

# AMNESTY DIGITAL

## HOW TO COMMUNICATE ONLINE



Facebook and Twitter are great tools that can help you spread the word, recruit new members, get the latest news and share our campaign actions. They are worth investing time and energy in. If you only have time for one, we recommend Facebook.

### PRESENTING YOURSELF ONLINE

Whatever social media spaces you use there are some rules you should follow. They will help people find you online, remember you, and understand what type of content you provide.

#### BE CONSISTENT WITH YOUR NAME

Use the format 'Amnesty AnyTown' or 'Amnesty International AnyTown Group' to describe yourself online. For example, use [facebook.com/amnestylondon](https://www.facebook.com/amnestylondon) as your URL, and Amnesty International London Group as your profile name. Being consistent with the URL and profile names you choose on services will help your followers find you.

#### BE CONVERSATIONAL

One of the biggest benefits of using social media is that it is conversational! Think of it as talking informally about Amnesty at a party and you won't go far wrong.

#### REMEMBER YOU REPRESENT AMNESTY

Once you create an online space for your group, remember you are representing the international movement, and people will assume you speak for Amnesty.

- Make sure any profile description includes the fact that you work with Amnesty in a volunteer capacity
- When sharing news or actions from other organisations, consider whether it is appropriate for an Amnesty space
- Although social media is conversational, remember you are on record. What you post might be quoted or reposted as an Amnesty response. If in doubt, don't post.

### FACEBOOK

If your group has time for only one social network, we recommend Facebook. It is the world's largest social networking site and more of your members will be on it than Twitter.

#### HOW DO I GET STARTED?

Sign up at [www.facebook.com](https://www.facebook.com).

Facebook works through 'likes' - you connect with others by liking their page. Once you are signed up, search Amnesty International UK and like our main page to get regular news and action updates.

- Create your own page at [facebook.com/pages](https://www.facebook.com/pages)  
There will be 6 categories suggested to you: select Cause or Community. A text box then appears. Here you write the Facebook page name you want - we suggest you use the format Amnesty International AnyTown Group, eg Amnesty International Horsham Group
- The next screen will ask you to upload a profile picture - the picture used everywhere on Facebook to represent your page. We use the candle and suggest you do something similarly simple as it displays quite small.
- In the about section, add a short description about your group
- In the final screen you will be asked to set your pages' URL. We recommend you use the format **amnestyanytown** so that your Facebook URL becomes [www.facebook.com/amnestyanytown](https://www.facebook.com/amnestyanytown) - eg [facebook.com/amnestyhorsham](https://www.facebook.com/amnestyhorsham)

Once published you can add a large cover image and start posting. Ask your members to like the page so that they receive all of your updates into their newsfeed.

## TOP 5 FACEBOOK TIPS

1. Try to update your page at least 3-5 times a week with recent news and actions.
2. Like the Amnesty UK page to use our updates if you need extra content.
3. Its best to vary the type of updates you post. Try to post a mix of photos, news or action links, and videos from Amnesty or new sources. We've found people respond best to variety!
4. Your Facebook cover image is a great advertisement for your group - who you are and what you work on. Weve made some cover images for you to use. Download them at [www.amnesty.org.uk/socialresources](http://www.amnesty.org.uk/socialresources)
5. You can add more administrators from your group who can then post as the page – click Admin Panel, then Edit Page in the Manage menu. We recommend you always have 2-3 members of your group as administrators, so you don't lose access.

## PAGE OR GROUP?

We recommend you use Facebook's Page feature – it's easier to use this as a promotional and recruitment tool. It also means you don't have to use your personal Facebook identity - all updates come from Amnesty Anytown rather than Joan Smith. This makes it much easier to keep supporters involved as they are speaking to a consistent person, rather than have the name changing in line with committee members. You also get valuable information showing how well your page is used.

If your local group already has a group on Facebook, we strongly recommend you consider moving to a page. Facebook don't provide any tools to convert your group to a page but you can import an email list when you first make a Facebook page. If you need any help with this, just email [webdeveloper@amnesty.org.uk](mailto:webdeveloper@amnesty.org.uk)

Find Amnesty International UK on Facebook at <http://www.facebook.com/amnestyuk>



Twitter is a service that allows people to communicate and stay connected by exchanging quick, frequent messages – tweets – of up to 140 characters, roughly the size of a text message. People can choose to follow you to receive your tweets directly, but almost all messages are searchable and can be viewed by the general public.

## HOW DO I GET STARTED?

Visit [www.twitter.com](http://www.twitter.com) and follow the instructions. When choosing a username, use [amnestyyourgroupname](mailto:amnestyyourgroupname). For example **amnestyhorsham** for the Horsham group. In your profile bio, include that you are volunteers, eg 'We are a group of ordinary people around Horsham, fighting for human rights in our spare time! Join us at [website]'

## TWITTER BASICS

### Replies and mentions

You can mention or reply to a user by putting @ in front of their user name, eg @amnestyUK. If you start a tweet with an @, only people following both you and the other user will see it.

### Direct messages – DMs

Once you follow someone, they can send you private messages. Very useful for checking facts with us at Amnesty!

### Retweets

This is the best way to share interesting tweets from other users. If you like a tweet by someone else you can click on the retweet link. Doing so posts the original tweet to your followers.

## WHAT'S IN IT FOR US?

Twitter is a great way to keep your members and other interested people involved. It's also a great news source.

## TOP 5 TWITTER TIPS

1. Follow accounts providing good human rights related content. You can use the twitter search to find them. Good examples are @AmnestyUK, @BBCNews as well as other newspapers and Amnesty-related accounts. Watching them will also give you tips on using Twitter.
2. Twitter has a short memory so you can repeat messages a few times on different days.
3. Hashtags, such as #DeathPenalty or #ArmsTreaty, are used in twitter as shortcuts into the search facility. They group together tweets on a particular topic. Use them when tweeting on key campaigns for greater exposure.
4. Change your profile picture to your local logo. Contact the Activism team if you need any help with logos that fit the dimensions required by twitter.
5. Twitter is a tool that needs time and attention. It will only work for you if you post or retweet at least a couple of times a day.

**Make sure several people in your committee know your username and password, so the account isn't lost if someone resigns!**

Find AmnestyUK at <http://twitter.com/amnestyuk>