



Advance Your Advocacy!

Leveraging Social Media for Disability Rights Advocacy

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Welcome!

Introduce yourself! Share in the chat:

- Your name
- Where you are from
- What would you like to learn about advocacy today



Icebreaker: What Type of Advocate Are You?

1. My advocacy is going to influence...

- ☐ A. The public, beyond my community
- ☐ B. People in my community
- ☐ C. Government stakeholders
- ☐ D. All of the above

2. The people who I want to influence...

- ☐ A. Use the internet regularly
- ☐ B. Have access to the internet but do not use it regularly
- ☐ C. Do not have access to the internet
- ☐ D. All of the above

3. My advocacy targets are most engaged by...

- ☐ A. Community activism on a specific topic, such as climate change
- ☐ B. Pop culture, movies and music
- ☐ C. Personal stories and testimonials
- ☐ D. Legal arguments

Icebreaker: What Type of Advocate Are You?

4. My stakeholders get their information from...

- ☐ A. Traditional media, such as TV, radio and newspapers
- ☐ B. Social media and online sources
- ☐ C. Organizations and official sources, such as government newsletters
- ☐ D. All of the above

5. As a result of my advocacy, I want...

- ☐ A. More people to know about my issue and share it with their networks (build networks!)
- ☐ B. New and current supporters to feel energized about my issue (call to action)
- ☐ C. Government stakeholders to take action (inform and influence!)
- ☐ D. All of the above

6. On a scale of not comfortable at all to very comfortable, this is how I feel about using social media:

- ☐ A. Very comfortable: I want social media to be the core of my campaign
- ☐ B. Comfortable: I want social media to be a large part of my campaign but may also engage stakeholders in other ways
- ☐ C. Not comfortable: I do not want social media to be a big part of my campaign, if at all
- ☐ D. Somewhat comfortable: I want to learn more about how to use social media

What Type of Advocate Are You?



**IF YOU ANSWERED
MOSTLY A...**

**YOU ARE A NETWORK
BUILDER!**

You want to spread the word about your cause and get anyone and everyone involved. You may be interested in creating a strategy to get new followers, developing a hashtag on your issue and publishing online articles. Check out the activity set on Digital public outreach (page X).



**IF YOU ANSWERED
MOSTLY B...**

**YOU ARE A COMMUNITY
ENGAGER!**

You want to tell stories in creative ways and may like to use formats such as videos, photography or podcasts. Start with the activity set on Digitizing creative arts (page X).



**IF YOU ANSWERED
MOSTLY C...**

**YOU ARE A GRASSROOTS
ORGANIZER!**

You want government stakeholders to take action on your topic, and you're not afraid to get in touch with them directly. Start with the activity sets on Digitizing creative arts (page X), and Digital engagement with government officials (page X).



**IF YOU ANSWERED
MOSTLY D...**

**YOU ARE A TRADITIONAL
ADVOCATE!**

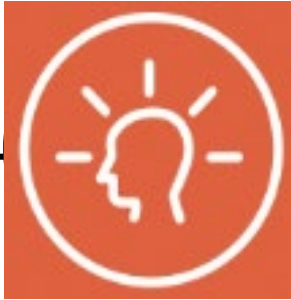
You want to increase your follower base and influence government stakeholders. You are likely to use a mix of online and offline approaches. Check out the activity sets on Digital public outreach (page X) and Digital engagement with government officials (page X).



Quiz Reflection

- What did you find helpful about the quiz?
- Were you surprised by the type of advocate you matched with?
- Did you learn something new?

Why Digital Advocacy?



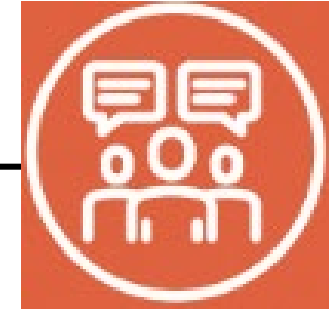
Raise Awareness

To support your cause, people need to know about it!



