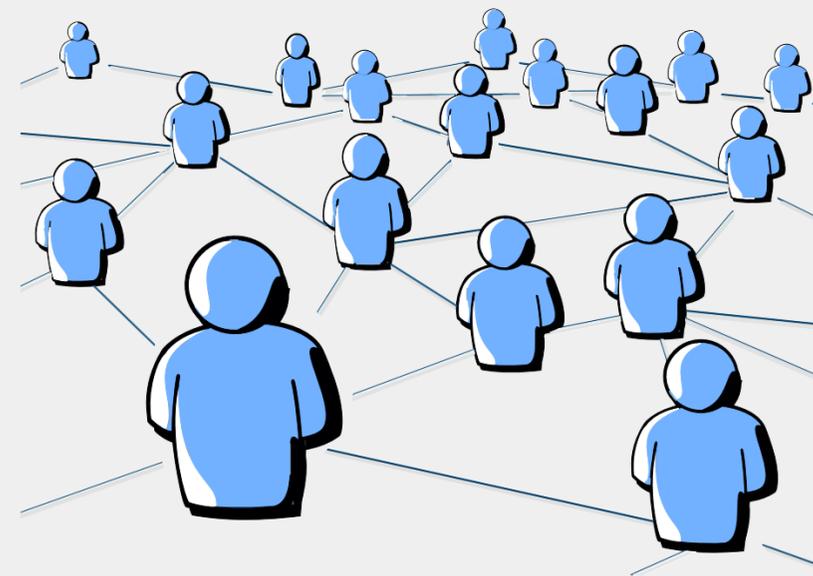
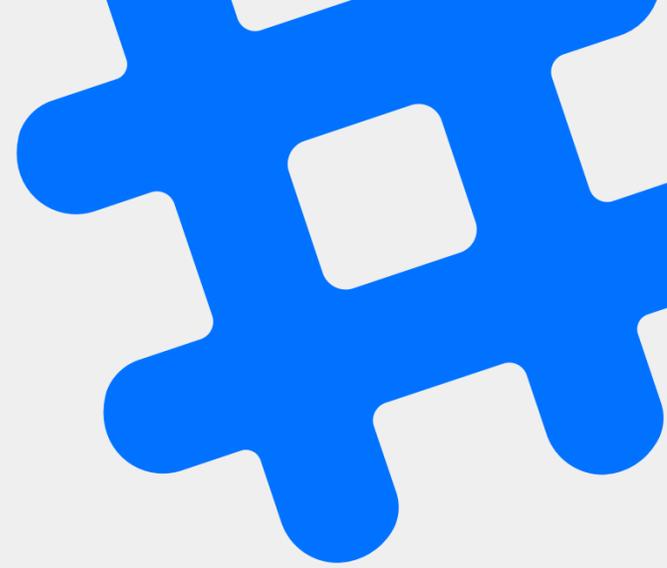
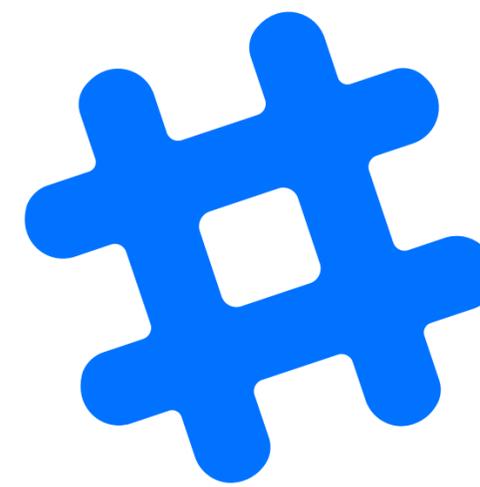


