
CHANGE**MEDIA**

using social media to inspire social change

The Only Thing We Have to Fear...

By early 1933, the United States was deep into the Great Depression, and there was widespread concern over the financial future of America. This uncertainty left citizens afraid of what was in store for them. On March 4th of that year, President-elect Franklin D. Roosevelt delivered his inaugural speech where he uttered the now famous line, "The only thing we have to fear is fear itself." It was this speech and, in particular, this line that helped calm the panic and hopelessness that gripped the American people. Roosevelt was pointing out that everyone's fears were really a fear of the unknown and that, when we allow ourselves to be consumed by fear, it is easy to lose sight of what needs to be done and also difficult to take necessary actions to improve a situation or achieve an intended outcome. His words comforted the American people just enough for them to start to think positively about the economic outlook. This positive outlook slowly turned into confidence, increased spending and eventually economic recovery.

What does this have to do with social media? Fear. In the non-profit sector, particularly in non-profits that, by the nature of their work, deal in and rely on anonymity (rape crisis centers, for example), there is a fear of the unknown when it comes to social media engagement. These agencies and organizations have worked very hard, often for decades, to strike a delicate balance between promoting the services they offer

while providing a sense of safety, healing, and privacy for the clients they serve. The advent of social media, which on many levels seems like the digital "Wild Wild West", has made the hair on the necks of service providers and executive directors stand at attention because of the many unknowns that accompany this fast changing landscape. Likewise, many of these same people recognize the tremendous potential for positive impact social media has – from reaching more clients to reaching more supporters (donors) to virtual community organizing and creating social change. Yet again, they find themselves looking to strike that delicate balance.

Perhaps you are part of that group. Perhaps you have some concerns about how to strike that balance for your agency or organization. Maybe your fear is that the social media landscape is too big to tackle and you don't even know where to begin or you just aren't sure how social media can make a positive difference for you or your work. This virtual organizing toolkit is designed to help alleviate those fears by giving you the knowledge and tools you need to broaden and deepen the impact of your work through social media. The first step is for you to begin (if you haven't already) to think positively about using social media in your work. Then remember, the only thing you have to fear is fear itself.

Social Media

The Basics

Before diving into using social media for social change, it is useful to establish a common understanding of what social media is (currently) and how to use it for maximum effect. As social media grows and evolves, it becomes increasingly more difficult to sum up in a simple, concise manner. Are we talking about social networks or are we talking about sharing videos and images? Are we talking about blogging or podcasting? And while we are asking questions, are we talking about photos of what our friends had for lunch (a FAQ that comes from new Twitter users)? The answer to these questions is yes – we are talking about all of these things (even lunch pics). To be honest, defining social media in concrete terms is almost an exercise in futility because it is such a rapidly changing arena. Sooner or later (probably sooner) any narrow definition of social media will be obsolete and go the way of the “MySpaceasaurus”.

For the purposes of this toolkit let’s use a definition from Angie Schottmuller at the web consulting firm of Interactive Artisan. Her definition is as follows:

“Social media is communication channels or tools used to store, aggregate, share, discuss or deliver information within online communities.”

Social media isn’t a passing fancy, and it isn’t just for the under 25 crowd. People of all ages are using social media in droves. It is important to note that 66% of all adult online users are connected to one or more social media platforms.¹ The most popular social media platform, Facebook, has over 900 million active users worldwide. If the online community of Facebook were a country, it would be the third most populous in the world behind China and India. Perhaps more importantly, the Facebook population continues to grow at a rate of about 8% per quarter.² Keep in mind that Facebook is just one of many social media platforms that have high user rates. Other platforms will be discussed later in the toolkit.

¹www.onlinemba.com

²<http://blogs.wsj.com/digits/2012/04/23/facebook-passes-the-900-million-monthly-users-barrier/>

