

Social media & human rights advocacy

Marketing trends

Why social media?

“Thanks to social media, the world we live in is getting smaller and smaller — and the more interconnected we are, the harder it will be for human rights violations to go unnoticed.”

– Amnesty International USA for its “Human Rights Now” blog.

Using social media for human rights advocacy

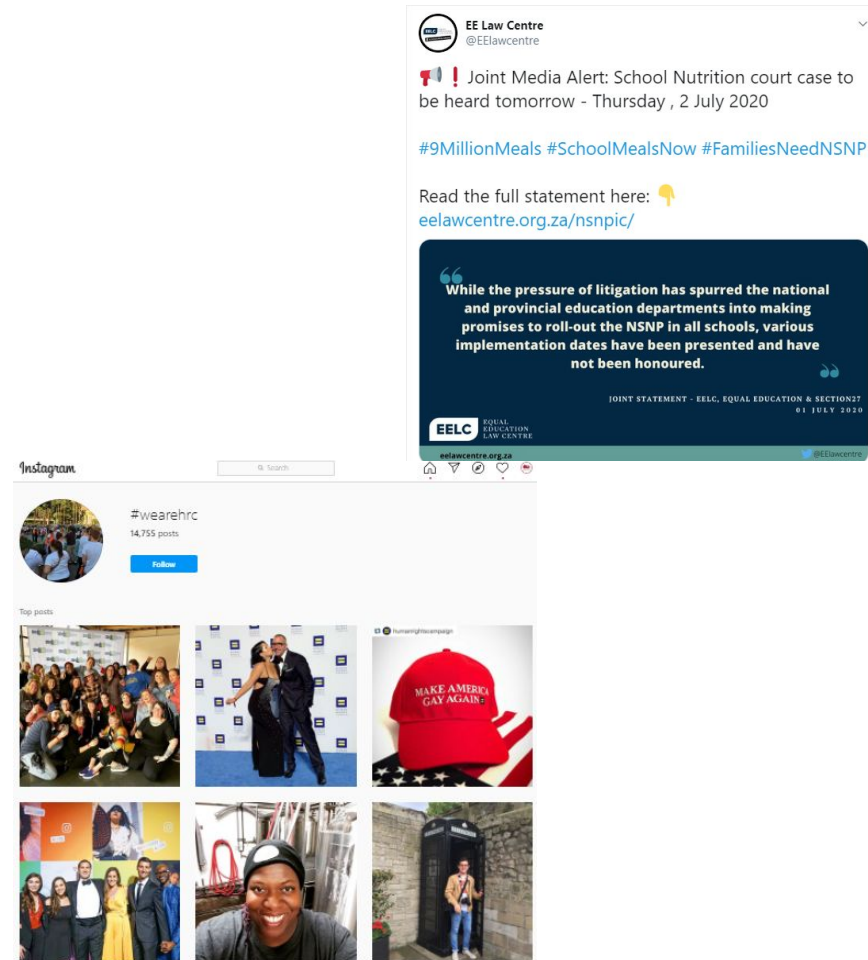
OBJECTIVES

- Engage and mobilize action.
 - Raise awareness of human rights issues.
 - Listen and learn.
 - Build relationships.
 - Brand building.
 - Fundraising.
-

What's trending?

