

social media advocacy guide

Use this guide to learn how to use social media so that you can make your voice heard in the online world in a powerful and immediate way. It will also include tips to help ensure that your digital advocacy efforts are **safe and effective**.

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setting up an individual account

Show that you are human. When doing advocacy, people like interacting with other people and are less likely to engage with an organisation. A more individual approach is important when engaging with parliamentarians who like to hear from everyday people. We recommend making your accounts personal and using your name if you're comfortable.

safety tip: if you have an uncommon name, pick a username that shows you are a real person but won't disclose any of your personal information

Even when your username is fairly anonymous, be aware that users may seek to anger, provoke, and bully you. **Block** them and **do not engage**. We want all our volunteers to feel confident to engage on social media, so [safety](#) is key.

setting up a group account

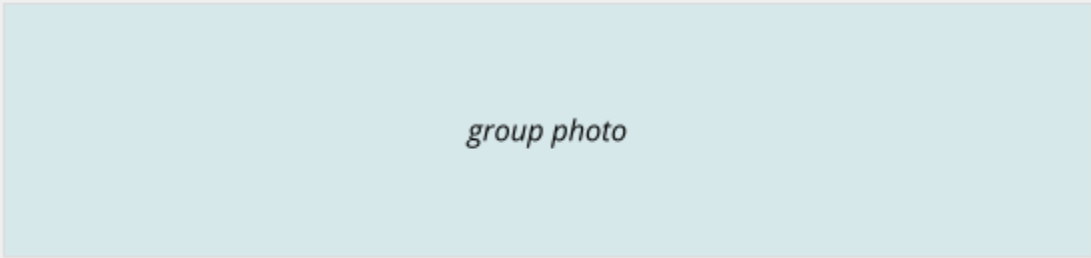
Creating Results accounts for your group is a good way to recruit and advocate. Make the username as local as possible to improve the chances of your Member of Parliament (MP) paying attention. Name it **@Results_ [Insert city or locality name]**.

✓ **@Results_London** **@Results_DowntownTO** ✗ **@ResultsCanada_Toronto**

In your group account’s bio, include “volunteer-led advocacy group” in the description. Feature volunteer accomplishments to emphasize the community behind the account. For example:

Results Fictional-Town @Results_FictionalTown
 Congrats to our very own @TaylorD for demanding that Canada support the TRIPS waiver so the world has a more equitable access to #vaccines. Read their LTE [http://\(link to their publication\)](#) @*(Taylor’s MP)* #Canada4Results

Results Fictional-Town @Results_FictionalTown
 Another great meeting with the team! Stay tuned - big project coming soon. Hint: #GPE @Resultscda



securing your account

Make sure your account is secure, particularly if it's Results branded, to avoid having your account taken over by hackers. Make sure to set up 2-factor authentication on the email you use to create the account and on the account itself. Find out how to [set this up](#).

matching Results branding

Our logo is a statement about our mission, vision and values, and is used on all of our social media channels. Take a look at the [10 things you need to know](#) about the Results brand and how to maintain the integrity of the logo

using hashtags

- Use the hashtag #Canada4Results when you take action. Your post should appear on our social media [wall](#).
- Use #Voices4RESULTS to connect with Results volunteers internationally.
- Use #ResultsFellowship if you're a Results Fellow.

choosing photos and images

Using images is an important way to inspire individuals to support your advocacy. Refer to the Results [volunteer folder](#) to find some examples of images you can use.

Photo size specifications for each platform change frequently – if you need help finding an image, follow the links below:

- **Twitter** [Twitter Images Size Guide for 2021 | Adobe Spark](#)
- **Facebook** [Facebook Image Sizes for 2021 | Adobe Spark](#)
- **Instagram** [Your Guide to Instagram Image Sizes for 2021 | Adobe Spark](#)
- **LinkedIn** [LinkedIn Image Sizes Guide | Creatopy](#)

You can also make your own graphics from pre-made templates using [Canva](#) for free. Refer to these [tutorials](#) if you need help and make sure you're using our [brand colours](#)!

sharing content

We want volunteers to feel empowered to use their own voices to share things that engage their personal passion. We won't tell you what to share, but keep in mind our current [call to action](#) and try to make your content timely and relevant.

Here are more ideas of what to share:

- anything related to international development
- content on our issue areas: global health, education, and economic opportunity
- celebrate key dates - check out the United Nations [dates](#)
- examples of effective advocacy by volunteers and other people
- relevant videos, graphics, infographics, and photos
- share the wonderful work you are doing as a Results volunteer
- give a shout out to your group volunteers

Still unsure? Find inspiration on our Results Canada [Twitter](#), [Instagram](#) or [Facebook](#).

getting your posts noticed

Increase the chances of your posts and account being shared by:

1. **Being interactive.** Be active on other people's posts and engage in positive conversations. Start discussions by asking people's opinions using threads, Q&As, or polls. Check '@' mentions and posts you're tagged in and reply if you can.
2. **Gaining a following.** Follow those on our Twitter [lists](#), non-profits, advocates, journalists, and parliamentarians - especially your [MP](#) and your [senators](#)!
3. **Amplifying content from others.** Share posts and news articles that will interest your followers. You can always retweet posts from accounts that you follow.

To find out more, refer to our webinar: [10 tips on how to be a social media guru](#).

At any time, if you have doubts or questions, please contact the Public Engagement team at action@resultscanada.ca.