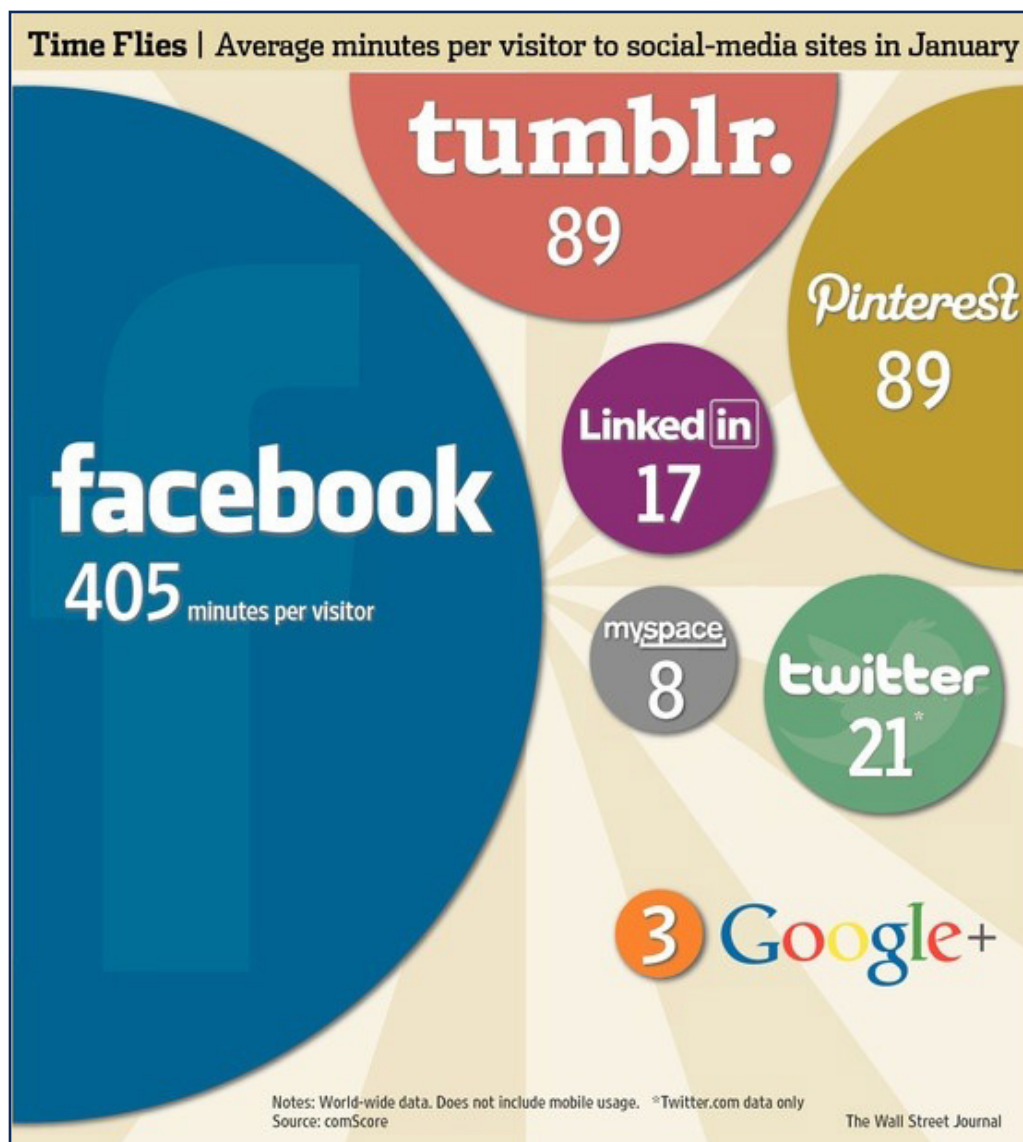
Social Media

Platforms & Tools

An easy way to break social media into manageable, digestible chunks is to think of each component as a tool. You don't have to use all of them all the time, but you do what to have them in your toolbox because each of them can be very useful in helping you achieve your goals or better serve your constituents. This is not an exhaustive list as there are too many to name, but this will be plenty to get you a long way down the social media superhighway.

Social Networks

Often there is a fair amount of confusion around the differences between social media and social networks. It can be helpful to think of social networks as online communities or hubs where people can interact. Take a look at this infographic from the Wall Street Journal (we will discuss infographics later in the toolkit) regarding social networks and usage per visitor in January 2012:



Social Media

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These are the spaces where people engage in discussion, share information, and rally around a common goal. Most importantly, people are doing so in massive quantities. Take a look at these statistics¹ regarding social network engagement:

Every minute of every day

- ▶ 100,000 tweets are sent
- ▶ 684,478 pieces of content are shared on Facebook
- ▶ 48 hours of video are uploaded to YouTube
- ▶ 3,600 photos are shared on Instagram

Internet users spend 22.5% of their online time social networking

- ▶ 40% of people spend more time socializing online than they do face-to-face₂
- ▶ 91% of online adults use social media regularly

¹www.thesocialskinny.com

² http://www.mediabistro.com/alltwitter/antisocial-media_b24179

Social Media

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Google +

Google + is Google's answer to social networking and ultimately works a lot like Facebook, with people sharing interesting status messages, pictures, links, and events. Google + also integrates other Google tools like G-chat, Hangout, and YouTube to maximize the socializing experience.

