



EAVA Artists Limited

# Social Media for Activism: Learning Guide

A learning guide for LGBT  
Activists in Uganda

Activity supported by the  
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# Understanding the Concept of Social Media

Social media is the use of web-based and mobile technologies for interactive communication. While your website may be used as a tool to broadcast information, social media allows you to share information and receive comments, as well as giving your community the opportunity to share information and content with you.

## How can this benefit your non-profit organization?

- Learn and connect with related non-profit organizations globally; share resources and knowledge
- Reach a wider audience with your news; learn from your community's responses to your posts
- Further your cause by encouraging your supporters to use their networks to spread the word; social media is about sharing information
- Raise funds or support by teaching people about your cause; share interesting facts and statistics to encourage interest.

# Understanding Social Media Activism

**Activism** consists of efforts to promote, impede, or direct social, political, economic, or environmental change, or stasis.

**Internet activism** (also known as online activism, digital complaining, digital activism, online organizing, electronic advocacy, cyber activism, e-campaigning and e-activism) is the use of electronic communication technologies such as social media, especially Twitter and Facebook, YouTube, e-mail, and podcasts for various forms of activism to enable faster communications by citizen movements and the delivery of local information to a large audience.

**Social media activism** therefore refers to the use of social media for cause-related fundraising, community building, lobbying, and organizing.

## What activism related work can be done through social media platforms?

### 1. *Fundraising*

Fundraising or fund raising (also development) is the process of soliciting and gathering voluntary contributions as money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies.

## 2. Community Building

Community building is a field of practices directed toward the creation or enhancement of community among individuals within a regional area (such as a neighborhood) or with a common interest. It is sometimes encompassed under the field of community development.

## 3. Lobbying

Lobbying (also lobby) is the act of attempting to influence decisions made by officials in the government, most often legislators or members of regulatory agencies. Lobbying is done by many different types of people and organized groups, including individuals in the private sector, corporations, fellow legislators or government officials, or advocacy groups (interest groups).

## 4. Organizing

Anything is commonly considered organized when it looks like everything has a correct order or placement. Organizations are groups of people organized for some purpose, such as business or political activities.

# Do you have to be a technical person to use social media for activism?

Your social media manager needs to know and understand your organization's work, be passionate about promoting your cause, and be able to communicate on behalf of your organization.

Too often social media is left to the “techie” to manage, regardless of whether this person can effectively communicate on behalf of your organization or not. **Social media is not a technical medium, it is a communications platform.** And passion and enthusiasm for your cause can be contagious!

The social media manager / coordinator should have experience with:

- writing website content,
- managing e-newsletters, and
- running donation campaigns.
- Have Interpersonal Skills

Just knowing how to use Facebook or Twitter is not enough. An understanding of **marketing and campaigning** is critical, as is understanding **how all the e-communications platforms work together.**

Your social media manager needs to understand your **brand**. Their tone and personality on social media should reflect the tone and personality your want your organization to embody.

The ability to be resourceful and creative, as well as friendly and welcoming, is important because this person will be managing one of the faces of your organization.

Creativity is helpful in thinking about ways to convey seemingly mundane information.

It is worth noting that

## Classification of Social Media Platforms

*There are 6 types of social media.*

- **Social Networks** - Services that allow you to connect with other people of similar interests and background. Usually they consist of a profile, various ways to interact with other users, ability to setup groups, etc. *The most popular are [Facebook](#) and [LinkedIn](#).*
- **Bookmarking Sites** - Services that allow you to save organize and manage links to various websites and resources around the internet. Most allow you to “tag” your links to make them easy to search and share. *The most popular are [Delicious](#) and [StumbleUpon](#).*
- **Social News** - Services that allow people to post various news items or links to outside articles and then allows it’s users to “vote” on the items. The voting is the core social aspect as the items that get the most votes are displayed the most prominently. The community decides which news items get seen by more people. *The most popular are [Digg](#) and [Reddit](#).*

- **Media Sharing** - Services that allow you to upload and share various media such as pictures and video. Most services have additional social features such as profiles, commenting, etc. *The most popular are YouTube and Whatsapp SnapChat, etc*
- **Microblogging** - Services that focus on short updates that are pushed out to anyone subscribed to receive the updates. *The most popular is Twitter.*
- **Blog Comments and Forums** - Online forums allow members to hold conversations by posting messages. Blog comments are similar except they are attached to blogs and usually the discussion centers around the topic of the blog post. *There are MANY popular blogs and forums.*

# Social Media Plat Forms

## A. Facebook

**f** Facebook is a social networking site, launched in 2004. It currently has more than 900 million active users.



There are 2.375bn billion monthly active users (as of Q3 2018). Over 1bn of those are mobile-only users. There are 1.49 billion daily active users. 47% of Facebook users only access the platform through mobile. 83% of parents on Facebook are friends with their children. Facebook adds 500,000 new users every day; 6 new profiles every second. 68% of US adults use Facebook. 51% of them use it several times a day. Worldwide, 26.3% of the online population use Facebook. The average (mean) number of friends is 338, and the median (midpoint) number of friends is 200. Half of internet users who do not use Facebook themselves live with someone who does. Of those, 24% say that they look at posts or photos on that person's account. (Brand Watch)

## B. Twitter



"Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?" (from the Twitter website)

Twitter is one of the fastest growing social media platforms in the world. It is a tool to send short messages, of 140 characters or less, to your followers. What can you say in just 140 characters? As it turns out, quite a lot!

34% of Twitter users are females and 66% are males. 22% of US adults use Twitter. 24% of All Internet male users use Twitter, whereas 21% of All Internet Female users use Twitter. There are 262 million International Twitter users (users outside the US) which make up 79% of all Twitter accounts. There are 68 million monthly active Twitter users in the US. Roughly 42% of Twitter users are on the platform daily. The total number of Twitter users in the UK is 14.1 million. 37% of Twitter users are between the ages of 18 and 29, 25% users are 30-49 years old. 56% of Twitter users \$50,000 and more in a year. 80% of Twitter users are affluent millennials. The top three countries by user count outside the U.S. are Japan (36.7 million users), Saudi Arabia (9.9 million), and Turkey (8.6 million). 38% of Americans aged 18 to 29 years old use Twitter. 80% of Twitter users accessing the platform on a mobile device, and 93% of video views are on mobile. (Omni Core)

## C. WhatsApp

 WhatsApp is an instant messaging application for smartphones that comes with an end to end encryption. It was founded by Jan Koum and Brian Acton in 2009 and later bought by Facebook in 2014.

WhatsApp is estimated to have approximately 1.5 billion monthly active users. There are now over 1 billion daily active users on WhatsApp. On average, 1 million people register on WhatsApp daily. Approximately 60 billion texts daily are sent. (Dustin Stout)

## D. Google+

**G+** Google+ is a multi-lingual site launched on an invitation-only basis in June 2011, but soon, owing to innumerable demands for new accounts, invitations are periodically opened and closed depending on the demand.



Hashtags are hyperlinked to the most recent or highest-trending search results within Google+ containing the term. Google+ is available as a website and on mobile devices. On May 14, 2013 a new version of Google+ was introduced.

