Social Media Workshop

PART I

Justice Coalition of Religious

A guide on how to optimize the time you spend on social media including: helpful tips to maximize impact and engagement, and ways in which JCoR is making it easier to participate in advocacy via social media

Benefits of Social Media

Social media provides a tool to increase the visibility of our work. We can reach a large audience to:

- Raise awareness / educate
- Build partnerships and foster connections
- Promote events and programming
- Garner support for action items
- Learn and expand understanding
- Encourage engagement

Overcommitted, Stretched Thin, Not Enough Time!

01 **What can you do to amplify the reach and impact of the time you spend on social media?**
- Tips and tricks for Twitter and Facebook

02 **What mechanisms has JCoR put in place to ease the demand on your time, in terms of asking you to participate in our advocacy via social media?**
- How to get the most out of JCoR's social media accounts, website, and communications guides

Essential Vocabulary

Words to learn that will help you navigate Twitter
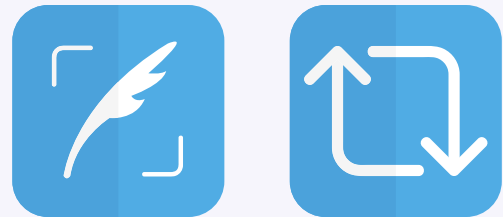
TWEET / RETWEET

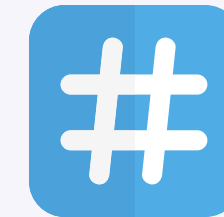Tweets are the messages posted to Twitter. They are made to be shared and interacted with.

A re-tweet is the reposting of a Tweet (either your own or someone else's).

HANDLE

A username –– also known as your handle –– begins with the "@" symbol and is unique to each account.

Handles are used to tag other users in your Tweets.

HASHTAG

A keyword or phrase (without spaces) with the "#" symbol before it.

Hashtags connect conversations and help you find content.

Basic Elements of Tweets

01 **Character limit**

02 **Hashtags**

03 **Links**

04 **Tagging & Mentions**

05 **Retweeting**

CHARACTER LIMIT:
Tweets are limited to 280 characters

- **The character limit includes hashtags, handles, emojis, and links**
  - Images and videos are not counted in the character limit

- **Need to be strategic with our limited text**
  - What language will encourage engagement with our posted content?

- **Research shows that the addition of emojis, photos, and links make Tweets stand out, captures attention, and increases engagement**
  - Incorporate these elements as much as possible

JCoR (Justice Coalition of Religious) @JCoR2030 · Jan 14

Have you read the new #UN Resolution on #homelessness?

Help us advocate for its implementation. Read the resolution and call on your local and national governments to honor their commitments to #EndHomelessness

Click here to read it now:

undocs.org/A/C.3/76/L.12/...

UNANIMA INTERNATIONAL

A/C.3/76/L.12/Rev.1

What if 280 characters is not enough?
String tweets together with a thread

A **thread** is a series of Tweets that are linked together so they don't get lost or taken out of context.

How to create a thread:

🌐 **Everyone can reply**

How to do it:

