

## AGENDA

### EQUINET TRAINING SESSION

#### Communicating Equality II: Social media for equality bodies

Tuesday 4<sup>th</sup> April and Wednesday 5<sup>th</sup> April 2017

Location: Facebook Offices, 4-5 Grand Canal Square. Dublin 2, Ireland

Training session delivered by:

Mahtab Khan and Adam Stokes from  
[eyewitnessapp.com](http://eyewitnessapp.com)



Hosted by:



## OBJECTIVES OF THE TRAINING SESSION

The training session aims to:

- Help Equinet members to **use social media in a more strategic way**
- Outline the **possibilities of social media tools** (monitoring, publishing, analysis)
- **Share best practice** and learn from ideas from both the public and charity/voluntary spheres
- Learn about **new social media** platforms
- Get an introduction to the **paid social media channels** and making the most of limited budgets
- Learn how to deal with **negative aspects of social media**

## AGENDA

### 3 APRIL 2017

16:00

*Meet and Greet at the offices of the Irish Human Rights and Equality Commission, 16 – 22 Green Street*

### 4 APRIL 2017

09:15 - 09:45

**Presentation of the programme and Tour de Table**

*Mahtab Khan and Adam Stokes*

09:45 – 11:00

**SESSION 1: How to approach social media in a strategic way**

- Including social media in a general communication strategy
- Planning your social media schedule
- Setting the work flow
- Reporting on social media use

11:00 – 11:30

**Coffee Break**

11:30 – 12:30

**SESSION 2: Community Standards and Counter Speech at Facebook**

*By Siobhan Cumiskey and Aibhinn Kelleher, Facebook*



12:30 – 13:30	<b>Lunch</b>
13:30 – 14:30	<b>SESSION 3: Social Media Platforms</b> <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Youtube</li> <li>• Linked In</li> </ul>
14:30– 15:30	<b>SESSION 4: Catchy content and trends</b> <ul style="list-style-type: none"> <li>• What kind of content is key?</li> <li>• Identifying the trends</li> <li>• Working with Ambassadors and keeping focused</li> </ul>
15:30 – 16:00	<b>Coffee Break</b>
16:00 – 17:30	<p><i>Participants will break up into two different groups based on their current use of social media for their equality body.</i></p> <hr/> <p><b><u>WORKSHOP 1: Where to begin with Social Media?</u></b></p> <ul style="list-style-type: none"> <li>• <b>Developing your digital strategy</b> – <i>Katrine G. Pettersen, Equality and Antidiscrimination Ombud (LDO), Norway</i></li> <li>• <b>How to get the most out of your equality body’s social media usage</b> – <i>Josip Grgic, Ombudsperson for Gender Equality, Croatia</i></li> </ul> <hr/> <p><b><u>WORKSHOP 2: How to get the most out of your social media use?</u></b></p> <ul style="list-style-type: none"> <li>• <b>Developing new forms of content and handling problems successfully</b> – <i>Ann Kathrin Sost, Federal Antidiscrimination Agency (FADA), Germany</i></li> <li>• <b>Learnings from Social Media campaigns</b> - <i>Jack Gibson, Irish Human Rights and Equality Commission, Ireland</i></li> </ul>
17:30– 17:45	<b>Summary of Day 1 and any other updates</b>
<b>5 APRIL 2017</b>	
09:00– 10:00	<b>SESSION 5: Making the most of media platforms</b> <ul style="list-style-type: none"> <li>• Killer content plan</li> <li>• Content marketing periodic table</li> </ul>
10:00 – 11:00	<b>SESSION 6: Successful Campaigns</b> <ul style="list-style-type: none"> <li>• How to make your social media campaign successful</li> </ul> <p><i>Include legislation changing examples from FADA, Germany &amp; DIHR, Denmark</i></p> <ul style="list-style-type: none"> <li>• Targeting different audiences</li> </ul> <p><i>Include example from LDO, Norway</i></p>
11:00 – 11:45	<b>Coffee Break &amp; tour of Facebook offices</b>
11:45– 13:00	<b>SESSION 7: Tackling negativity</b> <ul style="list-style-type: none"> <li>• Fighting negative comments on your pages</li> </ul> <p><i>Include examples from Commissioner for Human Rights, Poland and High Commission for Migration, Portugal</i></p>
13:00 – 13:15	<b>Conclusions, followed by lunch</b>