At its high-point, there were approximately 395 million monthly active users on Google+. Google+ was estimated to have over 2 billion registered users world-wide. 28% of Google plus users were aged between 15 and 34 years. United States alone made up 55% of all the users. 73.7% of the users were male while 26.3% were female. It is estimated that on average, a Google+ user will spent 3 minutes and 46 seconds per visit. (Dustin Stout)

## E. LinkedIn

**in** LinkedIn is a professional social networking site intended for networking by professionals.



The site, begun exactly 10 years ago, now has 225 million users worldwide. Membership grows by approximately two new members every second.

To become a truly worldwide networking site, LinkedIn has made the site available in 19 different languages. LinkedIn is somewhat different from other networking sites which facilitate the making of friendships as the purpose is to build powerful business relationships. All LinkedIn members are expected to behave professionally on LinkedIn.

LinkedIn has over 560 million registered users. It is estimated that LinkedIn has approximately 303 million monthly active users. 5.3 million new accounts per month are created on LinkedIn. There are over 30 million company pages. The average visit duration is about 10 minutes. Of all the users, 57% are male whereas 43% of the users are females. (Dustin Stout)

## F. YouTube

YouTube is an internet sensation. YouTube is a social media network that uses technological advances to allow users to upload their own videos and to watch videos posted by other users.



Videos are played using Flash and streamed so that they download while the user is watching the video.

Currently YouTube has more than 1.9 billion logged-in visits every month. 149 million people login to YouTube daily. The average duration of a YouTube visit is 40 minutes. Viewers are spending an average of 1 hour per day watching YouTube videos. On average, 300 hours of video are uploaded every minute on YouTube. There are over 5 billion video views each day.

## G. Instagram



Instagram is a social networking program that lets you use powerful images from your nonprofit to share your work with followers. Instagram is a free application that can be accessed via mobile phones and tablets.



When an account is created, the user or organization defines its identity on the profile tab and can then take and edit photos, and add filters for special effects. When you follow other Instagram users, their shared photos will appear in your photo stream. Users can interact with each other on Instagram by clicking “like” and leaving comments under photos very similar to Facebook.

Instagram has over 1 billion monthly active users. There are more than 600 million daily active users. There are now 500 million daily Stories users. Since its creation, more than 40 billion photos have been shared. On average, 95 million photos are uploaded daily on Instagram. There are approximately 4.2 billion likes per day. Most Instagram users are between 18 to 29 years of age with 32% of Instagram users being college students.

## H. PinInterest



Pinterest is a social networking site that focuses on visual imagery, using virtual pinboards. On this site one can only pin images and videos. Words are limited to brief descriptors.



The site allows users to create and manage theme-based image collections of events, interests, and hobbies – similar to the pages you bookmark in your web browser, except these are organized on boards with images as links.

Pinterest has 291 million monthly active users. 70 million of it's active users are from the United States. The average Pinterest user visit lasts 14 minutes. The total number of Pinterest pins is more than 175 billion. The total number of Pinterest boards are approximately 1 billion. In a day, Pinterest is visited by 2 million users who save shopping pins on their boards.

## I. SnapChat



Snapchat is a multimedia mobile application which was created by Bobby Murphy, Evan Spiegel and Reggie Brown in 2011. It started as a private messaging app that gave users the ability to create “snaps” or messages that would self-destruct (be automatically deleted) after being viewed. Unlike all the other social media apps and networks in which you had to manually delete posts you've shared.

Snapchat has approximately 301 million monthly active users. Snapchat also reports 109 million daily active users (a downward trend). Of those daily active users, 77 million are from the United States. 60% of these snapchat users are aged between 18 and 34 years. Snapchat is competing closely with its rival, Facebook, by reporting more than 10 billion video views daily. Approximately 3 billion snaps are created every day. Snapchat users aged 25 years and above spent an average of 20 minutes on snapchat daily while those below 25 years spent on average 30 minutes. It's estimated that it would take you more than 950 years to watch all snaps made in a day.

# Understanding Platform Specific Terminologies for Effective Utilisation of Social Media

## A. Facebook

### **Terminologies-Understanding Facebook**

a) **Like:** You can click the [Like](#) link on any [Facebook update](#) to show that you like the content. When you Like something, the action appears as an update on your [Facebook Wall](#) (see

“Wall” below). You can also Like any piece of content that you find across the Internet whenever it's accompanied by the Facebook Like button (see “social plugins”).

- b) **Messages:** Your Facebook Messages are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails, and mobile messages from your Facebook Friends.
- c) **News Feed:** Your Facebook News Feed is the continually appended feed of status updates that appears on your Facebook Profile home page. It shows the most recent activities from your Facebook Friends and Facebook Pages that you follow.
- d) **Notes:** Using the Notes feature, you can publish messages in rich-text format giving you greater flexibility than simple updates allow.
- e) **Notifications:** You can set up your Facebook Profile so you receive email, mobile, or onsite updates when certain activities happen on Facebook. For example, you can be notified when an update is made to a Group you belong to or when someone accepts your Friend request.
- f) **Profile:** Facebook refers to your Profile as your complete picture and story on Facebook. It includes your Profile picture, biography, personal information, and more. Your Profile can be public or private. It's your personal piece of "real estate" on Facebook.
- g) **Timeline:** Your Facebook Timeline shows all of your Facebook updates and activities in reverse chronological order.
- h) **Top Story:** Facebook chooses the top stories that appear at the top of your Facebook News Feed. These are stories that have been published since the last time you checked your News Feed and are visibly identified with a blue corner.
- i) **Wall:** Your Facebook Wall is where you can publish updates and where your Friends can post updates directly to you.

- j) **App:** [Facebook apps](#) are created by third-parties and add more features and functionality to your Facebook experience.
- k) **Badge:** Facebook Badges are personalized images or boxes that you can display on your website, blog, and so on, to show off parts of your Facebook Profile or Page.
- l) **Block:** If you don't want someone to view your Facebook Profile, add you as a Friend, or send you messages through Facebook, you can block them.
- m) **Chat:** You can send and receive instant messages with your Facebook Friends without leaving Facebook using the [Chat](#) feature.
- n) **Credits:** Facebook Credits are considered to be Facebook's virtual currency, which you can use to buy virtual goods in some Facebook games and apps.
- o) **Event:** Use the Events feature to organize events, gather RSVPs, and even respond to events that you're invited to.
- p) **Games:** Like Facebook apps, games are developed by third-parties and enable you to play with other Facebook members without leaving Facebook.
- q) **Group:** [Facebook Groups](#) can be created by any Facebook member and provide a space where smaller groups of people can come together to discuss specific topics. Groups can be public or private.
- r) **Page:** A Facebook Page is a space on Facebook for [brands](#), businesses, organizations, and entertainers.
- s) **Social Plugins:** Facebook social plugins allow website owners to provide visitors with a social Facebook experience without visitors having to leave the websites themselves. For example, the Facebook Like

button allows people to Like content through their Facebook Profiles without leaving the website pages they're on.

- t) **Subscribe:** Using the Subscribe feature, you can keep track of posts and updates from other Facebook members, even if you're not Friends with them.
- u) **Tags:** You can tag another Facebook member in photos and posts that you publish on Facebook.