01 Click the Tweet button to draft a new Tweet.

02 To add another Tweet(s), click the highlighted plus icon (the icon will appear once you have entered in text).

03 When you have finished adding all the Tweets you'd like included in your thread, click the "Tweet all" button to post."
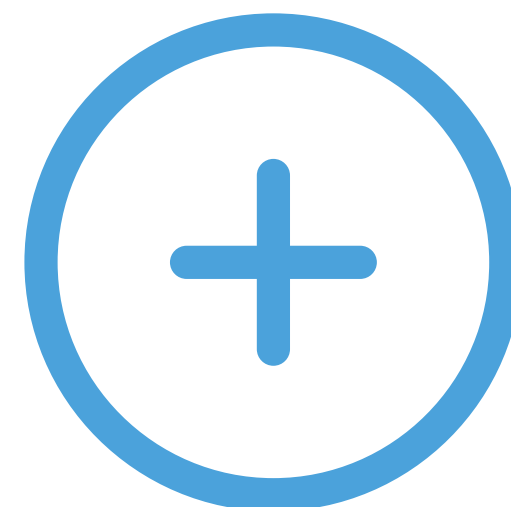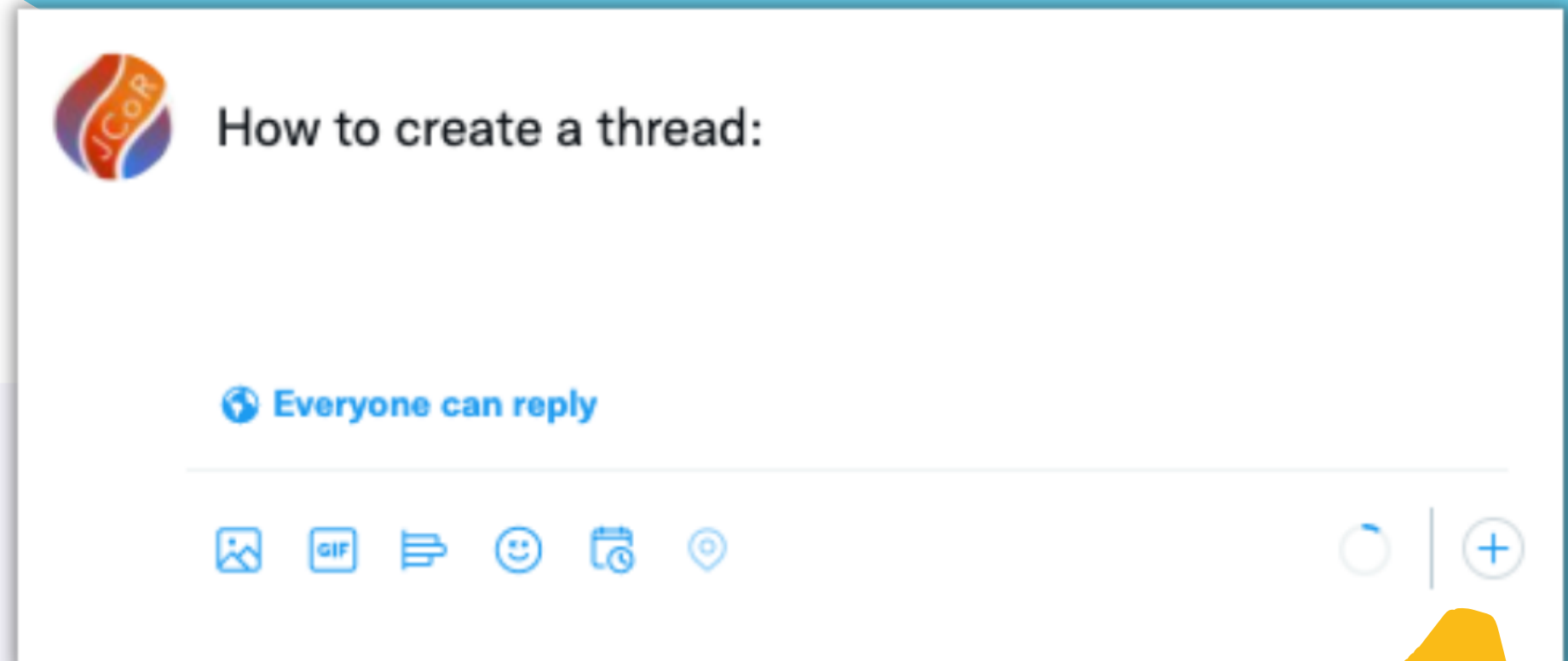
HASHTAGS: A tool for increasing engagement and reach of your message

- **Hashtags are a tool to find content related to a given topic, as well as help direct other users to your content on a specific topic**
  - Do a little research to identify popular/relevant hashtags to enhance the reach and effectivity of your Tweets (try using a free online tool like hashtagify).
- **Tweets with hashtags increase engagement, clicks, retweets, & replies**
- **Twitter algorithms are not case sensitive**
  - Tip: use a mix of capital and lowercase letters to make your tweets more readable (ex: use #VaccineEquity instead of #vaccineequity)
- **Don't overload your Tweets with #hashtags. You want them to convey meaning/value and look professional (not spammy).**
  - Twitter recommends no more than 2-4 #hashtags per tweet
- **JCoR time-saver**: Check out JCoR's communications guides for suggested hashtags!

