

# **Effective campaigning and social media**

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# Great comms for campaigns

- Shareable
- Motivating to action
- Factual, informative, engaging
- Consistent messages
- Features everyday people
- Good timing
- Can be polarising
- Builds trust in messenger

1. Focus on a platform and create content to fit that platform
2. Make it visual
3. Try stuff out to see what people respond to
4. Audience vs platform vs content

## A campaign image

Tell the story of the campaign, or a tactic, in images.



One good event image will be used for many purposes, for years after

Images can travel beyond the campaign

Story - what happens next?  
Which side are you on?

# Good images



- Emotional connection
- Visual culture
- Real people to show people power
  
- Editing photos
- Framing a shot - close or wide

# Using social media in an action

1. **Live streams**, posting images or tweets straight from inside the protest can be a GREAT way to build the story and show a view from inside
2. **Pieces direct to camera** where you explain your reasons for taking action can be a great way to make people far away feel connected to the issue, and help others feel less daunted about taking action. **Candid, authentic selfie style is great.**
3. Good to **@ mention** the relevant parties in your posts to increase impact, and make sure to use the agreed **hashtag** to link everything together. Use images and videos to be more engaging
4. Remember **the press will often quote or embed your social posts** in their coverage. So don't say anything you wouldn't say to a journalist's face.

# Designing actions/tactics for engagement

Five things that make our actions tell engaging stories

1. Jeopardy & suspense
2. Human connection, personal stories
3. Interactive
4. Story development
5. Longevity



## Facebook

Posts  
Video  
Events  
Lives  
Boosted content

## Instagram

Posts  
Panels  
Stories  
Partnerships  
Lives

## TikTok

Direct to camera  
Duets  
Dance moves

## Twitter

Live updates  
Tags & replies  
Threads

**LinkedIn**  
**Reddit**  
**Mastodon**  
**Threads**  
**Bluesky**

## YouTube

Lives  
Podcasts  
Longform video  
Explainer videos  
Shorts



# Anatomy of a post

Image


Macros

Video

Feature frame

Titles & captions


Text

×  **Community Platform**

[Slow down fast fashion!](#)

It's time to honour our environment and our planet and people. We need to prioritise circular design and production systems.

By regulating to slow down fast fashion we can use and appreciate what we have, and support our local clothes designers and makers. Sign the petition and join the campaign!



The Biggest Myth About Climate Change

786K views • 1 year ago



You've seen it in the comment section before: "Climate change is n

CC

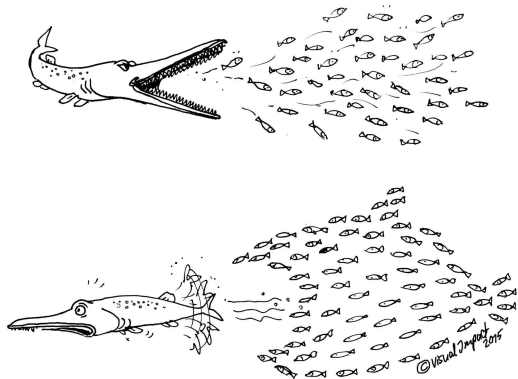


Natural Forces Influence Climate Change | The Green

## **We can think of a campaign as a combination of**

- Strategic action - tactics, events, actions
- Engagement + mobilising - people power
- Story - communications or 'comms'

# What's different about comms in activism?



- Tells a story about how to make change for the better - one we can all believe in
- Offers opportunities for action
- Finds active supporters - empowered to participate - build power of the 'audience' - people power
- Make decisions along the way depending on how tactics work, what happens in the world, what people do

- **Embrace conflict - create yes / no situations**
- Speak from our **frame**
- Make explicit and **specific demands**
- **Put heat and blame on explicitly named villains and power holders**
- Embed our **theory of change**
- **Give people agency - not blame** - the problem is not people, it's government inaction and corporate greed.
- Provide a coherent **causal story** - we're aiming to change the status quo, so if we don't do this people will fill the gap with existing understandings.

- News values

- **Impact** How will this affect my readers' lives?
- **Timeliness** Timeliness addresses the question: Why are you telling me this now?
- **Exclusivity** - exclusives can make something newsworthy
- **Continuity** A story or topic already in the news attracts more coverage.
- **Proximity** Does this story matter to my audience?
- **The Bizarre** Is there anything unexpected about this story? What's the quirky angle?
- **Conflict or controversy** What are the different sides of this issue, and what are their arguments?
- **Currency** Is it trending? Currency means that an idea's time has come.
- **Human Interest** Are there relevant people who are impacted by this story?

# A campaign story

## Elevator pitch

We want our clothes to look and feel great. We want them to be great for the planet.

Not reduced to 'fast fashion', nor to landfill. Nor made with polluting microplastics. Nor made by exploited, underpaid workers.

It could be different. Once we practised a commonsense, circular economy using natural fabrics to make clothes that we repaired and upcycled for life.

Fashion Rebellion is responding to the climate crisis, standing up for designers and makers.

We want producer responsibility for slowing down production. We want producers to cover the true costs of their products, including the pollution they cause.

Support our call on Government to make producers accountable!

The result will be more appreciation for great clothes, better enjoyment of our garments, strong local fashion industry.

# A campaign story

- Shared value** We want our clothes to look and feel great. We want them to be great for the planet.
- Problem** Not reduced to 'fast fashion', nor to landfill. Nor made with polluting microplastics. Nor made by exploited, underpaid workers.
- Solution** It could be different. Once we practised a commonsense, circular economy using natural fabrics to make clothes that we repaired and upcycled for life.

## **Solution + who are we**

Fashion Rebellion is responding to the climate crisis, standing up for designers and makers.

We want producer responsibility for slowing down production. We want producers to cover the true costs of their products, including the pollution they cause.

## **Together - the action**

Support our call on Government to make producers accountable!

## **Resolution**

The result will be more appreciation for great clothes, better enjoyment of our garments, strong local fashion industry.

## Accessibility

Captions and image descriptions - like secret messages for people with low vision

<https://hemingwayapp.com>

Clear  
everyday  
language

## Te reo Māori

Correct use of macrons  
- eg. Māori, Whangārei

<https://htmltidy.net/>

Html coding for things like buttons

Canva.com

Do your own graphic design