### KEY FACEBOOK TOOLS FOR ACTIVISM

Facebook Pages
Facebook Groups
Facebook Promote / Sponsored Ads
Integrated Third Party Apps
Facebook Live
Facebook Events
Job Offers
Insights

## 10 Reasons You or your Nonprofit Organization should have a Facebook Page

### ✓ Promote your logo

Use the logo of your organization as your Facebook Page picture and develop recognition of your logo. Using your logo on social media raises the profile of your logo and people will spot it more easily amongst all the logos that they see. They will come to associate your logo with the work that you do, thereby building your brand.

### ✓ Gain a public showcase

A Facebook Page allows you to showcase what you are doing in your organisation, and you can show your activities using photographs. People are highly visually literate and studies show that photographs attract twice as much attention as text. You can also showcase your work on video which is a far more exciting visual medium. Videos are 12

times more likely to be shared with others than photographs and text combined.

### ✓ **Talk to the world**

Allow Facebook to provide you with a voice. Engage in conversations with people outside of your normal sphere of operation, build relationships with other organisations, similar organisations and individuals.

### ✓ **Listen to the world**

Too often we forget to listen to others, including those who need or use our services. Use your Facebook Page to ask for comments, suggestions, advice and stories about how other organisations tackle specific issues. Listen to what the world has to say. You may be surprised at how willing Facebook users are to share knowledge and experience that could be valuable to your organisation.

### ✓ **Transcend the here and now**

You can cast your net for supporters, and even donors, far wider than is possible

with traditional methods of promoting your cause. Facebook is accessed by millions of people worldwide twenty-four hours a day. Your Facebook page will connect you to people in almost every country in the world as you leapfrog the limitations of time and place

### ✓ **Educate the public**

Every nonprofit has to educate the public about its mission and the reasons for its existence. On Facebook you can provide short, snappy bites of information about your cause while providing links to blogs that offer more in-depth presentations and analyses of the situation. Use Facebook to educate the public about new legislation and provide links to the legislation for those who wish to read further.

### ✓ **Make the world a happier place**

The world has sufficient short-term traumatic incidents to provide doom and gloom. Happy stories and funny stories are rapidly shared. Show that you are making the world

a better, happier place and share stories of success. These success stories are especially important for your donors who want to know that their money has been well-spent. Relate your “bloopers” and give people a smile – they will share your story, thereby extending awareness of your organisation.

### ✓ **RSVP**

Promote awareness of events. Post general invitations to functions to your readers. People who would not ordinarily have known about such events may attend and swell numbers, takings at the door or refreshments table, etc. Attendance at a nonprofit function provides you with an opportunity to engage with people face-to-face which, in turn, can turn people into active supporters of your organisation.

### ✓ **Create transparency**

Use your Facebook Page to inform the public about those who work in your organisation and those who are helped by the organisation. Provide a human face rather than simply

an organisational body. Share your history and welcome new members to your organisation.

### ✓ **Size matters**

Facebook is one of the largest user websites in the world with 1.11 billion users by early 2013. If you are not on Facebook, you are not in tune with the world in which we live. It may well be assumed that if your organisation is not up-to-date with the most important social media, the work that you are doing is probably not relevant to today’s society.

## B. Twitter

### **Understanding Twitter Terminology**

a) **Follower:** On Twitter, you “follow” another user to see his or her updates on your Twitter home page, and they follow you to see yours. This is the basic social relationship of Twitter. If you have more followers, your updates reach and potentially influence more

people. Social connections on Twitter are not symmetrical — that is, even if you follow someone, he or she may choose not to follow you back.

- c) **Tweet** : Each message you send out to your followers through Twitter is called a “tweet.” It works as a verb, as well; you tweet a message. Twitter is one big network for delivering tweets to people, and by default, tweets are public and searchable. Each tweet must be 140 characters or less or else it won’t be published.
- d) **Retweet** : Twitter is all about sharing things that your followers might find useful, interesting, or entertaining. The “retweet” is a manifestation of this. When you see a tweet that you think your followers would be interested in, you can click the “retweet” button to make that tweet appear in your followers’ home pages. They’ll know you were the one who shared it. Some

people retweet manually by typing “RT @username” before typing out or pasting the tweet’s contents, where “username” is the original author’s Twitter username. This allows you to provide your own context as well.

- e) **@Mention**: You direct public messages to other Twitter users by inserting an “@” sign immediately followed by their username. For example, “@SproutSocial Hi there.” This causes your tweet to also appear in the “@Mentions” section of the target’s Twitter account. A tweet that begins with “@username” will only appear on the home pages of followers who also follow the person you’re referencing, but if you place the @Mention later in your update, it will appear to everyone who’s following you.
- f) **DM** : “DM” is short for “Direct Message,” a tweet-like message sent in private between two Twitter users. Unlike the

public @Mentions, DMs are private and do not appear to anyone besides their specified recipients, but you can only send a DM to someone who's following you. They're still limited to 140 characters, though.

**g) Engagement:** When people talk about “engagement” on Twitter, they're referring to the practice of responding to and making conversation with your followers and other people on Twitter. Doing so lets people know you're a human being they can have a relationship, and encourages them to continue following your updates. Most of the businesses that are successful on Twitter make engagement a priority.

**h) Hashtag :** People on Twitter insert “hashtags” into their tweets to provide context, and to make them easily searchable for people looking for updates on a specific topic. They're kind of like blog tags. A hashtag is simply a keyword preceded

by the hash symbol, like #marketing. Include it in your tweet and anyone who searches for that hashtag will see your updates. This convention is used a little less than it was in the past, but it's still quite common.

**i) Feed :** A “feed” is any constantly-updating list of tweets or other updates, usually sorted chronologically with the most recent updates appearing at the top. Almost every page on Twitter includes a stream; your home page is a feed of tweets from the people you follow, your profile page is a feed of your tweets, and Twitter's search results are feeds of tweets containing the searched-for terms.

**j) URL shortener:** Since tweets are limited to a succinct 140 characters or less, services have popped up around the web that create short website addresses that you can share with your followers without using up too many precious



## Benefits of Twitter to your Non-Profit Organization

characters in your tweet. These services are called “[URL shorteners](#)” because “URL” is the technical term for a web address. Typically, URL shorteners create very short addresses that automatically transfer anyone who clicks on them to the longer address of the page you want to share.

- k) **Trending** : When a term is extremely popular on Twitter at any given moment, it’s “trending.” Twitter’s home page offers a list of trending terms, and even lets you view terms trending in certain locations as opposed to the whole world. When a particular term is much-talked about on Twitter, like a natural disaster or a celebrity who’s just done something notable, that term can said to be “trending,” but the Twitter community is fickle; trends often evaporate as quickly as they appear.

### ✓ **Expose yourself with tweets**

People browse through Twitter accounts looking at who people are following and who they may like to follow. The more followers a Nonprofit has on Twitter, the more people who will follow your account and ultimately one tweet can immediately expose your organisation to thousands of people with minimal cost and effort. Some of these followers may ultimately offer support for your cause in a very practical way by supporting events, volunteering and maybe even becoming a donor. Tweet news, information and stats.

### ✓ **Twitter allows you to share**

With a Twitter account you can share your cause, your mission, your stories, your enthusiasm and passion with others, both those to whom you direct your words, but also to anyone else

who may be interested in or moved by the work that you do. You can invite your followers to subscribe to your e-newsletters, thereby encouraging people to become involved with your nonprofit.