## PARTICIPANTS

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## SUMMARY

After an introduction to the training by Mahtab Khan and Adam Stokes of Eyewitnessapp, equality body participants did a tour de table to present themselves and the social media work of their organisations. In some cases there is no social media currently being used, usually due to either a lack of resources or a lack of interest/understanding from management. Some members have very high engagement on one or more social media channels, but still wonder how to communicate better without being too controversial/seen as political. Tackling negative comments is an issue that all members have, and dealing with hate speech is very off-putting for those who haven't started social media work yet.

### Session 1 – How to approach social media in a strategic way

1. Consistent brand messaging and tone of voice: Need to have a similar tone of voice whenever we speak – on social media, it might be more informal. Need to have some sort of strategy/guide/brand guidelines to know what can and can't be done on social media, values that we have, etc.
2. Good to have a content plan as to what you want to post and when.
3. While it's generally better to have one main person dealing with social media, it is good to get other people involved in social media and interested in speaking out. Once you've agreed on your guidelines, there shouldn't be any problem with them posting too.
4. Automation platforms such as [Hootsuite](#) can help you organize your messaging. [Hootsuite Academy](#) offers free qualifications on how to use the Hootsuite Platform properly – you can use the platform, watch videos and learn a lot, but you need to do both.
5. Setting the work flow: create a calendar!
  - o Topical content – shows that your profile is current, linked to international days etc. Will keep you linked to current issues.
  - o Evergreen content relevant all year round – should highlight your values, your publications, updates about your organisations, events etc. Can repost other people's information if it's of interest to your userbase.
6. Reporting on Social Media Use – useful to know if your work is going well
  - o Clicks: they were engaged, but you don't know how they engaged

- Like: quite passive, often polite form of engagement
- Share / Comment – shows more engagement and interest in your topic
- Mentions: someone is talking about you
- Reach: Followers – high rate is good but they might not be active accounts. Impressions – how often content is present on someone’s feed. Traffic data – gives gauge of how valuable your social media marketing is.
- Leads: how many people are actively doing something, if they end up on your website – do they sign up to newsletters, are they downloading information?
- Conversions: share of voice - do people listen to us? Conversion rate – ratio of likes to followers. Applause rate – likes compared to followers. How can we improve this to get more people interested?
- Share of voice can be measured on [true social metrics](#) (paid platform) – can download up to 12 months of information, can be uploaded for you and your ‘competitors’.

**There is nothing wrong with not knowing something but it is wrong to make decisions based on something that we don’t know.** Get intergenerational support so younger people can support older people in learning about social media.

7. Monitoring social media – maintain relations with other organisations, followers and figureheads to help shape your portrayal online – most of us follow about 1000 people on Twitter, and that’s a good start.
  - Monitoring negative comments is just as important as the positive. On **Hootsuite, you can follow a stream linked to certain words, phrases, your name.** However, we have to pick our battles – if there is something that is very negative and we feel that our organisation is very badly affected by it, then probably best to engage. If it’s just someone looking for an argument, then maybe best to avoid.
  - Consider scripting short paragraphs to respond to negativity about your organisation (eg. you only support Muslims) that promotes all of our work. It should say something along the lines of: What you are saying is not correct – our values and mission statement cover many more issues. May be good to share figures with people to show how one group may be more discriminated. Sometimes the discussion is – there are many more problems than equality/discrimination, what about employment? [Blue eyed/brown eyed experiment](#) can be one way of making people aware of discrimination

## Facebook Presentation

Facebook doesn’t track any one legal system as people share across borders. They work with many NGOs around the world – work closely with some equality bodies (UNAR, Unia), work with anti-hate speech. Work on [code of conduct](#) with European Commission. Work closely with anti-suicide organisations to help people who post about self-harming etc.

