can we promote collective hashtags? Share best practices?

- **Platforms:** What platforms do you use? Want to try out?

Next Steps

- **Resource sharing**
- **Individual coaching**
- **Microgrants**
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