



# Social Media Guide

This Guide gives you helpful tips about using social media, such as Facebook and Twitter, to communicate GRAN issues.

Copy. Use. Share. Adapt.

This Guide is for you!

With thanks to  
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*A How-To Guide*

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**Purpose:** To help promote and publicize GRAN issues using Twitter and Facebook.

## **PART 1: TWITTER**

### ***What is Twitter?***

Twitter is a free social messaging service for sending and receiving short messages in real time. It's often called a social network or a microblogging service, but it's really just an instant messaging service.

At its core, Twitter is about sending and receiving group messages. The messages are limited to 140 characters and they are called tweets. It has many add-ons that make it very powerful, such as photos or videos.

### ***Why use Twitter?***

People use Twitter for many reasons, a few examples are: Staying in contact with friends, Keeping up with News and Current affairs or connecting with Politicians, NGO's and Advocacy groups.

### ***Sign up for a Twitter account:***

1. Go to: <https://twitter.com/?lang=en>
2. Enter your full name, phone number, and a password.
3. Click Sign up for Twitter
4. In order to verify your phone number, Twitter will send you an SMS text message with a code. Enter the verification code in the box provided.
5. Once you've clicked Sign up for Twitter, you can select a username which is your unique identifier on Twitter.
6. Double-check your name, phone number, password, and username.
7. Click Create my account. You may be asked to complete a Captcha to let them know that you're human!
8. Your username is the name your followers use when sending @replies, mentions, and direct messages. You can change your username in your account settings at

any time, as long as the new username is not already in use. Usernames must be fewer than 15 characters in length.

### **Using Twitter:**

Once you have an account and have signed on, you will be on your Home page. You can update your profile by clicking on the egg icon on the top right hand side. This is where you will define your security settings and other details.

For details on all you need to know about twitter please review:

<https://support.twitter.com/>

### **Using Twitter to promote GRAN Issues:**

1. Search in the “search Twitter” window at the top right for “@GRANadvocates”. This will bring you to our account. In order to “follow” GRAN tweets, you need to click on the “Follow” tab on the right hand side. This will enable all tweets from the GRAN account to be seen on your “Home” page.
2. When you see GRAN tweets on your Home page you can retweet them by clicking on the two arrows icon below the tweet message. You can either just retweet or add your own message.
3. To compose your own tweet, click on the tweet icon at the top right hand side and type in your message, add a link to reference your text in the window that opens. you can also add a photo by clicking on the camera icon.
4. You need to build up a number of people to “follow” to receive as many relevant tweets as possible. Below are a number of active GRAN tweeters and other like-minded tweeters with similar issues. Once you start following and retweeting other GRANS, they will in turn “follow” your tweets. The value of this is that your tweets will reach their followers as well as your own.

@GRANadvocates, @PatBaconDolan, @IreneClarke3, @angelaquinlan1, @mynton, @lorraineagreeen, @NancyAdvograms, @sybilruthesvans, @JoMulhern1, @patmevans, @popilewis, @PeggyEdwards4, @sharon\_swanson @BevMcGibbon , @bjohnson011, @AndreaBeal2, @HFraser10, @ColleenDann , @ValerieWright20, @anniecr8on, @winlars, @JennyNeal34, @MyrtleBlinn

5. Other examples of tweeters relevant to GRAN issues are :

@MSF\_access, @ONEinAfrica, @ResultsCda, @helplosotho, @MiningWatch, @womenshealthntw, @NobelWomen, @GlobalFundWomen, @StopRapeCmpgn, @ONEcampaign, @AmnestyOnline, @UN\_Women, @MalalaFund, @GPforEducation,

@MedsPatentPool, @UNICEFeducation, @ICADCSID,  
@CouncilofCanadians, @HuffPostImpact

6. Here are a few sample tweets to help you get started:

- \* .@GRANadvocates are outraged, 1M kids die of pneumo yearly. We need fair vaccine prices to protect more children <http://afairshot.org>
- \* #AskPharma @Pfizer and @GSK to offer the pneumonia vaccine for \$5/child in all developing countries
- \* Children must be kept in school, especially during crisis & conflict <http://bit.ly/1ECogKO> @GPforEducation #WHD2015 #fundededucation
- \* .GRANadvocates call on all Federal parties to meet our target of 0.7% of national income to official development assistance #elxn42
- \* Child marriage is an abuse of Human Rights, posing grave threat to health and limiting education #RighttoChoose.
- \* Early marriage for girls can lead to complications in pregnancy and childbirth, Stop Child marriage now. #endchildmarriage

### ***Useful Twitter Terms to Know (contributed by Penny Lewis):***

**FEED:** Your twitter “feed” is any list of tweets that constantly updates when new tweets that fit the specified criteria pop up. Your home feed (found to the right on your Twitter page) updates every time someone you follow tweets.

**FOLLOWER:** A “follower” is someone who follows you on Twitter and sees your updates on their home feed. Just because someone follows you doesn’t mean you have to follow them back, the way some other social networks work.

**HASHTAG (#):** While known as the pound key on your phone, on Twitter, this symbol is a hashtag, and it’s used in front of other words in a tweet to provide context or to make it easy for users to search for specific topics on Twitter. But be careful not to over-hashtag your tweets—one or two is probably enough.