### ✓ **Listen to tweets**

Twitter allows you to hear what others are saying, especially about what is going on in the nonprofit world in a very concise way. A tweet gets directly to the point. The more people that you follow who are involved in nonprofits, the more you will hear about the current state of affairs in this field. Listening will enable you to determine areas and issues of interest to your constituents.

### ✓ **Build relationships**

Focus on following nonprofits because people in this field are your natural allies and you will be able to build relationships with like-minded people. People who use social media tend to be great at sharing and your Twitter allies and you may learn a great deal from those who have tried things differently, made

mistakes and found success in the field. You will have a circle of people that you can turn to in times of need.

### ✓ **Increase traffic on your website**

Twitter provides a great way to drive traffic to your website where people can learn about what you do, who you are, how you make a difference, events you are holding and how others can assist your cause.

### ✓ **Conduct a poll**

[Twtpoll.com](http://Twtpoll.com) allows all Twitter account holders to conduct a poll which is a really good way of assessing public reaction to ideas that you may have, events you are considering, in fact, anything about which you would like to test the waters before jumping in.

### ✓ **Conduct a campaign**

Twitter allows nonprofits to conduct a very different kind of campaign, a call to action, a request to sign a petition or gaining support for a crisis in

your field. The electronic media opens the door to innovative ways of raising awareness campaigns, responses to crises or even fundraising. You can carry out highly effective campaigns without knocking on doors, standing on street corners or physically reaching out to people. This vastly increases the potential for success in our campaign.

### ✓ **Find volunteers**

Should you need volunteers to assist you in any way, whether it be to assist with your work or to shake a can in a mall, a tweet can result in an immense response to your call and provide the volunteers you need.

### ✓ **Issue invitations**

Holding an event, a fun run, a book sale? Increase attendance by letting everyone know via your Twitter account. Direct them to your website where you can display more detailed information.

### ✓ **Determine popularity**

Twitter allows you to bookmark

your tweets that received a lot of traffic. This is an excellent way of discovering what is important to people, what they want to hear about from your organization and what has meaning for them. This knowledge can become an important strategic tool in managing your nonprofit.

## Tweeting for non-profits in activism

### **What to tweet?????**

- a) Things people care about
- b) People's stories. They make the tweet personal, so people connect to them.
- c) Quotes and empowering messages
- d) Create Conversation by creating discussion through your tweets.
- e) Ask questions
- f) Focusing on one topic for a week or naming a day like "Fundraising Friday". Make sure that the topic has a

unique and interesting title so that you can create a catchy hashtag.

- g) Call to Action: “Please check out our latest video” or “please retweet”
- h) **Appreciation** : Thank your followers for their support and for their tweets.
- i) Include Links to videos, articles and events. Remember you can shorten the links using Bitly or Tinyurl.
- j) Regular daily tweet: Maybe a tip or quote of the day
- k) **Hashtags** : Hashtags are a very simple way to participate on Twitter. A hashtag is a word preceded by a hash (#) which is embedded in a tweet to emphasize and highlight important words or phrases, and to show the subject or context of the tweet. Check hashtags regularly and see if there are any that relate to your cause and tweet using that hashtag. Create your own hashtags that are catchy, unique and related to your

organisation. Hashtag the name of your event, or certain phrases or terms that matter to your organisation. Take advantage of the events around you. Like Hurricane Sandy and the Oklahoma tornadoes most events have a designated hashtag connected to them (#prayformadiba #budgetspeech or #obamainSA), tweet using such hashtags or create your own linked to events.

- l) **Retweet** : Retweet your @ mentions. Leave enough characters in your tweet so that people can retweet them. Choose a retweet format, the best is to include the reply in the retweet
- m) **Schedule** : Use software like Hootsuite and Tweetdeck to make tweeting easier. With these apps you can schedule your tweets to appear around the clock or at times you prefer.
- n) **Live tweet**: Don’t be afraid to live tweet your events.

It makes people feel like they are at the event. Tweet photos, quotes and other interesting things taking place

o) **Schmooze** : Follow related causes and people and engage with them. Search for charities, organisations or individuals you can relate to and follow them.

p) **Routine** : Come up with a themed day every week where you focus on one thing (e.g. #FundraisingFriday), or a “Tip of the Day”. Creating a routine also helps people get involved and prepares them to participate. In the days before the event tweet things like “Don’t forget that tomorrow is #fundraisingfriday, tell your friends!”

q) **Follow Friday** : Follow Friday is a way people recommend their followers in their tweets to other followers to follow on twitter. Look for interesting people and accounts and start recommending. Most

people will be gracious enough to follow back.

r) **Who to Follow** : It is very necessary to know what is happening in the non-profit world, so you should keep up to date with popular non-profit Twitter accounts.

### KEY TWITTER TOOLS FOR ACTIVISM

Twitter Accounts

Verified Accounts

Hashtags

Sponsored Ads

Live Videos

Trends

Insights

## C. Google+

### Understanding Google+ Terminologies

The Google+ terms in this section are ones that you might already be familiar with from other social networking sites. They’re fairly easy to understand and should make sense to you

regardless of your technical abilities or specific knowledge of the Google+ platform.

a) **Badges:** [Google+ Badges](#) are widgets that you can place in your blog or website sidebar. Similar to Facebook’s “Like Box” widgets, [Google+ Badges](#) make it easy for you to promote your [Google+ Profile](#) or [Page](#) and for people to add you to their [Google+ Circles](#) right from your website.

b) **Chat:** Using the Chat feature, you can notify people in your [Google+ Circles](#) that you’re online and available for an online chat from within [Google+](#).

c) **Hashtag:** If you use [Twitter](#), then you’re familiar with [hashtags](#), which are used to keep track of content related to a specific topic and are identified by a keyword preceded by the “#” symbol (e.g., #socialmedia).

d) **Notifications:** You can configure your [Google+ Account](#) so you receive notifications by [email](#), text

message, or in the [Google Bar](#) when something happens that involves you, such as when you’re tagged in a photo, a post is shared with you, or someone adds you to a [Circle](#).

e) **Profile:** A [Google+ Profile](#) is an individual’s place on [Google+](#) where he or she publishes and shares content, and interacts with the [Google+](#) community.

f) **Page:** [Google+ Pages](#) are created and used by businesses and [brands](#), while individuals create [Google+ Profiles](#).

g) **Stream:** Your [Google+ Stream](#) is where the updates from [Google+](#) members in your [Circles](#) appear. It is updated in real-time. The text box at the top of the [Google+ Stream](#) is where you can enter your own updates and share [photos](#) and [videos](#) with people who have you in their [Circles](#).

h) **Sharing:** As a [Google+](#) member, you can share content (text, images, video,

and links) by publishing it as an update to your [Google+ Stream](#). When you share content, it's visible on your own Google+ Stream and on the Streams of people that you chose to share that content with who have you in their own Google+ Circles. You can also "re-share" content that other Google+ members shared in their own Streams.

- i) **Tag:** You can tag other people in your Google+ updates and other people can tag you in their updates. To tag someone in an update, type "+" or "@" before the person's name (minus the quotes), and that person will receive a notification (if their notifications are turned on).
- j) **+1 Button:** Similar to the [Facebook Like](#) button and the [Twitter Tweet](#) button, the +1 button is included on websites to make it easy for people to share content with their Google+ Circles. When you see the +1 button, click it to share a link to the

content as an update in your Google+ Stream.