Some years ago, made [community standards](#) much more detailed to keep the platform safe. Not allowed: abusive/hate speech: **FB removes hate speech, which includes content that directly attacks people based on their race, ethnicity, national origin, religious affiliation, serious disability/disease, sexual orientation,**

**sex, gender/gender identity.** European Convention of Human Rights inspires their hate speech policy. [Handyside v UK judgment](#) of 7 December 1976.

People can freely debate ideas and institutions, but when you start directing that speech at members of a particular category that is different. Can say you are worried about your jobs because of immigrants but not because you hate a particular immigrant.

It is acceptable to:

- Challenge ideas, institutions and practices
- Share hateful content for the purpose of raising awareness or educating others – make it clear that what your sharing is because you’re disgusted by it
- Humour, satire or social commentary
- You must use your authentic identity – more responsible when they share this kind of commentary – if someone is abusing a page and using it to post offensive behavior we have ways to deal with that.
- Urge people to be conscious of their audience when sharing this type of content

Code of Conduct - had been working on this for a long time so happy to sign up to code of conduct. Have made changes since signing up to code – language support. Turn around times – already meeting 24hr. Can sign up people as trusted partners to listen better to them when they’re reporting (could be of interest for equality bodies).

**Counterspeech** – Content that seeks to challenge hateful and extreme views through alternative messaging and narratives. Examples of alternative narratives are mentioned below.

- The Oscar Morales Story – an ordinary citizen captures community outrage – one million voices against FARC, invited 100 friends to like the page, 15000 people signed up. He create an event and 1.5 million attended. FB did nothing – we just provide the platform!
- #notinmyname active change in the UK set this hashtag up and went as far as Barack Obama
- #bringbackourgirls
- #blacklivesmatter started on FB
- #loveislove – also on Instagram, great for counterspeech, very visually engaging especially for young people
- #withrefugees – a lot of very positive stories, local initiatives, setting up dinners etc
- Trying to change a perception – English Disco Lovers (EDL)
- Demos UK – what makes counter speech effective and how does it affect people’s behavior
- Hope not Hate – very popular!
- Utrecht University - #daretobegrey – coming up with good ideas in short time for a competition
- Finland – choose your future, united by football – offline and online approach to integration

Facebook offer Trainings – Anna Lindh foundation, new America etc – everyone should be aware of counter speech and want to share it as wide as possible. Working with 250 universitites to create counter speech campaigns

## How to create counterspeech that will be viewed!

- Form of speech - Videos are viewed 9 times more than photos.
- Tone of voice – constructive commentary, discussion and satire most engaging
- Most effective speaker – audience dependent: former extremist, celebrity, peer friends’ timelines – get NGOs or well-known people to speak out on your behalf. Us working in the background (goes for equality bodies too!).
- Who do you want to reach? Hate speech creators, sympathizers, indirect influencers, society? Having a campaign strategy is really important – make sure to plan in advance, what’s your metric of success? What is your tone? Method of conversation
- Most interacted pages overall? Content best suited to spreading beyond network
- Be **conversational** – don’t be too formal. Don’t be too text heavy.
- **Authenticity** – what is your authentic self as an organisation and portray that
- Be **visual** – keep videos short and add subtitles
- **Simple** – ONE takes lovely pictures and add short basic info . Use local universities etc to provide simple content for you
- **Timely**: be strategic about when you want to post
- Peer to Peer challenging extremism across countries

**Facebook Live** – tell fans when you’re broadcasting ahead of time – build anticipation. One day’s notice gives people the right amount of time to tune in. Go live with strong signal. Write a catchy description to draw people in. Ask followers to sign up to live notifications. Say hello to commentators by name, respond to comments as they come up. Broadcast for longer periods of time to get more people in

Reach new people with ads. Counterspeech can be really well targeted. Links to people’s background, their likes etc.

[Nonprofits.fb.com](https://www.facebook.com/nonprofitsfb.com) – set up a page linked to your campaign, groups are great to exchange ideas, events very useful – eg music events in central and eastern Europe. Boosting content from your page, we give insights.

