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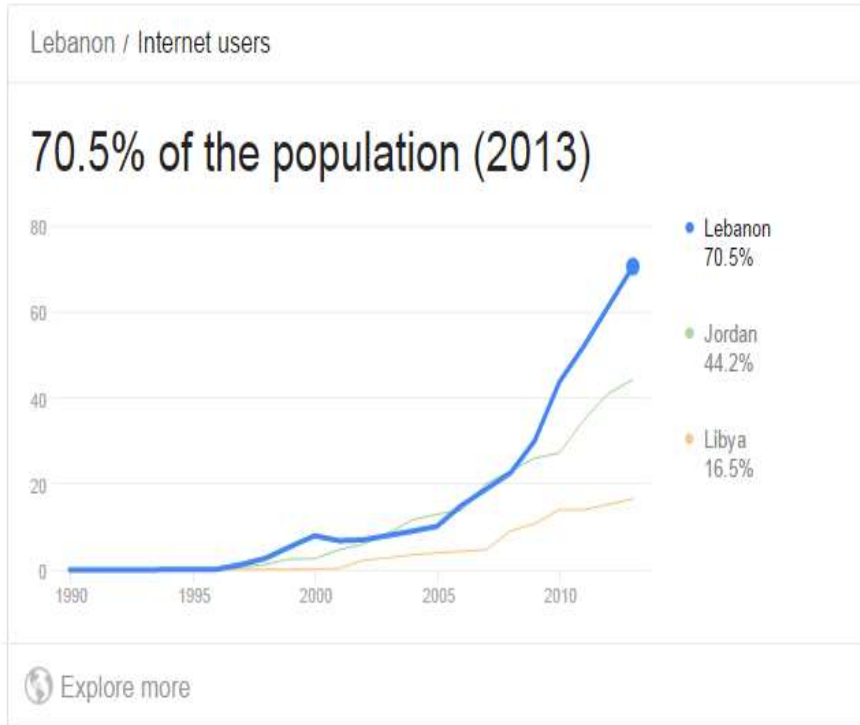
How to use Social Media in Advocacy campaigns

By Assaad Thebian





Why Digital is a focus?



Sources include: World Bank

Feedback

Internet Usage Statistics:

4,545,007 Internet users on June/2016, 75.9% of the population, according to IWS.

Facebook Subscribers:

3,100,000 Internet users on June 30, 2016, 51.8% penetration, according to FB.

4,545,007

Internet Users in Lebanon (2016*)

Share of Lebanon Population: **75.9 %** (penetration)

Total Population : **5,988,153**

Share of World Internet Users: **0.1 %**





Why Digital is a focus?



Ownership



Cost – Time - Adjustment



Feedback





Examples:




- Own Coverage
- Bridging Offline to Online







Examples:


 طلعت ريحتكم
 Published by [redacted] on April 8, 2016


ما لا تريدك سلطة الفساد أن تعرف عن (ما يعني من قلبهم) الطائر "الصحي"... شاهدوا النتيجة..
 #طلعت_ريحتكم_وقلتونا



787,639 people reached [View Results](#)
 454K Views
 Like Comment Share
 [redacted] and 6.1K others Top Comments*
 5,622 shares 453 Comments


 طلعت ريحتكم
 Published by [redacted] on March 7, 2016

الفيديو الضخمة الذي لا تريدك السلطة اللبنانية الفاسدة أن تراه، شاهد للنهاية..
 الإنذار الأخير، السبت ١٢ آذار، الساعة ٤، من ساعة سانس الإنشافية إلى ساعة رياض الصلح
 #طلعت_ريحتكم_وقلتونا



1,373,057 people reached [View Results](#)
 604K Views
 Like Comment Share
 [redacted] and 8.6K others Top Comments*
 10,567 shares 977 Comments

- Own
Production
- Marketing
Campaign





Examples:

INDIEGOGO

Explore

How It Works

Equity Offerings ^{NEW}



START A CAMPAIGN

Sign Up

Log In

الصفحة الرسمية للتبرعات 2015



InDemand

طلعت ريحتكم - Tol3et Re7etkom

The 100% Lebanese citizens-led anti-corruption campaign for a better Lebanon



\$28,550 USD total funds raised
233% funded on August 9, 2015

BACK IT



STORY UPDATES (3) COMMENTS (29) BACKERS (367)

- Crowd funding





Examples:



- International Mobilization & Solidarity

International Mobilization





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Examples:





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Examples:



WORLD NEWS | Sun May 22, 2016 | 3:40pm EDT

Brazil president reinstates Culture Ministry after artists protest





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Examples:



PLEASE VIEW THE INDIVIDUAL BOARDS FOR MORE DETAIL

LEGALLY BRIDE

In Lebanon, child marriage is still allowed in all religious marriages, while civil marriage does not exist.