Build Network

Advocacy is a lot of work, but it gets easier when you have many supporters



Mobilize Action

Advocacy is the deliberate process of influencing a decision-maker that results in action

Social Media for Advocacy



Empower

Empower CSOs and their members to advocate with more impact



Expand

Expand a CSO's reach to a broader and more diverse audience



Leverage

Leverage the community network of a CSO to facilitate information sharing



Facilitate

Facilitate the interactive communication, connections and public engagement of your community to amplify your organization's reach

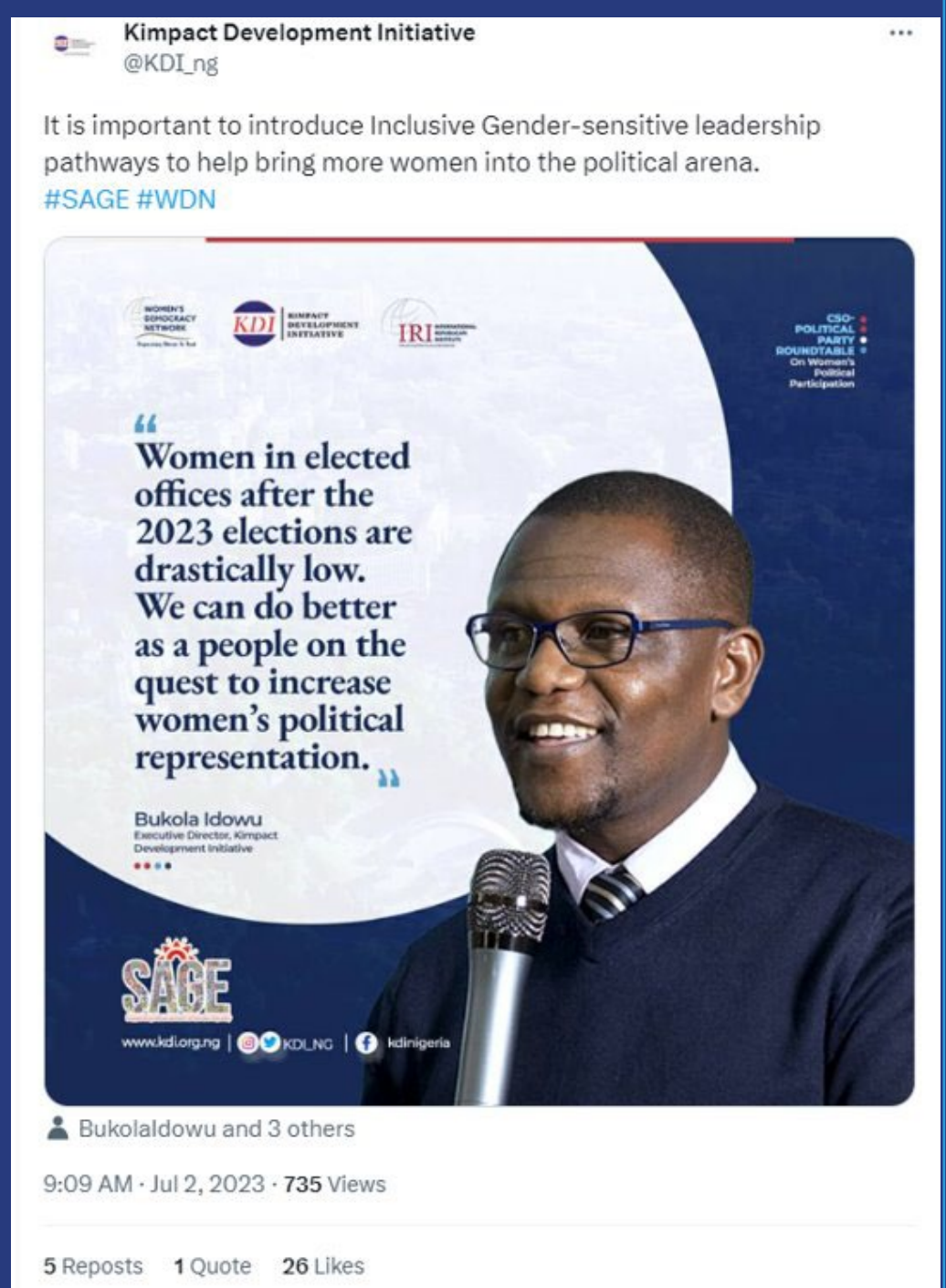


Reinforce

Personalize and reinforce messages that can be more easily tailored or targeted to particular audiences

Example 1

- Do you think this post is meant to: raise awareness, build networks, or mobilize action? Is it a mix of these?
- Do you feel this post uses inclusive communication? Why or why not?