In far right future, how do we push back? Values are very important! In Middle East for example we are pressured to remove certain content but we push back. Often get questionable requests from FB from governments and we are working hard to promote equality and support our values/human rights. Facebook wants the most voice for the most people. This comes with a tradeoff between freedom of speech and safety of users.

## Session 3: Social Media Platforms

**Advantages:** additional communication channel, educational, easy and cost effective way to promote your work, forum for more accessible content, further reach, address specific targets, shared ideas

**Advantage/Disadvantage:** Time

**Disadvantages:** excluded offline audience, gives haters a platform, dealing with social media after working hours (capacity to react), can be too simplistic – hard to communicate complicated messages (lacks

nuances!) and battle against the passionate person, approvals required by heads in office, difficult to manage

**Paid advertising** on Facebook – Denmark uses FB boosts at times, so they have a far reach, but next posts seem not to be so popular and he wonders if FB is encouraging him through algorithms to continue using boosts. Boosting things in one country works – if you target right people in right country. Don't boost from the beginning, wait for 2/3 days and then identify target. That should be your 0 – wait for full capacity and then boost. Can get viral boost originally and then boost more. Only problem if we want to get info out on a particular day, can't wait.

Can bring in lovers and haters by targeting words like Muslims for example, so prepare for that, have a moderator to deal with hate messages!

Mahtab's office left a nearly finished ad on Linked in 2 weeks – got an offer of free advertising. May be worth while going almost to the end of the procedure for placing an ad, and then leaving it to see if their algorithms pick it up.

Norway – try different ads, and then promote ones that are most popular. Test – buy ads for small amount of money and then see which works best .

FB – can be quite cost effective – much less expensive than Bill Board for example.

**Twitter:** 18 minute life span – messages should rely on each other. Post most frequently on here. If you do campaign of messages, link them to each other.

[Hashtagify](#) will help you identify what hashtags are being used.

Example: Salvation army took obsession with black/blue and white/gold dress – and took a picture of a woman in a white and gold dress with bruises on her arms and legs, and asked why it's so hard to see the black and blue (tackling violence against women). Good example of going against what is expected.



Denmark – Maersk company: went from communicating with people to just listening to 1000 stakeholders. They now listen to what those 1000 people are talking about. Once there is a discussion, they decide



whether they'll decide to join in the conversation. If you want to make most of Twitter – just connect with MPs or editors of main newspapers

**Youtube:** Favoured by google in video search. Easy to share videos as they can be easily included on other platforms.

(Vimeo – smaller and more niche community – high quality curated videos, a lot less people use it. Paid service, capacity limits. )

Message used more important than the amount of money spent.

Nice example of video by Amazon: [Priest and Imam](#)

Utilise video as one way to get visibility and shareable content. It should be less than 2 minutes, be subtitled, available in different languages if necessary

**Linked In** – more professional and formal. Less for personal opinions, but can get shares through business news. 6 out of 10 users are interested in industry news. Can be used to promote your professional focused work and people

## SESSION 4: Catchy content and trends

What kind of content is key? – Noticeable: police using humour to connect with suspects. Can receive mixed reactions.

Shareable – busting myths for example

Engaging – interactive, creative, exclusive eg. interactive as it's got the timer

Identifying trends: [Google trends](#), year on year data to give you ideas of what is trending over past 5 years. [Buzzsumo](#) – paid but can get trial period, gives you ideas on what trends could be used; [Trendspotter](#) – can be added to hootsuite and you can identify trends that are happening that day.

## WORKSHOP 1: Where to begin with your social media?

**Katrine Gaustad Pettersen, the Norwegian Equality and Anti-discrimination Ombud** and **Josip Grgic, Ombudsperson for Gender Equality, Croatia**, shared their experience with social media in general and Facebook in particular.

Three topics where discussed in detail:

1. How to help people who feel discriminated against on Facebook.
2. How to answer difficult questions and comments, and how to handle hate speech on your page.
3. Tips and tricks to get more followers and reach a bigger audience

In the first session the group discussed the **importance of handling questions on Facebook in the same way you would handle questions about discrimination in other channels** (e-mails, helpline etc).