LINKS: A tool for providing your followers with additional information

- **Links are a useful tool to provide other Twitter users with a way to learn more about a topic, event, or action item**

- **If you include more than one link in a single Tweet, Twitter will only generate a media preview for the last link**

- **Links on Twitter are automatically shortened to a length of 23 characters**
  - If you are having trouble fitting everything you wish to say into 280 characters, you can shorten the link even more by using a free online tool such as bit.ly

- **JCoR time-saver:** We have created links for you! (see next page)

JCoR time-saver for links

Simply click on the Twitter icon on the bottom of any JCoR webpage to automatically generate a Tweet containing a link to the page you are on (an especially useful tool for promoting events, which usually contain more information than you can fit into a single Tweet).

How to do it:

01 Make sure you are already logged into your Twitter account.

02 Visit any JCoR webpage, and click on the Twitter icon at the bottom of the page.

03 A dialogue box will pop up, generating a Tweet with a link to the page you are on.

03 Add any additional text you would like to include, and click the "Tweet" button to post to your Twitter feed.

Compose new Tweet / Twitter

twitter.com/intent/tweet?text=About%20Us%20https%3A%2F%2Fjcor...

Unsent Tweets   Tweet

About Us https://jcor2030.org/about-us/

jcor2030.org
About Us
Our Mission: The shared mission of the 20...

Everyone can reply
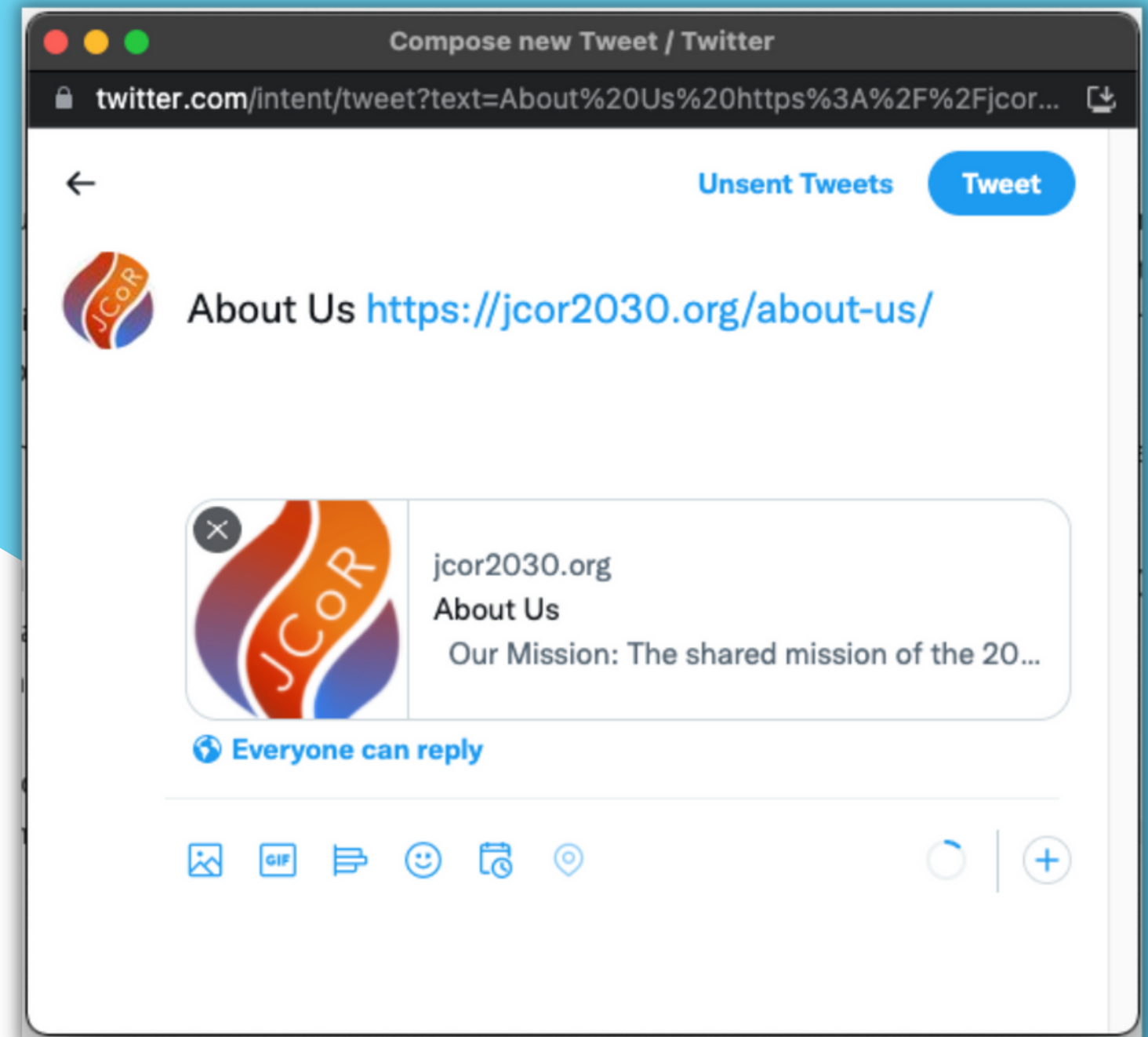
TAGGING & MENTIONS: A tool to bring a Tweet to another person's attention

