



# The power of social media

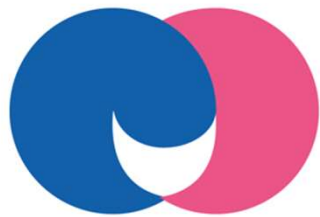
Refugee Week Conference 2020

@IMIX\_UK

Katherine Maxwell-Rose  
10th & 13th February 2020

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**Changing the conversation**



IMIX is creating a better conversation about our society; one which celebrates people who make the UK their home and helps us all live well together. A conversation of hope.

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**What social media platforms do you use?**

**How do you use these platforms?**

**What questions do you have about them?**

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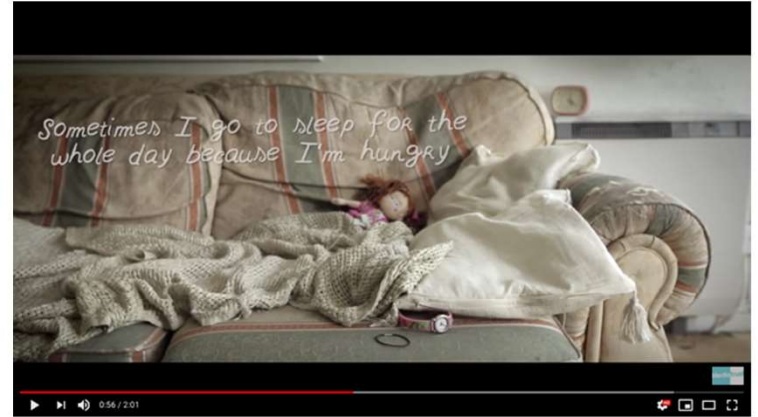


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S1:E7 - Two Migrants, Generations Apart, Discuss Their Experience Of Moving To The UK

Like Comment Share  
2.1K 90 Comments 575 Shares



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## **Social media that creates an impact:**

- Timely – responds to real life events in politics or popular culture
- Visually strong, arresting, makes you stop and pay attention
- Simple – something people can understand straight away
- Keeps the audience in mind at all times
- Speaks to your heart – moves you emotionally, challenges you
- Makes you want to take action – share, give, promote, comment etc.

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# Effective social media provokes an emotional response.

Six emotions extremely common in highly shared content on social media (Harvard Business Review):

- Admiration
- Amazement
- Astonishment
- Curiosity
- Interest
- Uncertainty

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# The power of stories...



## Plight of Archers' Helen leads Michael Gove to push for prison reform

Justice secretary praises 'gripping' storyline of pregnant woman refused bail for stabbing abusive husband



THE MOMENTS THAT MAKE CHRISTMAS SPECIAL.  
BROUGHT TO YOU BY SAINSBURY'S.

## 'It's my dream': child refugee who arrived in a dinghy takes to the air

Reader's donation helps a young Afghan who said she wanted to be an airline pilot







Stories remind us of the connections which exist between us in spite of our differences. Stories help us to connect emotionally and encourage empathy. Stories remind us that we are all human.



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## Good stories will:

- Connect with the audience
- Be tense – there's adversity, a challenge, an enemy
- Take the audience on a journey (narrative arc)
- Touch people emotionally
- Make the audience see the world in a different way
- Provide some hope

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# Who are you talking to?



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# How to involve your audience

- Place the audience at the centre of your story – what can THEY do to bring about change?
- Use the language of involvement, ‘active’ verbs, e.g. join us, take part, act now, donate, write, tweet, email etc.
- Ask questions, invite comment and interaction.
- Discourage a sense of distance between your organisation and your audience.
- Educate and empower – give people knowledge and action to take.
- Be clear, concise, consistent and coherent.

