

Ten Tips for Using Social Media to Build a Movement

Know your Audience

Who are your allies? Expand your support by making your activism accessible and inclusive.

Frame Your Message

Find a concise and compelling way of describing your campaign. Keep it positive. Instead of “Stop 5G” say:

- “We Have a Right to a Healthy Home.”
- “Join the Safe Tech Movement”
- “Where Will the Children Play?”

Build a Memorable Hashtag

- #OurStreetsOurChoice
- #WiredByChoice
- Find Inspiration [Here](#)

Humanize

Humanize the purpose of your cause.

Tell Your Story

Who does this issue impact? How are you changing the world? Tell me a story, get me involved, and help me see myself in your story. Find [tips for Constructing your Narrative here.](#)

Keep Social Media Usage Visual

Focus on sharing visual elements rather than links, text or video on your social platforms. A recent study shows that the mind processes visuals 60,000 times faster than it processes text. [Here are some memes](#) to get you started.

Use Visual Stories

Take pictures and post them on sites like Instagram, Facebook, Google+, and Pinterest and then write the story behind the images. Or take video and add a spoken audio story.

Before and After

Engage and inspire your followers with true before and after stories.

Create Interactive Online Campaigns

Example: Organize a call-to-action letter-writing campaign.

- Use social media to spread the word.
- Designate a campaign start and finish date.
- Invite folks living locally to gather to write out postcards for mailing.
- Encourage those who are not able to attend in person to join in virtually via social media.

Small Steps Have a Major Impact

Suggest others take small steps—like calling their representatives or creating a community EMF-Awareness group. According to Harvard Business Review, easy-to-replicate, low-risk tactics are the most likely to succeed.

BONUS TIP! ~ Share the Work that Other Activists are Doing

Amplify the movement.