People shared their experiences with giving guidance on social media. Some equality bodies answer most questions directly on Facebook. Others will ask people on Facebook to contact their hotline/use their contact form instead, and continue the guidance via e-mail or telephone.

Those who chose to answer directly on Facebook, stressed the importance of the following:

- Try to give people a first reply as soon as possible, even if you don't know how to answer their question yet.
- If the question is easy, just write and publish the answer yourself
- If the question is more tricky, buy yourself time. Say something like: "Thank you for contacting us. I cannot give you an answer today, but one of our councilors will get back to you as soon as possible".
- If someone writes facts or accusations that exposes themselves, or someone else, in a way that might not be to their best interest, hide the post. Then write them a message explaining why you have done so and suggest to continue the dialogue via direct messages or phone/e-mail instead of publically "on your wall".

In session two, the group discussed **how to handle critical comments and hate speech**. Many of the members who are not yet on social media were very worried about this. Advice from already active members included:

- Don't worry too much about it. For many equality bodies, low engagement and no comments is the biggest problem. One member had even gone through the trouble of checking out most equality bodies Facebook pages to prove this point 😊
- Make rules for what kind of comments you will allow, and tell your followers how you will react if they post off topic comments, spread stereotypes or use hate speech. Post the rules on your page and refer to them when someone breaks the rules.
- Lack of resources is a big problem for many equality bodies. If pressed for time, remember that you need to deal with hate speech, but other than that, not every comment needs to be answered.
- A FAQ on questions that come up quite often might be useful and help you save time.
- If someone writes a post that is hateful or in other ways against your Facebook rules, you have two options: You can hide the post or you can delete it. Hiding is the best option most of the time. When you hide someone's post, the person who wrote it will not be notified. Some equality bodies therefor send the person who wrote the "illegal" post a message, either as a private message or as a comment under the main post, stating why they have hidden the post. Such messages are very easy to write since you only have to refer to the rules you have already posted.

In session three we shared **useful tips and tricks for reaching a bigger audience**. Some of them were:

- Use simple language. Picture your mum or your uncle when you write a post. Use words they understand, tell stories about discrimination and show them how discrimination affects people's lives, instead of quoting the law.
- Remember HEAD – HEART – HANDS. A good post is a post that makes people learn something, feel something and shows them what needs to be done!
- Go through every post, and invite people who liked your post to like your page. This is a good way to get more followers.
- Ask at the beginning of meetings if you can take a few photos and post them on your Facebook page after the meeting. Then tag the people at the meeting in your post. This is a good way to build

a network and reach a bigger audience (if you tag people, your page will turn up not just in their newsfeed, but also in their friends' newsfeed).

- Facebooks algorithms favour video over words, and websites with a lot of traffic over websites with less traffic. Therefore, consider linking to bigger newspapers and other popular sites once in a while, not just your own web page.
- In many countries, the best time to post is not during office hours, it's in the afternoon, Saturday morning or Sunday night. To take advantage of this, write your post at work, and schedule it to be posted later.

## WORKSHOP 2: How to get the most out of your social media use?

**Ann Kathrin Sost, Federal Anti-discrimination Agency (FADA)** gave presented some of FADA's more successful posts this year. 2017 is the year they focus on LGBTI, and they have launched the outcome of a recent LGBTI survey they carried out . They put together nice social media images, with shutterstock pictures and numbers to highlight the main outcomes. They used Photoshop in house, but [Canva](#) could be used too (this is a predominantly free tool).

In the discussion, it came out that statistics are useful in the awareness raising stage. For example, numbers were used when activists were calling for a referendum but were no longer used in the actual run up to the vote. Activists worried that big numbers supporting the referendum would make voters complacent, and therefore they were avoided.

One [video](#) that worked well had different people of different backgrounds reading old ads which are clearly discriminatory. The point was that they are not allowed since the Equal Treatment Law came into effect 10 years ago.

