

ComsForUs

**SOCIAL MEDIA**

**RESEAUX SOCIAUX**

**REDES SOCIALES**



**4st July 2022**  
**1h30**

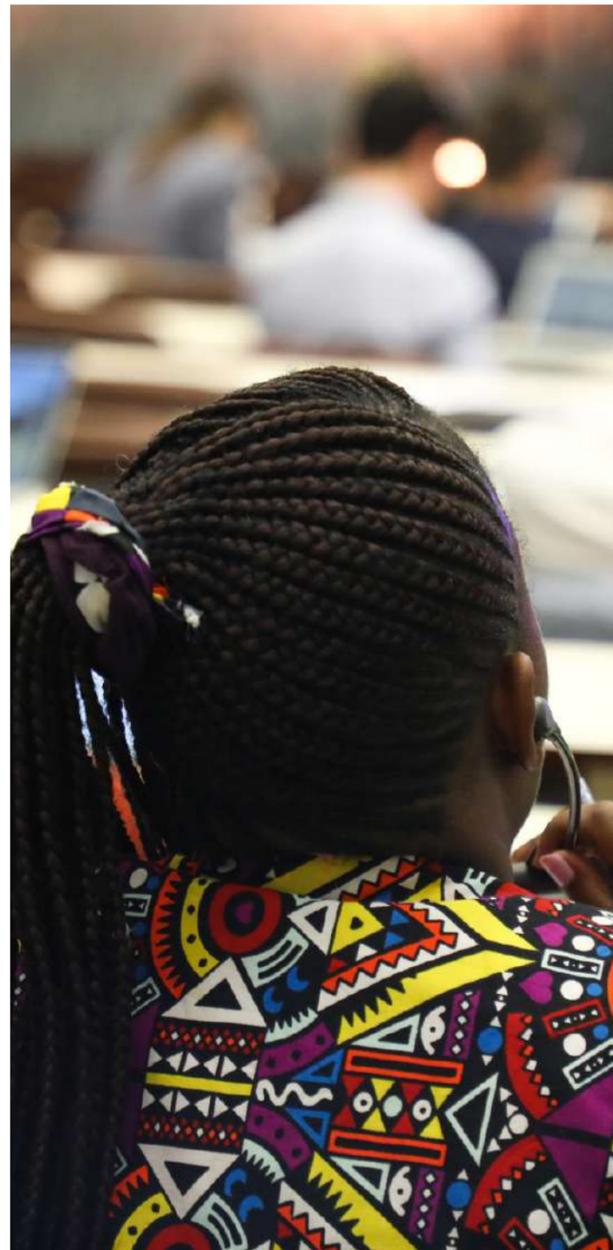




# Objectives of the workshop



# Objetivos del taller



# Objectifs de l'atelier



# TOPICS. TEMAS. SUJETS.



**Social media strategies, audiences, content, right posting cadence, reach**

**Stratégies réseaux sociaux, publics, contenus, fréquence de publication, engagement**

**Estrategias de redes sociales, contenidos, cadencia adecuada de publicacion, alcance**



# PROGRAM/AGENDA



## Testimonials/témoignages/testimonios

- Krisha Sia ( UN SDG Action Campaign)
- Pénélope Hubert (Bayon Education & Development)
- Myriam Horngren, Social Change Strategist (Communication & Advocacy)

## Social media projects/projets en lien avec les réseaux sociaux/proyectos en las redes sociales

Good practices & lessons learned

Bonnes pratiques et leçons apprises

Buenas practicas y lecciones aprendidas



**Testimonials**  
**Témoignages**  
**Testimonios**





**Krisha Sia**

Digital Content Consultant (UN SDG Action)  
Consultante contenus multimédia (UN SDG Action)  
Consultora de contenidos digitales (UN SDG Action)



## **Pénélope Hubert**

Communication & Fundraising Manager (Bayon  
Education & Development)

Responsable de la communication et de la recherche de  
fonds (Bayon Education & Development)

Directora de Comunicación y Recaudación de Fondos  
(Bayon Education & Development)



**LET'S TALK**

# **SOCIAL MEDIA**

**COMMUNITY & ENGAGEMENT  
STORYTELLING AND MULTIMEDIA**

# BUILD YOUR COMMUNITY

1. DEFINE YOUR VALUES
2. TARGET YOUR AUDIENCE
3. FOCUS ON YOUR STORY AND ACTIONS
4. LEARN FROM OTHERS
5. BE PROUD OF YOUR MISSION





# ENGAGE YOUR COMMUNITY



1. CREATE DIALOGUE
2. BE CREATIVE
3. INVOLVE YOUR MEMBERS
4. SHARE REAL STORIES
5. BE ACCESSIBLE

# WHICH NETWORK FOR WHAT USE?

## Facebook

Multipurpose.  
Daily actions and progress.  
Vary the topics, from specific news to more general content.

## LinkedIn

Professional sphere.  
Expand your network.  
Find new collaborators.

## Twitter

Current affairs, journalism and politics.  
Challenge the influential spheres.  
Civil society movements.  
Call to action.

## Instagram

Visual platform.  
Share photos and videos.  
Behind the scenes. To be at the core of your organization.

