

## CHOOSING YOUR SOCIAL MEDIA ACCOUNTS



There are many different social media websites available, all with their strengths and weaknesses. Before you create any account, it's best to have a clear idea of what you want to achieve, and a plan for how you'll manage it.

### FACEBOOK

Facebook allows you to post short updates, photos and videos as well as plan events. You need your own personal Facebook profile to access most of the content on the site, and to create groups or pages.

#### Facebook groups

Facebook's group features are very similar to old internet forums or email lists. They work best with small groups of people.

- Groups are designed for informal communities. Any member of the group can post, and all members see all posts.
- Groups can be public (open), but we recommend you keep a group private (closed) if you use one.
- To join a closed group, users must request to join it, and wait for the administrator to accept them.
- Members generally receive notifications when anyone posts in a group – but if a group member doesn't interact for a while ('like' a post or comment, etc) then they will stop getting the notifications
- Groups are a good forum for discussion and debate, and sharing updates with active group members. They can sometimes be off-putting for new members if they don't know anyone.

#### Facebook pages

Facebook pages are designed for organisations or public figures, and work a little like a mini website.

- Pages are completely public, so anyone (with a Facebook profile or page) can 'Like' your page to follow your updates.
- Administrators can publish updates to your page which all page-likers can see – although not

everyone will see each post in their Newsfeed.

- Pages are good at promoting your events and updates to the wider world, to help reach beyond your active members.

### TWITTER

Twitter is an information network made up of short, 140-character updates. It's an easy way to discover the latest news related to subjects you care about. It is designed for anyone but can take some getting used to.

- Twitter is completely public: anyone can see your account and tweets, reply to you and subscribe to your updates ('Follow').
- Users can 'Follow' others to subscribe to their content.
- Only administrators (those with access to the username and password) can post updates.
- Twitter is great for networking with like-minded people, engaging with politicians, and keeping up-to-date on the latest human rights news.
- Twitter is also good for promoting your events and updates to the wider world to help reach beyond your active members.

If you want to you can also try other social media platforms, including **Google+**, **Instagram**, **Pinterest**, **Vine** and others. As with Twitter and Facebook, remember there will be work involved to keep each space updated, so have a plan for what you want to achieve before you open any account.

## HOW TO NAME YOUR SOCIAL MEDIA ACCOUNTS

All social media accounts need a name! With over 7 million supporters globally there are now a lot of Amnesty social media accounts, so we've devised a naming system to help supporters navigate round.

It isn't an exact science and it won't always fit your group. If you're unsure, ask your usual Amnesty contact. The most important rule of thumb is that names should always start with '**Amnesty International UK**' or '@amnesty' if there's room.

	<b>Facebook name</b> The more descriptive the better. Should always be prefaced with 'Amnesty International UK'	<b>Facebook URL</b> Ideally matches your Twitter handle or other URLs so all your spaces are easy to find. Facebook.com/....	<b>Twitter handle</b> Shorter is better - must be under 16 characters. Letters, numbers and underscores only
<b>SECTION/GLOBAL</b>			
Amnesty International UK	Amnesty International UK	/amnestyuk	@AmnestyUK
Amnesty International Australia	Amnesty International Australia	/amnestyoz	@AmnestyOz
<b>NETWORKS/CCs</b> (indicative – not all of these exist)			
Amnesty International UK LGBTI Network	Amnesty International UK LGBTI Network	/amnestyuk_LGBTI	@amnestyuk_LGBTI
Amnesty International UK China & East Asia CCs	Amnesty International UK China & East Asia Team	/amnestyukcea	@amnestyukcea
Amnesty International UK Europe CCs	Amnesty International UK Europe Team	/aiuk_europe	@AIUK_europe
<b>LOCAL, YOUTH AND STUDENT GROUPS</b> (indicative – not all of these exist)			
London Regional Group	Amnesty International UK London Group	/amnestylondon	@amnestylondon
Blackheath & Greenwich Group	Amnesty International UK Blackheath & Greenwich Group	/amnestybg	@AmnestyBG
Truro & Falmouth Group	Amnesty International UK Truro & Falmouth Group	/amnestytruro	@AmnestyTruro
Queen's University Belfast Group	Amnesty International UK Queen's University Belfast Group	/amnestyQUB	@AmnestyQUB
John Hampden Grammar School Group	Amnesty International UK at John Hampden Grammar School	/amnestyJHGS	@AmnestyJHGS

## ADDING A DESCRIPTION AND A DISCLAIMER

It's important to add a description and disclaimer to your accounts so everyone is clear about who you are.

Here are some examples you can base your own on.

### Twitter

- We're volunteer activists focusing on human rights issues in \_\_\_\_ - tweets by @\_\_ and @\_\_ | Official channel @AmnestyUK. Retweet ≠ endorsement.
- Human rights updates on \_\_\_\_\_. We're volunteers, follow @AmnestyUK for all Amnesty updates and actions. Retweet ≠ endorsement.
- Volunteer activists in \_\_\_\_\_, campaigning for human rights around the world. Follow @AmnestyUK for UK-wide updates. Retweet ≠ endorsement.

### Facebook

#### • Short description

Facebook will show 3 lines

eg. *We're a group of Amnesty volunteers in \_\_\_\_\_, working together to campaign for human rights around the world.*

#### • Long description

Only visible if someone clicks through  
eg. *Welcome to our Amnesty International local group Facebook page.*

*We're a group of activists from \_\_\_\_\_, passionate about championing human rights as part of Amnesty International – a movement of 7 million people globally.*

*This page is a place for Amnesty supporters to participate in meaningful discussions about human rights, get updates about our meetings and events, and take action for human rights*

*Email \_\_\_\_\_ to find out more.*

#### • General information

The 'general information' tab is a great place to add your moderation policy. See our separate sheet on moderating Facebook for details.