



*Advocacy through  
Social Media*

# Check~In: Which Pope Francis Are You?





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2016-2017 NCR Bertelsen Editorial  
Intern and freelance reporter

# So, you think you hate social media?

- *Myth #1:* You need to be on every social media channel
- *Myth #2:* You need to have a degree in social media or communications to be effective
- *Myth #3:* You don't have enough content
- *Myth #4:* Social Media is slacktivism
- *Myth #5:* Social media is toxic so we shouldn't engage

# Things to Keep in Mind:

**What are  
your  
resources?**

**What are  
your social  
media goals?**

**Who is your  
audience?**

# Crafting a Strategy

- Set a goal
- How often can you realistically post?
  - *Optimal Averages*: Instagram – 2/3x week, Facebook – 1-2x/day, Twitter – 1-5 tweets/day
- Make a “calendar”
- What are your “evergreens”?

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General

Conditional Formatting

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	A	B	C	D	E	
	Publish Date	Status	Content Type	Author	Description	Social Media Copy
2	Tuesday, Oct. 6					
3	Wednesday, Oct. 7					
4	Thursday, Oct. 8	Posted	Website Story	JM	Restorative Justice Workshop #1	
5		Posted	Facebook/Email	KWD	Civic Engagement Week #9	
6	Friday, Oct. 9					
7	Monday, Oct. 12					
8	Tuesday, Oct. 13					
9	Wednesday, Oct. 14					
10	Thursday, Oct. 15	Editing	Website Story	JM	Dea Wehrli Presentation	
11		Completed	Facebook/Email	KWD	Civic Engagement Week #10	
12	Friday, Oct. 16					
13	Sunday, Oct. 18	Completed	Social Media	KWD	100 Days of Prayer	
14	Monday, Oct. 19					
15	Tuesday Oct. 20					
16	Wednesday, Oct. 21	Completed	Facebook/Email	KWD	Civic Engagement Week #11	
17	Thursday, Oct. 22	Completed	Website Story	Jenny Beatrice	10 Tips For Submitting A Letter To The Editor	
18	Friday, Oct. 23					
19	Saturday, Oct. 24					
20	Sunday, Oct. 25	Completed	Social Media	KWD	100 Days of Prayer	
21						
22						



### July 19: Archivist Conference

- I'll write up following conference
- Can change with Spirits on Fire

### July 26: Theological Institute by Cathy Dowd

### August 2: Carol Zinn Story

- To coincide with LCWR
- Emailed Carol for photos
- Need to transcribe

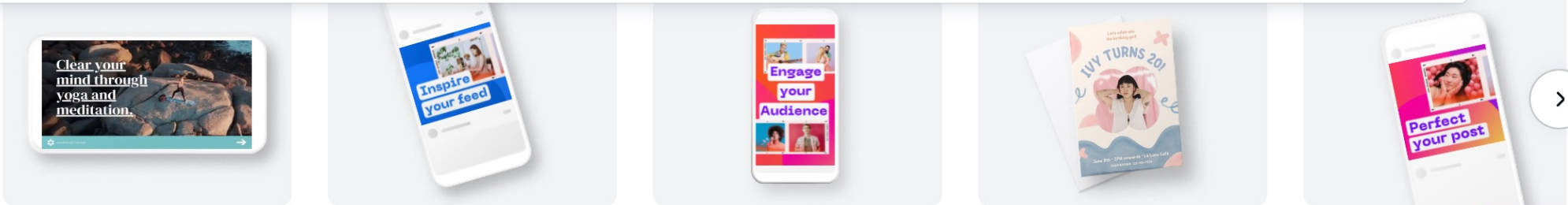
### August 3: E-News

- Logo Rollout
- Carol Zinn Story
- CMN at LCWR
- Haiti Trip
- Baden, Boston, CSJ, LA, St. Augustine leadership
- Employment Opportunity