NOO Kala asked us to pressure the religious establishment through public support.

In a limited public space in Beirut, where activists usually pose for wedding pictures, we staged a "different" photo shoot. Our bride was a child.

Our social experiment became a worldwide scandal, and the Lebanese religious establishment publicly shamed.

RESULTS

- 100 MILLION+ VIEWS
- 700 MILLION+ PEOPLE REACHED
- 90 MILLION+ TWITTER IMPRESSIONS
- 95% OF LEBANESE INTERNET POPULATION REACHED
- +100 PUBLICATIONS AND TV CHANNELS IN +70 COUNTRIES COVERED THE STORY

SOCIAL ENGAGEMENT

PUBLIC ENGAGEMENT

LATER, THE UNITED NATIONS ADOPTED OUR CAMPAIGN.

OUR SOCIAL EXPERIMENT WAS REPLICATED IN TIME SQUARE NYC.





Why are you important in communication strategy?

- **Eyes on the ground**
- **Cover the news from different angles**
- **Create a mapping of the project**
- **Market the project**
- **Provide content (photo, video, writing, etc..)**

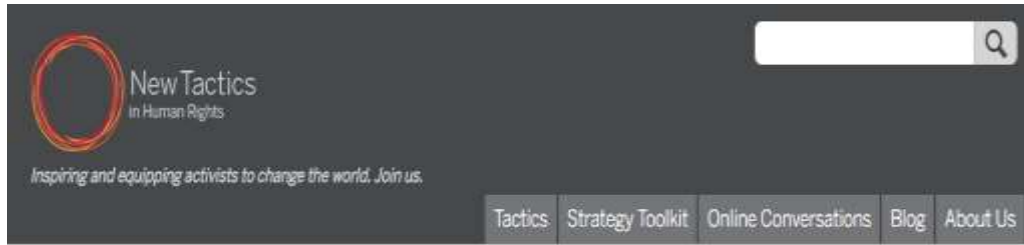
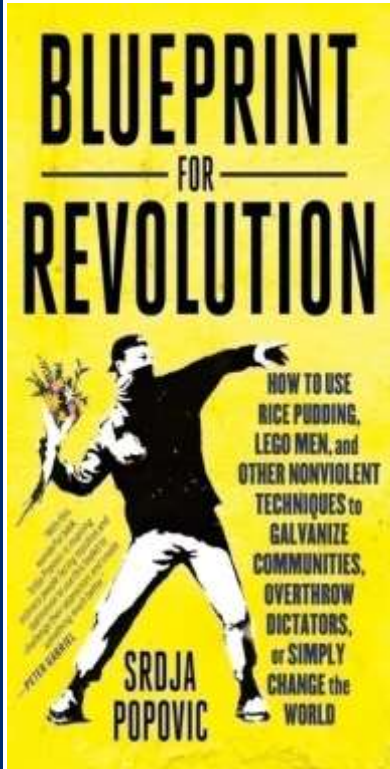




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Recommended Reads:



Welcome to New Tactics!

- Learn new ways to reach your human rights goals.
- Connect with other human rights defenders.
- Learn about strategy.
- Read about New Tactics in Human Rights.