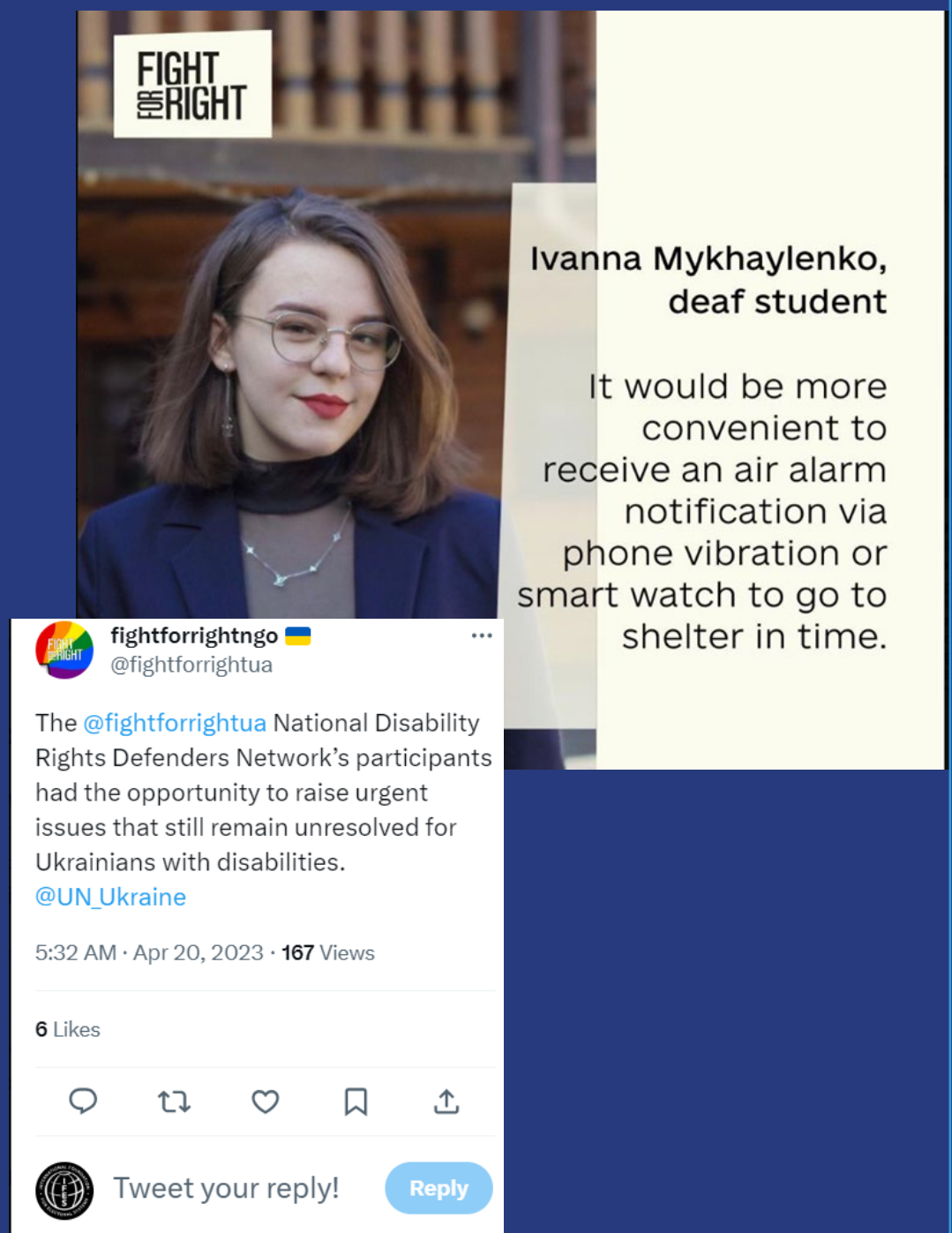
Example 2

- Do you think this post is meant to: raise awareness, build networks, or mobilize action? Is it a mix of these?
- Do you feel this post uses inclusive communication? Why or why not?



Example 3

- Do you think this post is meant to: raise awareness, build networks, or mobilize action? Is it a mix of these?
- Do you feel this post uses inclusive communication? Why or why not?



The image shows a tweet from the account **fightforrightngo** (@fightforrightua). The tweet text reads: "The @fightforrightua National Disability Rights Defenders Network's participants had the opportunity to raise urgent issues that still remain unresolved for Ukrainians with disabilities. @UN_Ukraine". It was posted at 5:32 AM on April 20, 2023, and has 167 views and 6 likes. The tweet includes icons for replying, retweeting, liking, bookmarking, and sharing. At the bottom, there is a prompt to "Tweet your reply!" and a "Reply" button. To the right of the tweet, there is a photo of a young woman with glasses, identified as Ivanna Mykhaylenko, a deaf student. A text box next to her photo states: "It would be more convenient to receive an air alarm notification via phone vibration or smart watch to go to shelter in time." The "FIGHT FOR RIGHT" logo is visible in the top left corner of the photo area.