- **You can bring a Tweet to another person's attention by including their handle (@username) in your message.** Use it to:
  - Ask someone a question
  - Thank someone
  - Highlight a piece of content
  - Attribute credit for an accomplishment
  - Denote the source of a quote, especially when livetweeting an event
- **Don't overload your Tweets with mentions. You want them to look professional (not spammy).**
  - Tip: to include additional mentions given character limitations, instead of including tags in your Tweet, attach a photo and tag the users you wish to mention in the photo
- **JCoR time-saver**: We gathered handles for you! (see next page)

Tag/Mention your fellow JCoR members

Help and support one another

JCoR time-saver:

- We have compiled all of the Twitter and Facebook handles (of JCoR members) into one document so you don't have to spend time looking them up individually.

- Use this list to tag one another in your Tweets and alert each other to important announcements, events, action items, and etc.

A1	fx	Organization Name		
	A		**B**	**C**
1	**Organization Name**		**Facebook handle**	**Twitter handle**
2	Justice Coalition of Religious		@JCoR2030	@JCoR2030
3	Company of the Daughters of Charity (of St. Vincent DePaul at the U		@DCattheUN	@DCattheUN
4	Congregation of the Mission		@congregationofthemissionun	@cmunnyc
5	Congregation of Notre Dame de Montreal		@CongregationDeNotreDame	@CNDSisters (english) @SoeursCND (french)
6	Congregations of St. Joseph (CSJ)		@congregationofstjoseph	@CSJ_UNNGO
7	Dominican Leadership Conference (DLC)		@dlcngo	@DLCNGOUN
8	Fondazione Proclade Internazionale-Onlus		@claretian.ngo.un	@UN_Claretians
9	Institute of the Blessed Virgin Mary – Loreto Generalate (IBVM)		@IBVMNGO	@ibvmngo
10	International Presentation Association		@internationalpresentationassociation	@IPA_UN
11	Loretto Community		@LorettoUN	@LorettoattheUN
12	Maryknoll Fathers and Brothers		@MaryknollOfficeforGlobalConcerns	@MklGlobalConcer
13	Medical Mission Sisters		@MedicalMissionSistersAtTheUn	@MMSattheUN
14	Oblates of Mary Immaculate		@omiworld.org	@omiworld
15	Passionists International			@passionistsint
16	Religious of the Sacred Heart of Mary		@RSHMNGO	@RSHMNGO
17	Salesian Missions		@DonBoscoatUN and @FindYourMission	@SalMissions
18	School Sisters of Notre Dame		@ssnd.global	@SSND_Global
19	Sisters of Charity Federation		@ngoscfederation	@ngoscfederation
20	Sisters of Notre Dame de Namur		@SNDatUN	@SNDatUN
21	Society of the Sacred Heart		@sacredheartattheun	@RSCJatUN
22	UNANIMA International		@unanimaintl	@UNANIMAIntl
23				

