



Social Media 101

Overview

- Why social media is important to activism and advocacy.
- Information on some basic social media platforms (IE Facebook, Twitter, Instagram), and how they work.
- Tips for how to create effective posts on these platforms.
- How can we use social media for the Beyond Coal campaign

MD Sierra Club Social Media...

Our handles are...

Facebook: **Sierra Club Maryland Chapter** @SierraClubMaryland

6,747 likes 7,023 followers

Twitter: @sierraclubmd

3,458 followers 5,494 tweets

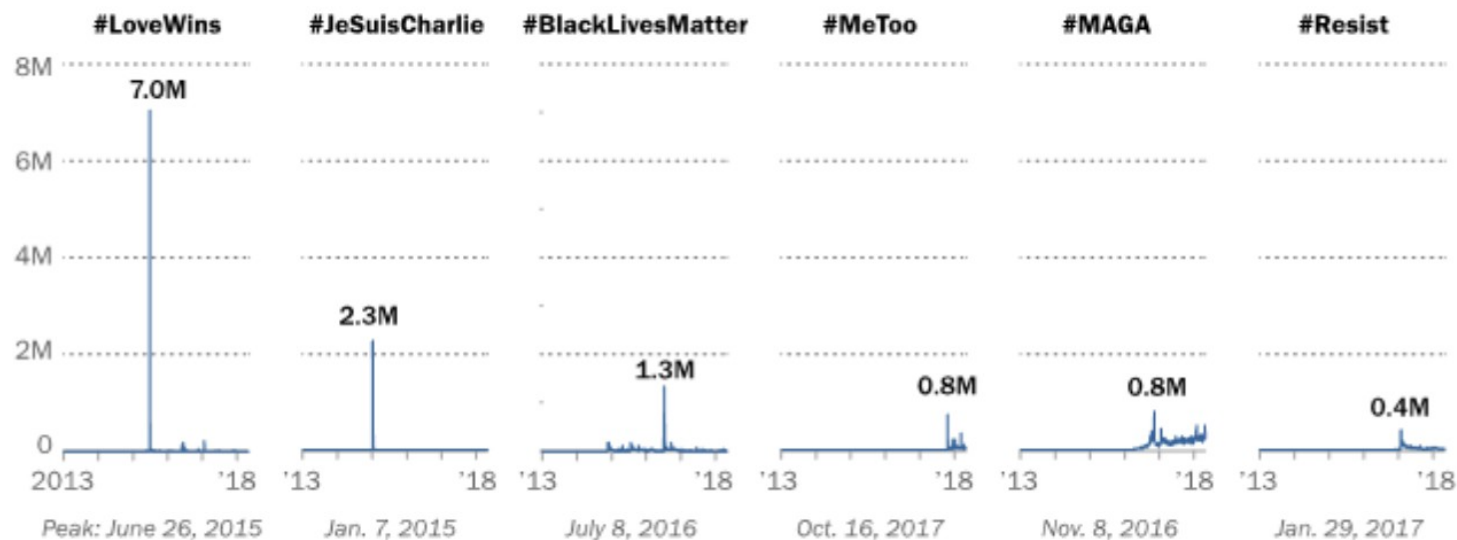
Instagram: @sierraclubmd Sierra Club Maryland Chapter

1,222 followers

A comparison of Twitter hashtags organized around political causes, social issues, or events

A comparison of Twitter hashtags organized around political causes, social issues, or events


Number of Twitter posts mentioning the following hashtags, Jan. 1, 2013-May 1, 2018



Source: Pew Research Center analysis of publicly available tweets using Crimson Hexagon.
"Activism in the Social Media Age"

The Power of Hashtags



 **NastyWomenofNPS**
@NastyWomenofNPS

Tens of thousands witness the approaching record breaking temperatures for the [#peoplesclimatemarch](#) in DC
[#ClimateChangelsReal](#)

♡ 289 2:11 PM - Apr 29, 2017


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STORIES ABOUT
#OscarsSoWhite

[SUBSCRIBE TO DAILY NEWS EMAIL](#)

MOVIES
Oscar's Academy Invites 928 New Members, Getting Closer To Diversity Goals
June 26, 2018 • After two years of #OscarsSoWhite hashtags, the Academy vowed to double the number of women and people of color by 2020. While it's close to achieving that, overall membership remains far from equal.



#LOVEWINS

#FAKENEWS



Climate Action: GND

Roots of the Green New Deal

- Nov 13th, 2018 protest
- AOC rallying behind the Sunrise Movement
- This twitter thread:



Alexandria Ocasio-Cortez  @AOC · 13 Nov 2018

This morning 100s of young people came together to ask us as elected officials to act urgently to draft a Green New Deal that gets us to 100% renewable energy ASAP.

