

TAPROOT WEBINAR 



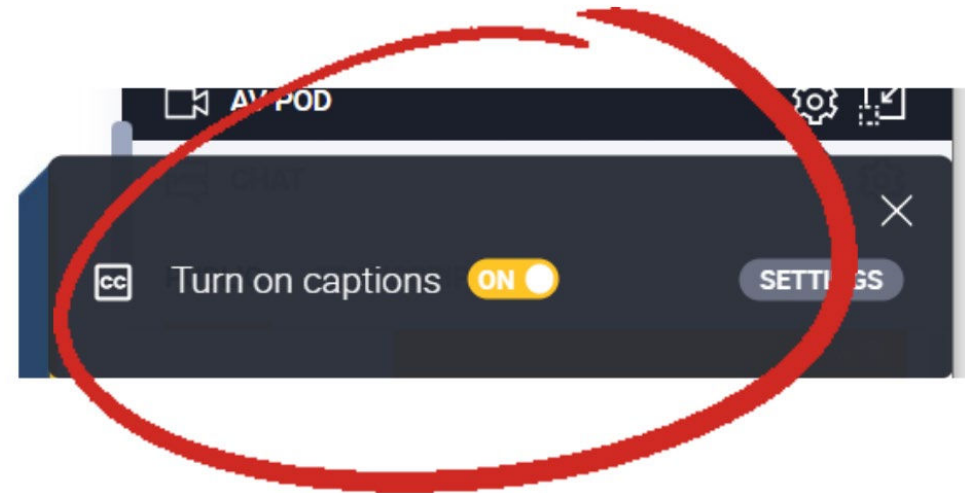
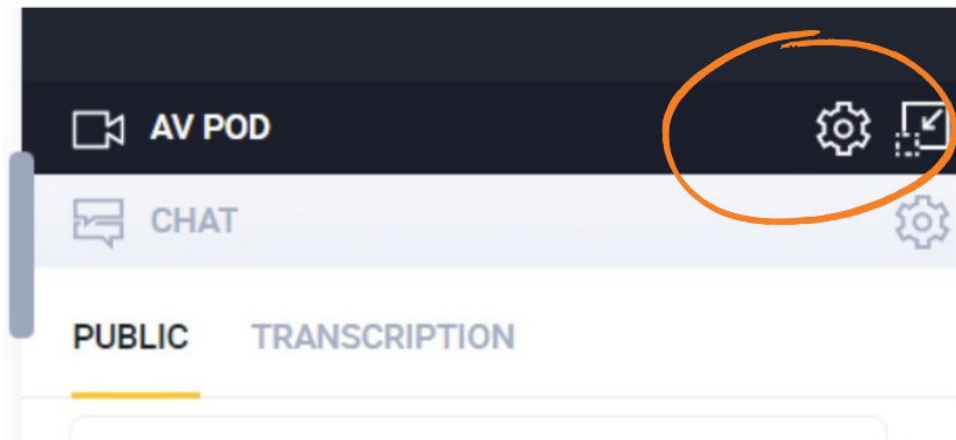
taproot

STRATEGIES TO MOBILIZE YOUR SOCIAL MEDIA FOLLOWERS AROUND A CAUSE

April 26, 2023, 1 pm ET / 10 am PT

Optional closed captioning

You can turn subtitles on and off from the right sidebar:



Katherine Russell



Katherine Russell is a published author and the Founder & CEO of Transformative Justice Solutions, a Washington, D.C.-based company offering strategic growth consulting for social justice organizations.

She has trained multiple speakers bureau cohorts to highlight the voices of people with lived expertise in social justice issues.

In the last decade, she has focused on program design for formerly incarcerated women, survivors of domestic violence, and criminal justice reform.