In another video, a '[mockumentary](#)' about speaking animals, the point was missed by many as the video is too long and only makes its point about non-discrimination at the end.

They recently highlighted that one of their former Ambassadors against Racism has become the face of - Germany – Land of Ideas'. However they were attacked by some for being sexist on that occasion. In order to avoid such unexpected critiques, **share your ideas with colleagues and ask them to identify any problems they can find** with the post/idea/article etc. If no one can find any problems with it, then it should be good to post!

In Slovenia, it was felt that at the beginning of setting up a new entity, it would be better to stick to highlighting cases that have high support in public opinion, rather than raising awareness on more 'complicated' issues.

**Jack Gibson presented the work of the Irish Human Rights and Equality Commission** on CEDAW. They prepared a shadow report in advance of the UN discussions on this, based on consultations that took place around Ireland. They organized meetings nationwide to find out 'What is life like for women in Ireland in 2016?', as well as carrying out an online consultation. They made sure to talk to asylum seekers, prisoners, rural/city dwellers etc and get very different types of feedback.

During the consultation period, they highlighted their work via social media, but this needed a little more creativity during the writing of the report. They wanted to make sure that attention was still being given to

the topic! They did this via Twitter predominantly, but also with the help of Canva (to create images, factsheets, reports), Mailchimp (for follow up to the consultations) and Survey Monkey (for soft data to be highlighted as statistics). They capitalized on international days (eg. UN's 16 days against violence against women) and certain national events to promote their work. On the day that the report had to be presented, there was a video link from Geneva to the offices in Ireland and both Geneva and Dublin were being tweeted about. The Twitter messages relied on each other to a great extent, so keep in mind that they should link. They developed a nice [Storify](#) board to bring it all together, as well as bring in conversations from other people.

Challenges they encountered included a small amount of trolling, but no as much as expected. Managing expectations was more complicated, and they would ask people for their phone number and ring them directly to do so from person to person as it were. Sometimes they also had people disclose crimes against them, so they needed to have a discussion with the lawyers on the team in advance and build them into the procedure.

Learnings from the campaign:

- There should be one focal point for all tweets to go through – that way approval is given through just one focal point.
- Have a consistent tone and voice
- Highlight intersectionality where possible if your main campaign is only on one ground of discrimination
- For anyone else who wants to join in from the team, get them to ask themselves: Could your tweet be in a newspaper? Could you stand behind it if you're called by a journalist? If not, don't tweet!
- As Twitter has such a fast pace, you probably don't need to spend quite so much time on the Twitter images etc.

## SESSIONS 5 AND 6: Making the most of media platforms and successful campaigns

- Participants were given a copy of the [periodic table of content marketing](#) and asked to develop campaign ideas taking into account their suggestions.
- Efficient posting times for social media were mentioned for the UK, but best to check your national posting times!
- Try to develop a schedule that suits your rhythm, so for example, highlight a different ground of discrimination per month.
- Presentations from **Ann Kathrin Sost of the Federal Antidiscrimination Agency (Germany)** and **Eno Krogh from the Danish Institute of Human Rights** on how to use social media to change legislation were very interesting. **Katrine Gaustad Pettersen from the Norwegian Equality and Anti-discrimination Ombud** then gave a presentation on targeting different audiences (see links on [Equinet website](#)).
- Can make videos via iphone and imovie. Then use adobe pro for subtitles.
- Times New Roman font is very difficult to read for dyslexic and partially sighted people. Arial Bold or something similar is best to use, as it doesn't have tails and curls.

## SESSION 7: Tackling Negativity

- Use statistics
- Show emotion
- Engage personally with people where possible
- Report directly to social media platforms if there if you have hateful posts. We spend 90% of our time dealing with only 1% of the community (the haters) so get the social media platforms to deal with them.
- You can say to people 'We're really interested in hearing from you. Contact us to talk. This conversation is off topic here so we'll delete it'
- Try to respond to all comments, and especially let people know what your organisation's principles/values are
- Create standards answers that can be adopted, using the law or findings from your latest report to answer