They asked me to join them, and I did. We can embrace the energy of activism to move our party's goals forward.

Ryan Grim  @ryangrim

Alexandria Ocasio-Cortez joins environmental activists in protest at Democratic leader Nancy Pelosi's office interc.pt/2Fjt4QR by @ryangrim @briebriejoy

Show this thread

 716  4.0K  23K

Creating a Movement

- Draws attention to issues and educates people
- Puts a name to what's happening that people can rally behind
 - #BLM
 - #GreenNewDeal or #GND
- Creates a sense of *community*
 - #MeToo

Twitter

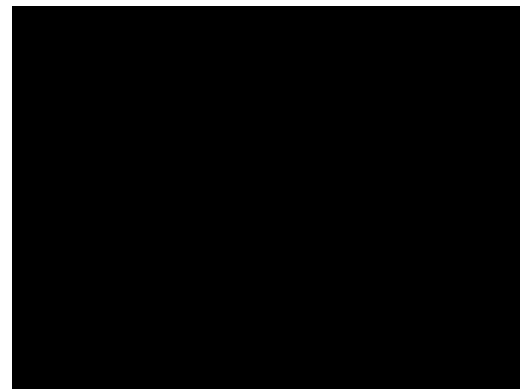
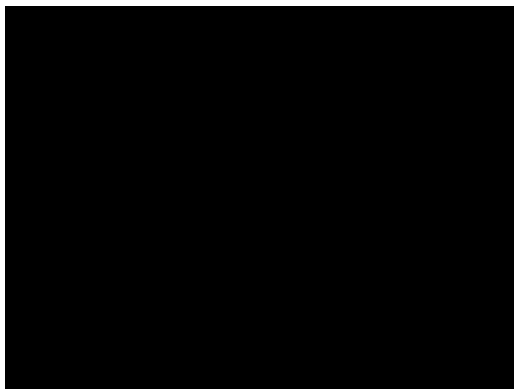
With Twitter, you only get 280 characters, so being concise is key! Only focus on super important details.

Tips:

- Can link article for interested followers to learn more
- Create threads!
- Use hashtags
 - **#CoalCommunityTransition**
 - **#BeyondCoal**

Twitter Intro:

How to Tweet:

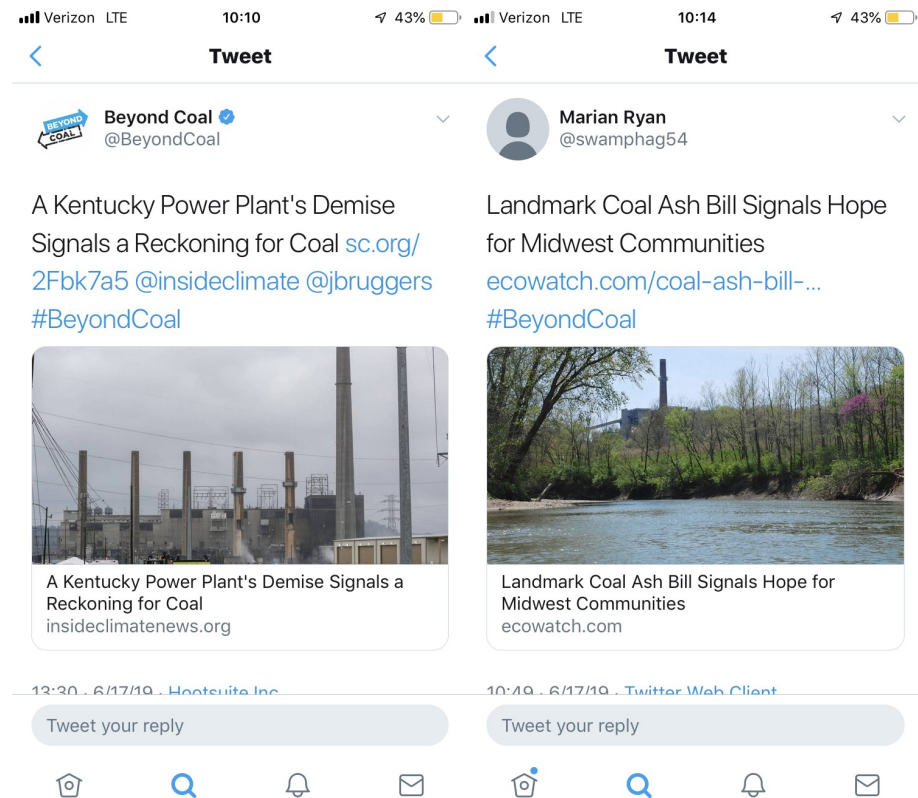
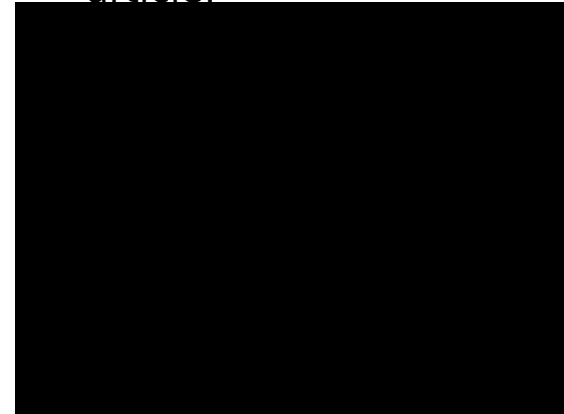


