



Promote your Refugee Week event on social media

Healing

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Contents

1. **Make the most** out of your social media to promote your event
2. **What makes a good social media post?** And brief guide to crucial platforms
3. Creating a **content strategy** - a timeline from now until Refugee Week

Why use social media?

- Social media is how people find out about events
- Directly reach your existing audience
- Reach new audiences – whether that is online or people in your geographic area
 - Maybe even reach more ‘mixed middle’ groups

1. Strategy: tips to make the most out of social media

What you are trying NOT to do:



Your local community, friends and family, Refugee Week network



Strategy: use social media smartly

- Who is your audience?
- What are your goals with social media? To get people to attend your event
 - Click 'attend'
 - Buy tickets
 - Share/spread the word about your event and the cause



Reach new audiences:

- **Utilise the networks you have**
- Get friends, family and people from your community.
- Refugee Week networks
- Facebook location and special interest groups

- **Reach out to figures or influencers who can share your event**
 - Local 'celebrities', councillors, even the Mayor?
 - Relevant influencers – email, DM, tag them

What platforms to use?

Facebook

- Oldest audience
- Communities, groups
- Peer-to-peer sharing
- Meaning conversation
- Make use of its many features – events, fundraiser buttons
- [Create a page](#)

Twitter

- More political
- Activists
- Professional audience
- Hooked to news cycle
- Fast moving
- To the point – catchy slogans and strong calls to action

Instagram

- Visual
- Younger audience
- Activist network
- Interests and hobbies
- Video platform
- Lifestyle, 'marketable' content

2. What makes good social media content?

Visuals

- **Striking visuals**
- Algorithm favours original photography
- **Phone videos** of behind-the-scenes moments, lives etc.
- **Social media content is increasingly video**
- Experiment with portrait/landscape - get creative!
- What images tell your story?
- **What symbols do you associate with Healing?**

groups to stand [#TogetherWithRefugees](#).

Penny, along with fellow Tynemouth residents, organised this beautiful event on the beach of King Eddie's Bay - showcasing the orange hearts, which are a s... [See more](#)



7,351
People reached

1,179
Engagements

[Boost post](#)

Visuals: Refugee Week 2022

Good Neighbours
Published by Siva Thangarajah · 15 December 2021 ·

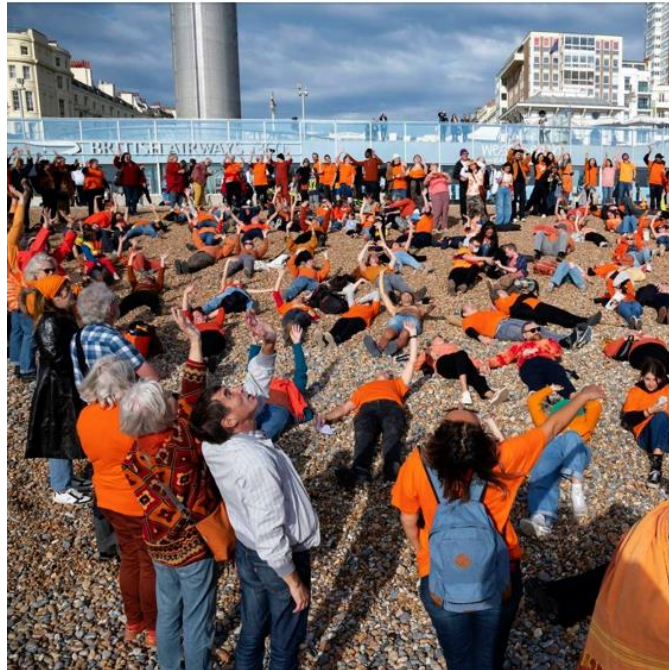
'When you fall down people help you back up.'
'So many different walks of life. This is the essence of what the holidays should be.'

Refugee organisation [Asylum Link Merseyside](#) had a blast at their Christmas party at a local roller disco, roller-skating at [Rollerdrome at Invisible Wind Factory](#).... See more



What images or symbols come to mind around **healing and togetherness**?