Strategies to Mobilize Your Social Media Followers

April 26, 2023

Intros

- Katherine Russell & Transformative Justice Solutions
- Share in the chat:
 - Your organization
 - What causes you are championing
 - Any challenges you're hoping to navigate better by attending this webinar



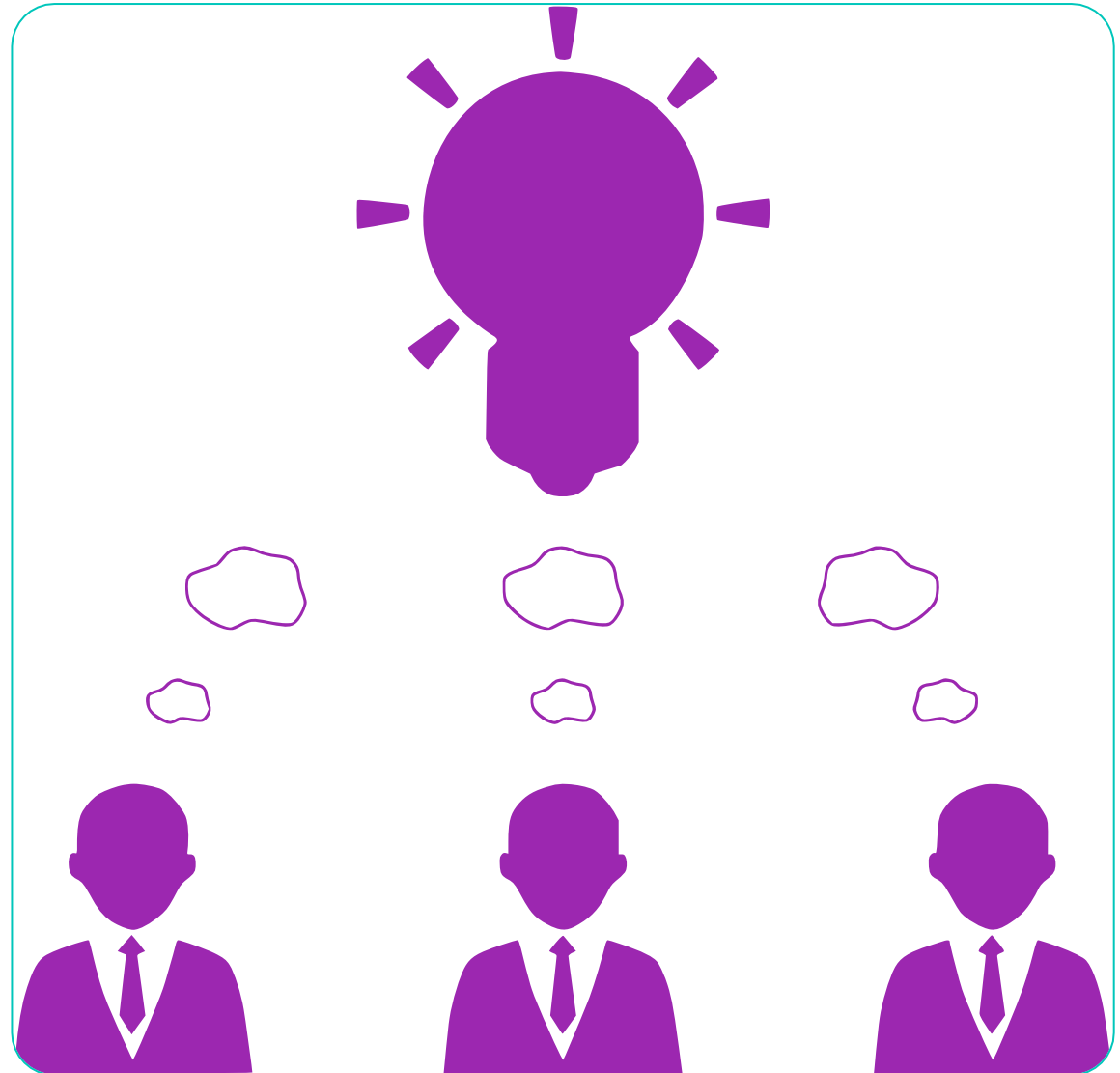


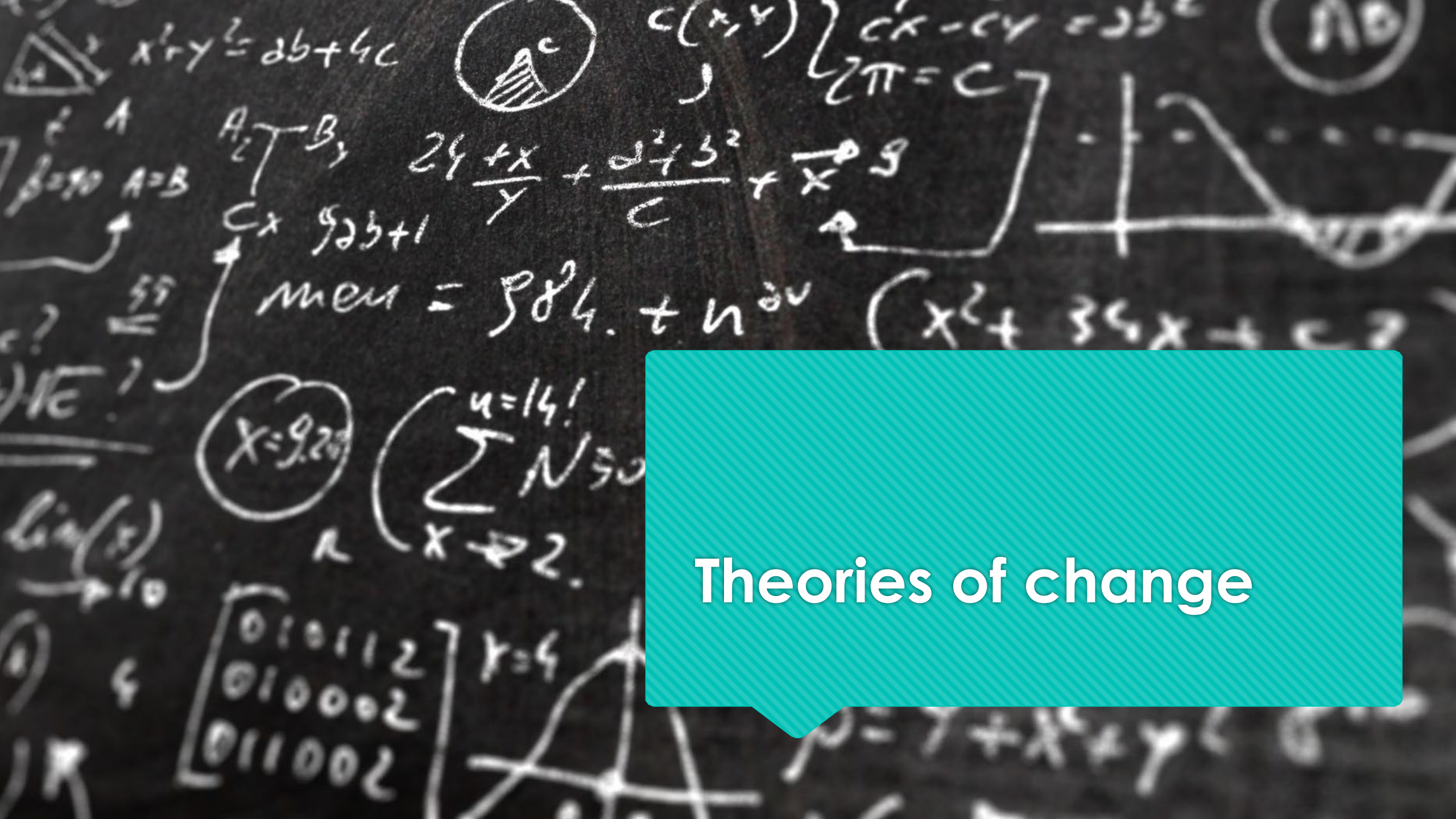
Part 1: Strategy

**What do you want your social
media followers to do?**

Think strategically, not tactically

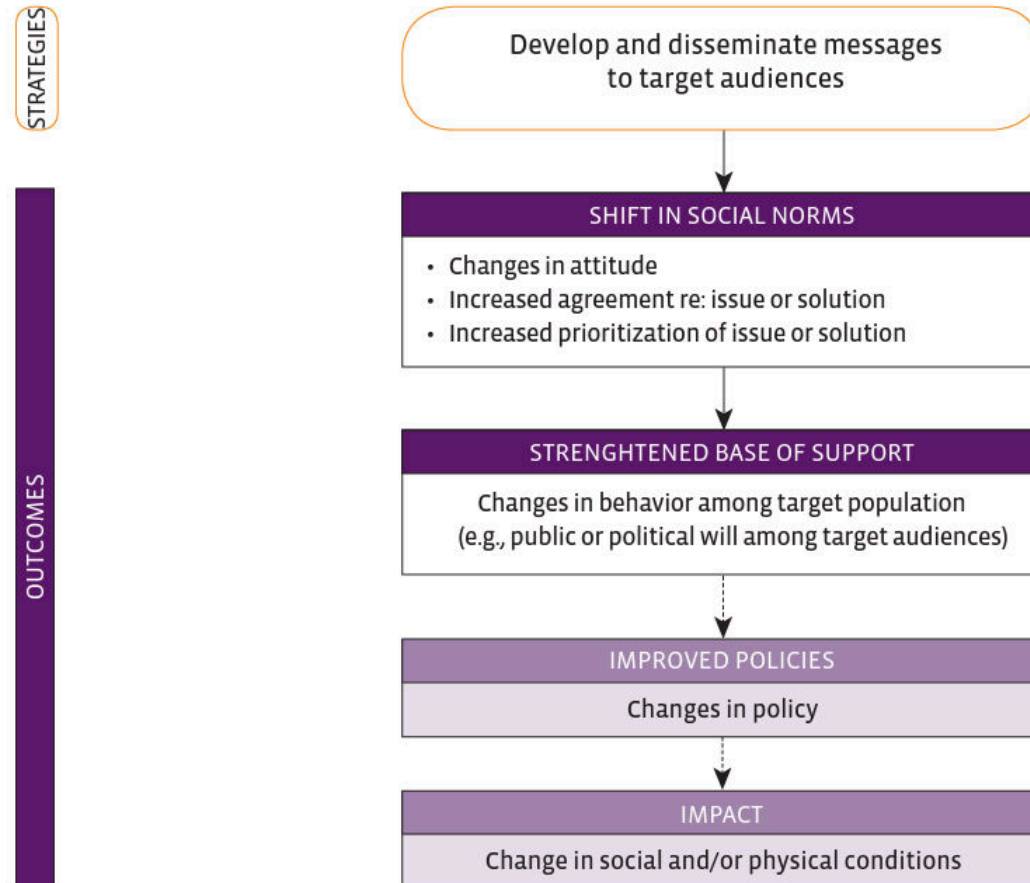
- Be intentional. Never post just for the sake of posting, because you're "supposed to," or because "it's been a while."
- Plan your campaign around the outcomes you want to achieve.
- Think about communications complements the organization's strategic plan as a whole