*Click here to access the spreadsheet of JCoR member's social media handles

JCoR (Justice Coalition of Religious) @JCoR2030 · Sep 22, 2021 · · ·

🌊Ocean-based #ClimateAction can play a significant role in shrinking the world's carbon footprint 🌍 We need to act now. #ClimateActionNow President of #Palau @Surangeljr at #UNGA76 #UNGA

💬   ⟲ 4   ♡ 18   ⬆   ılı

Don't have enough time to create your own tweet: RETWEET

Retweet

Quote Tweet

- **Retweeting is the act of sharing someone else's Tweet or re-sharing your own**

- **Quote Tweet**: To increase engagement, add your own comments and/or media before retweeting.

- **Retweet yourself:** Extend the lifespan of your Tweets
  - Consider doing it at a different time of day to reach a different audience

- **Sources of content to retweet may come from:**
  - JCoR members' Twitter pages
  - Searching #hashtags on Twitter pertaining to your topics of interest
  - JCoR lists created on Twitter (see next page)

- **JCoR time-saver:** We create content you can retweet!

*If you want JCoR to retweet your Tweets, please use your professional account *not* your personal one

Pinning Tweets

Pin a Tweet to the top of your profile

Maximize exposure to important Tweets by pinning them to the top of your feed. This way, if someone visits your profile, it will be the first thing they see.

Tweets   Tweets & replies   Media   Likes

📌 Pinned Tweet

JCoR (Justice Coalition of Religious) @JCoR2030 · Dec 1, 2021   ...

🤔 What is JCoR ❓

🥳 We are so excited to launch our new video 🎥 We invite you to watch & discover the answer to this important question 👇

Justice Coalition of Religious

What is JCoR?

Introduction to the Justice Coalition of Religious

▶ 126 views   0:02 / 1:25 🔊 ⤢

💬 3   🔁 5   ♡ 9   ⬆   ⬜

Show this thread

How to do it:

01   Click the. ● ● ● icon in the top right of the Tweet.

02   Select "Pin to your profile."

03   Click "pin" to confirm.
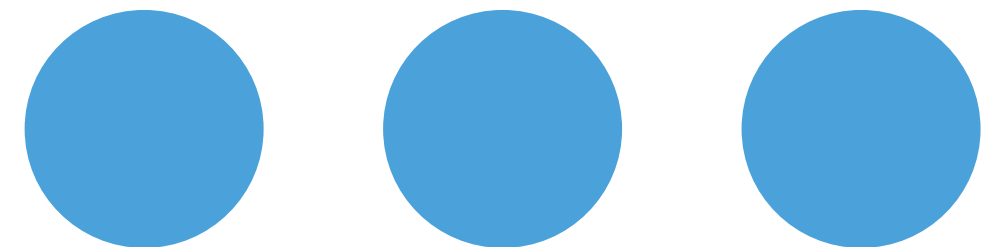
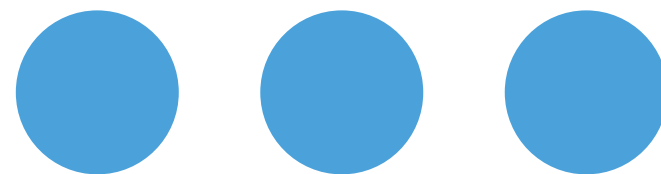# LISTS: Easy trick to quickly find relevant content that is worth retweeting

- **A list is a curated group of Twitter accounts.** You can create your own lists or follow lists created by others.