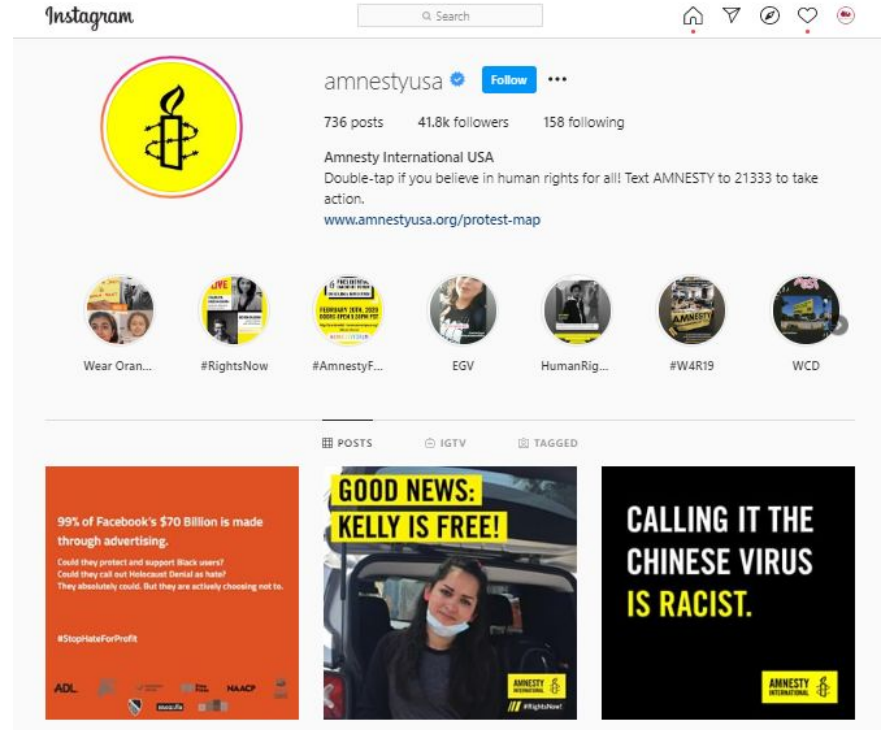
Branded hashtags

1. Specific or branded hashtag for user-generated content. Invite audience to use a designated hashtag to share content and raise awareness. Useful for Instagram, where you can now follow a hashtag and use a repost app to re-share user-generated content.
2. Human Rights Campaign: [#WeAreHRC](#)
3. Equal Education: [#9MillionMeals](#)
[#SchoolMealsNow](#)



Visual content

1. Photographs - evocative, emotional and compelling.
2. The organisation in action - protests, marches, meetings, etc.
3. Human faces - victims of violations, target market, general public through UGC.
4. Info sharing - infographics, posters, charts, and creative images.



Storytelling

1. Evoke an emotional response.
2. Make the organisation's work less abstract.
3. Showcase the humans behind the cause.



Market research and networking

1. Get inside the mind of your target audience.
2. Find out which issues are trending and what issues are of concern to the general public.
3. Discover where you fall in the wider human rights landscape.
4. Finding partners - influencers, activists, donors, collaborators, etc.

Influencer marketing

1. Collaborations with influencers is good for building legitimacy amongst members of the public, raise further awareness and boost campaigns.
2. Kyra Stoddart, former online marketing manager at Amnesty International USA : Storytelling is important but your social media strategy should also be geared towards reaching influencers.
3. Influencer databases e.g. Klear, Influencer Intelligence, blogs, etc.
4. E.g. Amnesty International USA worked with “mommy bloggers” to educate the public about family detention and separation.

Solutions - Pricing Resources - Creators


Find Top 10 Human Rights Influencers

Klear allows you to identify top influencers on Instagram, Facebook, Twitter, Youtube & Blogs. The Human Rights community is made up of 51% Women, mostly from United States (19.2%) and United Kingdom and like sharing from hrw.org and aljazeera.com. These are their leaders...

Related Skills: Human Rights Middle East Journalists

[Schedule a Live Demo](#)

[Learn About Our Influencer Database](#)



Maryam Alkhwaja
f
88

[Open Profile >](#)

ABOUT MARYAM ALKHAWAJA
Human Rights Defender and Consultant/Trainer, prev @P4HR, @gulfcenre4hr, @ISHRglobal, @civicasalliance & @UrgentAct board member (Tweets r my own, etc)

DEMOGRAPHICS
Age
20
Followers
113,951

Things to remember...

Note

Traditional mass media requires a lot of coverage

- It is key that human rights organisations maintain good relations with media actors – social media is very helpful with that.
- Use your social media as a networking tool.

Key difference between this and traditional marketing...

- “I’m just selling activism to audiences instead of lipstick or sneakers. The major difference in my work from my peers is that I have to teach people about a variety of complicated and nuanced issues before they want to take action.”
- “There are a lot of layers to that messaging. We have to find creative ways to educate them on the issue, inspire them and empower them to act” – Amanda Alampi, Adjunct Assistant Professor of Public Service.

“So for example, in our family detention work, we decided to invest heavily in storytelling that helps to build empathy and illustrates why separating mothers from their children and then putting them in prisons is not how we, as Americans, should treat people fleeing violence in their countries.”

– Amanda Alampi, Adjunct Assistant Professor of Public Service at NYU.

Note

The organisation should be a part of the online conversation

- Stoddart: Social media managers who are well versed in the organisation's values and have an understanding of the issues are essential.
- The organisation should be responding to questions that come up in their social channels!

Show your best self

- A sound and solid social presence will grant you access to a large community, possibly even an international one.
- Market yourself as an organisation to donors, partners and other stakeholders.

Challenges

Potential hurdles and things to consider when crafting a social media strategy

- Ever-changing social media landscape.
- Privacy issues leave you at the mercy of government crackdowns and internet shutdowns.
- Finding the balance between breaking news and pre-planned campaigns.
- Choosing which causes to promote.
- Finding the right people to tell your story.