Using Google + to Engage Men: Google+ Hangout

Emiliano C. Diaz de Leon

My first Google+ Hangout (<http://www.google.com/+/learnmore/hangouts/>), "What Every Man Can Do to Fight Demand", focused on sex-trafficking demand hosted by Shared Hope International (<http://sharedhope.org/>). I came across the Hangout via @TheDefenderUSA (<https://twitter.com/TheDefendersUSA>) on Twitter and confirmed my attendance on Shared Hope International's Google+ page (<https://plus.google.com/102212042737488085455/posts>). I appreciated that I didn't need a Google account to participate in this "public" on-line event. (However, in order to host a Hangout, you do need a Google account.) Hangouts also do not require you to download any additional software to participate, unlike many webinar services. One of my favorite features of this free, live "video conferencing" service is that it can be accessed on computers, phones, or tablets, and up to ten individuals are able to participate through video with countless more individuals able to utilize the chat function during the Hangout. This Hangout lasted only thirty minutes, which felt like the right amount of time since Hangout only allows you to see and engage the "speakers" in the chat room. During the Hangout, Shared Hope International also live Tweeted, inviting questions and comments using the hashtag #SHChat. The coolest part of Hangout is that it has a recording function which allows you to post the video of the hangout to your Google+ page or your YouTube channel automatically. After the live event, Shared Hope International and The Defenders USA shared the recording (<http://www.youtube.com/watch?v=pSBI7CnhuWQ>) on all their social media platforms for others to view on their own time. This feature allows you to maximize the reach of your efforts by engaging people who weren't able to participate in the live event. As Google+ becomes more popular and accessible, I look forward to seeing how individuals, organizations and institutions use Hangout to engage men to prevent sexual violence.

Google+ Examples:

- ▶ Man Up Campaign: <https://plus.google.com/104466444727815363560/posts>
- ▶ National Fatherhood Initiative: <https://plus.google.com/109256478499693160594/posts>
- ▶ The Good Men Project: <https://plus.google.com/113235993018413637838posts>
- ▶ Higher Unlearning: <https://plus.google.com/101369874869790094622/posts>

Social Media

Platforms & Tools

Blogging

A blog is a website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video.¹

Blogging started in the 1990s as online journals where people shared their interests, thoughts and hobbies. Today, the “blogosphere” has evolved dramatically into part online community, part news source, and part online entertainment magazine. Regardless of the type of content a particular blog provides, one thing is for sure: blogs are opinionated. That is great news for non-profits. In many ways, blogging is the perfect platform for non-profits to talk about their cause and build an online community of supporters.

Some reasons why an organization should consider blogging:

- ▶ Over 150 million blogs around the world now
- ▶ Powerful communications vehicle
- ▶ Can keep your network/supporters informed with your organization’s latest news
- ▶ If an organization has a limited budget this can be a great free (ish) marketing/promotional tool
- ▶ Share your organizational stories (more on Storytelling later in the toolkit)

General Blogging Sites:

- ▶ Wordpress (www.wordpress.com)
- ▶ Blogger (www.blogger.com) and Blog.com
- ▶ Technorati (www.technorati.com) a good place to keep up-to-date with the world of blogging and is also a good place to find out what others are saying about your organization

Blogging Examples:

- ▶ Men’s Anti-Violence Council: <http://mensantiviolencecouncil.com/>
- ▶ The MasculinityU: <https://sites.google.com/a/masculinityu.com/masculinity-u/the-masculinityu-blog>
- ▶ Kevin Powell: <http://www.kevinpowell.net/blog/>
- ▶ VoiceMale: Editors Blog: <http://voicemalemagazine.org/editors-blog/>
- ▶ XY Online Blog: <http://www.xyonline.net/blog>
- ▶ DadLabs: <http://www.dadlabs.com/blog/>
- ▶ Step Up: <http://jfallout1212.blogspot.com/>
- ▶ The Huffington Post: Jackson Katz: <http://www.huffingtonpost.com/jackson-katz/>
- ▶ Boss of Me: <http://www.bom411.com/blog.html>
- ▶ Dads and Daughters: <http://www.dadsanddaughters.blogspot.com/>