- **Viewing a list timeline will show you a stream of Tweets from only the accounts on that list**
  - Avoids the clutter and ads that appear on your general newsfeed

- **JCoR time-saver:** We created lists for you! (see next page)

Follow Other Peoples' Lists

How to do it:

01 Click the. ●●● icon on an account's profile.

02 Click view lists.

03 Select which list you would like to follow.

04 From the list page, click "Follow" to follow the list.

*Try it out! Visit JCoR's profile page to see what lists we have started creating for you

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Loretto at the UN
5,142 Tweets

Loretto at the UN
@LorettoattheUN Follows you

Working for justice, acting for peace.

··· ✉ 🔔⁺ Following

Create Your Own List

How to do it:

01 Click the "Lists" icon on the left sidebar menu.

02 Click the add list icon, in the upper right–hand side of your screen.

03 Create a name for the list and add a description.

04 Add Twitter users to your list.

Home

\# Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

JCoR (Justice Coalition of Religious)
852 Tweets

JCoR (Justice Coalition of Religious)
@JCoR2030

20 UN-accredited organizations of Catholic women &
address the root causes of social & environmental inj

New York, NY, USA   jcor2030.org   Joined

186 Following   **225** Followers

Tweets   Tweets & replies

Pinned Tweet
JCoR (Justice Coalition of Religious) @JCo

Add list icon (step 2)

Don't know what to Tweet?
Check out JCoR's communications guides

- **JCoR time-saver:** For major UN events and programmes, JCoR creates communications guides. Simply copy and paste the text from one of our suggested Tweets.

Laudato Si' Movement

Sample Tweets:
- Despite the overwhelming scientific evidence and numerous national declarations of climate & ecological emergencies, world leaders have yet to ACT with the requisite scientific & moral urgency. We stand with @LaudatoSiMvmt & call for #ClimateActionNOW at #COP26
- "We've inherited a garden, we must not leave a desert..." SIGN the Healthy Planet, Healthy People petition https://bit.ly/earthvoice in support of @Pontifex plea at #COP26 #GiveEarthAVoice
- Today we pray for all our world leaders meeting at #COP26, that they may be key instruments in bringing the systemic change needed for the good of our common home. #TogetherForOurPlanet #LaudatoSi #ClimateActionNow

Twitter Accounts to Follow:
- Laudato Si' Movement: Twitter @LaudatoSiMvmt
- Pope Francis: @Pontifex (French @Pontifex_fr, Spanish @Pontifex_es)

Additional Resources:
- Laudato Si' Movement: https://laudatosimovement.org/#join
- Laudato Si' Action Platform: https://laudatosiactionplatform.org/

