

Local Housing Rights Defenders

Inspiring others through social media

In recent years movements have taken off through social media, inspiring millions to speak out on important issues. #MeToo, #BlackLivesMatter and #ClimateCrisis have all played critical roles in the fight for a more equal, just and green world. You can also use social media to influence and inspire others to speak out on the housing emergency. This guide is designed to give you some hints and tips when thinking about how you can use different platforms to tell powerful stories and create change!



Top tips for creating Facebook posts

- **Try to avoid hashtags.** Unlike other social media platforms, they are not widely used on Facebook - and posts with hashtags don't do as well as posts without.
- **Keep your text short.** If you need to click 'more' to read your full post, then you're less likely to grab people's attention. Try as much as possible to keep your post short and to the point.
- **Delete your links.** Unless you are adding a photo, if you are posting a link to an event, a campaign action or a website, Facebook will automatically generate a 'preview' for you. This will include images for the link and a short description. Once your preview comes up, delete the link and your post will still allow people to click through without seeing a long unsightly link!



Top tips for creating Twitter posts

- **Use hashtags.** Hashtags are common practice on Twitter. You might decide to use a hashtag that Shelter Scotland already has or make up your own! At events or when speaking to people ask them to tweet using your hashtag.
- **Tag your targets.** Use the @ button to find your target on Twitter. Whether it's to ask them a question or invite them to an event; it's a great way to get your message across directly to the people in power.
- **Keep your message short.** Twitter only allows you to use 280 characters per post, so you need to be short and to the point.
- **Use Bitly for links.** You don't want to use up all your characters sharing a long link to a website or a campaign action. Visit [Bitly.com](https://bitly.com) where you can enter the website address and get a shortened link to use.



Top tips for creating Instagram posts

- **The more visual the better.** Use Instagram to share photos of your events, images of Shelter Scotland's campaigns, powerful images from protests and more. Instagram is a great tool for visual activism.
- **Use more than one hashtag.** You can use hashtags on Instagram to share emotions, victories, messaging and more. A useful tip is to turn your key words into hashtags
- **Use the 'geotag'.** Instagram has a geotag feature which allows you to tag your location. Use this when posting and it will help boost people discovering your posts locally.
- **Add to your story.** Add your posts to your story (at the top of your Instagram page) as well as using your normal posts. This means your story will come up on people's home screen, allowing them to easily access

No matter what platform you use, always have a call to action!



Top tip from the expert!



Rachel Ryan is Shelter Scotland's Marketing & Brand Executive and helps run our social media.

To have Maximum impact on social media, she says:

'If you're creating your own images, make sure to look up what the best sizes are for each platform (for example Instagram news feeds like square images, and Twitter will crop your image preview if it's too big). Keep your copy short and snappy, but always remember to include a call to action. What do you want people to do? RT (retweet) or share? Sign your petition?'