Theories of change

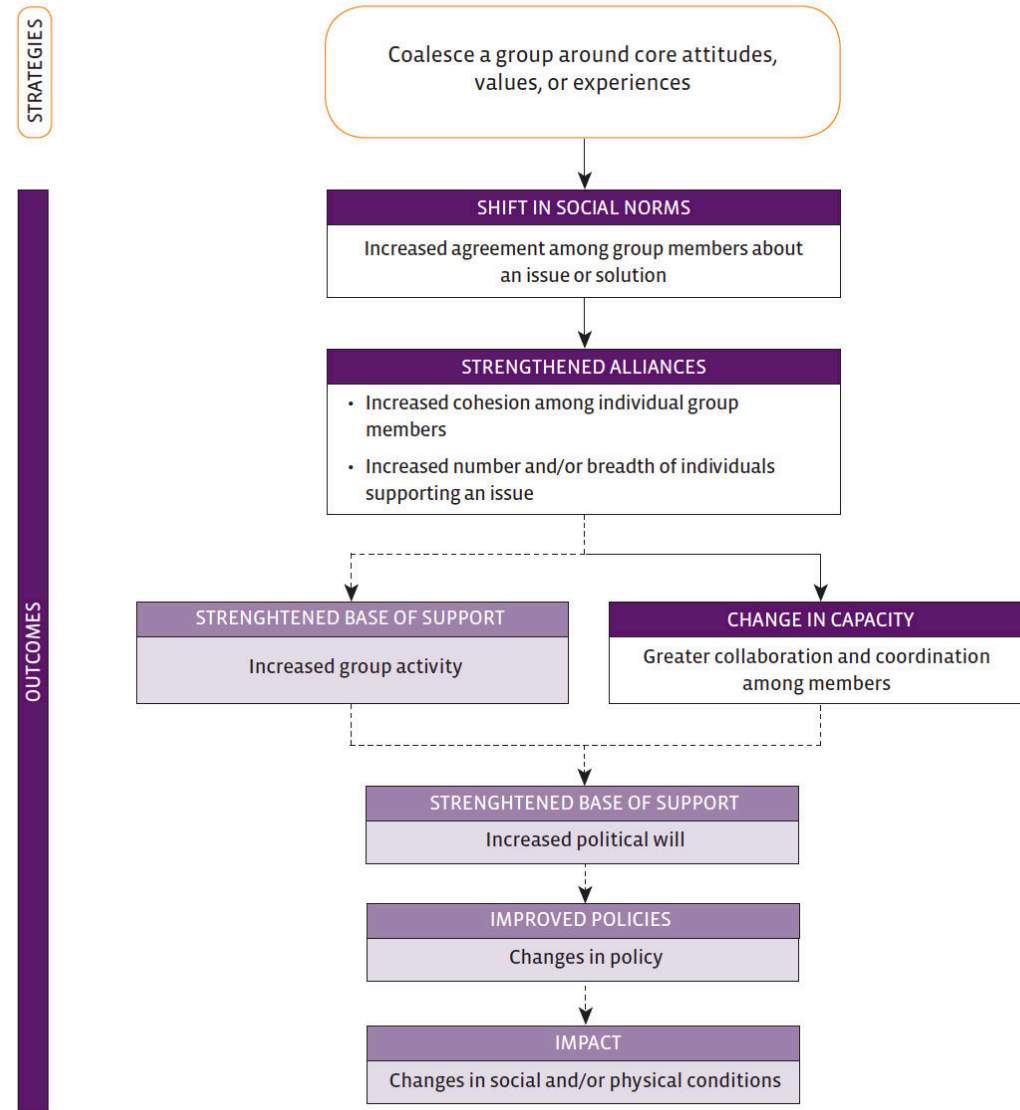
“MESSAGING & FRAMEWORKS” Theory of Change



Source:

https://www.orsimpact.com/DirectoryAttachments/132018_13248_359_Center_Pathways_FINAL.pdf