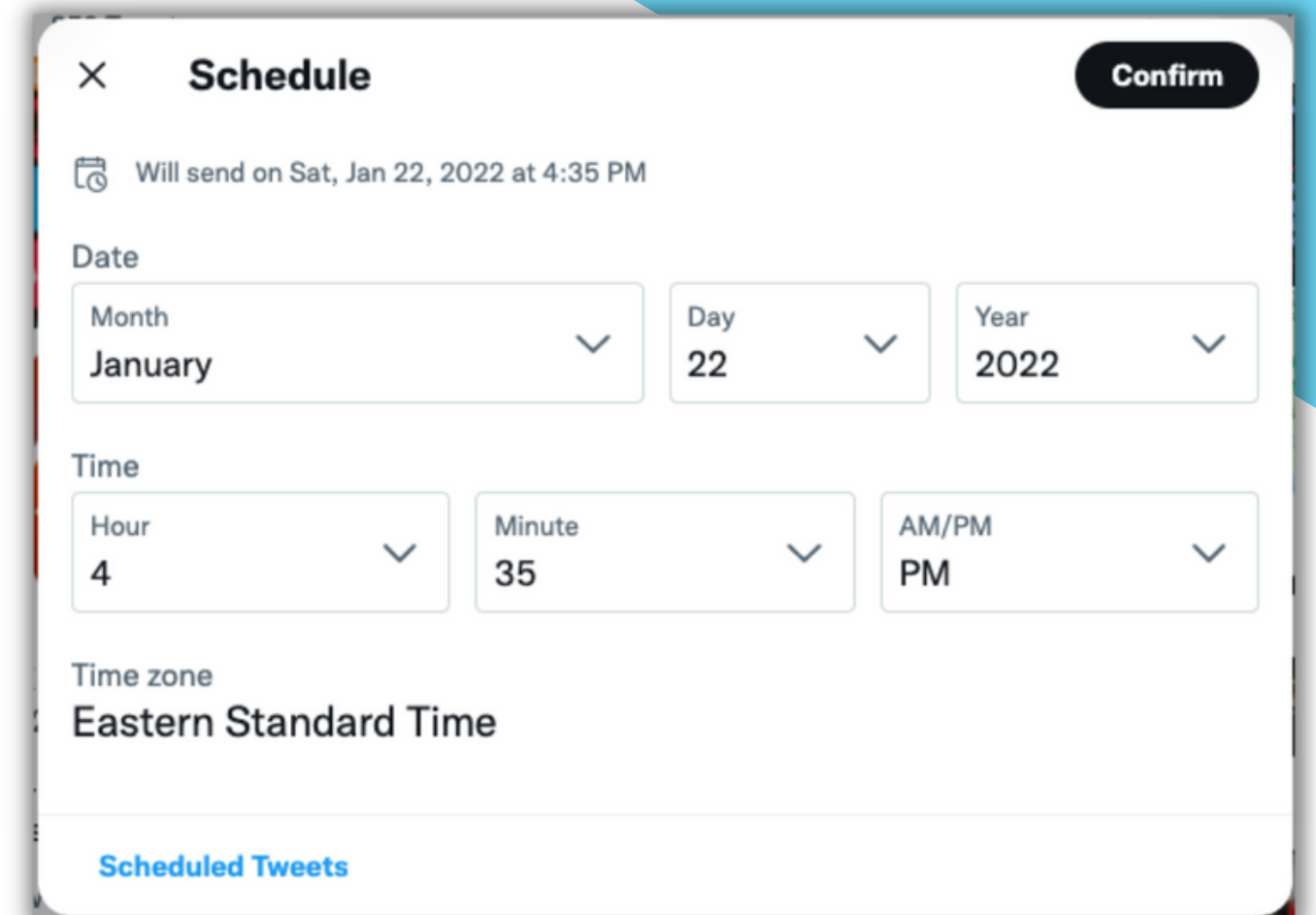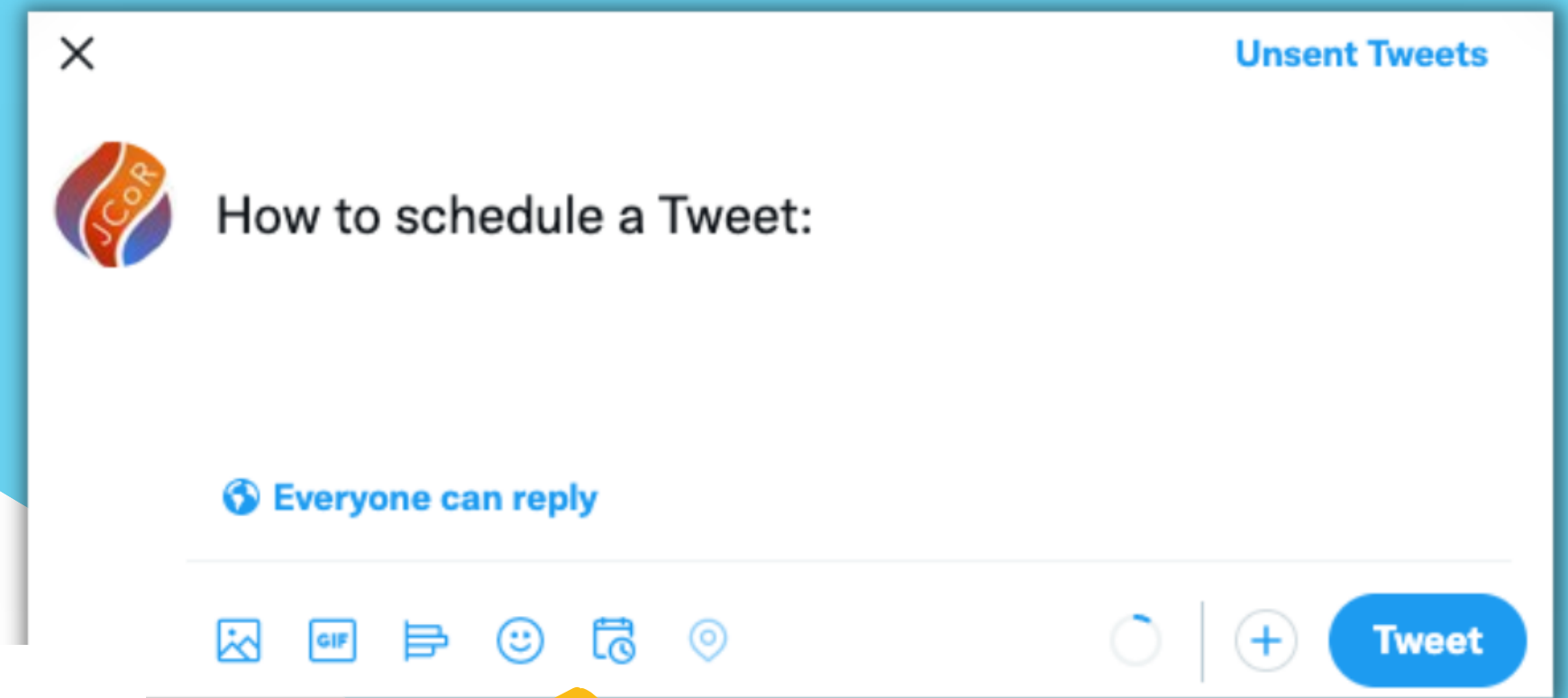LAUDATO SI' MOVEMENT
formerly Global Catholic Climate Movement

*Visit JCoR's website to view the latest communication guides

Scheduling Tweets

Schedule your Tweets in advance,
at a time that is convenient for you

Unsent Tweets

How to schedule a Tweet:

🌐 Everyone can reply

Tweet

How to do it:

01 Click the blue "Tweet" button at the bottom of the left sidebar menu.

02 Write your Tweet.

03 Click the calendar icon at the bottom of the Tweet.

04 Choose your publishing date and time.

05 Click "Confirm."

Schedule   Confirm

📅 Will send on Sat, Jan 22, 2022 at 4:35 PM

Date

Month	Day	Year
January	22	2022

Time

Hour	Minute	AM/PM
4	35	PM

Time zone
Eastern Standard Time

Scheduled Tweets

If you only have time to do one thing, do this!!!!

CHECK YOUR NOTIFICATIONS

- **JCoR time-saver:**
  JCoR regularly tags all of our members in social media posts about important upcoming events, action alerts, and more. Simply login to your Twitter or Facebook account and check your notifications – all you have to do is **click the retweet or share button**.

Questions?

SHARE YOUR WISDOM

Justice Coalition of Religious