- k) **Circles:** You can organize the people you follow on Google+ and the people who follow you, by grouping them into Circles. For example, you can create a family Circle, a work Circle, and a friends Circle. You can create Circles in any way you choose to best organize your [followers](#). When you publish content on Google+, you can choose which Circles to share that content with; you can share the content with everyone in all of your Circles or make it public for anyone to see.
- l) **Data Liberation:** Use this feature to download and backup the content in your Google+ Account, which is available through the Google+ Settings option (the gear icon in the upper-right corner of your screen when you're logged into your Google+ account).
- m) **Extended Circles:** This is a confusing concept, but it's

important! When you share content with your extended Circles, people might be able to view your content even if you don't know them. You can't see a list of people in your extended Circles, because Google claims the list is constantly changing.

n) **Google Bar:** The Google Bar (also called the Google+ Bar or Sand Bar) is the gray bar that appears across the top of your screen when you're logged into your Google Account and visiting any Google product web page. You can see your Google+ notifications and share content on Google+ with a single click from the Google Bar.

o) **Hangouts:** Using the hangouts feature, you can video chat with up to 10 other people.

p) **Hangouts on Air:** Hangouts on Airs are produced by Google+ and are publicly aired live to the world on Google+ and YouTube. Hangouts on Air are also

made available for playback at a later time. 10 people can join the hangout. Once the hangout is full, you can't join and participate via video, but you can watch it as a YouTube video from the Stream.

q) **Instant Upload:** Using Instant Upload, you can share photos that you take with your mobile phone to your Google+ Circles. Just give Google+ permission to add your pictures to a private photo album that's hosted in the cloud, and your photos will be available for you to access from any device and share on Google+ whenever you'd like.

r) **Messenger:** This feature was originally called Huddle. Though the name changed, the functionality still enables you to turn conversations between a group of people into a group chat with your mobile device.

s) **Ripples:** Google+ Ripples is the name of a tool that helps you visualize how content is

shared and discussed across the Google+ community. You can click any public post on Google+ and select the “View Ripples” option to view the activity related to that update, including top contributors and much more.

- t) **Saved Search:** Formerly called Sparks, saved searches make it easy for you to follow Google+ updates related to a specific keyword or keyword phrase that interests you.

## 10 Reasons for using Google+

### ✓ **Free and easy:**

Google+ is free and it is easy to use and which nonprofit does not need a system that is free and easy to use? Most of it is housed in a simple toolbar at the top of many Google sites. This makes it much easier to keep

track of your social networking.

### ✓ **Use the dominance of Google**

For many nonprofit, more than 50% of the web traffic to your site comes from Google. People use a search engine to find your website. It is in your best interest to look into where Google is going. One of the most powerful things about Google+ is the way it is being incorporated throughout Google’s other offerings. When you use Gmail, the black bar is at the top of the page. Not only does it share your link to Google+, it even lets you interact with others on Google+ right from Gmail.

### ✓ **Google+ seems created for collaboration**

It is important to collaborate with others in your field and with interested parties. The “hangout” and “huddle” aspects of Google+ can instantly connect with people by video, audio, or simply chat, and hang out with really interesting people are doing it. For more focused conversations you can use a huddle, especially if you are

already collaborating on Google Documents, and you can create a virtual office which hugely increases productivity. The greatest strength of Google+ in the nonprofit world is in the internal organizing and coordination between staff.

### ✓ **Circle your friends**

Google+ Circles enables users to organize people into groups for sharing across various Google products and services. You are able to view a list of people in a user's collection of Circles, although you view the names of those Circles. This system replaces the friends' list function used by sites such as Facebook. This is a key social media networking tool to expand your sphere of awareness building.

### ✓ **Create community conversations**

You may be competing for a piece of the rather small cake of funds, but you have far more in common and by the very nature of people involved in nonprofits, you will find people willing to share, be it new approaches,

discussion of problems and how to overcome them or a host of other topics. Google+ Communities allow users to create ongoing conversations about particular topics in an easy to use form.

### ✓ **Promote events**

It is important to advertise events that you will be holding and to use photographs and so on from the event to promote your nonprofit. Google+ Events offers a simple way to do this. You can add events, invite people, and then share photos and media in real-time from the event. Furthermore, the program is integrated with Google Calendar.

### ✓ **Find it quickly**

Often you need to find out something about a person or a post that you have seen and only afterwards realize how helpful the person or blog could be, but you do not have time to trawl social media sites. If you use Google+, the "Search in Google+" allows you to search for content within Google+. You type what you are looking for

into the Google+ search box, and Google will return relevant people and posts, as well as popular content from around the web. In addition, Google+ uses hashtags that are hyperlinked to the most recent or highest-trending search results within Google+ containing the term that you are searching for.

### ✓ **The power of segmentation**

Google+ offers you the power of segmentation for charities to target the right people with regards to raising cause awareness, marketing and fundraising. You can create any number of circles to sort your contacts and contacts can be put into any number of your circles. So let's say you create circles that divide your contacts in various groupings such as staff, trustees, volunteers, general supporters and even donors, and you link with them via Google+, creating a Google+ database of sorts, where you can target specific messages to specific groups of people.

### ✓ **The power of Google+**

Millions of people use the various Google tools and it is quite possible that Google+ will allow you to expand your sphere of awareness. You can edit your posts after sharing, if they are not gaining the attention that you are seeking. Just readers can add "Likes" to Facebook posts so Google+ allows readers and viewers to add +1's that show support. Focus on posting success stories, photos and videos, statistics, inspirational quotations and calls to action, such as signing petitions. Create your own unique, authentic, emotion-evoking Google+ voice.

### ✓ **Increase trust**

Trust is all important in the nonprofit sector. If people do not trust that you are doing what you say you are doing and that your budget is spent in favor of the recipients of your nonprofit, people will not support you in any way. Google is a trusted network of data and content. Utilizing all that Google+ offers gives you the opportunity to share your goals, mission and

voice on a massive platform that millions and millions of people trust implicitly to deliver what it says it will deliver. This makes Google+ an excellent partner.

## D. LinkedIn

*Why you or your organization should become a member of LinkedIn:*

### ✓ **Build your brand**

Build your brand as a non-profit by using LinkedIn to inform professionals locally and internationally about your cause, your mission, the work that you do and who works or volunteers for your non-profit.

### ✓ **Digitally me**

A LinkedIn account tells the world that your non-profit is a professional organization that does not lag behind in an understanding of digital media and is at the forefront of technology and business efficiency.

### ✓ **Exude expertise**

LinkedIn provides an environment where you and your nonprofit can establish yourselves as experts within your field, thereby improving your standing from just another non-profit in your field. Starting or participating in LinkedIn groups, posting presentations and promoting webinars and speaking engagements boosts your and your organization's reputation.

### ✓ **Weave a web of connections**

Connections can be made with businesses, other nonprofits, and even donors within your industry. You are able to search for individuals associated with particular nonprofits, foundations, or businesses. You can then determine whether anyone can make introductions on your behalf, which is one of the key purposes of the website.