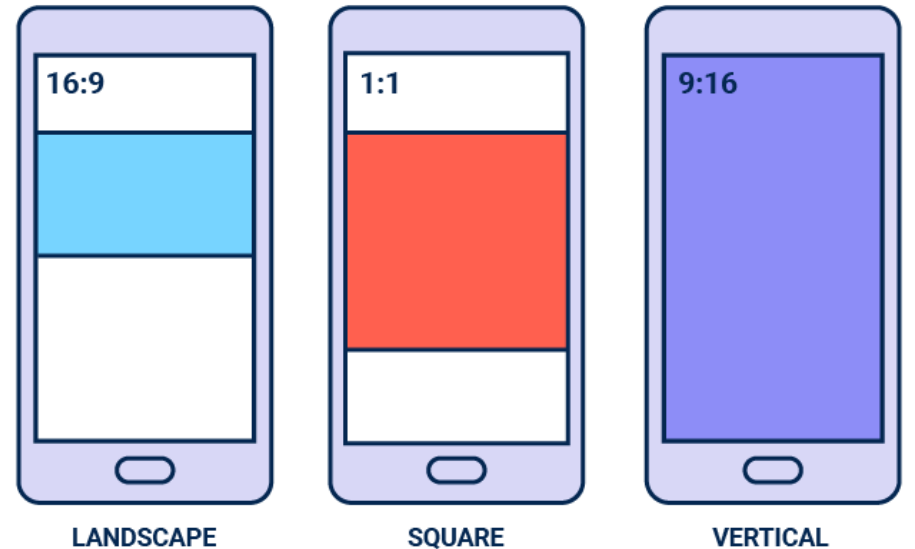
s/o North Wales Wildlife Trust and Asylum Link Merseyside ... See more



Video: portrait, landscape or square?

Make the most out of your content!

- Most platforms now support most aspect ratios
YouTube is landscape
- FB, Twitter and Instagram feed supports landscape



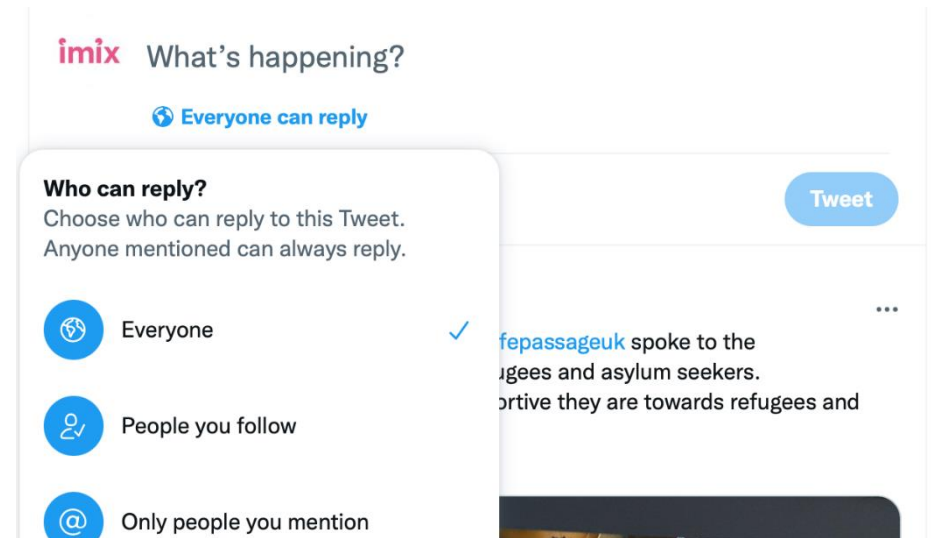
How to build a good social media post?

- A strong story angle
- Provide any context – who, what, where, when and why.
- Space out your text
- Add in any other quotes
- Strong visuals. Remember: stop people scrolling!
- What action?

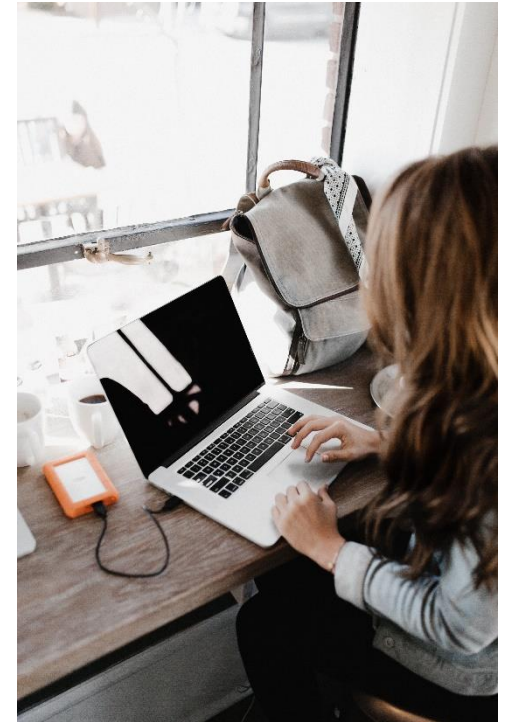


Quick note on safety

- Don't engage with trolls. Report and ignore.
- Have a 'social media officer'
- Public places and crowds are okay
 - But always think about identifying details
 - Each platform has its own safety features
- Protect individuals/people with lived experience
 - Informed consent is key



Anonymous storytelling



3. A content plan: how to promote your event between now and Refugee Week

Now

1. Set up your event web pages/Facebook event pages
2. Assign individuals 'media roles'
3. Pin your posts
4. Start encouraging local networks to share

Call to action

At this point you may not have a lot of details.