How to Tweet Effectively

Informative Tweet

- Very clear, short message
- Link to article
- Hashtag
- Tag (@)
- Use bit.ly links

How to tweet an article:



Twitter in Action for Maryland Sierra Club



Sierra Club Maryland Chapter

Published by Zack Gerdes [?] · June 27 at 4:27pm · @

This is the kind of leadership Maryland needs! Thank you Senator Bobby Zirkin for working to protect MD from fracking! #DontFrackMD



I SAID WHAT I SAID 🙄🍌 @anjanaturner · Jun 27

Mother Earth called!



She said you better arrive at this event on July 9th before the street lights come on! 🙌 #CleanEnergy #GreenEconomy #BeyondCoal

near power plants, including
two near Baltimore



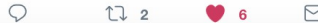
A Conversation on Coal's Impacts & Moving Maryland Beyond Coal

Featured Speakers:
Maryland State Delegate Robbyn Lewis
Matt Dernoga, Maryland Sierra Club
Joshua Harris, Vice-Chair, Baltimore City Branch, NAACP
Kirsten Koehler, Associate Professor, Johns Hopkins School of Public Health
Tuesday, July 9th
7 to 9 pm
6225 York Rd, Baltimore MD
RSVP: matt.dernoga@mdsierra.org

A Transition From Fossil Fuels Must Include Everyone:

 <p>Holistic Job Trainings: Govs, utilities, trade unions and communities must come together to</p>	 <p>Financial Assistance: Impacted workers and communities need</p>	 <p>Plans: Economic development plans need to be created for the next</p>	 <p>Project Labor Agreements (PLA): New, clean energy jobs should include</p>
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MDSierraClub, Matt Dernoga, Del. Robbyn Lewis and 2 others



Citizen Shale
@CitizenShale

Thanks @sierraclubmd for hosting the BAN FRACKING CAMPAIGN kickoff in western #Maryland #dontfrackmd

Maryland Sierra Club @sierraclubmd
Nadine Grabania of @CitizenShale says to we should model MD fracking regs after New York & ban fracking #DontFrackMD
pic.twitter.com/BuSDk7SvGO



1:23pm · 16 Jul 2016 · Twitter Web Client

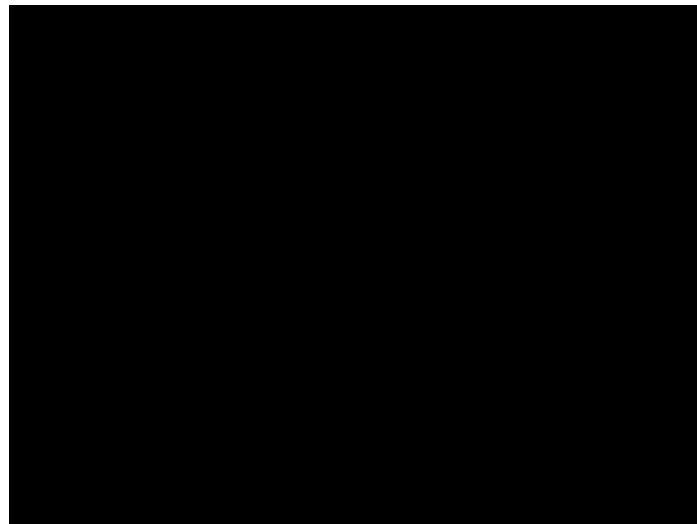
1 RETWEET 2 LIKES



Retweet and Reply!

With twitter you can simply...

