

Introduction

With the rise in social media, an active user of these platforms has increased gradually as it has greatly benefitted in terms of interaction, sharing, and communication of information. Information (or disinformation) spreads swiftly on social media platforms like Twitter and Facebook. When utilized effectively, however, social media can be a tremendous tool for spreading awareness and educating people about your advocacy's ideas, mission, progress, and success. It can also be a powerful amplifier for policy change. Although some social media channels are more suited to particular types of messaging than others, each provides unique chances to raise your message in favor of individualized, competency-based learning not only to policymakers but also among peers.

Why Digital Advocacy

1. Can create and share a wide range of contents
2. Can reach a wider range of audience easily
3. Analytics helps you identify where your audience is based, what is the good time to post the contents etc.
4. Quick and less expensive

Things to consider when using social media to advocate

1. Why?

Know your reason for your digital advocacy. When your vision and goals are clear they will direct you to your desired outcomes. Depending on your advocacy plan, your goal can be long or short-term. Your goal should be Specific, Measurable, Attainable, Relevant, and Time-bound (SMART). Through more direct communication, expectations, and strategies, knowing you're "Why" can open up additional opportunities and improve partnerships.

2. Whom?

Knowing your target audience helps you design your social media campaign accordingly. It is beneficial to identify whom we are trying to influence, what socio-demographic groups they belong to?

3. Your Plan

It is important to identify which platform you will use for your advocacy. Channeling the right platform for your campaign will amplify the impact. A different platform such as Facebook, Twitter, can be used to reach different populations with your short comment/status. Instagram, Snapchat is suitable for image-based along with the features of the story, filters, reels, etc. Blogging sites, YouTube, etc. can be used to advocate creative content.

4. How?

The right use of social media can be a boon. Acknowledge and complementing the work of fellow advocates, leaders, is the best way to provide positive feedback for the impact they are making in the community. Constantly post about your advocacy and try to engage many people through a different form of content such as:

- a. Audio-visual: It is one of the most engaging methods and can contain much information in a very creative and attractive way.
- b. Flyer/Infographic: It contains information in an easy-to-understand way, can get more engagements, and can explain complex processes.
- c. Social media contest: It is the best way to secure maximum engagement of the target audience. Different quizzes, creative competitions, polls, etc. can be used.
- d. Memes: The most unique and interesting way of disseminating advocacy messages is by humorously incorporating the trendy materials.

Balance your content. Do not overpower your audience with too much content in a single day. Be sensible and responsible while developing these contents. Do not hurt the sentiments of people while creating the content. Be very careful. Keep your text brief. Concise text/status is more likely to get more engagement and more clicks.

5. Monitor

Periodically monitor your campaign and track your outcomes. Review your strategy or plan in case you are unable to achieve your desired result.

How to make your post more effective

1. Use tags, and giveaways to target your audience
2. Fun posts like memes, animated posters are more likely to get audience engagement
3. Celebrity and influencer engagements are more likely to create a buzz
4. Use of appropriate hashtags are likely to get visibility of your post
5. Share, reshare the post

Some examples of a digital media campaign

1. #MeToo
2. #BlackLivesMatter
3. WhoDecides?