# Here's My (not~so) Secret: Canva

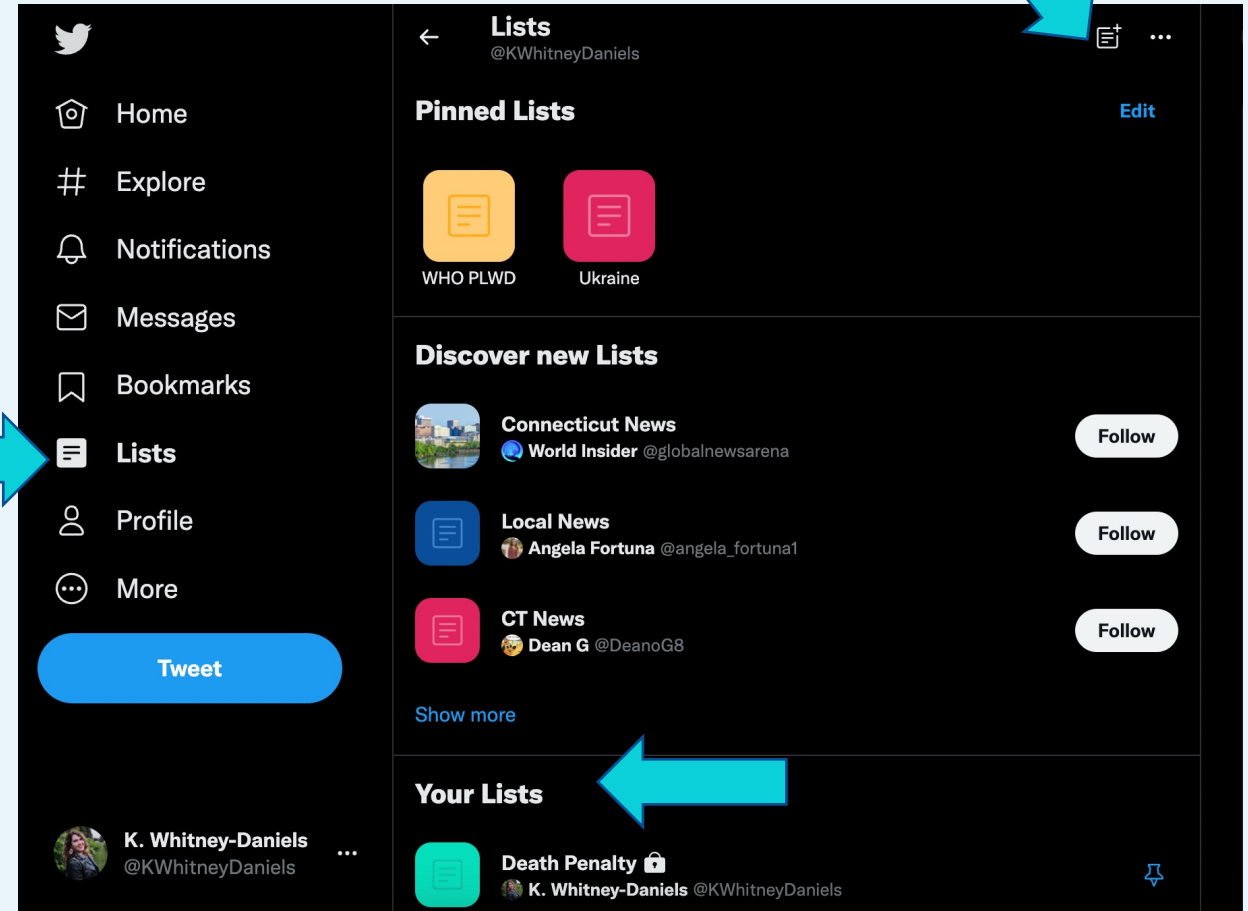
Social Media	Personal	Business	Marketing	Education	Trending
Instagram Stories	Invitations	Presentations	Posters	Classroom Kits	Canvas Prints
Instagram Posts	Cards	Websites	Flyers	Lesson Plans	Videos
Facebook Posts	Resumes	Logos	Infographics	Worksheets	YouTube Intros
Facebook Covers	Postcards	Business Cards	Brochures	Certificates	Photo Books
YouTube Channel Art	Weekly Schedule Pla..	Invoice	Newsletters	Bookmarks	Menus
LinkedIn Banners	T-Shirts	Business Letterheads	Proposals	Class Schedules	Itinerary Planners