- reply to tweets
- retweet (it will show up on your profile and show your followers that you shared it)
- Retweet with comment
- Create a thread of your own

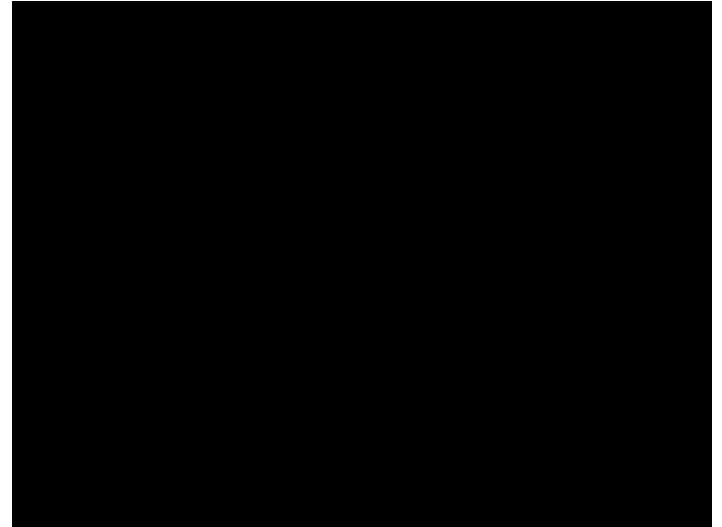


***Remember* hashtags, tags (people), and location tags are super important!**

All about ****PHOTOS****

Instagram

- Still has hashtags, location tags, and tagging accounts
- 2 ways to share: story, or post!
 - Story disappears after 24 hrs
 - Post stays on your profile
- Can connect to Facebook and Twitter accounts
- Must use smartphone



Example posts



What they got right...

- Funny meme as photo
- Hashtags
- "Regram"

How to improve

- Not much info in the caption
- No location!



- Informative caption
- Hashtags
- location

Facebook

- You can have longer writing and explanations on your posts.
- But keep it interesting.
- Visually appealing.



Sunrise Movement

May 6 · 🌐



“From fire-scarred California to areas of the plains devastated by flooding, people are hungry for a big vision to transform our economy in line with science and justice demands. I’m thrilled to be joining Representative Ocasio-Cortez to close out the tour and lay out what’s next in the Green New Deal campaign.”- Varshini Prakash

<https://www.nytimes.com/.../politics/aoc-green-new-deal.html>



NYTIMES.COM

Alexandria Ocasio-Cortez to Rally for Green New Deal in Washington



Facebook

- You can share links/ news stories with your friends.
- Post upcoming events.
- Create private or public groups people can join.
- Livestream events



Summary of How to Post Effectively

- Short and clear
- Attention grabbing / catchy
- Inspiring message
- Use hashtags
- Tag elected officials and other influential users
- **Images with limited text are usually most effective. Content with relevant images gets 94% more views than content without relevant images.**

Use Social Media to Talk to Elected Officials

- Like writing letters and calling elected officials, making posts directed at them is another way of immediate contact.
- Others can like or share your post to spread the message.
- Another way to hold elected officials accountable.
- Important Twitter Tip: you can create a list of local and state elected officials to follow. Go to this list, and you'll see only their tweets and updates. Use this to engage directly with them over the issues they are or aren't talking about.

Example:



Maryland Sierra Club  @sierraclubmd · Jun 5



In this BPW meeting on the highway expansion project, [@GovLarryHogan](#) explained that due to the 40 people signed up to speak, each would only have 60 seconds. So far he has interrupted each person signed up to speak against the project. [#NoRushedHigways](#)



Examples:



You've locked us out for 3 days. We're tired of being ignored. These are the stories we've been trying to share with you.

Abby lives a few miles away from the PES oil refinery that exploded last week & then closed w/ no transition in place for workers.



8,203 views

12

333

781



Sierra Club
@SierraClub

The @DNC's decision to reject the call for a #climatedebate is deeply disappointing. Voters deserve to hear climate solutions discussed in-depth leading up to the 2020 election.

Send a message to DNC Chair @TomPerez urging them to reconsider:



Tell DNC Chair Tom Perez to schedule a climate debate!
act.sierraclub.org

Your Turn

1. Search up our facebook page by typing “Sierra Club Maryland Chapter”
2. Like the page
3. Follow the page to receive notifications
4. Share our most recent post, and add relevant commentary (hashtag)

Your turn...

If you have twitter...

1. Go to the MD Sierra Club Twitter page by searching @sierraclubmd
2. Follow us!
3. “Favorite” the most recent post by clicking the heart button
4. Reply to the post using a hashtag

Join the Beyond Coal Social Media Team

- Our burgeoning coal community transition campaign is working hard to call attention to the impact of coal in Maryland, and the need for a just transition off coal to clean energy.
- We need more active social media users to amplify our message, and hold elected officials accountable in Maryland.
- 15 minute bi-weekly commitment, we prepare the posts for you to share
- Write Energy.Intern@mdsierra.org to join.

Recap

- Posts should be concise, direct, and clear
 - Use hashtags, location tags, and make sure to tag people (your elected officials!). This is **critical** to getting your post seen.
 - Copy + paste links to articles
 - Engage with other users by liking or sharing their posts!
 - Can use social media to create a community, elevate or amplify an issue, and to contact elected officials.
-
- Follow us! :)