### ✓ **Publicize positions**

Publicize job opportunities or volunteer opportunities in your nonprofit amongst professionals

and CEOs. There are many instances where a company has seen a need and decided to provide support, even if only in the form of volunteer work by their staff.

### ✓ **Link up your supporters**

Provide an easily accessible platform to connect with your staff, supporters and partners, and enable volunteers and would-be volunteers to network more easily with one another in an efficient and simple way. Enable would-be volunteers to make informed decisions about signing up with your non-profit.

### ✓ **Find experts that can help solve problems**

There are times when a little advice from an expert in your field can really help to solve a tricky problem. On LinkedIn you can find out exactly who would understand the issue before approaching him or her for advice.

### ✓ **Stay abreast with LinkedIn Groups**

LinkedIn groups allow you

to stay abreast of the latest information on the nonprofit sector in an effective and well-organized manner. When you join appropriate groups, the groups will provide insight and information from non-profit workers on the front lines, as well as consultants and funders.

### ✓ **Make use of a free Company page**

LinkedIn allows nonprofits to create a free company page to create visibility for your brand, to promote your cause or products, etc. to create status updates, showcase job opportunities, link to tweets, blogs and media news about your nonprofit.

### ✓ **Raise your profile in search engines**

Anyone, including nonprofit professionals, with LinkedIn profiles that are customized with their name (e.g. [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)) has a vastly improved chance of being found in search engines because LinkedIn has such a high profile on search engines. This usually means an appearance in the first page of search results. In

the digital world, this gives your nonprofit an invaluable status.

## Instagram

### **How Instagram can help your Activism work**

#### ✓ **The future support base**

Instagram is dominated by young adults from the ages of 18-29 who will determine the future of all nonprofits. If young people can be persuaded to care about the causes supported by nonprofits, the future will be secure. If young people are unaware of nonprofits or simply don't care, there will be a time when nonprofits will find their existence far more fragile than it is today.

#### ✓ **Share in an instant**

Instagram is a fast and fun way to connect and share your cause with friends, family and the general public. Instagram has optimized the uploading of photographs for a fast and efficient upload. The network records an average of 8500 likes per second.

#### ✓ **Safe storage of photographs**

Instagram saves all your photographs on your own camera roll which you can synchronize with your computer, allowing you to download and print photographs.

#### ✓ **Move to moving pictures**

The latest development at Instagram is that users can upload video using the special video feature. A similar system of filters is provided which automatically stabilizes videos resulting in easy, professional-looking video production using only an iPhone or Android phone. Videos can tell a story far more effectively than standalone photographs or pictures.

#### ✓ **Show impact**

Supporters and donors lose their enthusiasm for a nonprofit when they do not receive feedback on the impact their contributions, be it in cash or kind. Photographs and videos enable you to show everyone who has made any contribution at all the difference that their

contribution has made. Thank supporters for the impact that they have made.

### ✓ **Teach the world**

Use a 15-second video on Instagram to teach the world a lesson that your nonprofit has learned. Make it amusing and fun and not too didactic and people will enjoy learning from you and will learn about your nonprofit. For example, make a video on the ten worst things that people can donate for disaster relief.

### ✓ **Transmit testimonials**

Ask people who can vouch for your organization or your work to record their support on a 15 second video and share the videos on Instagram so that the message about your nonprofit is heard by many. It is far easier and more fun for people to watch and listen to a testimonial than to read one.

### ✓ **Beat the attention deficit**

Develop short form videos of 15 seconds in which you show your core message before a person's attention wanders. Share a

single dramatic photograph that says it all for your nonprofit in the moment one takes to look at the photograph.

### ✓ **Connect to the global community**

Develop an international voice, attract attention and engage with possible supporters throughout a country and across the globe. Engage your followers in photo-a-day competitions; share inspired messages, and get the world talking about you.

## **E. PinInterest**

### **Benefits of Pin Interest to your Organization's Activism**

#### ✓ **A picture is worth a thousand words**

Pin images that promote your non-profit and capture the essence of your organization visually. Eye-catching images quickly get people's attention. People react more deeply to visual representations than to words.

## ✓ **Images depict the situation**

Images and videos of the conditions against which you are working can be pinned on your board. Your descriptions should reflect how your pins relate to your mission and your work. Photographs and videos of the work done by your organization provide irrefutable evidence to interested parties, donors and fellow nonprofits. Share images from events or activities. Before and after boards work well to promote work done. Invite volunteers and others in your non-profit to post photos of resources needed, progress of the action, and achievements.

## ✓ **Pictures personalize**

Pin photographs and videos of the recipients of the work of your nonprofit, presenting them as the real people they are, telling how they have benefitted from your work. Ideas and images that are inspirational are soon repined. Embed inspirational quotes onto your images and you, or your recipients, will soon have a committed following.

## ✓ **Share**

Pinterest allows you to share images and descriptions across a range of social networking platforms. Pinterest provides a uniquely visual and accessible platform on a user friendly network.

## ✓ **Market your brand**

Use Pinterest to market the work you do to interested people, possible volunteers, possible donors and the general public. Storytelling through pictures is key to communicating your mission. Nonprofits market themselves through educational and emotive appeals. Pinterest is an ideal platform when it comes to such appeals.

## ✓ **Increase web traffic**

Images that you pin on Pinterest can be repined by people who find interest or value in your images. As your URL can be attached to the images, those who see the images will be directed back to your website, genuinely increasing traffic and thereby your standing in search engines. Use keywords in pins

and boards to enhance search-engine optimization.

### ✓ **Interest and inform through infographics**

You can place interesting and informative facts about your non-profit and the work that you have done, or still need to do, in creative graphic style which will both attract interest and inform people about your non-profit. Really interesting infographics help to involve and interest the public in specific projects.

### ✓ **Make a call to action**

Pinterest is an ideal medium for running promotions and conducting competitions that can be informative, bring in funds or garner support for your work.

### ✓ **Be a follower**

Use Pinterest to follow other nonprofits and influential people in your field. See what they achieve and how. If they follow back, you will find yourself in a powerful group of like-minded people who can support and

inspire one another.

### ✓ **Engage and understand the public**

Use Pinterest to ensure that people know who you are, what you do and how they can support you. Use clever visuals to show what your need in respect of volunteers, resources and even funds. Monitor responses to your visuals in order to understand how the general public views your non-profit, and why, so that you can make changes, if necessary.

## F. YouTube

### **Why your Organization should use YouTube to enhance Activism**

#### ✓ **It's free**

In a nonprofit environment where there are always monetary constraints, a free service is a bonus. Once connected to the internet, go onto YouTube and you can use the latest technology to upload videos or watch videos. It's also fun but can serve a serious purpose.

## ✓ **Fast and resumeable uploads**

Uploading of videos is fast and efficient, even in rural areas of Africa and, if the internet connection is lost for a short while, the video will continue at the point where it was interrupted. The viewer does not have to start the video from the beginning. This is important if you are communicating with people in Africa where connections are interrupted, and where internet connectivity is much more expensive than in other parts of the world.

## ✓ **Utilize the power of visual presentation**

YouTube provides a medium for you to tell your story visually. A video is a powerful format that transports viewers into your world to see the situation for themselves. Your cause becomes real and not something remote from the viewer's world. YouTube will tell your story without any filters.