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# Facebook



- Most popular social media platform
- Particularly used by people over 35
- Friendly, family, community feel
- Good for promoting events, campaigning, community building and local organising
- Prioritises 'meaningful' interactions – conversations, discussions, comments
- Content needs to feel personalised, relevant, focused

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# Facebook Tips & Techniques



- Make your content meaningful for your audience
- Encourage conversations and discussions
- Post content which provokes strong emotions
- Pull-out quotes
- Create visual posts
- Make, share & promote video content
- Use Facebook Groups for community organizing
- Experiment with posting at different times of the day

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# Facebook Community

**Coventry Refugee and Migrant Centre**  
22 hrs · 🌐

Wow 😲 - another incredible turnout for one of our English classes. We currently host a number of ESOL (English for speakers of other languages) sessions each week in Coventry. Want to attend? Send a message or leave a comment to find out more.



Janet Darley shared an event.  
Yesterday at 11:23 AM

Please join us Thursday 10.45 outside Home Office. We will be handing in a petition to the Home Office and details for refugee children with family here. Action will end by 11.30. we need a good turnout to keep this issue in the news.



**TOMORROW AT 10:30 AM**  
Petition hand in: Keep refugee family reunion open

Shared to Refugees Welcome Lambeth

👍❤️ 2

★ Interested

Seen by 26

**Refugee Week**  
June 22 · 🌐

👤👤👤 Refugee Week Ambassador! 👤👤👤

Our brilliant ambassador Amina Kadago has written a beautiful poem about home and family. Read how she describes her strength and her role as a survivor. Are you inspired to get writing? Find out about our poetry #SimpleAct and get involved, with the chance to be featured on our social media feeds!



6 Shares



**Refugee Week**

👍 Love    💬 Comment    ➦ Share    👤👤👤

👍❤️ 39    5 Comments    22 Shares

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# Facebook Groups

**Alice Pettit**  
October 31

Really enjoyed my first shopping trip to the new plastic-free store in Teddington today. It took a little while for the one member of staff to serve each customer – weighing out each individual ingredient they wanted to buy into their own containers. Which was great! Because I found myself in a patient queue of people who then began to compare notes and give recommendations on eco-friendly toiletries, and ask advice and swap recipes on how to cook the enticing ingredients stacked on the shelves in front of us. The store is inside the Gardenia Florist, so we were surrounded by people creating things out of beautiful flowers. I am so excited about making my own popcorn instead of buying it in non-recyclable packets. Look at these lovely things – I can't wait to go back again! [www.refill-larder.co.uk](http://www.refill-larder.co.uk)



Matthew Currey, Jack Wakefield and 20 others  
4 Comments

Like Comment

View 2 more comments

**Lynn Wakefield** Love all these Refill shops that are opening now 😊  
Like · Reply · 5w

**Angela Ricci** Tried the one in Clapham a few weeks ago. Can't wait to go back but also hoping they expand their range of foods. Definitely more vegan friendly though.  
Like · Reply · 5w

**Jack Wakefield** shared a post.  
Admin · October 27

Great news from Iceland! Palm Oil free by the end of this year... "That's why campaigners go to Iceland" 🙏

Palm Oil is in sooo much food today, but the industry is linked to major issues such as deforestation, habitat degradation, climate change, animal cruelty and indigenous rights abuses in the countries where it is produced, as the land and forests must be cleared for the development of the oil palm plantations.



Annie Beal is 🥳 feeling joyful.  
October 12

ICELAND is totally brilliant! Thank you SO much. Please share and get ICELAND the recognition they deserve for having the courage and morals to do the right thing. ICELAND is a British supermarket chain NOT the country of Iceland.

Matthew Currey, Ella Morley and 33 others  
3 Comments


Like Comment

View 1 more comment

**Seamus and Bill Anderson** shared a link.  
October 19

Hi everyone, it's just a few weeks till the Justice Conference (2-3 Nov) – you can still book in if you would like to come. It's going to be great!

DINNER INVITE – We'd like to invite any of this group who are coming to join us for dinner on the Saturday night...it'll be a chance to meet face to face and say hi. BUT we do need to know numbers and what your choice of 3 delicious meals is, so if you'd like to come please email us on [campaigns@tearfund.org](mailto:campaigns@tearfund.org) or PM us and we'll send you the details. Friends/family members who are with you at the JC also welcome to join.