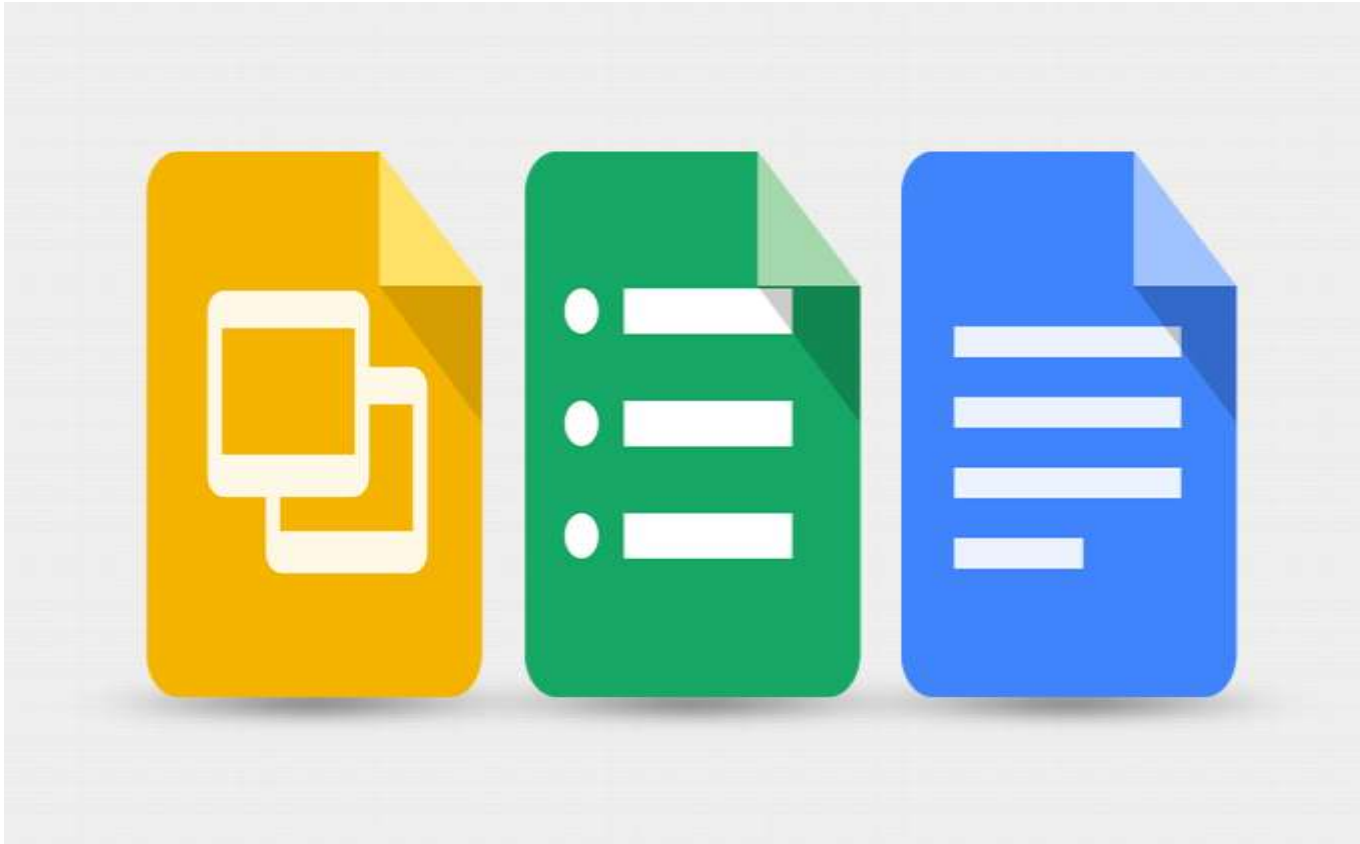


<https://www.newtactics.org/>





Digital Media Tools (Google Drive):