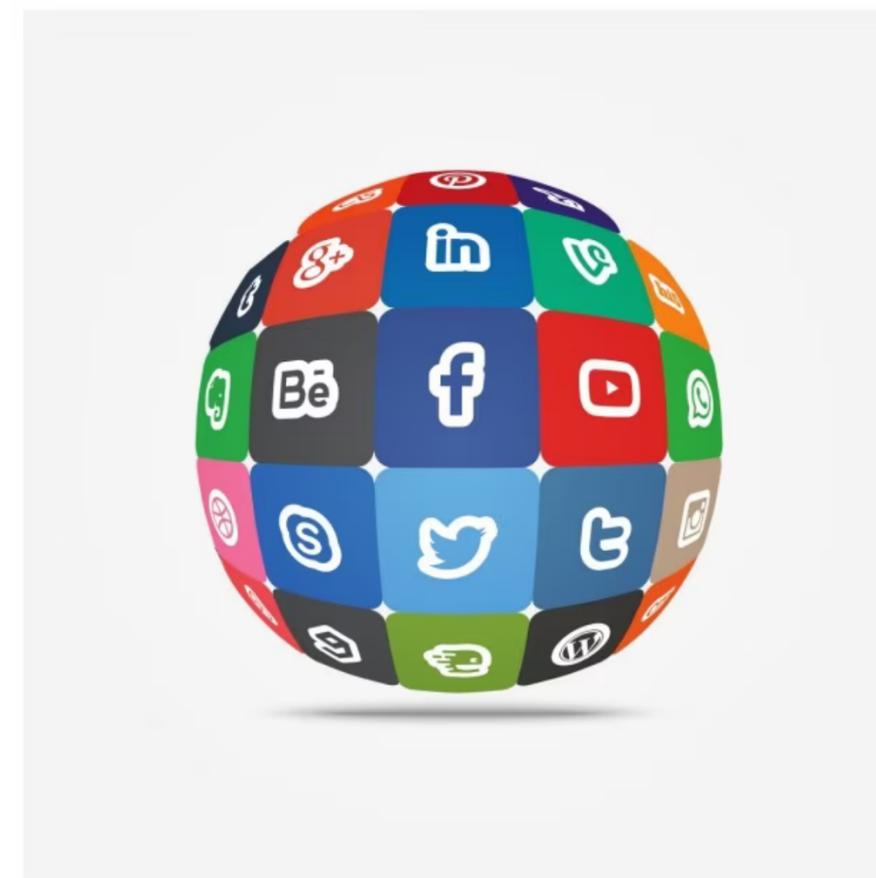
LEVERAGING SOCIAL MEDIA FOR ADVOCACY



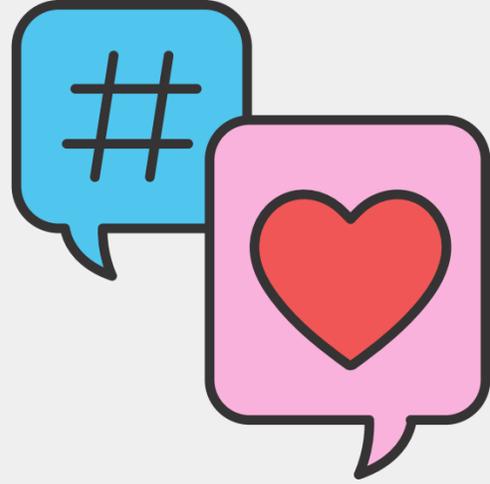
Nwaiwu Elizabeth Chiamaka
Communications Strategist
Email: nwaiwuelizabeth10@gmail.com



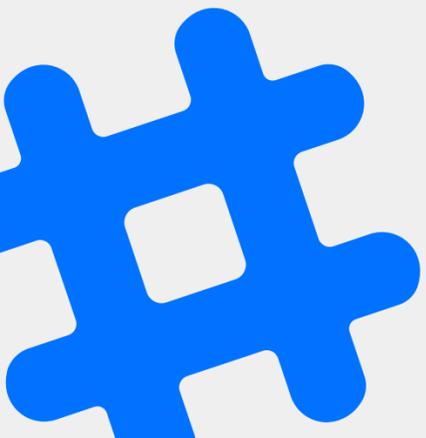
WHAT IS SOCIAL MEDIA?

