

PITCH GUIDE TO SOCIAL MEDIA



PITCH Partnership to Inspire, Transform
and Connect the HIV response



 **aidsfonds**

FRONTLINE AIDS 



Ministry of Foreign Affairs

WHAT IS SOCIAL MEDIA?

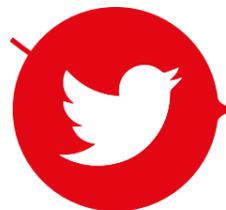
Social media are online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. You can capture people's attention, connect with supporters and build communities.

The social media channels that are among the most used throughout the world are Facebook, Twitter and LinkedIn.



Facebook

Over 1.71 billion people are on Facebook, making it the world's most used social media platform. Facebook can be used to reach a large audience through posting your own content as well as amplifying others' content through liking and sharing. Great for creating communities and encouraging longer conversations.



Twitter

320 million people are on Twitter. It is frequently used by brands and businesses and is a more professional network than Facebook. It is an effective platform to rally around a cause and gain followers. Great for sharing short updates and engaging with key influencers.



LinkedIn

450 million people are on LinkedIn; its primary function is to provide network opportunities for professionals. Users expect to find communications about professional matters. It is a great place to share content of a technical nature (e.g. reports, case studies and tools) and for making connections with other professionals.



How can social media help us

ACHIEVE OUR OBJECTIVES



Raise awareness of your work in PITCH and of the issues you are passionate about

- **Share content:** post comments, photos and videos directly on Facebook and LinkedIn, and in a tweet. You can also post and tweet links to case studies, blogs, reports, photos and videos and other content on your website.
- **Engage with others:** like, comment on, share and re-tweet others' content. This is a good way of amplifying each other's messages, and of connecting with other organisations and people.
- **Post and tweet quotes and comments from events** such as workshops and conferences (ideally with a photo or short video).
- **Advertise events** by posting and tweeting information about them.
- **Comment on news** or reports of events.



Stay up to date with news, events and opinions

- **Follow organisations and people** that work on similar issues or are otherwise of interest to our work.
- **Join Facebook and LinkedIn groups** on topics that are important to you.



Share information with and learn from other PITCH partners

- **Join the 'PITCH Partners'** closed Facebook group, where only PITCH partners and advocates can see posts. Here we can ask each other for tips and recommendations, share news and resources and discuss topics related to our work.
- **Connect with other PITCH partners** by adding them as 'friends' on Facebook or 'connections' on LinkedIn, and follow them on Twitter (follow the PITCH Twitter list) – you can then see, like, share, re-tweet and comment on each other's full stop after content.



Join or create a movement around a hashtag (#)

- **A hashtag is the # symbol followed by a word or phrase** (i.e. #Firstworldproblems). It's a community of people that engage by creating and sharing content around a specific topic, conference, event, crisis or news story. A hashtag enables people to easily search and track related tweets and spread ideas digitally to amplify your message. Using your hashtag within your other social media channels and linking it to a blog post or content on your website is essential to increase engagement.

DO'S AND DON'TS



BE PASSIONATE

Passion is contagious. Share the passion you feel for your work and talk about the successes you have been part of. Also be creative, unique and have fun using social media.



USE YOUR BETTER JUDGEMENT

Stick to what you know and what you can substantiate. If you are about to publish something and it makes you even the slightest bit uncomfortable, let it sit for a few more hours and think again whether this is what you want to say. If it still makes you uncomfortable and it is related to PITCH, ask your supervisor for advice, ask the PITCH Partners Facebook group for advice or the Communications Working Group at PITCH@aidsfonds.nl.



STICK TO THE FACTS

If you come across a misrepresentation of the programme or its partners, feel free to identify yourself and organisational affiliation and correct the mistake but do so with respect and with facts. If you don't feel comfortable doing it yourself, contact the Communications Working Group or the PITCH Partners Facebook group.

In most cases people won't mind being corrected and they will frequently even distribute the correction themselves. However, if you get the feeling that someone deliberately misinterprets everything you say, share evidence or facts that you believe to be correct and stop engaging with them.



BE THE FIRST TO ADMIT A MISTAKE

If you have made a mistake, be upfront about it. Admit and correct the mistake. If you correct an earlier post in a blog do so visibly, e.g. by using the strikethrough function and adding a paragraph that explains the update at the end. If you make a mistake on social media you can edit the Facebook post, or reply to your tweet and say *UPDATE* or *CORRECTION*.