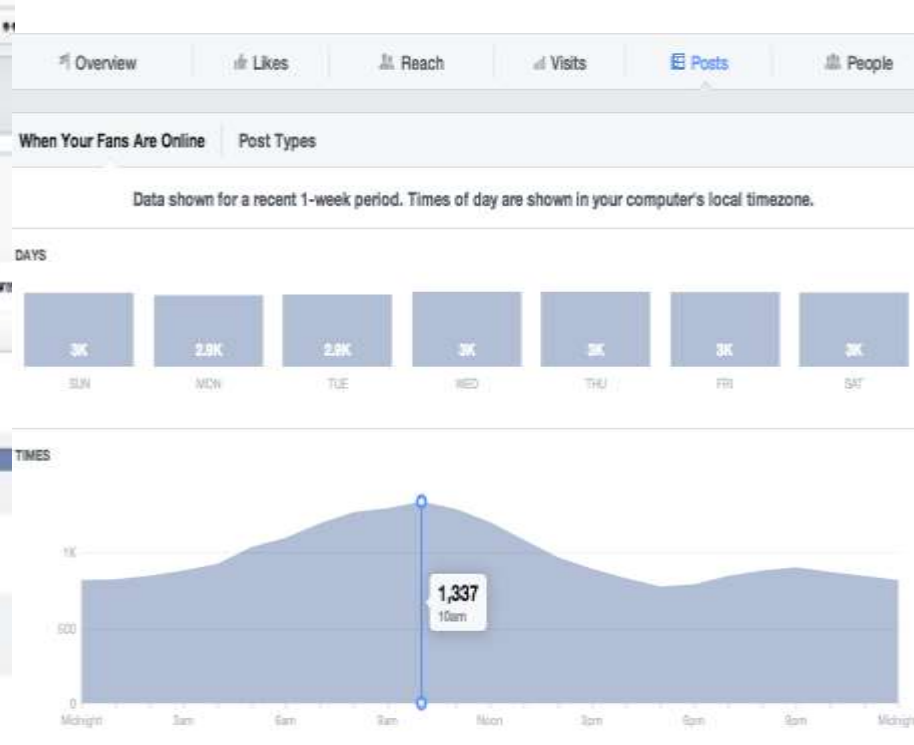


- Content Creation
- Information Pool
- Collect Data
- Recruit Members





Digital Media Tools (Facebook):

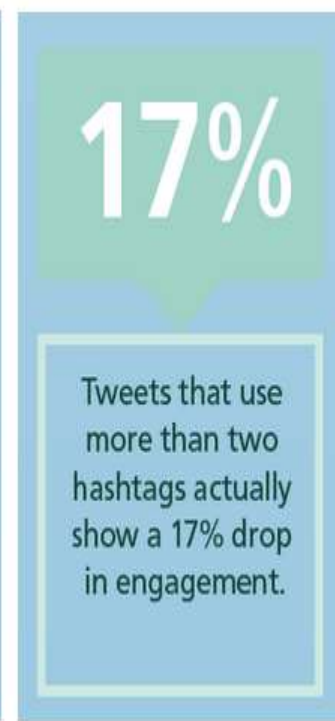
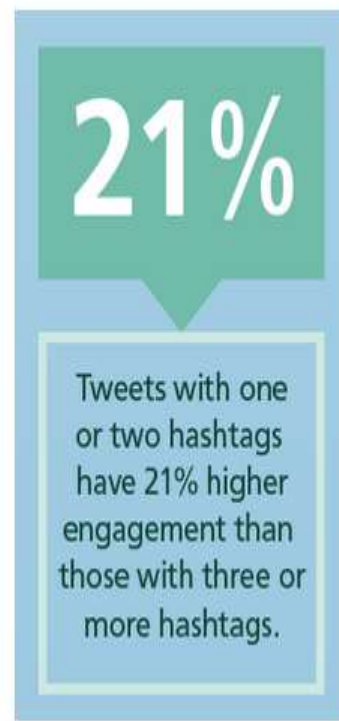




Digital Media Tools (Twitter):



Trending Topics



Hashtags





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Digital Media Tools (Twitter):

tweetreach



Simply Measured









- Measure
- Monitor
- Archive





Digital Media Tools:

Other useful websites:

 www.beirutiyat.me	<p>Bit.ly</p> 	<p>Google Drive</p> 	<p>Prezi</p> 
<p>Twtopll</p> 	<p>Storify</p> 	<p>IFTTT</p> 	<p>Dropbox</p> 





In a nutshell:

To build a successful grassroots advocacy movement, grassroots minded organizations should focus on these 8 key steps for successful grassroots advocacy campaigns.

- Set SMART goals. ...
- Create the strategy. ...
- Clearly communicate. ...
- Use new media. ...
- Get fund raising. ...
- Build coalitions. ...
- Organize communities. ...
- Engage policymakers.





Telling a story:

- Your Experience
- Your Interview
- A success project or story
- An issue to be raised





Telling a Story:



What is journalism for?

“The primary purpose of journalism is to provide citizens with the information they need to be free and self-governing.”

Three goals of journalism

- Inform
- Educate
- Entertain





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Video Editing:



- **KineMaster**
- **WeVideo**
- **Magisto**

magisto





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THANK YOU!



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