## ✓ **Add captions**

YouTube does not yet have auto captioning but is synchronized with CaptionTube that allows you to create subtitles for your video. When a video really attracts interest and viewers want to forward it to speakers of a different language, the viewers often add captions or translations of the video. Of course, you could simply add your own captions or translations. This is very helpful when you hope to address people of different language groups.

## ✓ **Tell the full story**

YouTube has no limit to the length of the video that you can post, unlike other social networks that limit videos to a number of seconds. This allows you to tell the full story on your video. You can include, briefly, any necessary background material before telling the story. It allows you to use real people in a situation as they can take as long as they need to speak.

## ✓ **Vocalize**

The spoken word, in conjunction with the visual presentation, is very powerful. Voices, and even background noises, stand out from the “noise” of pages of information on the internet. Individuals can tell their own story. Viewers can hear from original sources, and your message will be successfully delivered.

Take a look at this excellent example of a South African nonprofit sharing their cause via an effective video explaining "The Domino Effect".

## ✓ **Go viral**

Something is said to go viral in the computer world when it has the ability to spread copies of itself or change other similar objects to become more like itself when those objects are simply exposed to the viral object. In the case of YouTube, it is a video that goes viral when thousands of people copy the video, increasing the number of views of the video incrementally. It is not unknown for videos to be viewed by millions of people.

Therein lies your opportunity for truly creating and awareness of your cause and your mission

## ✓ **Inexpensive videos**

The time is right to use YouTube videos because expensive equipment is not necessary in the making of a video. Your nonprofit can make a video using pictures, symbols or illustrations -- you are not limited to filming with a video recorder. Basic computer programs now include programs for making simple videos on your computer. You can also inserting a suitable podcast to make your video come alive

## ✓ **Enhance your website**

YouTube allows you to embed links to your website. You can take viewers to your website to learn more about your nonprofit, to sign a petition, to sign up as a volunteer or even to make a donation

## ✓ **Create a traffic jam**

A key purpose of any nonprofit that creates a web presence is to create awareness of the

nonprofit organisation and its intentions. To do this, people have to visit your website. YouTube has become a top destination for searches and a good strategy to gain search engine optimisation and to put you on the first page of Google searches in your field, thereby improving awareness of your cause and driving traffic to your website.

## G. Wordpress

### **Benefits of Having a Blog**

A blog is a useful social media platform that allows you to communicate directly with your audience. Although blogging requires a sustained effort, it's one that pays off in many positive ways.

#### **1. Two-Way Communication**

A blog shouldn't only be a one-way communication process but rather a conversation: you communicate with your readers and the readers in turn respond to you via a comments box. Audience feedback plays a key

role in ensuring you provide exactly what is sought after. Once you become aware of what you are lacking, you are able to work from there to move forward. Favorable feedback helps you realize what your strong points are and what you are doing correctly.

The feedback you receive can also give you ideas on what kind of topics to address in future blog posts that are meaningful to your readers.

#### **2. Organizations are on Top of their Game**

When you are tending to your blog, you are not just addressing topics that your audience specifically find important, but also topics that are important in the industry as a whole. This means that you, as an organization, have to keep up with current affairs and news updates in order to constantly provide useful topical information. Being on par with what's happening around you offers you a valuable edge that closely ties in with the next point below.

### 3. A Sense of Trust

When your blog posts touch on topics that are helpful and useful to your audience, a sense of trust is created. Readers automatically tend to trust a source as soon as their needs are met and questions answered. Maintaining a blog helps you foster a positive relationship that can have many advantages for both the reader and yourself.

### 4. Social Shares

Do you have your Facebook, Twitter and Google Plus accounts set up yet? Your blog posts are original content that makes an excellent source for social sharing material. Once you have a strong followership, sharing blog posts that provide value to readers are a fantastic way to extend your reach and grow your audience.

### 5. Search Engine Optimization (SEO)

Producing keyword-rich blog posts are a great way to get your site on the web recognized. There are many useful online keyword tools that should

give you a good idea on which keywords are better to use in your blog post.

Wondering how often should you blog? This depends on the nature of the work you do and topics you address. While some may notice that blogging no less than once a week is an ideal way to keep abreast and meet readers' expectations, others may see that just a single blog post a month does the trick.

## Features of Wordpress vital for non Profits in activism

**Simplicity** makes it possible for you to get online and get publishing, quickly. Nothing should get in the way of you getting your website up and your content out there. WordPress is built to make that happen.

**Flexibility** With WordPress, you can create any type of website you want: a personal blog or website, a photoblog, a business website, a professional portfolio, a government website, a magazine or news website, an online community, even a network of websites. You can make your website beautiful with themes, and extend it with plugins. You can even build your very own application.

**Publish with Ease** If you've ever created a document, you're already a whizz at creating content with WordPress. You can create Posts and Pages, format them easily, insert media, and with the click of a button your content is live and on the web.

**Publishing Tools** WordPress makes it easy for you to manage your content. Create drafts, schedule publication, and look at your post revisions. Make your content public or private, and secure posts and pages with a password.

**User Management** Not everyone requires the same access to your website. Administrators manage the site, editors work with content, authors and contributors write that content, and subscribers have a profile that they can manage. This lets you have a variety of contributors to your website, and let others simply be part of your community.

**Media Management** They say a picture says a thousand words, which is why it's important for you to be able to quickly and easily upload images and media to WordPress. Drag and drop your media into the uploader to add it to your website. Add alt text, captions, and titles, and insert images and galleries into your content. We've even added a few image editing tools you can have fun with.

**Full Standards Compliance** Every piece of WordPress generated code is in full compliance with the standards set by the W3C. This means that your website will work in today's browser, while maintaining forward compatibility with the

next generation of browser. Your website is a beautiful thing, now and in the future.

**Easy Theme System** WordPress comes bundled with two default themes, but if they aren't for you there's a theme directory with thousands of themes for you to create a beautiful website. None of those to your taste? Upload your own theme with the click of a button. It only takes a few seconds for you to give your website a complete makeover.

**Extend with Plugins** WordPress comes packed full of features for every user, for every other feature there's a plugin directory with thousands of plugins. Add complex galleries, social networking, forums, social media widgets, spam protection, calendars, fine-tune controls for search engine optimization, and forms.

**Built-in Comments** Your blog is your home, and comments provide a space for your friends and followers to engage with your content. WordPress's comment tools give you everything you need to be a

forum for discussion and to moderate that discussion.

**Search Engine Optimized** When the head of Google's web spam team says that WordPress is a great choice, taking care of 80-90% of the mechanics of search engine optimization for you, you know you're on to a good thing. For more fine-grained SEO control, there are plenty of SEO plugins to take care of that for you.

**Multilingual** WordPress is available in more than 70 languages. If you or the person you're building the website for would prefer to use WordPress in a language other than English, that's easy to do.

**Easy Installation and Upgrades** WordPress has always been easy to install and upgrade. If you're happy using an FTP program, you can create a database, upload WordPress using FTP, and run the installer. Not familiar with FTP? Plenty of web hosts offer one-click WordPress installers that let you install WordPress with, well, just one click!

**Importers** Using blog or website software that you aren't happy with? Running your blog on a hosted service that's about to shut down? WordPress comes with importers for blogger, LiveJournal, Movable Type, TypePad, Tumblr, and WordPress. If you're ready to make the move, we've made it easy for you.

