

USING SOCIAL MEDIA FOR GOOD

If you care about advocacy and organizing, chances are you're active on social media. Social media can be a great tool to learn and share information, form connections, and stand in solidarity with others. However, it can also be confusing and overwhelming. As people committed to justice, how do we ensure we're not causing harm online?

HERE ARE SOME HELPFUL TIPS TO KEEP IN MIND AS YOU POST:

FACT CHECK, FACT CHECK, FACT CHECK!

Just because you see something circulating around the internet, doesn't mean it's always true. Before you share (even and especially if you agree with what's being said), make sure the claim can be backed up by strong evidence and/or a reliable source.



MAKE SURE YOU HAVE PERMISSION TO SHARE AN IMAGE, VIDEO, OR OTHER PIECE OF MEDIA BEFORE POSTING, AND BE MINDFUL ABOUT WHAT YOU SHARE!



- Avoid posting exploitative content (e.g., photos of children crying, violence, etc.).
- If you want to use a piece of media but aren't sure where it came from, do your best to verify where it originated from. Even widely shared photos by well-respected organizations may not have been vetted.
- Think twice before sharing a photo taken at a protest. Law enforcement may use protest photos to identify individuals later. Avoid posting faces of people you don't know. If you do want to share, ask permission before you do.

MAKE SURE YOUR CONTENT IS ACCESSIBLE.

- Many platforms allow you to add captions, image descriptions, and more that help others consume social media content.
- For example, typing out your hashtags in camel case (indicating the separation of words with capitalization) makes them more accessible! (e.g. use #WeAreHome versus #wearehome, #WomensHistoryMonth versus #womenshistorymonth).



HOW TO EXERCISE MEDIA LITERACY

GIVE CREDIT WHERE CREDIT IS DUE.

If a concept or trend originated from a particular creator, be sure to credit them whenever possible, even tagging them if appropriate on the platform.



CENTER THE VOICES OF THOSE MOST IMPACTED.



- If your post is about an issue that impacts other groups or individuals, make sure your post centers them, their preferences, and their agency.
- Does this group prefer the use of certain terms or phrases to communicate things about their group or the issue?
- Is your post contributing to a helpful narrative that will help this group reach their goals?

KNOW YOUR LIMITS.

While you may feel pressure to do so, you don't have to share a post on everything happening all the time. Unless you're a public figure or an expert in a particular field, you don't have to post if you don't want to!



WHAT'S NEXT?

Social media can be overwhelming sometimes but remember that at the end of the day, it's just another tool to communicate and connect with others. Be mindful that social media platforms are designed to keep you online for as long as possible. Engage with the platform to the extent it brings joy, is affirming, and helps you build community. While easier said than done, you should log off when it ceases to be supportive- it'll be there for you when you get back!

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