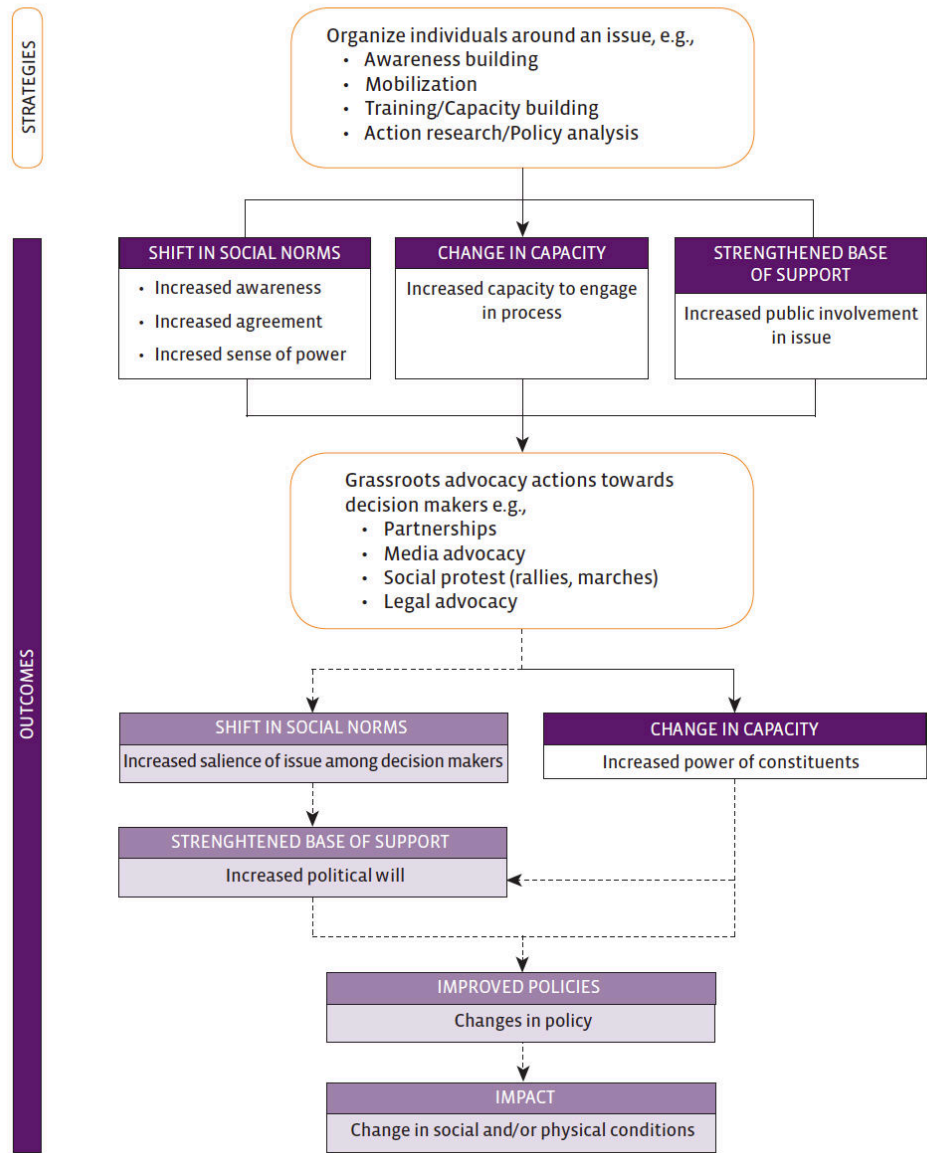
“GROUP FORMATION” Theory of Change



Source:

https://www.orsimpact.com/DirectoryAttachments/132018_13248_359_Center_Pathways_FINAL.pdf

“GRASSROOTS” Theory of Change



Source:

https://www.orsimpact.com/DirectoryAttachments/132018_13248_359_Center_Pathways_FINAL.pdf

Strong call to action: “TRIM” it!



Timed: Specifies urgency, time commitment, and/or time-bound goal



Reasonable: Breaks the action into something easily doable



Instructive: Is clear about what you need people to do and *how* they can do it



Meaningful: Connects the action they will take to the impact it will have

**THREE
MINUTES
OF YOUR
TIME**

**CAN SAVE A
LIFE**

**SIGN THE PETITION
TO FUND OUR NEW
CANCER STUDY**





THE FOOD BANK

**WE NEED
VOLUNTEERS FOR
OUR FOOD
PANTRY**

VISIT WWW.NONPROFIT.ORG/VOLUNTEER

How might you improve the wording of this post?

T H E F O O D B A N K



**1,200 OF YOUR
NEIGHBORS IN NEED
GET GROCERIES
FROM US EACH
MONTH**

**LEND THEM YOUR
HANDS.**

SEEKING VOLUNTEERS MONDAYS & THURSDAYS
12 - 2PM

VISIT WWW.NONPROFIT.ORG/VOLUNTEER



Part 2:

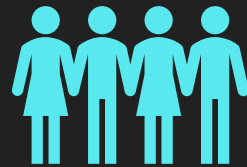
Be

Compelling

It's difficult to be compelling if you don't know...



