



# Union Solidarity International Social Media Course

## Introduction

About the day. Hashtag: **#UnionTech** – please keep your device on, and use it!

Mention @usilive in your tweets.

## Session 1: Myths and realities of social media

- Share your personal experience and opinion of social media
- Social media and political change. From the Arab Spring to Occupy – can social media change the world?
- The negatives: cyberbullying, Facebook disciplinaries and more
- Security, privacy, GCHQ spying and staying safe online

## Break

## Session 2: The Social Media landscape

- An introduction to the most important social media platforms: Twitter and Facebook
- How hashtags work
- Other platforms: Google+, YouTube, Instagram, Pinterest, Flipboard, Tumblr, Snapchat, Weibo and more – how can we use them?
- Some examples and case studies of union and political social media campaigns

## Lunch

### **Session 3: Understanding campaigns**

- What is your theory of change?
- Telling stories: how to construct a narrative
- Engaging people: the viral effect

### **Session 4: Practical internet campaigning skills**

- How to create a Twitter account, and send a tweet using @mentions and #hashtags. Using Tweetdeck, Thunderclap and other tools
- How to create a Facebook page and manage it effectively
- How to use Google+, Hangouts and YouTube
- The importance of images. Creating and sharing images. Using Instagram, Pinterest, Tumblr etc.

### **Break**

### **Session 5: Developing your social media campaign**

- Establishing a voice, curating content and growing followers
- Building a network – working with other activists
- Creating (or hijacking!) hashtags and using metadata to spread messages
- Understanding how the internet thinks: the importance of memes and humour
- Designing and building your campaign, your team and action plan
- Explain your action plan and campaign to the group

### **Feedback**