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MORE REFUGEES | MORE FAIRNESS | MORE WELCOMING COMMUNITIES

Amnesty International and the Canadian Council for Refugees



@refugeecampaign

Digital Activism: Mobilizing an Online Audience

by: Jihane El Atifi

Training Materials on Digital Advocacy

February 18, 2016

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The Revolution will not be televised...It will be tweeted!



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What is digital activism?

Goals of social change + Social Tech/Digital =
Digital Activism

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Technology isn't the only answer: #Powerful or #Pointless ?



Creating and mobilizing online communities

Engagement, participation, action

- Setting the right goals
- Listen carefully
- Find your audience
- Establish your purpose
- Effective storytelling



Create a “Home-Base”

Where and how can participants contact you, share your content, sign your petition, take action?

- Social networks
- Blog
- Email
- Webinars
- Outreach

The ask: make it simple

- Beyond the generic “Click here”
- Make Your Words Count
- Why should they take action...concretely
- Add a sense of urgency
- Follow up and keep the conversation going
- Empower them with knowledge and a network of likeminded activists

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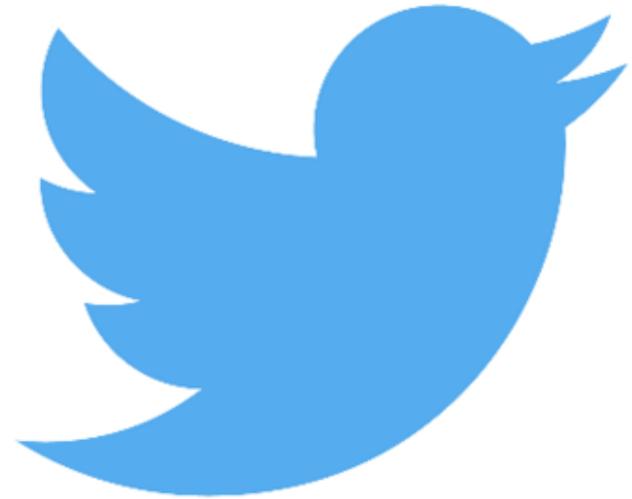


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Tweeting Tips

1. Use Hashtags & Links Together
2. Don't Hashtag overload
3. Clear Calls-To-Action
4. Use pictures



Facebook Posts Tips

1. Word count
2. Visual Content
3. Call to action
4. Engage
5. Publish after work hours & weekends



Results

- Goal setting
- Monitor
- Evaluate
- Assess
- Adapt





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Thank you!

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