It's all about announcing that *the event is happening* and saving the date.

Between now and Refugee Week

- **Build** your networks and spread the word
 - Announce your guests – tag them and encourage to share
 - Reach out to influencers and amplifiers
- **Mutual sharing** - your Refugee Week network and you.
- Share your journey on social media
- Think in **multimedia**: experiment and see what works for you.
 - What content does your audience respond best to?

Call to action

As you organise more logistics, your messaging will evolve from 'save the date' to 'buy tickets' and 'share the event'.

During the event

- **Lives are a great way to keep a record of the event**
- Livestream 'key moment' in your event like a powerful speech
- Live Tweeting
- Have one or two people at the event focused on social media.

Call to action

Tag any performers. Encourage your attendees to share your posts or share their own posts.

Plan your social media

- Use planning tools to create posts in advance
- Don't be afraid to replicate posts
- Use a calendar to plan out your 'long term' plan from now until Refugee Week to keep track of changing messages.



Tweetdeck

AndBordersBill

rum @michael... 7h
orwich against 'criminalise ers'
[ndBordersBill news/nationali...](#)

@Peacelinks 7h
nearly 200 years, the been governed as part of 'lony of Mauritius", since Paris 1814 (before that aimed them).
[mons.law.northwestern.onten...](#)
need citizenship
[s ndBordersBill](#) could help

lackZorro07 9h
[atural_strap @kenchivver...](#)
I've heard that before - but I'm going to don't mind...

was slowly folding
1 🙄🙄🙄 Coz Natalie
is actually proactive and

5 @ Mentions @IMIX_UK

Iraqi Refugee @ShinySm53155291 2h
Replying to @IMIX_UK @RefugeeTogether
The whole world gives promises,signs conventions,slogans,the results are:
5to10yrs:
Iraqi refugees suffer from neglect,
5to10yrs:
Iraqi refugees wait for a solution to reach resettlement,
5to10years:
Delaying the process of their files,
5to10years:
Iraqi refugees lost everything,


NerdL @NerdL13 9h
[@WestEndRefugee](#) is their corruption and mishandling of funds that [@abirking2017](#) is asking [@NERSRefugee @actionFdn @IMIX_UK](#)

Liverpool City Council @lpool... 2d
"We believe in fairness and strong communities and this bill does not support this vision."
[@MayorLpool](#) Joanne Anderson and Bishop of Liverpool [@paulbayes](#) have written to the Home Secretary asking for the Nationality and Borders Bill to

6 User @RefugeeWeek

Refugee Week @RefugeeWeek 2d
Over 630 people have signed up for the Refugee Week Conference starting on Monday, and 58% have never been involved in Refugee Week before.
There's still time to book your place - everyone is welcome:
[eventbrite.co.uk/e/refugee-week...](#)

Are you new to Refugee Week?



6 2 1

Refugee Week Retweeted

Holocaust Memorial Day Tr... Jan 25
Unsure about how you can mark [#HolocaustMemorialDay?](#)

Follow our simple steps to get ready to join the nation on 27 January, to honour victims of genocide and stand against hatred and persecution today.
[#LightTheDarkness](#)

6 292 376

Refugee Week Retweeted

Free social media tools

- **Images and graphics:** Canva
 - UnSplash, Pexels
- **Scheduling tools:**
 - [TweetDeck](#)
 - [Facebook Creator Studio](#) – schedule posts in both Instagram and Facebook.
 - Buffer, Hootsuite
- **Remember:** it's okay to share similar posts on different platforms.
- [IMIX Calendar](#)

Any questions?

Exercise

- You want to let your audience know that Khaled is bringing his food truck to your Refugee Week event!
- What visuals?
- What is your call to action?
- What information does your audience need to know?

 **Good Neighbours**
Published by Siva Thangarajah · 6 January at 16:43 · 

'I understand what it's like to be hungry. I had that same feeling with my family.'

Khaled Wakkaa in Exeter escaped the Syrian War with his wife, and they are going to do a crowdfunding campaign to buy the truck called [Khaled's Taste of Syria](#) [نكهة خالد السورية](#)

He's an excellent cook - how delicious do the pictures look? It's knafeh, a Middle Eastern dessert made with pastry and a creamy filling. ... [See more](#)