BE POLITE

When you disagree with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming hostile, do not engage in multiple posts back and forth, but politely share facts or evidence.

Post meaningful, respectful comments; no spam and remarks that are off-topic or offensive. Use common sense and common courtesy. Be positive, helpful and add value.



BE DEFENSIVE

Do not get overly defensive and do not disengage from a conversation abruptly. Also avoid inappropriate comments about others. Feel free to ask for support through the PITCH Partners Facebook group.



PARTICIPATE IN CRISIS SITUATIONS

Never participate in social media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to you through your IP address..



GENERALISE AND SHARE FALSE INFORMATION

Never represent yourself, PITCH or your organisation in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.



BE TOO FORMAL

Social media platforms are ways to share content in a more informal way than through email or via a website. It is totally ok to be personable and put emotion in your posts, showing the human side of our work under PITCH.

SECURITY & PRIVACY ON SOCIAL MEDIA

Protect yourself, your privacy, and that of your partners and vulnerable people. What you publish is widely accessible and will be around for a long time, so consider the content carefully. When you start using social media for human rights related topics, please be aware of the following risks:

Think of the news

Don't say anything online that you wouldn't be comfortable seeing quoted in the news, being asked about by your mother or having to justify to your boss.

Check out your privacy settings

A lot of social media platforms allow you some control over who can see your material. Even in cases where only your contacts can see what you write, there is a possibility that one of them will forward what you say and make it available to a wider audience. As a result, personal conversations that you consider private within social media networks have the potential to become public.

Respect other people's privacy

Respect people's right to privacy and don't take photos or videos without their permission and consent for them to be shared. Also be mindful that not everyone wants to be tagged in a photo or post. If in doubt, don't post a photo or video. It is our job to protect and empower vulnerable people, not to exploit them. Focus on positive images. Never post personal details of yourself or colleagues.

Adding locations to social media posts or checking in

Twitter, Facebook and others social media channels have the option to add your location to your post or tweets. Unless your account is private or protected, this could mean that what you're doing is creating a detailed public record of your movements and routines. Remember that posting about demonstrations or gatherings could attract the wrong attention – certain things are best kept off social media.

Be careful when quoting numbers

Numbers are very attractive for the media and if you don't reference the numbers correctly, a personal social media post could quickly turn into an overblown headline.

Use a disclaimer

If you have a blog and talk about work-related issues, add a disclaimer to each page making clear that the views you express are yours alone. Be aware that this disclaimer doesn't free you from any possible obligations you have under possible Codes of Conduct within your organisation.



HOW TO WRITE GOOD POSTS

What makes a good Facebook post?

1. Has a clear goal
2. Asks for engagement, or gives a clear call to action
3. Includes a photo/video or a link (preferably both!)
4. Is short: 40 characters or fewer, with clear language
5. Is inspirational, timely, newsworthy and relevant
6. Tags relevant people or organisations in order to spread your message further

What makes a good Tweet?

1. Gives information or engages people
2. Directs people to other reliable sources of information
3. Uses short URLs to shorten web addresses (<https://tinyurl.com/> or <https://bitly.com/>)
4. Uses hashtags that are relevant for your followers and the PITCH programme
5. Is posted at the right time (consider whether your target audience is awake)
6. Includes the Twitter handle of anyone you want to mention (e.g. @Aidsfonds_intl or @frontlineaids)

Frequency

To engage with people successfully online you need to find your audience and stay in touch with them. Do some basic audience research. What are they saying? How does this relate to my work? Can we connect to this person? If you do it right you can get people to take action on behalf of your issue. Maintain the relationship by providing regular updates about your work.

Use of PITCH logos

The use of the PITCH logo is encouraged when communicating on PITCH activities. It helps establish the sense of partnership both within the actual partnership and externally.

For guidance on how to use the PITCH logo see the PITCH Communications Guide shared in the PITCH Partners Facebook Group.

For more information or questions, please contact the Communications Working Group at pitch@aidsfonds.nl



For more information on social media for charity communications, check out charitycomms.force.com/resource/1441639717000/Social_media_guide_2015

For great tips on social media and other types of citizen journalism, see <https://frontlineaids.org/resources/change-the-world-a-toolkit-for-citizen-journalists/>

If you know of other useful resources about social media, please share them in the PITCH Partners Facebook group!