**Own Your Data** Hosted services come and go. If you've ever used a service that disappeared, you know how traumatic that can be. If you've ever seen adverts appear on your website, you've probably been pretty annoyed. Using WordPress means no one has access to your content. Own your data, all of it - your website, your content, your data.

**Freedom** WordPress is licensed under the GPL which was created to protect your freedoms. You are free to use WordPress in any way you choose: install it, use it, modify it, distribute it. Software freedom is the foundation that WordPress is built on.

**Community** As the most popular open source CMS on the web, WordPress has a vibrant and supportive community. Ask a question on the support forums and get help from a volunteer, attend a WordCamp or Meetup to learn more about WordPress, read blogs posts and tutorials about WordPress. Community is at the heart of WordPress, making it what it is today.

**Contribute** You can be WordPress too! Help to build WordPress, answer questions on the support forums, write documentation, translate WordPress into your language, speak at a WordCamp, write about WordPress on your blog. Whatever your skill, we'd love to have you!

# KEY LEGISLATION RELATED TO ONLINE FREEDOM OF EXPRESSION IN UGANDA

LAW	IMPLICATIONS
<p>Uganda Communications Act</p>	<p>seeks to consolidate and harmonise the regulation of communications and electronic media in Uganda.<sup>6</sup> The Act sets up the Uganda Communications Commission (UCC) as a regulatory body for all electronic communication systems in Uganda. The law gives UCC several powers, which range from regulating the sector, setting up policy, monitoring of the sector, licensing and enforcing laws relating to the communications sector, fining and punishing those who violate the law. Although the Act provides for establishment of a Communications Tribunal whose role is to be an arbitrator on issues relating to the communications sector, to-date this has not been done.<sup>7</sup> The lack of a tribunal has also resulted in a situation where the UCC can be a complainant and a judge in cases and this presents a potential for miscarriage of justice.</p> <p>In the last year, UCC used its powers under this Act to issue directives for the blocking of social media and mobile money access during national elections and at the swearing in ceremony of the president. The regulator claimed the blockage was necessary for the security of the country. The blockage was condemned by various human rights organisations as a violation of the right to freedom to expression and other Internet freedoms.</p>

LAW	IMPLICATIONS
<p>The Computer Misuse Act</p>	<p>The Computer Misuse Act, 2011 seeks to provide for safety and security of electronic transactions and information systems and to prevent unlawful access, abuse or misuse of information systems among other things.<sup>10</sup> The Act has a broad definition of a computer, which covers all types of electronic or electromagnetic systems capable of storing or transmitting data. The broad definition of a computer means that any person using an electronic or electromagnetic system has a duty to act within the confines of the Act, failure of which is one of the several offences under the Act</p> <p>Section 25 of the Act calls for the punishment of “offensive communication” where “any person who willfully and repeatedly uses electronic communication to disturb or attempts to disturb the peace, quiet or right of privacy of any person with no purpose of legitimate communication whether or not a conversation ensues commits a misdemeanor and is liable on conviction to a fine not exceeding Uganda Shillings 480,000 (about USD 140) or imprisonment not exceeding one year or both”. This provision is broad and has been abused by authorities to limit freedom of speech by prosecuting individuals deemed to have violated this section. As such, this section has been challenged in the constitutional court for being overly broad and unnecessary and likely to result in abuse of freedom of expression.<sup>13</sup></p>

LAW	IMPLICATIONS
<p>The Anti-Pornography Act</p>	<p>the Anti-Pornography Act, 2014 prohibits the publication and circulation of pornographic content. Section 2 of the Act defines pornography as “any representation through publication, exhibition, and cinematography, indecent show, information technology or by whatever means of a person engaged in real or stimulated explicit sexual activities or any representation of the sexual parts of a person for primarily sexual excitement.” This definition of pornography has been criticised for being too broad and open to misinterpretation.<sup>14</sup> Section 13 makes it an offence to publish, broadcast, traffic in, procure, import or export pornography. The law is mostly unfavourable to women as section 13 is likely to discourage victims of revenge pornography from reporting cases to authorities in fear of retribution as the victim and perpetrator are equally liable. Moreover, section 17 requires Internet Service Providers (ISPs) not to allow their protocols and systems to be used for publishing pornography.</p> <p>It places an obligation on ISPs to monitor and carry out surveillance on their subscribers for them to be able to identify and remove content considered pornographic. Generally speaking the broad nature of an offence under the Anti-Pornography Act 2014 Act is bound to affect various Internet users who may in one way or the other be in possession of content considered pornographic. For example, whereas in some countries courts have ruled that using the “like” button on social media such as Facebook does not give rise to action in defamation,<sup>15</sup> it is not clear if “liking” a page with pornographic content can be adjudged as publishing pornographic content hence giving rise to criminal liability. It is also not clear how the law will treat cases where a person is found in possession of content considered pornographic which they accessed through social media such as Whatsapp, where he or she had no control on the process of distribution or download of the said content.</p>

LAW	IMPLICATIONS
<p>The Regulation of Interception of Communications Act</p>	<p>The Regulation of Interception of Communications Act, 2010 provides for lawful interception and monitoring of communications in the course of their transmission through a telecommunication, postal or any other related service or system. Section 3 provides for the establishment of a monitoring centre under the oversight of a minister. The Act makes it a crime to unlawfully intercept communication of a person and lawful interception is only permitted by authorised officials upon issue of a warrant by a judge.<sup>19</sup> The act also calls for service providers to technically assist government to intercept communications by installing hardware and software to enable interception of communications at all time or when required.</p>

## What do you need to develop a social media strategy?

Before you dive straight in and start setting up social media accounts on all the platforms you can think of, make sure you have a plan in place.

- 1) The first part of your social media strategy is to **define your audiences**. Who do you want to reach on social media? Your audience could include journalists, potential donors, existing donors, members of parliament, the South African public in general, other NGOs doing

similar work...

- 2) Once we've defined your audience, look at which channels are the best to reach them. Are they currently on Facebook, Twitter, Mxit? How engaged are they? Spend time on the platforms they use and **listen** to the conversations.
- 3) **Goals:** Set clear and measurable goals. For example, your goal may be to increase subscriptions to your newsletter. Define this in numbers: do you want to achieve a 10% increase in subscriptions or would it only be worth your while to run this campaign if your increased subscriptions by 100%?
- 4) **Choose your platform(s):** Look at your audience and your goals, and use these to determine which platform is best for you to use. A rule of thumb is to allow at least 2 hours per week per platform. Start off with one platform, rather than jumping into multiple spaces and trying to manage them all at once.
- 5) **Plan:** What are you going to do to reach your goals? For example, if your goal is to get the attention of a member of parliament on twitter, you can start by growing a community of people who support your cause, and then run a campaign for your supporters to tweet that particular MP about your issue. Remember that social media campaigns work the same as any other campaign: you need a cause, a case for support, a call to action, and a clear definition of what you want the outcome to be.
- 6) **Monitoring and Evaluation:** Establish benchmarks and measure your success against your goals. Without measuring, you cannot establish if your time spent on social media is worthwhile, and you can't revise and improve your strategy.

# A learning guide for LGBT Activists in Uganda



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