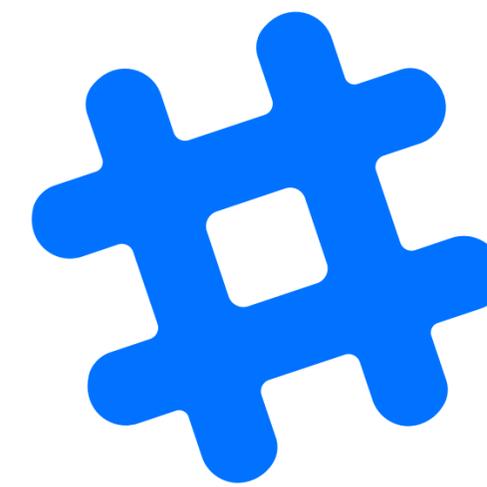


social media



Social media is an interaction among people in which they create, share and/or exchange information or ideas in virtual communities

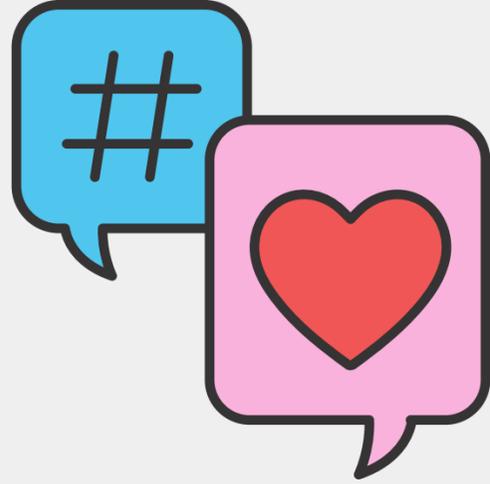




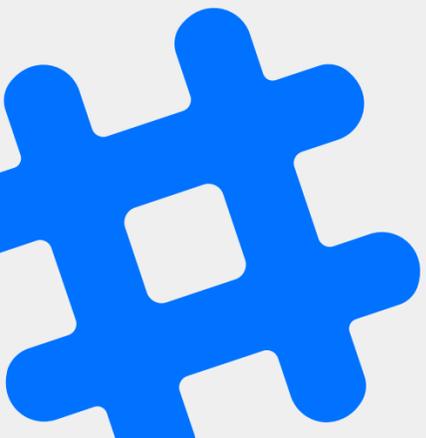
**WHICH SOCIAL MEDIA
PLATFORM DO YOU
USE?**



social media

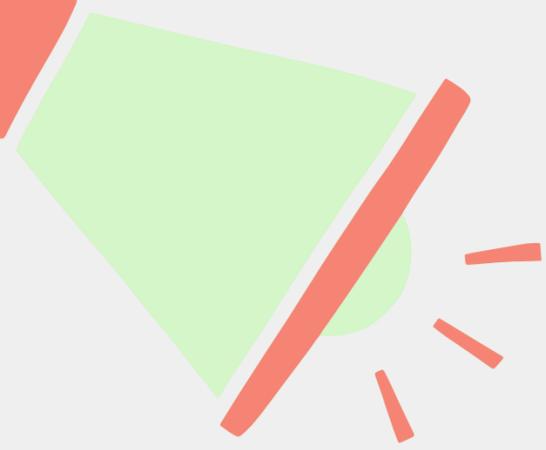


Social media has become an essential tool for advocacy efforts, allowing individuals and organizations to reach broader audiences, raise awareness, and drive meaningful change.



**But before we
talk about
Social Media
for advocacy,
what is
Advocacy?**





Advocacy is the act of supporting or promoting a cause, idea, or group, and working to bring about social or political change.