# VIDEO FOR STORYTELLING

THE MOST EFFICIENT COMMUNICATION FORMAT

HIGHEST ENGAGEMENT RATE

DYNAMIC AND ATTRACTIVE

CATCH THE ATTENTION

BUILD A RELATIONSHIP OF TRUST

REELS



YOUTUBE



A picture is worth a thousand words. A picture is worth a



## **Myriam Horngren**

Social Change Strategist (Communication & Advocacy)  
& organisations' actions' strengthening  
Stratège du Changement social (Communication &  
Plaidoyer) & renforcement des actions des  
organisations à travers l'accompagnement  
Estratega de Cambio Social (Comunicación e Incidencia)  
y Fortalecimiento de las acciones de las organizaciones,

# **ClimateRights4All, 24H Online Video Marathon**

**Online campaigning: questions raised**

## **ABOUT THE COLLECTIVE FOR CLIMATE RIGHTS**

- **A decentralized group of climate justice activists**
- **strengthen partnerships and collaborations between grassroots, national and international organizations**
- **to campaign for climate action that respects and promotes human rights**

# 24 hours Online Global Video Marathon : Objectives

- **Obj 1:** To inject renewed energy to the [ClimateRights4All community](#)
- **Obj 2:** To facilitate the emergence of new and excluded voices in putting a human face on climate change
- **Indicators :**
  - Number of participants/videos - 100 ✓
  - Geographical - 60% of posted videos from global South ✓
  - Marginalised/excluded communities ✓ X
  - Social Media Indicators - retweets/reposts/hashtags X



Climaterights4all

5 novembre 2021, 12:39 · 🌐



🎥 The video Marathon is on! we are receiving videos from the whole world, in English, Spanish, Italian, French, Urdu, Portuguese. From the #Philippines to #Senegal, from young people, children and adults.

👉 Plus

Watch the 24 hour Online Global Video Marathon here!



5 J'aime

24 Hour Online Global Video Marathon Visual 5th November 2021

# Results

- **Participation** 60% from the South, **young people** very involved: Fiji, New-Zealand, Vanuatu, Indonesia, Philippines, Vietnam, South Korea, Japan, Nepal, India, Pakistan, Bangladesh, Lebanon, Turkey, Mauritania, Madagascar, Kenya, Nigeria, South Africa, Uganda, Ghana, Sénégal, Côte d'Ivoire, France, Italy, Portugal, UK, Canada, USA, Haïti, Honduras, Colombia, Paraguay, Brazil, Argentina.
- Over 130 video testimonies, From around the world, Good quality for many of them, Strong and moving messages
- New constituencies looking to be involved
- 3 Social Media Channels (Twitter, Facebook, Instagram)
- Strong recognisable visual identity: logos, banners

Fichier Edition Affichage Signaler Fenêtre Aide

Accueil Outils Reporting Video M...

Se connecter

21 / 132

## Reach

Platform	Impressions	Reached	Followers	Other Metrics
Twitter	21700	-	94	6678 profile visits, 29 mentions
Facebook	-	2280	68	-
LinkedIn	-	-	76	114 likes mentions

## Content source

Source	Percentage
Twitter	99%

83,4%

18:28 21/01/2023

Social Networks

# Reflections

- Key event (COP 26) with difficult participation, online action was a response
- High profile organisations supporting the action (EJF, Civicus, AI, Global Witness, WACC, AWID, Forus, Heinrich Boell, etc)
- Large network of human rights and climate organisations
- Social Network Influencers with large following
- Small but experienced team

So what happened?

# Thoughts

- Our own challenges
- Covid 19 and post Covid 19
- Online actions have become more competitive
- Segmentation : How many? What does Social Change look like?
- Other ?



**Collective Discussion**  
**Debate colectivo**  
**Discussion collective**





- **What social media initiatives/projects have you put in practice ?**
- **Good practices & lessons learned**

- **¿Qué iniciativas o proyectos vinculados a las redes sociales ha puesto en práctica?**
- **Buenas practicas y lecciones aprendida**

- **Quelles initiatives ou projets en lien avec les réseaux sociaux avez-vous mises en pratique ?**
- **Bonnes pratiques et leçons apprises**



**STOP/CONTINUE/START**

**Micro-survey**  
**Microencuesta**  
**Micro-sondage**



**Collecting your opinion is very important for us!**

Please take **30 seconds** to tell us **how satisfied you are with today's meeting!** **Scan** the **QR code** with your mobile phone or click on the **link in the chat box.**

**Connaître votre opinion est très important pour nous !**

Merci de prendre **30 secondes** pour nous indiquer **votre degré de satisfaction à l'égard de cette réunion !** **Scannez** le **code QR** avec la camera de votre téléphone portable ou Cliquez sur **le lien dans la chat box.**

**¡Conocer su opinión es muy importante para nosotros!**

Por favor, tome **30 segundos** para indicarnos su **nivel de satisfacción sobre la reunión.** **Escanee** el **Código QR** con la cámara de su teléfono móvil o haga clic en el enlace en la caja de diálogo.



**MERCI !**  
**THANK YOU!**  
**¡GRACIAS!**



## What's next?

- Next ComsForUs workshop on creating and promoting podcasts (and videoclips) October 5/6th)
- You can add your thematic interests and initiatives in our collective file
- You can propose speakers or moderators for the next workshops
- You will receive an email with the discussion from today



## ¿Qué sigue?

- Próximo taller de ComsForUs sobre crear y promover podcasts (y videoclips) 5/6 de octubre
- Puedes añadir tus intereses e iniciativas temáticas en nuestro archivo colectivo
- Puedes proponer ponentes o moderadores para los próximos talleres
- Recibirás un correo electrónico con el debate de hoy



## Étapes suivantes

- Prochain atelier ComsForUs comment créer et promouvoir des podcasts (et vidéos) 5/6 Octobre
- Vous pouvez ajouter vos intérêts thématiques et vos initiatives dans notre dossier collectif
- Vous pouvez proposer des intervenants ou des modérateurs pour les prochains ateliers
- Vous recevrez un email avec les discussions d'aujourd'hui



**Thank you**  
**Merci Gracias !**



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