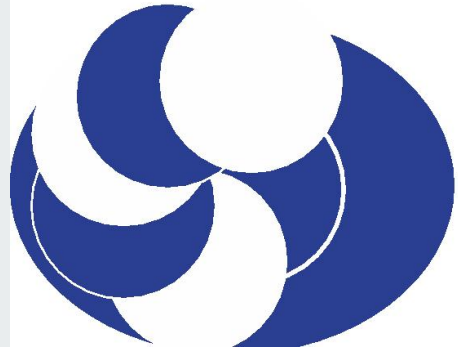




Using Social Media for CSR



Seventh Generation Interfaith
Coalition for Responsible Investment

Shifting the Narrative on Social Media

Many of the principles are similar to community organizing. It's about people coming together for a common purpose, building a community of people who care about the same things. Most of the time, this doesn't go any further than silly videos of cats, or conversation about celebrities and sports, but it's up to us to turn those connections and conversations into action.



Do you know DeRay Mckesson?

- Born July 9, 1985, a teenage organizer in Baltimore, then teacher/ ed administrator
- Went to Ferguson, MO and began to tweet, curate stories
- Today, he has more than 1 million followers on Twitter ([@DeRay](#))
- Offers tweets that might help shift the culture to be more accepting, or more tolerant, or at least more aware

"What social media allowed us to do was accelerate the pace of impact. Very quickly, people all across the country had language, had ways of coming together and knew how to organize quicker than ever because social media allowed the message to spread and it changed who decided who the messengers were. ... We didn't discover injustice in August 2014. We did have a different set of tools."





Shift the Narrative on Social Media: Share your Story!

Since the election-- issue with Russian influence-- social media seems a very angry place.

Social Media can be a pivotal place for changing the narrative in real time. It allows compassionate women and men who care about injustice to amplify highly local stories in ways that force them onto the international landscape. No longer do people have to wait for boardrooms full of stuffy newsmen to decide what's newsworthy. With social media, you see and share what resonates with you.

The relational elements of social media are far more conducive to promoting social justice movements than the unilateral stream of traditional media. Retweets, likes, comments, shares, replies can engage people relationally. My giving someone a voice, even a small one, provides a sense of agency. The ability to participate removes a sense of powerlessness that breeds apathy. This makes social media a natural organizing tool.

Posting on Social Media

1. Tell an affirmative, visual story
2. Values, problems, solutions, actions
3. Give a clear call to action
4. Follow-up/ engage: "Facebook is a party, not a classroom"
5. Have fun!



Tell an Affirmative Story: Framing the Message

Affirmative story vs. myth-busting

#LoveTrumpsHate (?) We create an association between “Trump” and “love”

Creating a positive frame: “Trans people are Not a Burden” vs. “Trans Rights are Human Rights”

Don't engage Trolls: Focus on the positive

TROLL MAKE INTERNET MAD.
TROLL LIKE ANGER.
TROLL WANT PEOPLE AS
MISERABLE AS TROLL.



Images are worth a thousand words





Hashtags as Values and Actions

- **Values.** Starting with shared values helps audiences to “hear” our messages more effectively than do dry facts or emotional rhetoric: #SanctuaryEverywhere #BlackLivesMatter #BanTheBox #GivingTuesday #MuslimBan #WhitePrivilege
- **Problems.** Frame problems as a threat to our vision and values.
- **Solutions.** Positive solutions leave people with choices, ideas, and motivation.
- **Actions.** Try to give them something concrete, that they can even picture themselves doing: making a phone call, sending an email. Steer clear of vague “learn more” messages, when possible. #MeToo #TakeAKnee #DefendDACA #StopICECold



Move Audiences to Action

- Clear call to action
- Make actions clickable- start with a low level of engagement: “Share this post.” “Like this post.” “Please, comment below.” “Commit to attending.”
- Place the audience at the center of the post- help people see how they can act to make our country/ world a better place



"Facebook is a party, not a classroom"

1. **Engage.** Social media is a two-way street. Posting something then not bothering to read or reply to comments is rude. Engagement is the key. So don't just post content. Ask questions, reply to comments, get involved in conversations, and share interesting stuff.
2. **Focus on the one-to-one.** Social media can be noisy. It starts at the micro level. If you develop a great one-to-one communication style and engage with people, your account will soon build a loud collective "voice."
3. **Network.** In the beginning, a good way to build your audience is to promote our SGI page to friends via your personal accounts, and ask them to share. Beyond that, you'll need to start networking. Reach out to other like-minded groups. Share someone's content and ask if they'll return the favor. Comment on someone's page and build up a relationship with their followers.
4. **Keep it real.** People who win at social media have one thing in common: they sound like real human beings.



How do you build a network?

1. **With elbow grease.** Social media is not some magic bullet that will do the work for us. No matter how much the mainstream media talks about Egypt as a “Facebook Revolution,” we know that their revolution came about the same way ours will: through the hard work of committed amazing organizers. A Twitter update doesn't get you off the hook of phone-banking or door-knocking, just like an email is no substitute for a real conversation.
2. **It's not separate! Social media is part of the organizing.** Social media doesn't work when it's someone in an office somewhere with no idea what's happening on the ground. It's another venue for the voices of directly-affected communities to be heard, and as such should be incorporated into all other facets of good organizing (leadership development, direct action, public education, participatory research, etc).



How do you build a network?

3. **Get social with it.** The appeal of social networking lies in actual interactions. That's what people keep coming back for – direct communication with other people. It may seem stupid to click “Like” on a news article a friend posted, or leave a “Comment” on their status update, but if you do so it will make them happy. “Retweeting” might seem pointless, but it'll bring a smile to somebody's face. These casual social gestures add up, and will make people feel more connected to your organization's identity and work – and more likely to support you by coming to an action.

Maya Angelou

*You should be angry. You must not be bitter.
Bitterness is like cancer. It eats upon the host.
It doesn't do anything to the object.
So use that anger. You write it. You paint it.
You dance it. You march it. You vote it.
You do everything about it.
You talk it.
Never stop talking it.*