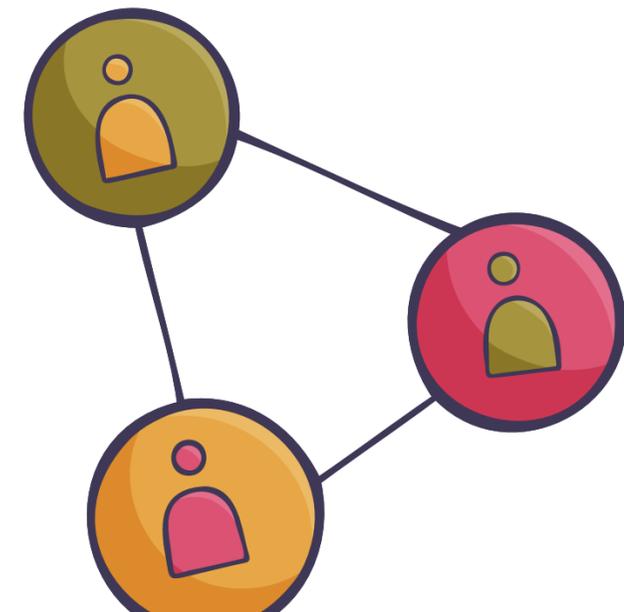


SO WHY USE
SOCIAL MEDIA
FOR ADVOCACY?





**SOCIAL MEDIA HAS
TRANSFORMED THE WAY PEOPLE
CONNECT, COMMUNICATE, AND
SHARE INFORMATION GLOBALLY**





Social media plays a crucial role in advocacy by providing a platform for amplifying messages, mobilizing supporters, and creating meaningful change.



KEY CONSIDERATION IN USING SOCIAL MEDIA FOR ADVOCACY?

- **Identifying the Target Audience**
- **Set Clear Goals**
- **Crafting Compelling Content**
- **Choosing the Right Platforms**
- **Developing a Content Strategy**
- **Engaging with the Audience**

KEY CONSIDERATION IN USING SOCIAL MEDIA FOR ADVOCACY?

- **Building Relationships with Influencers and Partners**
- **Utilizing Hashtags and Trends**
- **Measuring and Evaluating the Impact**
- **Ensuring Accessibility and Inclusivity**
- **Ethical Considerations**

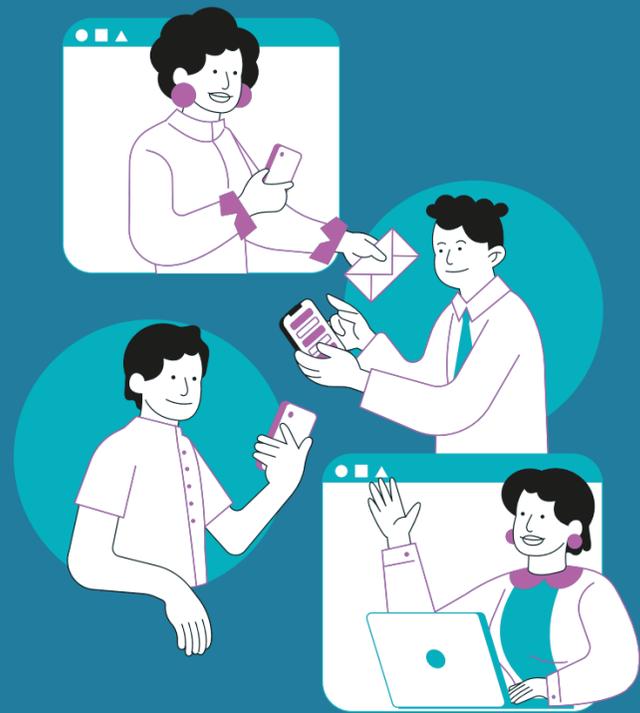
ROLES OF SOCIAL MEDIA IN ADVOCACY

Amplification of Messages



- **Allows advocates to reach a wider audience quickly**
- **Facilitates the sharing of information, stories, and campaigns**
- **Increases visibility and raises awareness about social issues**

Engagement and Mobilization



- **Fosters meaningful conversations and dialogue**
- **Encourages audience participation and activism**
- **Facilitates the formation of online communities and support networks**

Call- to- Action



- Provides opportunities for supporters to take immediate action
- Shares resources, petitions, donation links, and volunteer opportunities
- Encourages individuals to become advocates and make a difference

Influencing Decision- Makers:



Social media offers a direct channel to interact with policymakers, government officials, and other decision-makers.

