

LET'S GET SOCIAL - USING SOCIAL MEDIA

Social media is a powerful tool to help you share your message and grow support for Oxfam and the issues you are campaigning on.

Remember to:

- 1** Uphold the missions and beliefs of Oxfam.
- 2** Be relevant and reflective of Oxfam's values.
- 3** Reach out to your Community Campaigner if you need any guidance or support.

The tone of social media should be:

- **Conversational and friendly** – you are talking to your networks and friends, so be yourself.
- **Upbeat and enthusiastic** – this is contagious and will encourage positive feedback.
- **Humorous and creative, yet informative** – think of ways to make your post stand out and grab people's attention, while impressing them with your knowledge.

Facebook

When to use

Facebook is a great way to reach a large network of people – half of all adult Facebook users have more than 200 friends, making it easy to reach a lot of people simply by posting on your personal profile or creating a page or group specifically for your cause.

How to use

- **Post regularly.** This helps to keep your cause top-of-mind for your network and anyone who may be interested. A couple of times a day is good.
- **Use images in your post.** Images make your posts more engaging, they can increase reach and help people to visually understand your cause.
- **Ask people to share your post.** Harness the power of networks – you never know how far it could go and who it could reach.
- **Share posts from the Oxfam Australia Facebook page.** It's not always easy to come up with original posts and by sharing, you're also increasing the reach for Oxfam Australia by spreading our message and keeping your network informed about Oxfam's work.
- **Share posts from other pages that support your cause.** This is a great way to increase your network and gain support for your cause.
- **Create a page for your cause.** This is a great way of targeting people who really support your cause and creating a little community of like-minded people. You can get their support in running your page so you have more time for other social media activities!
- **Create an event.** Whether it's to raise funds or just raise awareness, this is a great way to gather supporters and reach a wider network.

ORGANISING FOR CHANGE

OXFAM COMMUNITY NETWORK

- **Interact.** Engage your supporters by responding when 'you receive a comment or like.

Twitter

When to use

Twitter allows you to provide your followers with quick and easy updates. Use your own twitter account or set one up specifically for your cause.

How to use

- **Make it personal.** Let your followers know why it's important to you.
- **Tweet photos.** If you hold an event, show everyone how well it went and what they're missing out on!
- **Interact.** Respond when you receive comments or feedback on your posts.
- **Follow Oxfam Australia and retweet posts.** Keep your followers engaged with the cause, as well as with Oxfam's work.
- **Hashtag!** You have a limited number of characters at your disposal, so use hashtags to help get your message across #oxfamaustralia #makeadifference #endpoverty

Instagram

When to use

Not everyone likes to read long posts, so use Instagram as a visual representation of your cause to engage followers at a different level.

How to use

- **Interact.** Encourage comments and likes on the photos and respond to supporters.
- **Mention us.** @oxfamaustralia
- **Hashtag!** Include #oxfamaustralia and use words or phrases that encourage support from your followers like #makeadifference #challengepoverty
- **Go viral.** Share your Instagram photos on Facebook, Twitter and other available platforms.