

The power of social media

Top ten tips! #RefugeeWeek2020

1. Think of your audience

Don't assume they have the same knowledge as you. They might be sympathetic but that doesn't mean they always know what you are talking about. Be clear.

2. Tell stories

Help your audience to make that human and emotional connection.

3. Make it visual

Images and videos always attract more engagement.

4. Keep it simple

Don't say too much in one post, stay focused.

5. Make the audience feel part of what you are doing

Use active verbs, calls to action, ask questions and encourage comments, e.g. Join us, take part, act now, write, email, tweet, share etc.

6. Connect with others

Encourage the work of other groups and organisations, use tags, hashtags etc. #Imagine #RefugeeWeek2020.

7. Be hopeful

Refugee Week is a great time to celebrate. Audiences will connect with content which feels progressive and uplifting.

8. Experiment

Post at different times of the day, publish different types of content - make changes according to what is and isn't working.

9. Look after yourself

You could be on social media 24/7 so take time out, ignore trolls and stay positive.

10. Thank people & celebrate success!

Big up your volunteers, fundraisers, donors, those who come along to your events and support your work. Celebrate your amazing events and stories. Don't be shy!