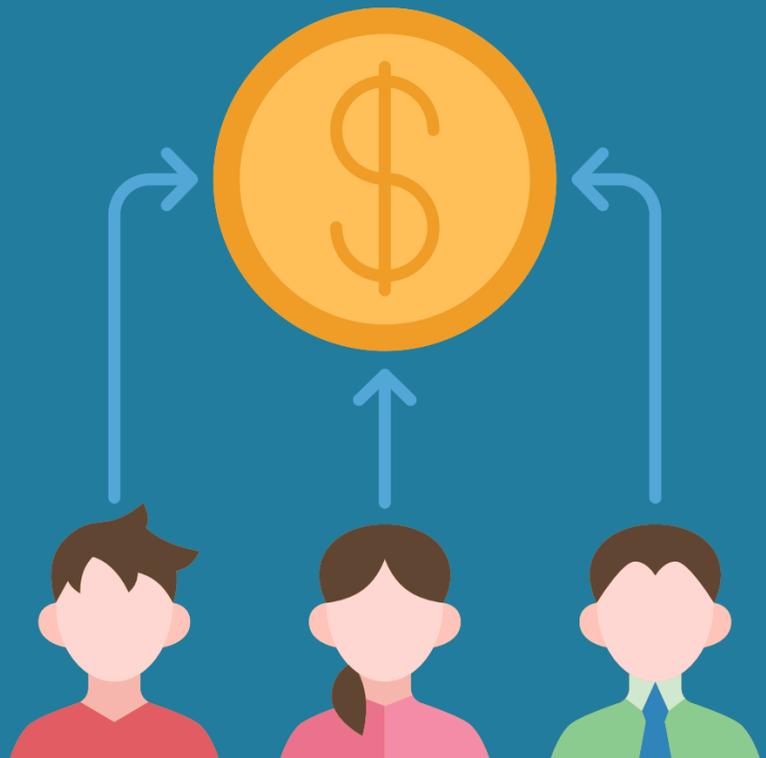
Advocates can leverage these platforms to advocate for policy changes and influence public discourse.

Building Networks and Partnerships



- **Social media allows advocates to connect with like-minded individuals, organizations, and influencers.**
- **Collaborating with others who share similar goals can amplify the impact of advocacy efforts.**

Crowdsourcing and Crowdfunding



- **Social media provides a platform for crowdsourcing ideas, feedback, and suggestions from the community.**
- **Additionally, advocates can utilize crowdfunding campaigns to raise funds for their causes.**

Challenging Misinformation



- **Advocates can combat misinformation and disinformation by providing accurate and credible information through their social media channels.**
- **This is particularly important when addressing sensitive or controversial issues.**

BENEFITS OF SOCIAL MEDIA FOR ADVOCACY

- **Increased visibility:** Social media platforms provide an opportunity to reach a vast audience and increase visibility for your cause.
- **Engagement and interaction:** Social media allows for direct engagement with supporters, fostering a sense of community and involvement.

BENEFITS OF SOCIAL MEDIA FOR ADVOCACY

- **Cost-effective:** Advocacy through social media is often more affordable compared to traditional methods of communication and outreach.
- **Real-time updates:** Social media enables instant dissemination of information, ensuring your message reaches supporters in a timely manner.

CRAFTING YOUR ADVOCACY STRATEGY

- **Define your goals:** Clearly define your advocacy objectives and target audience.
- **Tailor content:** Adapt your messaging and content to resonate with your target audience.
- **Utilize visuals:** Incorporate visually appealing and shareable content to attract attention.
- **Hashtags and trends:** Leverage popular hashtags and trends to increase visibility and join conversations.
- **Collaboration:** Collaborate with influencers, organizations, and like-minded individuals to amplify your message.

BEST PRACTICES FOR SOCIAL MEDIA ADVOCACY

- **Consistency:** Maintain an active presence on social media platforms to keep supporters engaged.
- **Authenticity:** Be genuine in your messaging and interactions to build trust and credibility.
- **Active listening:** Pay attention to your audience's feedback and concerns, and respond appropriately.
- **Metrics and analytics:** Track your progress using social media analytics to measure the effectiveness of your campaigns.
- **Adaptation:** Stay updated on emerging trends and adjust your strategies accordingly.

QUESTION



**THANK
YOU**



GROUP WORK



In groups of 4, pick a social issues and a social media platform of your choosing and create a social media advocacy campaign, highlighting your target audience, key messages, a hashtag and a content for your campaign.