FIGHT FOR RIGHT

Ivanna Mykhaylenko,
deaf student

It would be more convenient to receive an air alarm notification via phone vibration or smart watch to go to shelter in time.

fightforrightngo @fightforrightua

The @fightforrightua National Disability Rights Defenders Network's participants had the opportunity to raise urgent issues that still remain unresolved for Ukrainians with disabilities. @UN_Ukraine

5:32 AM · Apr 20, 2023 · 167 Views

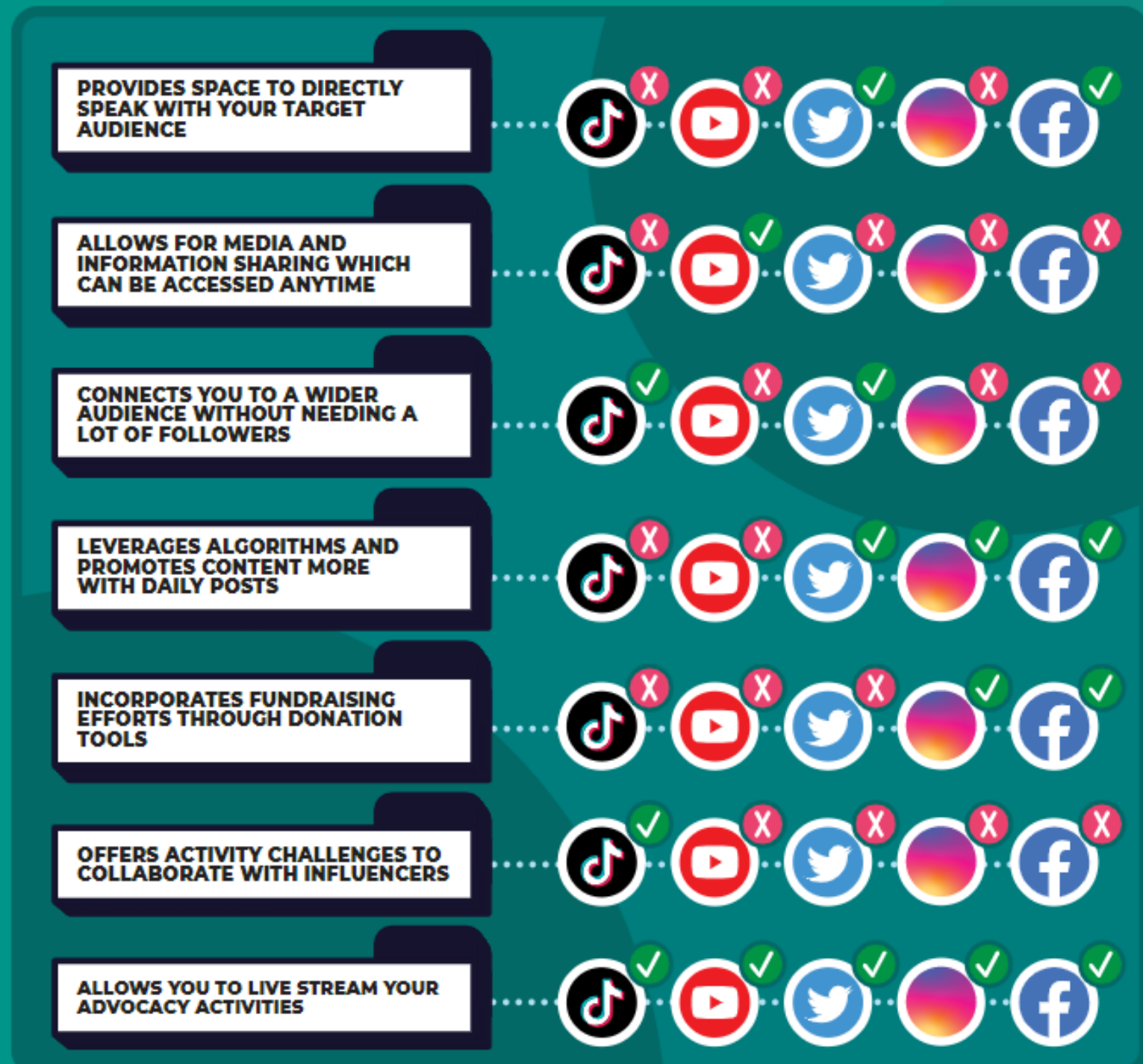
6 Likes

Tweet your reply! Reply

Tips for Using Social Media in Digital Advocacy

1. Pick your platform(s)
2. Create accessible content
3. Boost audience action and engagement
4. Use a network approach
5. Evaluate your success