¹ <http://en.wikipedia.org/wiki/Blog>

Social Media

Platforms & Tools

Microblogging

Microblogging is the act of posting short messages online via specific platforms. A microblog post can be a maximum of 140 characters, including spaces. The 140 character limit comes from microblogging's inspiration: SMS (text) messages sent from a mobile phone. Updates or posts can include simple text or hyperlinks to websites, videos, photos, or other web-based content.

Popular Microblogging Sites Twitter, Tumblr, & Posterous

Using Twitter to Engage Men: Twitter Town Hall

Emiliano C. Diaz de Leon

Men Can Stop Rape (MCSR) (<http://www.mencanstoprape.org/>) invited me to co-facilitate their first Twitter Town Hall on the topic of "Healthy Masculinity and Race" which is part of their national Healthy Masculinity Project (HMAP) (<http://www.mencanstoprape.org/Healthy-Masculinity-Action-Project>). Since joining Twitter, I have participated in many Twitter Chats/Town Halls/Parties on various topics but this was my first time to be a part of the planning, promotion, and co-facilitation of such an event.

Planning - Through email and multiple conference-calls between MCSR staff and co-facilitators from The Women of Color Network (<http://womenofcolornetwork.org/>), we began planning the Twitter Town Hall approximately three weeks before the event. Early on, we agreed that this particular Twitter Town Hall would be 30 minutes long and, rather than exclusively sharing information and/or resources, we would pose a series of questions on the intersections of race and healthy masculinity. As part of the planning process, the co-facilitator and I each developed 4 Tweets (questions) and worked as a team to modify, edit, and compile a final list of 6 tweets. In addition, MCSR developed opening and closing tweets. We agreed that we would send out a Tweet from our Twitter handles (@TonyaLovelace - <https://twitter.com/TonyaLovelace>, @TAASA - <https://twitter.com/taasa> and @MenCanStopeRape - <https://twitter.com/mencanstoprape>) every 5 minutes and go back and forth responding to comments or questions throughout.

Promotion - Two weeks prior to the Twitter Town Hall, MCSR, TAASA, The Women of Color Network and the HMAP Na-tional Partners (<http://getinvolved.mencanstoprape.org/page.aspx?pid=372>) and Allies (<http://getinvolved.mencanstoprape.org/page.aspx?pid=369>) began to promote the event on social media (Facebook and Twitter). MCSR developed template Tweets and Facebook posts to be shared 10-days-out, 5 days-out, 3-days out and on the day of the event. MCSR included the hashtag #HealthyMasculinity and #Race in the posts and asked followers to RT (re-tweet) on Twitter or friends to share on Facebook. Within the violence prevention field, this simple but effective strategy generated a lot of interest in the Town Hall.

Co-Facilitation - What made this experience unique was not just the topic that we were exploring but the model of co-facilitation that we employed. The co-facilitator, the MCSR staff, and I were on a conference call for the duration of the event to coordinate tweets, collectively respond to questions or comments and gauge participation. As part of this process, I learned that it is critical to consider the who (facilitators), as well as the how (format) to generate interest and live participation on Twitter. As a follow-up to the Twitter Town Hall, MCSR created/shared a Storify (<https://storify.com/mencanstoprape/healthymasculinity-twitter-town-hall>) to capture the tweets from the event and spark additional discussion of the topic.

This type of social media event allows for us to engage in a virtual town hall where our potential reach is glob-al because for every person who actively participates, there are many more spectators whose attention is also grabbed.

Social Media

Platforms & Tools

Vlogging

Essentially, vlogging is the same as blogging except that the content of a vlog is primarily video based. Vlog posts are created by making a video of yourself or an event, uploading it to the Internet, and publishing it within a post on your blog. Vloggers frequently use sites like YouTube and Vimeo for uploading their content to the web. Once online, they can then embed or link to the content on their blog.