THEJUSTICECONFERENCE.CO.UK

**Home - The Justice Conference - United Kingdom**

Please keep me up-to-date on other Justice Conference events and send me exclusive content including videos, podcasts and more.

Matthew Currey, Clare Lyons and 10 others  
2 Comments

Like Comment

**Jack Wakefield** and if you haven't got your ticket yet, you can save £10 with the discount code: TJCDISCOUNT75 😊  
Like · Reply · 7w

**Jennie Weaver** I'd love to join you but unfortunately I am going to have to leave early and miss dinner on the Saturday. Would have loved to meet lots of you lovely people.  
Like · Reply · 6w

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# Twitter



- Fast moving, news reactive platform
- Events can unfold in real-time
- Extremely open and public
- Sector/business/politics/news focused
- Popular topics can trend
- Live tweeting is popular – events unfold in real time
- Comment/opinion platform

# Twitter Tips & Techniques



- Post regularly
- Tag people and other organisations
- Use hashtags – create your own and tap into popular ones
- Live tweet from events
- Keep up with relevant news and trends
- Retweet with a comment
- Engage in positive conversations
- Post throughout the day
- Use Tweetdeck to plan and schedule
- Check Twitter Analytics

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# The Twittersphere

**Music In Detention** @MIDdetention · 3h

Truly inspiring, have a read of @CounterArts 20 #SimpleActs roundup showing the amazing acts of solidarity and welcome offered to #Refugees in the UK, including our call to choirs to cover songs written in immigration removal centres: [refugeeweek.org.uk/20-simpleacts-...](https://refugeeweek.org.uk/20-simpleacts-...)



Sing for a Change!, mamajay juliet, Hullabaloo Quire and 2 others

4 retweets, 4 likes

**UNHCR United Kingdom** @UNHCRUK · 2h

On #NationalPoetryDay read the poignant words of Shukria, a Hazara girl with an incredible story [trib.al/8791PG6](https://trib.al/8791PG6)



**“Migration drove me down this bumpy road,  
Where I fell and smelt the soil,  
where I arose and sensed the cloud.”**

From 'A Glass of Tea (after Rumi)' by Shukria Rezaei

7 likes, 1 message

**UNHCR United Kingdom** @UNHCRUK · Oct 2

Refugees are putting on their dancing shoes to learn ballet in Belarus [#WorldBalletDay trib.al/xiSMoki](https://trib.al/xiSMoki)



1 comment, 2 retweets, 5 likes

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Refugee Action  
@RefugeeAction

Vulnerable people are waiting 7 times longer than the Home Office's own timescales for a decision on their applications for asylum support. [#StandUpForAsylum](#)



STAR (Student Action for Refugees) @STARnational · 13m

This year we:  
★ supported 4458 refugees through volunteering  
★ gave info on accessing university to 150 people seeking refuge  
★ increased number of unis providing scholarships to people seeking refuge from 62 to 74  
Donate & support our work: [bit.ly/1ISY520](https://bit.ly/1ISY520)  
[#GivingTuesday](#) 💖



1 retweet 6 likes



Amnesty UK @AmnestyUK · Oct 2

Family life can be wonderful ❤️ but many refugees are separated from their loved ones in the UK due to unfair laws 🙄. Be a part of the UK's biggest photo album & show the government that we believe in keeping [#FamiliesTogether!](#)  
Add yours now ➡️ [amn.st/6013D27mL](https://amn.st/6013D27mL)



1 comment 17 retweets 20 likes



Help Refugees @HelpRefugees · Oct 3

[#DUBSVERDICT](#): The Home Office argued it could not give each child reasons for their refusal because this would take too long. But evidence emerged in court that the HO had decided not to give reasons for fear that children refused entry could bring about legal challenges.