Whose attention
you want



What interests your
audience



Where your
audience goes

A network diagram with nodes and lines on a dark background. The nodes are represented by small circles in various colors (blue, green, red, black, teal) and are connected by thin, light gray lines. The overall structure is a complex web of connections, with some nodes having multiple lines radiating from them, suggesting a central or highly connected node. The background is dark gray with some faint, scattered dots.

**“Marketing is no longer about
the stuff that you make, but
about the stories you tell.”**

– Seth Godin, author, entrepreneur, marketer, and public speaker

**Strategy:
Storytelling to
connect
followers to
your cause
and call to
action**

Tactics:

- Humor
- Heartstrings
- Empathy with issues that overlap
- Statistics & data
- Individualizing an issue: Illustrating your direct impact on someone's life
- **Including voices from people with lived experience**

Snails Are Going Extinct: Here's Why That Matters

They may not be the most charismatic group of species, but we can learn a lot from the lowly snail

Pointed title: The post is promising to share why this is relevant to US

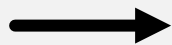


Use of humor



Ah, snails. They're small. They're slimy. They lack the charisma of a polar bear or a gorilla. And yet just like flora and fauna all over the world, they're disappearing.

Connecting issue to larger things we care about – ecosystems, sustainability, food chain



Many birds, fish and other species rely on snails as important parts of their diets. Most land snail species consume fungi and leaf litter, helping with decomposition, and many are carnivores, so they help keep other species in check.

Instagram series from AUSConservation

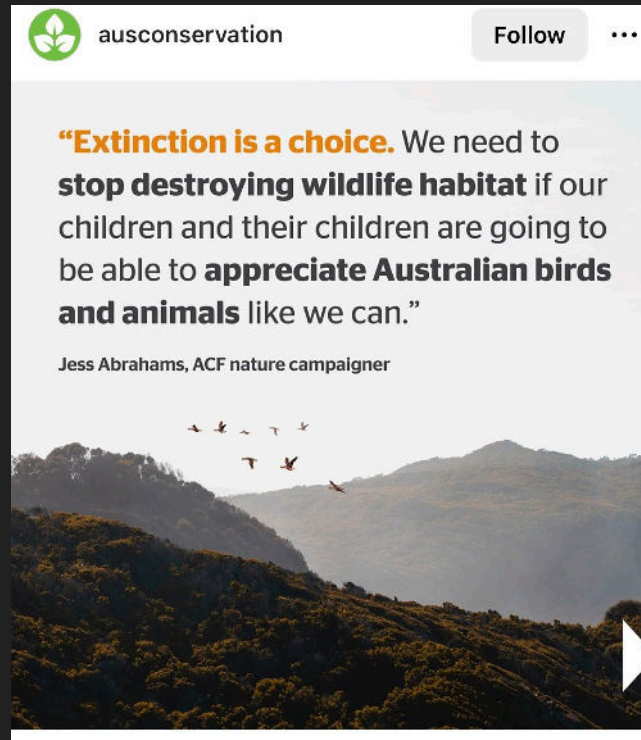
Almost a creature a day was added to the national threatened species list in March, 2023



Diamond Firetail
VULNERABLE



Pink Cockatoo
ENDANGERED




Creating empathy in hard-to-reach places

5 imagine5_official Follow ...

Imagine5

When plants cry⁵



A recent study shows that plants emit unique sounds when under stress

Sharing options are now all in one place.

Instagram navigation icons: heart, comment, share, carousel indicator, bookmark

5 imagine5_official Follow ...