Vlogging Example:

CmanVlogga: <https://www.youtube.com/user/CmanVlogga/featured>

Kunle Bristow: <https://www.youtube.com/user/KunleBristow?feature=watch>

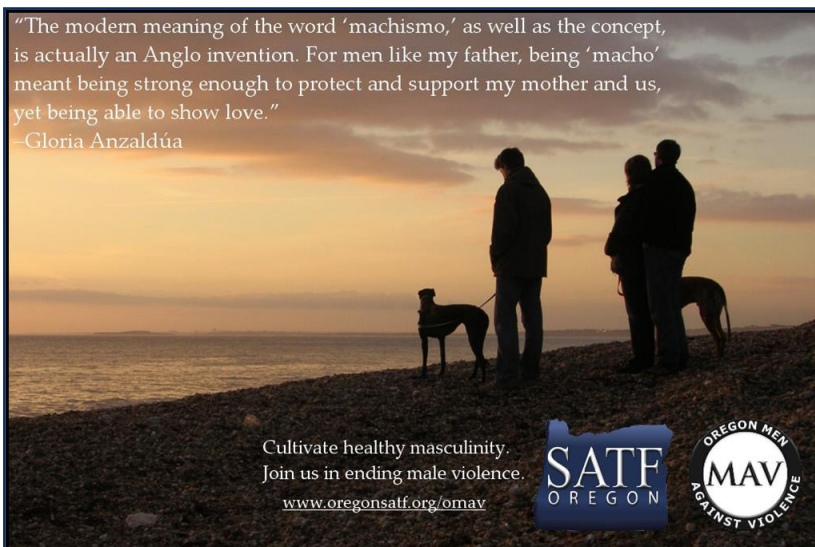
ManUpMoment: <http://www.youtube.com/user/ManUpMoment?feature=watch>

Infographics and Images

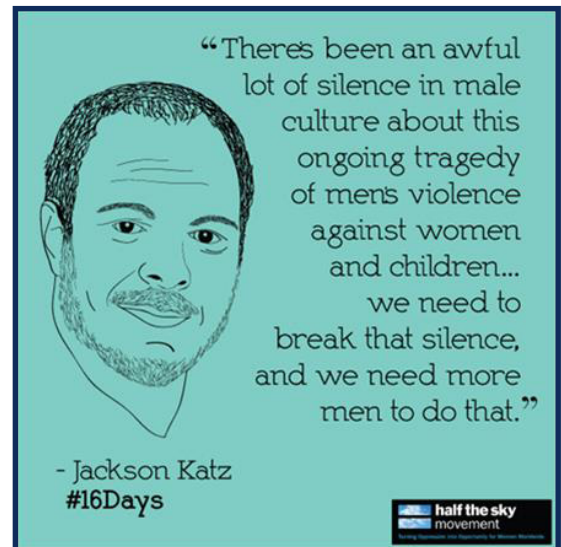
Given the high user rates of social media, it can be challenging to get your voice heard. There is a constant wave of content rushing through the social media floodgates so a great deal of content gets lost in the shuffle. To increase the chances of your content reaching your target audience and being shared, you will need to do something to make your content stand out. The best way to do that is to make it visually interesting.

Images

They say a picture is worth a thousand words. When it comes to social media content, it very much holds true. Compared to text-only posts images get twice the number of "Likes" on Facebook. This is important because Facebook uses the "Likes" system to determine what content shows up in each individual user's news feed. The more "Likes" a post has, the more widely it is distributed through feeds. Wider distribution, in turn, increases the likelihood of your content being shared.



(source: www.oregonsatf.org/omav)