2 comments 35 retweets 29 likes

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# Instagram



- Compelling visual content and strong storytelling
- Relies on beautiful and interesting images
- Lifestyle, personal feel
- Popular with a younger audience
- Can only be used with an app
- Hashtags are important for growing the audience
- Stories - live, fun, 'behind-the-scenes' content
- Strong storytelling works well
- Calls to action can be used effectively

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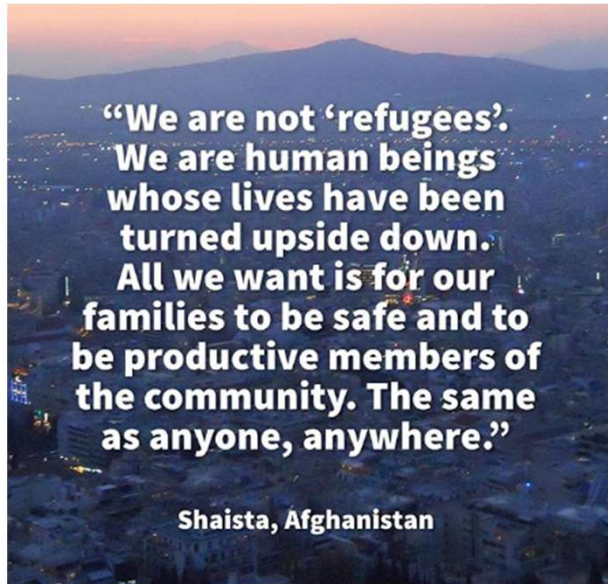
# Instagram Tips & Techniques



- Use strong images
- Tell stories
- Ask questions
- Create hashtags or join in with popular ones
- Tag friends & influencers
- Encourage others to promote and talk about you
- Put links to website in the bio
- Experiment with Stories feature
- Make it feel personal and human
- Include specific calls to action

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# Instagram Visuals



**helprefugeesuk** • Following

**helprefugeesuk** At our heart, we are all the same. Even when we're well-meaning, the labels we use can get in the way of this truth. That's why we wanted to share this quote. Unsurprisingly, we use the word 'refugee' a lot. And in many cases, it's an essential acknowledgement of vulnerability - of needing protection and solidarity. But we also know that it can't hope to capture the stories, journeys, hopes and dreams of the people forced to flee. Refugee - it's an important word. But it's also important to remember that it's used to describe everyday people - just like you and me.

3,196 likes  
OCTOBER 14

Add a comment... Post

**lesswastelaura** • Following  
Morocco

**lesswastelaura** I'm off on an adventure 🇲🇦 As part of my masters course we are going on a field trip to Morocco! This is something I am really excited for, but the elephant in the room has been getting me down 🙄 Yup - we're flying. We're flying because we are based in Edinburgh and that's the cheapest, easiest and most direct way to get there. Since beginning this journey I've taken large chunks of my life and changed them for the better, but flying is something I haven't had to do since seriously changing the way I live. Until now 🌱

I find people like @earthwanderess inspiring that

Liked by tearfund and 700 others  
22 HOURS AGO

Add a comment... Post



**chooselove** • Following

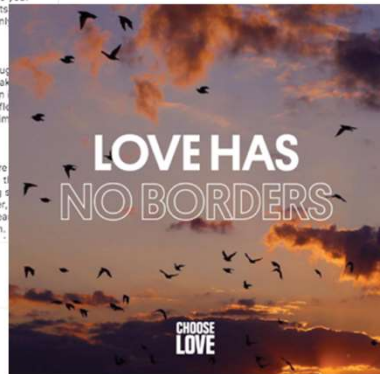
**chooselove** This could be you. Or your friends, your parents children. If it's not, that's only luck of geography or circumstance.

No one chooses to be a refugee. To experience the heartbreak leaving your home. So when comes to people forced to flee why do we see so much animosity in the media and on our newsfeeds?

We know that if anyone were to face with these families, these people desperately seeking safety - if they spent time together, sharing their hopes and dreams they'd realise a simple truth.

246 likes  
53 MINUTES AGO

Add a comment...



