

# Let Communities Decide

## Social Media Guide

When we use it right, social media can be an important tool for campaigners. It's a free and (relatively) easy way to connect with lots of people, and demonstrate our power.

### Key information

**Hashtags:** #LetCommunitiesDecide #Fracking

**Accounts to follow during the Week of Action:**

- Facebook - [Fossil Free UK](#), [Friends of the Earth EW&NI](#)
- Twitter - [@FossilFree\\_UK](#), [@friends\\_earth](#)

**To make sure your action is included in the wrap-up - send photos, videos and report-backs to [ellen@350.org](mailto:ellen@350.org)**, including any credit needed in the file names. For big files, you can use [WeTransfer](#) to send them.

### Making the most of your event

**Before** - using social media for promotion

- Create a Facebook event and invite your networks to join
  - Make sure you include all the necessary information in the event, and that you post regularly in it to keep people engaged
  - Encourage partners and allied groups to share the event and join
- Share content showing how you're preparing for your action to get people excited and show what it looks like to be involved
  - Examples: pictures of people painting banners, short videos of organisers in your group explaining what will happen on September 8th

**During** - live coverage on the day

- Assign a member of your group responsibility for documenting the event
- If you have someone taking photos and videos for social media, brief them on the kinds of things you want - make sure they take a mixture of posed and candid photos, close ups and group shots
- If you have the chance, encourage people at your event to talk about it on their own social media and point them to the hashtags.

**After** - reporting back and absorbing momentum

- Write a blog for the Fossil Free UK website about how it went
- Post your favourite photos or video clips from the action on your Facebook and Twitter, and send them to be included in our wrap up - email [ellen@350.org](mailto:ellen@350.org)
- Invite people that 'attended' your Facebook event to your next campaign meeting - encourage people to stay involved!

## Top tips

**Top tips for great Facebook posts:**

- Never just post text - always include a link, image or video
- Leave space of at least 2 hours between posts
- For videos - upload directly to Facebook, don't share YouTube links. Videos should ideally be under 2 minutes and there should be a strong hook in the first 5 seconds
- If you're sharing a photo album, keep it under 10 photos. Choose the best!
- Don't forget that you can schedule posts in advance!

**Top tips for Twitter:**

- Use hashtags in a limited way - one or two per Tweet
- If you're not sharing a link, try and include an image if you can
- You can also share short videos too. You can record, edit and share videos from the Twitter app
- Try to make tweets stand alone sentences that make sense by themselves
- Make sure you tag (@) other organisations or people when referencing their work - solidarity!
- Don't start a Tweet with an @username - it will be invisible to most users (unless you're targeting journalists)

## Using your personal accounts

As well as just posting as your campaign group, you can (and should!) use your personal accounts on social media to amplify your campaign.

Nothing is more likely to convince someone to come to an event, or get them interested in your campaign than seeing a post from one of their friends - so don't be embarrassed, share away!

If you're using your personal account, try using the hashtags to make your post findable - or tag the Fossil Free Facebook and Twitters in your post.