

I CHOOSE HUMANE.

HOW TO: USE SOCIAL MEDIA

TIPS FOR ACHIEVING MAXIMUM IMPACT

Covering your event:

- Use **high quality images** and where possible, **video** as it is more likely to be prioritised on people's feeds. If you are able to engage a volunteer with good skills and equipment, it is worth having them document your event.
- People tend to respond to **human interest stories**. For example, at your street stall, ask people if they are happy to be featured on social media and then use their image with a quote.
- Ask people and organisations with large followings on social media to promote your event by sharing or re-tweeting. You can also send them suggested text and images to post. Don't forget to tag the Refugee Council of Australia so that we can help you spread the word!

Engaging representatives

- **Tag your local representative** with quotes and photos from local residents. This is a good way of publicly asking them for a meeting whilst illustrating community support for your cause, particularly on Twitter.
- Remember to **keep your communication friendly and thank them** when they engage or agree to something you have asked.

CASE STUDY: RENAME BATMAN

- The below case study is from the "Rename Batman" campaign which strategically used of Twitter to show community support and request a meeting with local MP David Feeney:
- Before the event, the group engaged their target local member, who quickly pledged his support for the campaign:

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CASE STUDY: RENAME BATMAN

Having the support of high profile supporters of the issue helped in raising the profile of the campaign:

RenameBatman @RenameBatman · 18 Feb 2017
Greet to have @Feeney4Batman getting behind this campaign! #RenameBat

David Feeney @Feeney4Batman
Let's #renamebatman & find a new name that unites our community
theage.com.au/victoria/bye-b... @theage @RenameBatman
@NorthcoteLeader #wurrundjeri



On the day of the street stalls, the group promoted their event and tagged their MP in photo and video footage throughout the day, using the hashtag #RenameBatman. Given he had already pledged their support, they upgraded their original ask to a request to take action:

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The group leveraged the community support, social media activity and media profile to request a meeting after the stall. At the meeting, the target MP agreed to the campaign ask. The group kept communication friendly with the MP and remembered to thank him for his collaboration.

In June 2018, it was announced that the name of the electorate would be changed- win! This was not just down to the Rename Batman group but their engagement of a key decision-maker at the right time played an important part.