**chooselove** • Following

**chooselove** Love has no borders. This is the message at the heart of our Choose Love shops this year.

Because lines on a map shouldn't decide the fate of our lives. They shouldn't determine who is deemed worthy of help, and who is not. No matter what our differences, we know that where it matters, we are all the same. It's the content of our hearts, not the colour of our passports that's important.

No matter who you are, no matter where you are, join us. Choose love.

1,438 likes  
1 DAY AGO

Add a comment... Post

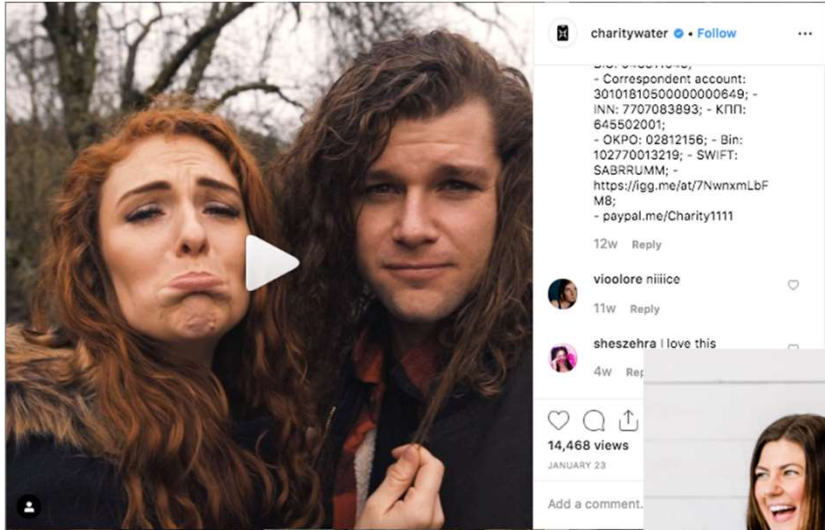
**humansofry**

260,673 likes

**humansofry** "We had a very difficult time back in Venezuela. There was no going to school or visiting friends. We couldn't even go out on the street. All the time I was telling her no. "Can we go to the park?" No. "Can we go on a walk?" No. "Can we get some ice cream?" No. She couldn't comprehend why she was being restricted. I could only explain that the situation was very bad. I was stressed because I wanted to give her a better life, but I had no options. It was very difficult to get out. It took a lot of planning, but we were finally able to move to Madrid. We've been here since November. It's just us. I'm separated from her father, so we're all alone. But I don't feel alone. Everyone has been very kind. And I'm able to enjoy her more. She's more emotionally stable. We're bonding more. I'm able to see her laughing, growing up, and free. We don't have to feel afraid. We don't have a curfew. We don't have to watch the clock. Today we spent all day in the park - just laughing, and exploring, and breathing fresh air." (Madrid, Spain)

View all 1,840 comments

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# Snapchat



- Extremely popular with tweenies and teenagers
- Uses filters, lenses, Bitmoji avatars
- Messaging extensively used
- Fun, immediate, playful, direct content
- Content disappears quickly
- Exclusively for mobile phone apps
- Not used by many charities or campaigns
- Think of fun, quirky, playful, direct, bold content
- Ask individuals to use their profile to promote events and campaigns

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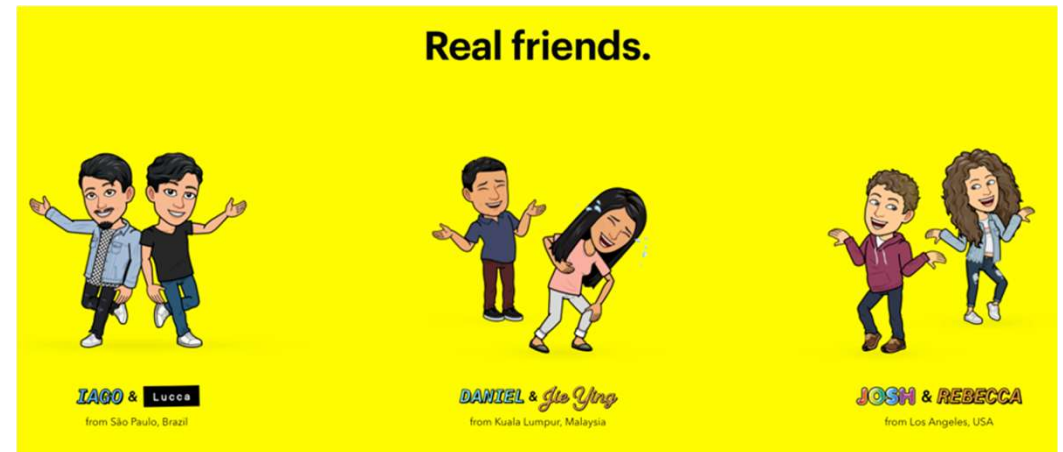
**Changing the conversation**