Imagine5 Plants 2/5

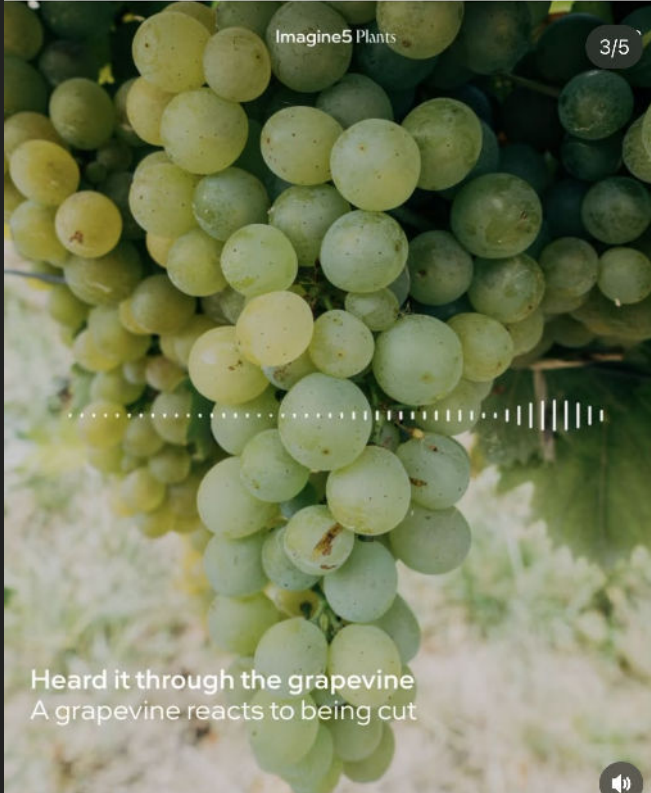


Oh so thirsty
A tomato plant needing a drink

Instagram navigation icons: heart, comment, share, carousel indicator, bookmark, volume icon

5 imagine5_official Follow ...

Imagine5 Plants 3/5



Heard it through the grapevine
A grapevine reacts to being cut

Instagram navigation icons: heart, comment, share, carousel indicator, bookmark, volume icon

Ethically sharing stories of people with lived experiences

Definition: People with lived experience are people who have gained knowledge through direct, first-hand involvement in everyday events, rather than through assumptions and constructs from other people, research, or media. (Chandler & Munday, 2011)

- Highlighting people's stories in order to further the cause or raise money can be exploitative if not done carefully
- Using people's stories can cause harm if you are not intentional.
- Aim to be more than "inclusive of voices." Bring people to the table with respect and genuine desire.

Keys to Ethical Storytelling

1. Respect

- a. Ensure your questions are tailored with empathy and person-first language. Be careful of language and tone that idealizes, dramatizes, patronizes, or makes assumptions.
- b. Pay people to share their stories— their time and insight should be treated like “expertise”.
- c. Consider what resources they need to take this time to share their stories (childcare, Wifi, translation, a quiet space to take a call – things we might take for granted)
- d. Approaching people to share their stories begins with trust. Ensure you have built relationships with clients before making this “ask.”



Keys to Ethical Storytelling

2. Transparency

- a. Make participants aware of what they will be asked to share
- b. Be very clear on the medium (video, podcast, etc.), the venue or outlet (newsletter, social media, political campaign, etc), how it will be used, and who will see it

Keys to Ethical Storytelling

3. Control

- a. Be clear on who owns the story after it is published. (i.e. you might own the video, but the participant still has rights to their story)
- b. Ensure participants have the ability to set boundaries around what and how they share (let them know they can say "no" without consequence to their services, backlash or frustration from the interviewer, etc)
- c. Allow an "out" anytime during the conversation if the participant needs it
- d. Ask participants how they want to be defined in your language (examples: ask for their pronouns; ask if they have preference on how you use terms like homeless vs. houseless; even if they have a disability, they might not want to be referred to as "a person with a disability.")
- e. If possible, give participants the ability to see the content before it is released and approve it.



Part 3: Quick Tips on Content Generation

Questions?

- Katherine Russell
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- www.transformthework.com



**Transformative
Justice Solutions**

Need help creating your social media strategy?

Connect with a skilled volunteer on Taproot Plus:
www.taprootplus.org



Register for our next webinar!

Grants 102: Persuasive Storytelling for Grant Writers

Thursday, May 11, 1 pm ET / 10 am PT