Pick Your Platform(s)



Create Accessible Content

MAKING YOUR CONTENT ACCESSIBLE

- Use mobile-friendly posts, since most users view content on their phones;
- Add alt-text as part of the description that should accompany each photo or graphic;
- Post content relevant to your time zones;
- Capitalize each word in hashtags;
- Link to videos with captions or transcripts;
- Add captions and sign language interpretation; and
- Include a description of the video.

Check potential hashtags before you use them! Make sure they are not already being used by another group or campaign for a different purpose—or even in a different country.

Create Alt-Text

- Good alt-text gives a concise description of the image in a few sentences.
- Describe exactly what you see and do not make assumptions based on the image that cannot directly be seen or known.
- Transcribe any text displayed on the image as part of your description so screen readers can pick it up.



Greta Thunberg
@GretaThunberg

School strike week 142.

[#MindTheGap](#)

[#climatestrikeonline](#)

[#fridaysforfuture](#) [#FaceTheClimateEmergency](#)



Alt-text: A Twitter post from Greta Thunberg. She is wearing a black sweatshirt and facing forward, holding a sign labeled, "Skolstrejk for Klimatet."

Alt-Text: Your Turn!

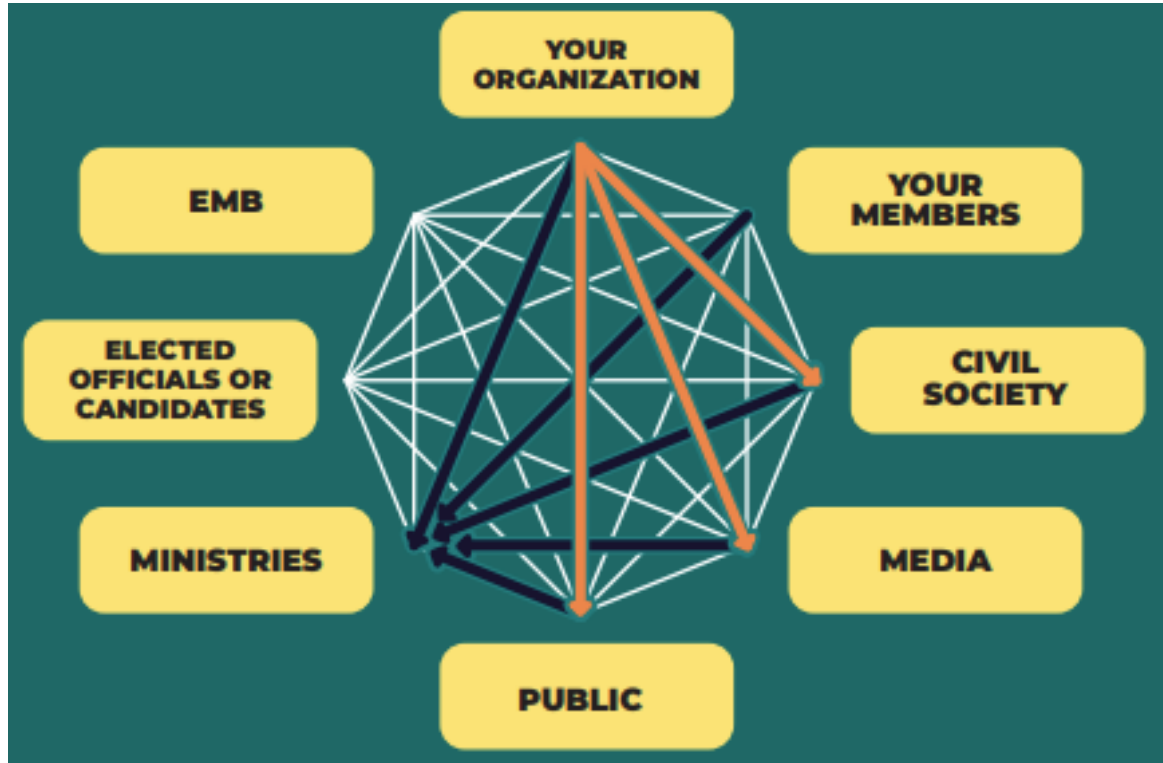
Alt-text: A group of young people are wearing masks and standing in a circle holding strips of paper in the shape of a circle as part of a training.