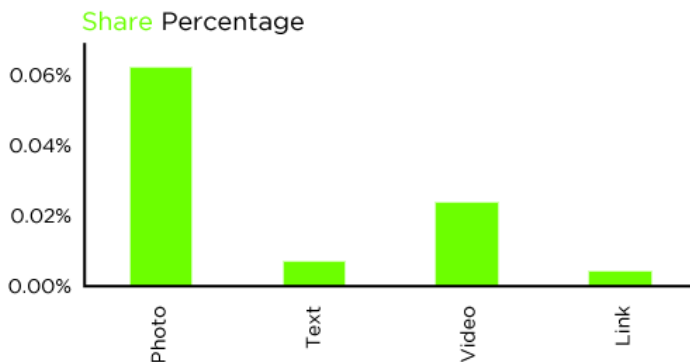
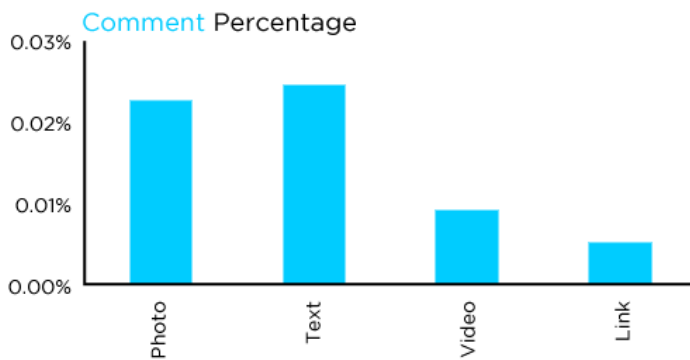
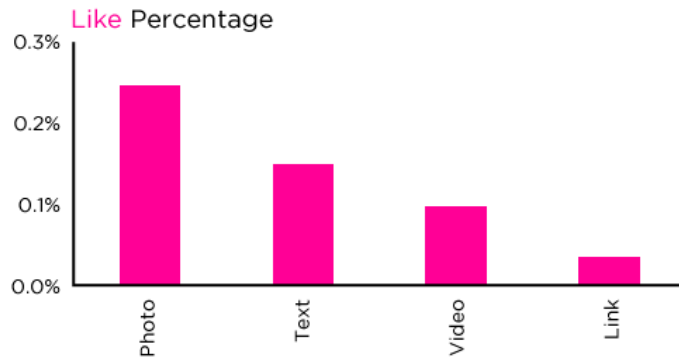
(source: www.halfthe sky movement.org)

Social Media

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Post Type

Analyzing post types, I found that for **likes**, **comments** and **shares**, photos perform best. But there are some differences among the rest of the types for the 3 metrics.



(source: www.danzarella.com)

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Social Media

Platforms & Tools

Podcast

A podcast is simply an audio -- and sometimes a video -- recording made available online. The word is a combination of the words "broadcast" and "iPod," Apple's MP3 player. But, don't let the word "pod" throw you; you don't need an iPod or even an Apple computer to listen to existing podcasts or make your own.

There are three main types of podcasts:

1. A basic podcast contains only audio and is the easiest to create and listen to.
2. An enhanced podcast has both audio and slides (like a narrated slide-based presentation on the Web).
3. A vodcast (or video podcast) contains video and audio and is the most difficult to create and view.

Although some podcasts are one-time productions, many podcasts are "serial" -- new episodes are produced on a regular basis and are thematic.

Prevent Connect podcasts: <http://www.preventconnect.org/category/podcasts/>

The Real Jerry Dugan: Podcasts: <http://therealjerrydugan.blogspot.com/p/podcasts.html>

Engaging Men to End Violence Against Women: <http://www.blogtalkradio.com/casa-de-esperanza/2012/10/25/engaging-men-to-end-violence-against-women>

Maximizing Impact

As you could probably guess, there are many ways to engage in social media. There is no one answer for how to do it, but there are a few things that any individual or agency can do to get the most bang out of their efforts.

Going Big

Social Media engagement is essential. As we have already discussed, people are using social media in a big way and our use of social media is going to increase from here. If you haven't developed an online presence, don't wait another second. If you have one, but you are an infrequent user, it is time to step it up and go big! That doesn't mean you have to create a profile on every single social media outlet. Going big is about fully engaging in whatever outlets you are using. If you have a Facebook page, use it daily to engage your followers. They are your followers because they support your cause and want to hear what you have to say. The more you engage via your own networks and the networks around yours, the more people will be drawn to your network.

Another aspect to going big is to broaden your social media presence across multiple platforms. Again, it's not necessary to use all of them (unless you have that kind of time), but use 2-3 strategic platforms that can work with each other. You can also use tools to aggregate your media presence or share across multiple platforms at the same time.

Figure out What Your Goals Are

As with any other endeavor, you always want to start by knowing what you hope to achieve through those efforts. You might want to use social media to increase the number of people who attend your events or

to increase the dialogue among men about their role in ending violence. These are two very different goals, and it would require very different strategies and engagement methods to meet them. If you are clear about your goals for using social media, the tactics will be more clear.