Video Facebook Post Instagram Story Flyer (5.5 x 8.5 in) Instagram Post

# Work Smarter, Not Harder

- Schedule one hour, one day each week for posts
- Post to multiple accounts from one source
- Have your work accounts on your phone
- Use Twitter Lists or Hashtags to find relevant content
- Repurpose your materials



# Social Media is Storytelling I

- The intersection of justice and communications
- Always center the stories of people most affected by the issue
- Hone your interview skills; be inquisitive
- Make it personal: use quotes, photos, first-person narratives
- Have social media “take-overs”

# Social Media is Storytelling II

- Know why your story is important to you and to your audience
- Think of each medium (Facebook, Twitter, YouTube, TikTok, Instagram, Website, Blog) as a different way to tell a story. Not every medium works for every story
- Be mindful of UN acronyms, “nun-talk,” Catholic lingo
- Ultimately, you want your communications and justice work to spur [insert audience] into action
- **ALWAYS END WITH A CALL TO ACTION!!!**

# Stop, Collaborate, and Listen

- Make Friends
- Likes aren't everything: don't forget to Quote Tweet, Comment, Re-post, and Share
- Tag, you're it
- Not all your content has to be original *but...*
- When making content, ask yourself if this is something you'd want to read/share

Okay, those are great tips, Kristen.  
But what's the point?

# Case Study #1: #insulin4all

- **#insulin4all** started off as a hashtag and social media campaign in 2014 by T1International to raise awareness about the unaffordability of insulin and diabetes
- Has grown to encompass 40 states and 10 countries (+ beyond)
- Hashtag has led to a mutual aid network, as well as state and federal legislative changes due to the movement's many passionate, grassroots volunteer advocates



# Case Study #2: 2019 Catholic Days of Action

- Eight people attended in person from Federation... but thousands tuned in virtually
- Mix of photos, live tweeting, and Facebook Live
- People pay attention when religious are on the “frontlines” of justice issues







## Sisters of St. Joseph was live

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94 · 33 Comments ·

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LIVE

SHOWS

CORONAVIRUS



Sisters of Mercy.



U.S. Federation of the Sisters of St. Joseph

Protesters are pictured at the Capitol in Washington, D.C., July 18, 2019.

# Case Study #3: #FaceJustice

- Aim was to draw awareness to the improper disposal of waste in Haiti at the peacekeeping camps
- Intersection of communications, Haitian citizens, representatives at the UN, and a famous art movement
- Ended in an official apology from the United Nations AND incorporated prevention protocols for the future