**MENTION (@mention):** When you want to “tag” someone in a tweet or direct message on Twitter, you can do so by mentioning them using their Twitter username (like [@GRAN](#)). Add this mention in and they’ll get a notification that you’ve done so in the “Mentions” section of their account. Essentially, this is used to have conversations with people on Twitter.

- **Period before @mention** - This is the one mistake almost everyone makes on Twitter. If you tweet @username without a period, only your mutual followers (in other words, people who follow both you and @username) and the person you're tweeting to will see it in their streams. Add a period before @username, though, and all of your followers will see your tweet in their streams.

**REACH:** is the total number of estimated unique Twitter users that tweets about the search term were delivered to.

**REPLY:** When you reply on Twitter, you're responding to a particular tweet. Unless it's a direct message (DM), a reply can be seen by anyone and everyone, regardless of whether they follow you or not.

**RT:** A retweet is the basic form of currency on Twitter. When you see "RT" in front of a tweet, it means the person found the content valuable enough to share with their followers. If the original tweet is yours, way to go!

**STREAM:** Your home timeline displays a stream of **Tweets** from accounts you have chosen to follow on Twitter.

**TWEET:** Arguably the most common Twitter term. Every update you post to your followers on Twitter is called a tweet. Every tweet has a 140-character limit, and remember: Your tweets are public and searchable by anyone on Twitter, even if they don't follow you.

**TRENDS or TRENDING TOPIC:** Any person, place, thing, or idea that a lot of people are tweeting about at once is considered a trend. You can find trends on the left side of your Twitter homepage, and you can even tailor what trends you see based on your location.

You can find more terms at

<http://blog.hubspot.com/marketing/34-twitter-terms-defined-list>

and further definitions at

<http://sproutsocial.com/insights/twitter-term-definitions/>

## **PART II: FACEBOOK**

### **Using Facebook to promote GRAN issues**

#### ***Signing up for a Facebook account:***

1. Go to <https://www.facebook.com/>
2. When you see the signup form, fill out your name, email address or phone number, password, birthday and gender.
3. If you don't see the form, click Sign Up, then fill out the form.
4. Click Sign Up.
5. Once you sign up, you'll need to confirm your email address or phone number. You will receive either an email or a text message to help you confirm your account.

#### ***Facebook pages to follow:***

1. Once you have signed up, make sure you define your security settings by clicking on the padlock icon on the top right of the page. By clicking on the Home icon you will be able to define your profile and upload a cover and a profile photo, as you prefer.
2. You can find pages relevant to GRAN issues by typing one of the organizations listed below into the FB search window on the top left hand side. Then you can click on "Like", "Get Notifications" and "Follow" these sites. This will allow notifications from these relevant organizations to enter your newsfeed, which you can then "share" on your timeline with your friends.

#### ***Some Organizations on Facebook relevant to GRAN issues:***

- Malala Yousafzai
- MSF Access Campaign
- End Violence Against Women (EVAW) International
- One organization
- Results Canada e-group
- Sustainable development goals
- Global Partnership for Education
- UN Global education First Initiative

## ***Useful Facebook Terms to Know (thanks to Penny Lewis):***

The jargon used when referring to things people are doing on social media sites such as Facebook can be confusing. These short glossaries of terms may be helpful in unravelling the mystery.

**FRIEND:** Someone you're connected to on Facebook. **Friending** is the act of sending someone a friend request; all friendships must be confirmed by both people to be official.

**LIKE:** Clicking Like is a way to give positive feedback and connect with things you care about. When you Like something, the action appears as an update on your Timeline. Liking a post means you were interested in what a friend was talking about (even if you didn't leave a comment). Liking a Page means you're connecting to that Page, so you'll start to see its stories in your News Feed. The Page will also appear on your Profile, and you'll appear on the Page as a person who Likes that Page.

**MESSAGES:** Messages are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails, and mobile messages from your Facebook Friends.

**NEWS FEED:** is a continuous stream of updates about your friends' activities on and off Facebook. It appears on your Home page.

**NOTIFICATIONS:** Notifications are updates about activity on Facebook. For example, you can be notified when an update is made to a Group you belong to or when someone accepts your Friend request. While you can't turn off notifications entirely, you can adjust what you're notified about and how.

**PROFILE:** Your Profile is your collection of photos, stories, and experiences that tell your story. It includes your Timeline, profile picture, biography, and personal information. It can be public or private, but is only for non-commercial use.

**SEARCH:** Search is a tool to find people, posts, photos, places, Pages, Groups, apps, and events on Facebook

**COVER PHOTO:** This is the large picture at the top of your Page. All cover photos are public, which means that anyone visiting your Page will be able to see it. Best practices include using a unique image that represents your brand.

**TIMELINE:** Your Timeline is your Profile Page. It contains all your posts, your photos and videos, a list of your friends, your favorite activities and interests, and any biographical info you've chosen to share, displayed by date. This is where your friends can leave you messages and where you can update the world with anything you feel like sharing.

**SHARE:** The Share button lets people add a personalized message to links before sharing on their timeline, in groups, or to their friends via a Facebook Message. You can 'Share' the posts made by 'Friends' that you see on your 'News Feed'.

**STATUS UPDATE:** is a short post you share on Facebook talking about what you're doing, thinking, or feeling at the moment. People update their status about everything from what they're eating to sharing memories about a loved one to advocating for a particular political position.