Boost Audience Action and Engagement

PURPOSE OF CONTENT	IDEAS FOR CONTENT CREATION		
ENTERTAINING	<ul style="list-style-type: none">• Questions• Cartoons• Eye-catching photos	<ul style="list-style-type: none">• Survey or polls• Memes• Photos	<ul style="list-style-type: none">• Quizzes• Videos
INFLUENCING	<ul style="list-style-type: none">• A page from another organization or activist• Infographics	<ul style="list-style-type: none">• News features about your cause or a relevant event• Slide shows• Testimonial quotes	
EDUCATING	<ul style="list-style-type: none">• Blog posts• eBooks• Links• Podcasts	<ul style="list-style-type: none">• Short training video• Statistics• Thought leadership articles• White papers or case studies	

Use a Network Approach



Step 1 = You directly engage your stakeholders in your campaign through your posts and messages.

Step 2 = Your stakeholders amplify those messages and share with their stakeholders.

Evaluate Your Success

Regularly review:

- The number of posts you have posted
- Whether you are increasing your number of followers
- How your community is engaging with you posts (views, likes, shares, etc.)

How will you measure the success of your campaign?

- **OUTPUT.** Number of posts on the platforms you use.
- **FOLLOWERS.** Number of followers on your platforms.

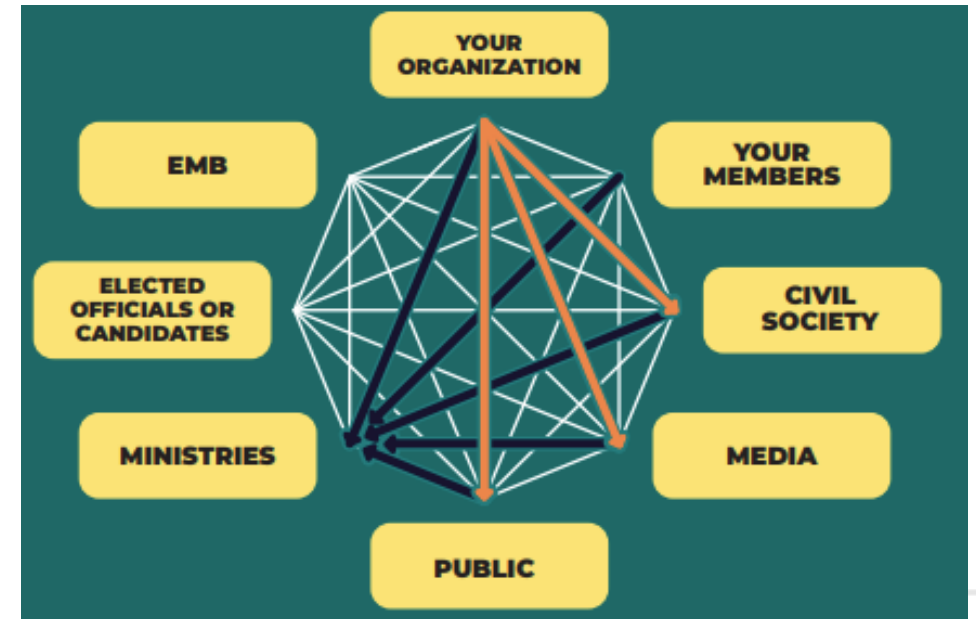
ENGAGEMENT. How often you respond to your target audience (such as retweets and comments), and how often your stakeholder environment connects with you (such as likes and follows).

MONITORING. Know what allies and spoilers are saying about your issue so you can promote any positive chatter and address any harmful content. Are government officials posting about your topic? Leave a reply! This indicates your engagement on the issue and can be a way to connect directly with decision-makers.

Applying the Tips

Scenario: You are a university student and want to advocate for more accessible buildings on campus for students with disabilities (ex: more ramps, single floor buildings, etc.). Facebook is the most popular social media platform used on campus, and you want your campaign to reach as many people as possible!

- Which social media platform(s) would you use for your campaign?
- How can you make your social media content accessible?
- What type of content will you use – educating, influencing, or entertaining? Why?
- Explain how you can use a network approach in this scenario.
- How will you evaluate the success of your social media campaign?





Thank you!