# Smart Snapchatters



Will you let these to be their

## #LastSelfie?



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## Changing the conversation

# Snapchat Stories



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# WhatsApp



- Voice & video calls, video & voice messages, sharing images, PDF documents and location
- One-to-one communication or in groups of up to 250 members.
- Groups formed by interest, relationship, location, job, campaign issue, political cause
- Messages feel personal, immediate & urgent
- Good for community organising, gathering support for urgent campaigns or fundraisers
- Keep the feeling of a network – make it relational

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# YouTube

- Social media channel which needs regular updates & interaction
- Hugely popular with millennials and Gen Z
- How to guides – extremely popular
- Using your own faces creates more connection & makes you look more human
- Put branding on all your videos
- Use subtitles
- Choose a strong thumbnail
- Ask people to subscribe to your channel



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Visual content gets far, far more engagement on social media than posts which don't use any images or videos.



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# The power of images



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# What would you like to design?

Create a design >

Custom dimensions



Science Fair Poster



Invitation



Instagram Post



Facebook Post



Programme



Twitter Post



Social Media



Presentation (16:9)



Poster



Facebook Cover





INTERNATIONAL WOMEN'S DAY | #IWD2019

**Surviving is an opportunity as well as a challenge; others can see there is hope through you. Whatever you faced, you went through it, you were able to survive. You have to remind yourself of that, of your own resilience.**

**REEM DOUKMAK**

Community Participation Officer, CMRC



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NEW YEAR'S RESOLUTIONS FOR THE HOME SECRETARY

**1. Build an immigration system  
which is humane, fair, optimistic  
and creates strong, cohesive  
communities**

@IMiX\_UK

NEW YEAR'S RESOLUTIONS FOR THE HOME SECRETARY

**4. Allow children who come to  
the UK seeking refuge to be safely  
reunited with their families**

@IMiX\_UK

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#RefugeeWeek2019

You, me & those that  
came before



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# Videos which create an impact



- Visually interesting
- Clear & simple – doesn't try to do or say too much all at once
- Engage viewers in first 10 second & hold attention all the way through
- Connect with your audience emotionally
- Use your own community in your videos – they are your best advocates!
- Plan what you want to do before you start, have aims & objectives for the video
- Use branding
- Avoid generating too much footage – the edit will take too long
- Include a call to action at the end of the video

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# The power of images



- Keep it simple
- Tell a story or conjure up a feeling
- Experiment with contrasting text and visuals
- Have borders for memes
- Pick the strongest line of a story to lay over an image
- Show people's faces as much as possible
- Use quotes
- Decide a colour palette and a style – particularly for Insta
- Add movement/animation if possible
- Think boldly – it needs to stand out in a very crowded market
- Use Canva to create free graphics for social
- Don't always stay behind the camera!

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# Refugee Week Social Media campaign



- Use the hashtags on Twitter and Instagram – #RefugeeWeek2020, #Imagine
- Join in the 7 simple acts, share and encourage others to get involved
- Use Refugee Week templates to create your own graphics
- Share suggested posts from Refugee Week (website and Social Media pack)
- Like, retweet, share Refugee Week content in the run up to the week, during and afterwards.
- Upload photos of your events to Refugee Week Flickr
- Look out for the Social Media pack – due at the beginning of May

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# TOP TEN TIPS!