Washington Office Plus 1 Tweet Share

## Haitian cholera victims tell UN to 'Face Justice'

October 15, 2015 - Institute for Justice and Democracy in Haiti and MCC staff

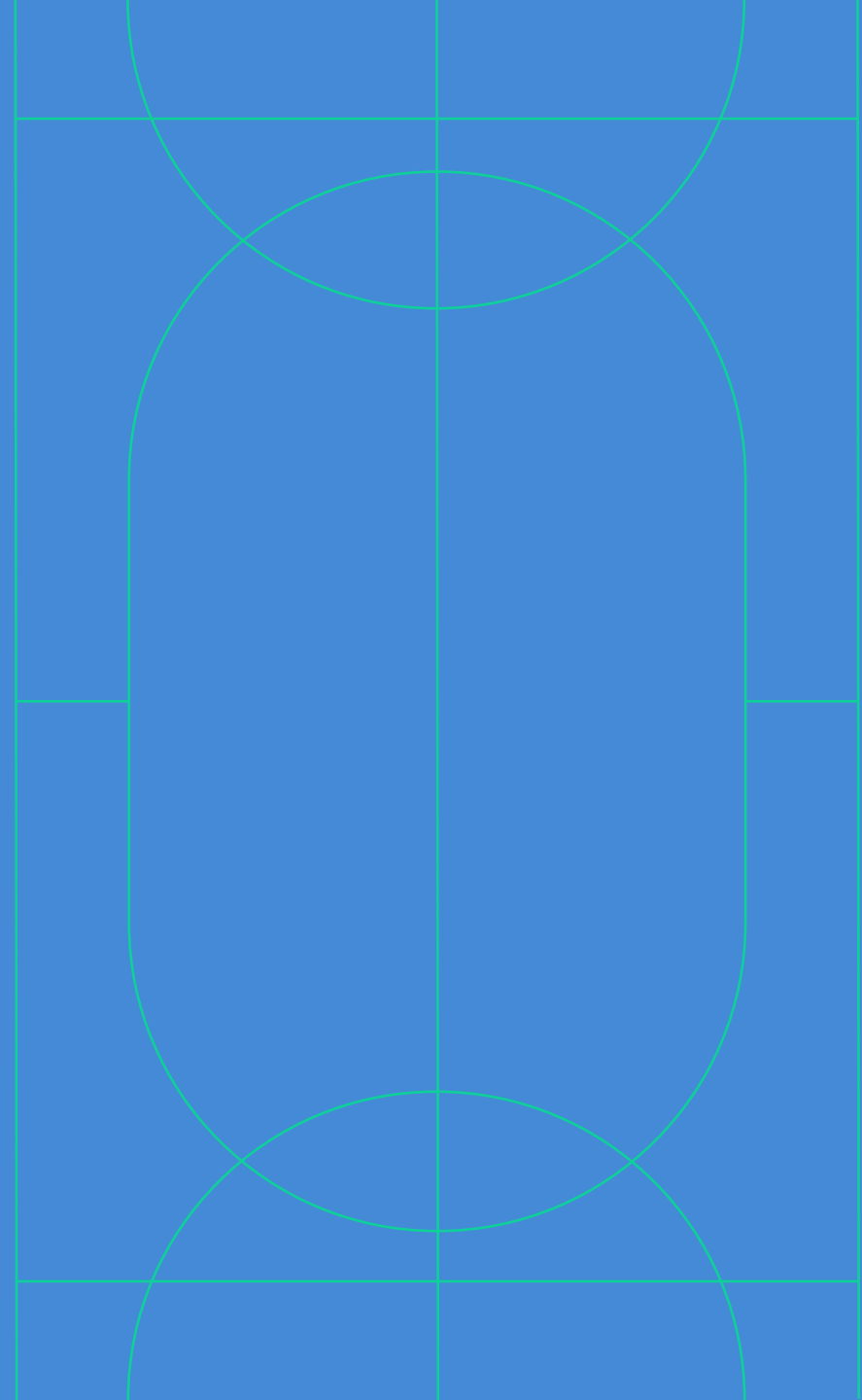
[Home](#) » [Stories](#) » Haitian cholera victims tell UN to 'Face Justice'



**Related events**

- April 12, 2022 [Welcoming Refugees in Your Community](#)
- April 18, 2022 [2022 Virtual Borderlands Learning Tour](#)
- May 23, 2022 [MCC Borderlands Learning Tour for East Coast Constituents - FULL](#)
- June 27, 2022 [Immigration Law Training](#)

Q&A



# Check-In: Which Pope Francis Are You Now?



# Resources

- Canva: [www.canva.com](http://www.canva.com)
- Hootsuite: [www.hootsuite.com](http://www.hootsuite.com)
- #FaceJustice Campaign: <https://mcc.org/stories/haitian-cholera-victims-tell-un-face-justice>
- Social Media Content Help and Scheduling Calendar: <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>
- T1International's #insulin4all Campaign: <https://www.t1international.com/insulin4all/>

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