

# social media tips

As a Results volunteer advocate, you may often find yourself in the role of facilitator and leader within your community. You are also an ambassador for Results Canada, and because of that, you should be mindful that you are always representing the organization when you communicate over online and social media and should interact as you see fit.

This guide is therefore designed to help give you ideas on how to best organize and communicate with your group online. If you're empowered to develop your own group identity and foster a sense of belonging, social media can be a great tool to quickly and efficiently communicate and support your fellow volunteer advocates.

## the basics

Results Canada has a [number of resources](#) to help you engage and advocate with your network or group online. You can find interactive and downloadable resources on [our website](#). If you are using any of our materials, please ensure the content is communicated accurately and images are of a high quality. If you require help or need access to any resources, please feel free to [contact us](#).

## the elevator pitch

Using an elevator pitch can be a useful way of communicating who Results Canada is and what we do quickly and clearly when responding to media, writing an op-ed, or discussing the Results group with new or potential volunteers.

You could adapt your own elevator pitch based off of the following:

*"Results is a movement of passionate, committed everyday people. Together we use our voices to influence political decisions that will bring an end to poverty."*

## social media

We encourage all Results groups and members to become as active on social media as possible. Your online reactions and input can help to significantly shift online discourse as people increasingly move to receive their news through this medium.

When setting up a social media account for your Results group, we trust that you will be respectful and well informed. We also require that you send all related login details to [action@resultscanada.ca](mailto:action@resultscanada.ca) so that we can keep track of the details in the event of membership changes.

When crafting your social media posts, be sure to include hashtags and handles – this will help ensure that your posts get seen by the people you intended and reach a greater audience. You can include the handles of people and organizations, and potentially relevant Members of Parliament (MPs) and partners. Here is a short list of essential handles and hashtags:

### **Key accounts:**

**Twitter:** @ResultsCda

**Facebook:** Results Canada

**Instagram:** @ResultsCda

**Hashtags:** #CanadianAid ; #voices4Results

If you need photos, consider browsing through [our photo bank](#) and contact us if you can't find what you're looking for! Be sure to give credit to Results Canada in the post using our handle, so others can find their way to our channels!

## twitter

Many politicians and commentators use Twitter as a way of getting their messages out quickly and efficiently. Media outlets like the CBC often use Twitter to explore public reactions to developing stories. Because of this, we encourage that you set up a Twitter account for your Results group. Make sure that the group member in charge of managing the account is well versed in 'twittiquette'. This includes being genuine, non-deceptive and providing valuable content.

We encourage that you use a profile image that is either of our logo, or of a group photo of members wearing red. Twitter handles should include the word Results along with your group's area or community. A good example of this would be similar to [@RESULTSCarleton](#). Please be hyper aware of your role in this space, be sure to remain nonpartisan, and always check your facts before posting content.

Follow us on Twitter: [@ResultsCda](#).

## instagram

Instagram is increasingly becoming a popular platform used by non-profits to share pictures of their organization, their volunteers and their work. This platform is mostly used for sharing pictures, videos and live videos, and is a rapidly growing social media platform where younger generations in particular are active! Instagram may be a very useful platform for helping grow your group and help new group members become acquainted with faces and names of important decision makers and other organizations working to end poverty.

Follow us on Instagram: [@ResultsCda](#).

## facebook

Although not everyone is on Facebook, the social media platform is a useful way to communicate with members and interact with them on a more personal level.

Because people communicate on this platform using their first and last name, it helps to foster a sense of accountability and responsibility.

Creating a Results Facebook group can be a useful way to keep in contact with members, organize events, and share relevant and interesting information. If this is your intent, please set your Group's privacy to visible, but closed to non-members. This means that people will be able to search for your group but can't see the contents of the page unless an administrator accepts their request to join.

If you wish to go more public with your posts, please set up a separate Results Facebook 'page' as opposed to a group. This will be a public page that is visible to everyone. You can

use this page to share photos, videos, comment on news stories, follow parliamentarians and comment on their posts.

Like [Results Canada's Facebook page](#) and [join our group for volunteers!](#)

## canva

[Canva](#) is a very easy to use graphic design tool. Accounts are free to create, and many designs are free to download. This resource is extremely useful to create aesthetically pleasing handouts or editable flyers to use at future events.

## summary

Social media is a great way of communicating your work, meetings, events, and advocacy activities with your community. There are a number of tips that can help expand your reach and pave the way to becoming a leader in your community.

- Know the social media handles of [your local MPs](#). Follow them, comment on their posts, and tag them in the advocacy work you do.
- Ensure pictures are of a high quality: clear and crisp. Be sure to let anyone included in your photos know how you intend to use them in advance, and make sure they feel comfortable using their images online. When you do post photos of your group, tag them in photos and posts to increase your reach.
- Link to any interesting articles from Results or our partner organizations, such as [The Global Fund](#) or [Gavi](#).
- Always post any media you've had published, such as letters to the editor. Tag the publisher and the relevant decision-makers.
- Become an active member of your local community's social media groups to learn about important upcoming events, or even to advertise your upcoming group meeting.
- Follow local newspapers and publishers. Comment on any relevant stories—sometimes these comments are also published on opinion pages.
- Create an events calendar of annual moments and international days such as International Day for the Eradication of Poverty. On interesting dates, you can use the popularity of certain hashtags to leverage your message. The United Nations has a list of the [International Days they observe](#) which you can use to help create your calendars.

- Be creative, fun, and inspired. Experiment—sometimes social media can be really surprising when it comes to estimating the popularity of posts.
- Scheduling Facebook posts can be an easy activity for you to do along with your group. Essentially, you craft the posts and set them up so they'll only be posted at a predetermined time. You can set out and plan a strategy, schedule the posts, and see it all pan out before your eyes without lifting another finger!
- You can monitor your social media accounts and follow relevant hashtags by using social media management software - [TweetDeck](#) is a powerful and free option!

So good luck, go forth and post!

*Updated: January 2020*