The power of social media
The power of social media

- Why do we use social media and what impact can it have?
- The importance of audience
- Facebook insights, tips and techniques
- Twitter insights, tips and techniques
- Break
- The power of stories
- The power of images
- Top tips
- Questions
The impact of social media
MESSAGE FROM THE BARRACKS.

My name is Omar.

I lived in the barracks for two months.

Today I’m using Freedom from Torture’s platform to speak to you directly about the crisis of the UK government’s prison camps for refugees.

Please share my message.

THREAD

1/

Freedom from Torture • @FreeFromTorture • Feb 4

I come from a country that has continuous wars. So when I first arrived at the barracks and saw the fences, the metal gates and the security guards, I was shocked and afraid.

I never thought the hardest part of my journey would be when I arrived in the UK.

2/
Omar Alshogre @omarAlshogre · Nov 1
We deserve a moment of happiness. I’m officially admitted to Georgetown University.

@Georgetown
Social media that creates an impact:

- Timely
- Visually strong
- Simple
- Keeps the audience in mind at all times
- Speaks to your heart
- Makes you want to take action
Effective social media provokes an emotional response.

Six emotions extremely common in highly shared content on social media (Harvard Business Review):

- Admiration
- Amazement
- Astonishment
- Curiosity
- Interest
- Uncertainty
Who are you talking to?

- Around 25% of people are very anti-immigration.
- Around 25% of people are very supportive of immigration.
- Large group (50%) known as 'the anxious middle' or 'the persuadable middle'.
How to involve your audience

- Place the audience at the centre of your organisation’s story
- Use the language of involvement,
- Ask questions, invite comment and interaction.
- Discourage a sense of distance between your organisation and your audience.
- Educate and empower
- Be clear, consistent and coherent.
Facebook Favourites

 Refugee Week Ambassador!

Our brilliant ambassador Amina Kadogo has written a beautiful poem about home and family. Read how she describes her strength and her role as a survivor. Are you inspired to get writing? Find out about our poetry #SimpleAct and get involved, with the chance to be featured on our social media feeds!

I am an ambassador

Home is where family is Your mind's happy place. As a refugee You sometimes have to find home within yourself.

I am a proud survivor The girl who came out of it all stronger, bolder and grateful Alive with possibilities.

-Amina Kadogo

Janet Darby shared an event.

Yesterday at 11:23 AM

Please join us Thursday 10.45 outside Home Office. We will be handing in a petition to the Home Office and details for refugee children with family here. Action will end by 11.30, we need a good turnout to keep this issue in the news.

Brexit: Child refugees at risk

Petition hand in: Keep refugee family reunion open

TOMORROW AT 10:30 AM

Petition hand in: Keep refugee family reunion open

Imex
Facebook Groups

Alice Pettit
October 30

I really enjoyed my first shopping trip to the new plastic-free store in Totnes today. It took a little while for the one member of staff to serve each customer — weighing out each individual ingredient they wanted to buy into their own containers. Which was great! Because I found myself in a silent queue of people who had to compare notes and give recommendations on eco-friendly alternatives, and ask advice and swap recipes on how to cook the existing ingredients scattered on the shelves in front of us. The store is inside the Garden Florist, so we were surrounded by people creating things out of beautiful flowers. I was so excited about making my own compost instead of buying it in non-recyclable packing, I looked at everything I can’t wait to go back again.

Seamus and Bill Anderson
October 19

Hi everyone, it’s just a few weeks till the Justice Conference (2-3 Nov). You can still book in if you would like to come. It’s going to be great!

DINNER INVITE — We’d like to invite any of this group who are coming to join us for dinner on the Saturday night... It’ll be a chance to meet face to face and say hi. BUT we do need to know numbers and what your choice of 3 delicious meals is, so if you’d like to come please email us on campaigns@tearfund.org or PM us and we’ll send you the details. Friends/family members who are with you at the JC also welcome to join.

THEJUSTICECONFERENCE.CO.UK
Home - The Justice Conference - United Kingdom
Please keep me up to date on other Justice Conference events and send me exclusive content including videos, podcasts and more.

Matthew Currey, Clare Lyons and 10 others
2 Comments

Jack Wakefield
October 12

ICELAND is totally brilliant! Thank you so much. Please share and get ECOSAVE the strongest they reasons for leaving the country and return to ICELAND which is the strongest reason for leaving the country and return to ICELAND. ICELAND is a British supermarket chain not the country of Iceland.

Angela Smith: that the one in Chippen a few weeks ago. Can’t wait to go back out and order their range of foods. Definitely more vegan friendly though.

Like · Reply · 3w

I love — Mathew Currey · 3w

Jennie Weaver
1 Comment

Jack Wakefield: and if you haven’t got your ticket yet, you can save £10 with the discount code: TJC18SODUN775

Like · Reply · 7w

I love — Mathew Currey · 7w
Talented Tweeters

Music: In Detention @MiDdetention · 3h
Truly inspiring, have a read of @CounterArts 20 #SimpleActs roundup showing the amazing acts of solidarity and welcome offered to #Refugees in the UK, including our call to choirs to cover songs written in immigration removal centres: refugeeweek.org.uk/20-simpleacts-

UNHCR United Kingdom @UNHCRUK · 2h
On #NationalPoetryDay read the poignant words of Shukria, a Hazara girl with an incredible story

"Migration drove me down this bumpy road,
Where I fell and smelt the soil,
where I arose and sensed the cloud."

From 'A Glass of Tea (after Rum)' by Shukria Razai

UNHCR United Kingdom @UNHCRUK · Oct 2
Refugees are putting on their dancing shoes to learn ballet in Belarus

#WorldBalletDay trib.al/aSMxKU
The power of stories...

Windrush scandal

We may have been deporting people in error, British government admits

Reader's donation helps a young Afghan who said she wanted to be an airline pilot

'It's my dream': child refugee who arrived in a dinghy takes to the air
@human_journeys
IMIX on Instagram
The power of images
Surviving is an opportunity as well as a challenge; others can see there is hope through you. Whatever you faced, you went through it, you were able to survive. You have to remind yourself of that, of your own resilience.

REEM DOUKMAK
Community Participation Officer, CMRC
NEW YEAR’S RESOLUTIONS FOR THE HOME SECRETARY

1. Build an immigration system which is humane, fair, optimistic and creates strong, cohesive communities

@IMIX_UK

4. Allow children who come to the UK seeking refuge to be safely reunited with their families

@IMIX_UK
TOP TEN TIPS!

1. Think of & include your audience

2. Tell stories

3. Make it visual

4. Keep it simple

5. Connect with others – tags, hashtags, encourage
6. Stay in control

7. Be hopeful

8. Experiment

9. Thank people & celebrate success!

10. Look after yourself & take time out
www.imix.org.uk

Follow us Twitter @IMIX_UK & Instagram @human_journeys