

## REFUGEE WEEK 2019: HOW TO COMMUNICATE WELL ON SOCIAL MEDIA

*Draw on the power of the story and always think about your audience. Use visuals as much as possible. Communicate clearly and succinctly: let your passion shine through.*

### Language

- Be clear and coherent. Make sure posts can be understood by everyone.
- Avoid jargon and technical words.
- Say one thing at a time.
- Talk about people rather than using labels like 'refugee' and 'asylum seeker'.
- Draw out positive quotes and stories
- Use the language of celebration
- Try not to be too earnest or worthy

### Facebook

*Still the most popular social media platform. Most popular with people over the age of 35. Good for promoting events, campaigning and community building.*

- Create 'meaningful engagements' – discussions, questions, interactions, shares etc.
- Be authentic and real, don't just use it to push and promote.
- Consider best format – Organisation/Personal/Event Page, Closed Group, Paid Advertising.
- Post striking images. Make use of Canva to create memes, stand-out visuals and graphics.
- Create and share relevant videos – make sure they look professional, are audible etc.

### INSTAGRAM

*Relies on compelling visual content and strong storytelling. Lifestyle feel. Popular with a younger audience particularly under 24s. Can only be used with an app on mobile or tablet.*

- Good photographs are essential – use filters and edits to enhance/sharpen pictures.
- Post once a day with good content – mini stories work well.
- Use hashtags to tap into wider conversations and new audiences, e.g. #RefugeeWeek2019.
- Make it personal/human
- Experiment with Instagram Stories for a live, immediate and fun feel.
- Encourage interaction, include calls to action, tag other people

### TWITTER

*Fast moving, news reactive platform. Sector/business focused. Popular topics can trend. Live tweeting is popular – events unfold in real time.*

- Tag people and organisations
- Use hashtags #RefugeeWeek2019, #generations, #WorldRefugeeDay etc
- Live tweet from events using an event hashtag and tagging other participants
- Retweet with a comment
- Post throughout the day particularly at break times – 9am, 1pm, 4pm, 6pm
- Use Tweetdeck to plan and schedule posts

### DIGITAL STORYTELLING/BLOGGING

*Bloggng provides more space to tell stories which can connect powerfully with the audience.*

- Write stories up after events to share successes – and celebrate.
- Consider the narrative arc of the story – situation, tension, resolution, twist, conclusion
- Say one thing well - stick to one theme, topic or event. Be clear and succinct.
- Aim for 400-600 words.
- Don't write too formally, avoid using academic or technical terms
- Include a call to action – how can people respond or get involved?
- Get someone else to read and edit it before you publish

## Refugee Week 2019

### Digital Communication: Top Ten Tips

1. Take note of what popular accounts are doing particularly sector leaders.
2. Make your stories and posts as compelling as possible; think of what will grab the attention of your audience.
3. Jump straight into the action. Avoid preamble. Be sharp and succinct.
4. Know who your audience is and who it isn't. Don't worry about those who don't agree with you.
5. Don't assume your audience have the same knowledge as you. They may be sympathetic but that doesn't mean they always know who or what you are talking about. Be clear and explain what you are talking about. Avoid technical terms and 'in' language.
6. Use images – they always attract more engagement. Work with similar templates, filters and fonts throughout campaigns to bring coherence.
7. Use hashtags and tag other groups, organisations and individuals supportive of your cause – and particularly those who have influence. #RefugeeWeek2019, #generations
8. Experiment with posting at different times of day – and see what works best for your audience.
9. Make changes according to what is working - and what isn't.
10. Celebrate successes and have fun!

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## **DIGITAL EXERCISE**

**Work in small groups of 2-3 people.**

**Decide what it is you want to promote or talk about on social media. This could be something like:**

- An event you want to promote
- The story of something amazing that happened in Refugee Week
- A campaign or issue you want to highlight

**Decide which social media platform you want to use. Consider:**

- Your audience and which platform they are most likely to use
- If you have good images to share and where they would work best
- What you know how to use and what works well for you

**Create the post using text and images (you can just sketch these out):**

- What would be the best image you could use with this post?
- How can you draw the audience in?
- What's the most important part of what you want to say?
- Can you link to any hashtags, news events or wider stories?

**If you have time, try making a different post for the same thing:**

- How can you make it sharper and more interesting?
- Is there anything you can cut out to make it clearer?
- How can you make it more compelling?