1. Think of your audience
2. Tell stories
3. Make it visual
4. Keep it simple
5. Make the audience feel part of what you are doing.

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**6. Connect with others - tags, shares, RTs,  
hashtags #RefugeeWeek2020, #Imagine**

**7. Be hopeful**

**8. Experiment**

**9. Look after yourself**

**10. Thank people & celebrate success!**

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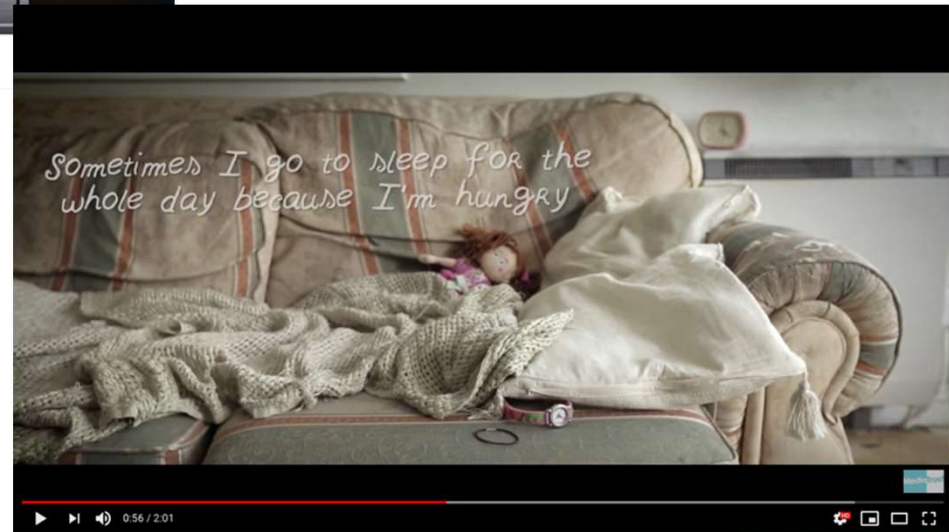
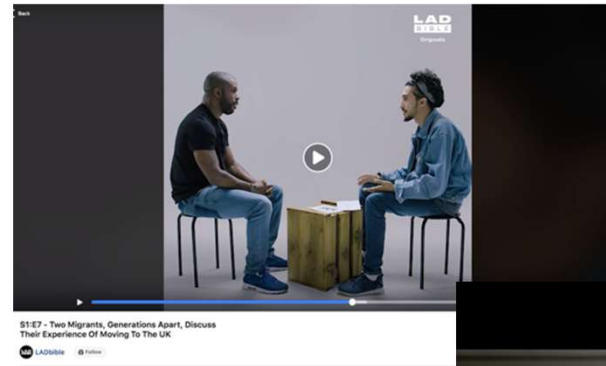
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# Videos which create an impact



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# Staying safe



- Social media platforms are extremely public
- Remember who your audience is – and who it is not
- Use privacy functions provided
- Ban, block, mute, report
- Not everyone who disagrees with you is a troll
- Respond to complaints calmly and reasonably
- Build a supportive online community
- Make sure no one gets too isolated
- Protect yourself and take time out

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# Responding to trolls

- Ignore them – don't fuel the fire
- Point out mistakes and clarify what you are saying
- Reasonable debate is fine
- Own up to mistakes
- Use humour to diffuse the situation
- Ban, block, report etc
- Work together and support each other



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## Keeping the momentum

- Have a communications plan with clear aims – weekly, monthly, yearly
- Cover different themes and topics to cover through the year but not too many!
- Choose the big moments
- Find a connection to broader themes
- Link to days like International Migrants Day, Refugee Day etc.
- Communicate together about what you are doing, check in weekly
- Develop social media guidelines to keep everyone focused and ensure consistency.
- Make use of your network – language of action & involvement
- Where possible invest some budget
- Work with partners to collaborate and promote
- Use personal channels

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