



Refugee Week 2021

Spread the Word: Media and Social Media (Webinar)

Social media graphics:

[Canva](#) (free + paid version – you can get a free “pro account” as a charity)

[Kapwing](#) (free + paid version)

[Adobe Spark](#) (free + paid version)

[Unfold](#) (free, app only) – this helps design Instagram Stories

Scheduling your social media in advance:

You can now do more scheduling than before directly on social media platforms.

Here’s how you can schedule tweets on Twitter via the Web App. When drafting a tweet, just click on the calendar icon and schedule. [Tweetdeck](#) is also a really good way to schedule tweets. You can also add columns for accounts or hashtags that you want to keep an eye on like #RefugeeWeek2021

You can use the [Facebook Creator Studio](#) to manage Instagram and Facebook posts.

Third party-social media scheduling:

There are also various third-party social media tools you can use. Most of these are free, with limitations on no. of posts or no. of social media channels you can use.

[Buffer](#) / [Hootsuite](#)

[Later](#) / [Planoly](#) – these are great for visually planning your Instagram content



Free images

Check on each website how to credit the image and the photographer

[Unsplash](#) / [Flickr/Creative Commons](#) / [Pexels](#)

[WikiMedia Commons Images](#) – can be good for images of famous people

Social media safety & security

[Don't Feed the Trolls](#) – Report from the Center for Countering Digital Hate

[How to secure your social media accounts](#) – business focused article, but relevant for all kinds of organisations!