

# Social Media for Activism

Social media is quickly becoming the most powerful tool an activist has. Find the people you should know and connect your connections.

Leadership Institute's Social Media for Activism workshop will show you how to build an online movement around the candidate, campaign, or cause you are committed to.

You will leave this training with tactics that you can use to accomplish your online goals, whether it is starting chapters, recruiting for meetings and events, posting great content, or even just connecting your friends to each other.

## Building Your Strategy

Session 1

Lay the foundation of your digital activism efforts by organizing your supporters and building coalitions. You'll learn:

- how to best recruit people to your political cause through social media;
- how to optimize your social media for success to activate people in your online community; and,
- the process of leveraging social media to drive traffic.

## Digital Grassroots Engagement

Session 2

Reach your target demographic with content that your supporters will respond to and want to share. You'll learn:

- the best styles of content for social media that will increase engagement;
- how to adapt existing content for use on social media; and
- building an editorial content and choosing content types.

## Your Best Content & Community

Session 3

High-performing social media accounts require a constant input of high-quality content and a strong community. You'll learn:

- how to develop a plan so you consistently post content that you're proud of;
- how to increase your followers and build an authentic community as you grow; and,
- how to leverage social media influencers to spread your message and drive traffic.