Have a Plan and Stick to It

Once you know what your goals are in using social media, you have to come up with a plan to meet those goals and actually follow through with the plan. Most of us have developed well-intentioned plans for any area of programmatic work that fell flat for a number of reasons. While you can build some flexibility into it, it's critical to stick to your plan to meet your goals and to maintain consistent engagement (even when the rest of your work seems chaotic and is trying to pull you away). Engagement (might just seem like a sideline effort unless you really clarify its importance in the step above). Consistent, goal-oriented engagement will keep you on the radars of the people you're trying to engage through social media.

Accentuate the Positive

Sometimes with social media engagement, or any other kind of programming, we get stuck in a rut of focusing on all of the bad behaviors or bad social norms that we are working to change and don't spend any time highlighting examples or sparking dialogues about what we do want to see. Inundating people with negativity can cause feelings of overwhelm and also doesn't help to hold forth a vision of what we are trying to create. In other words, it doesn't give people an idea of how to be or what to do instead. Try to share positive stories and examples.

Engaging Men Examples for the Top 5 Social Media Outlets

Facebook

- ▶ Men Can Stop Rape: <https://www.facebook.com/mcsrape?ref=ts&fref=ts>
- ▶ Man Up Moment: <https://www.facebook.com/ManUpMoment>
- ▶ Higher Unlearning: <https://www.facebook.com/HigherUnlearning>
- ▶ Texas PEACE Project: <https://www.facebook.com/txpeaceproject?ref=ts&fref=ts>
- ▶ Men Stopping Violence: <https://www.facebook.com/pages/Men-Stopping-Violence/125256920848417?ref=ts&fref=ts>
- ▶ A Call to Men: <https://www.facebook.com/ACALLTOMEN?ref=ts&fref=ts>
- ▶ Step Up: <https://www.facebook.com/stepup01?ref=ts&fref=ts>
- ▶ Love Is Not Abuse: <https://www.facebook.com/LovelsNotAbuse?ref=stream>
- ▶ Men of Strength (MOST) Club: <https://www.facebook.com/mostclub>
- ▶ Bro Models: <https://www.facebook.com/RGVBroModels>
- ▶ BeMore Campaign: <https://www.facebook.com/BeMoreMN>

Twitter

- ▶ Men Can Stop Rape: <https://twitter.com/mencanstoprape>
- ▶ White Ribbon Campaign: <https://twitter.com/whiteribbon>
- ▶ Men's Anti-Violence Council (MAC): <https://twitter.com/mensantiviolence>
- ▶ Step Up: https://twitter.com/StepUp_
- ▶ TAASA Texas PEACE Project: <https://twitter.com/TxPEACEProject>
- ▶ Love Is Respect: <https://twitter.com/loveisrespect>
- ▶ Bro Models: <https://twitter.com/BroModels>
- ▶ Alaska Men Choose Respect: https://twitter.com/AK_AMCR
- ▶ Men's Outreach Syr: <https://twitter.com/VeraHouseMen>

YouTube

- ▶ Texas PEACE Project: <http://www.youtube.com/user/texaspeaceproject>
- ▶ A Call To Men: <http://www.youtube.com/user/ACALLTOMEN1>
- ▶ Men Can Stop Rape: <http://www.youtube.com/user/pmcgann737>
- ▶ ManUpMoment: <http://www.youtube.com/user/ManUpMoment/videos?flow=grid&view=0>
- ▶ The Men's Story Project: <http://www.youtube.com/user/MensStoryProject>
- ▶ Scenarios USA: <http://www.youtube.com/user/scenariosusa>
- ▶ Love Is Respect: <http://www.youtube.com/user/loveisrespect#p/a>
- ▶ It Starts With You: <http://www.youtube.com/user/ItStartsWithYouWRC>
- ▶ ADWAS: <http://www.youtube.com/user/ADWASChannel?feature=watch>
- ▶ KFAM: <http://www.youtube.com/user/KAFSCLA?feature=watch>
- ▶ ANDVSA: <http://www.youtube.com/user/andvsamedia?feature=watch>

Tumblr

- ▶ Men Can Stop Rape: <http://mencanstoprape.tumblr.com/>
- ▶ Men Can Stop Violence (SF State): <http://mencanstopviolence.tumblr.com/>

Pinterest

- ▶ Healthy Masculinity Break Out of the Man Box: <http://pinterest.com/studentwellness/>

