

GUIDE FOR SHARING MEDIA

PLEASE NOTE: I AM NOT AN EXPERT - AND IF ANY INFO PROVIDED HERE NEEDS CORRECTION, PLEASE DO GET IN TOUCH AND CORRECT ME

SHARING ON SOCIAL MEDIA

It is vital that we frequently share posts about FLIP THE SCRIPT to expand the potential support, keep the campaign in these supporters' minds and to spread the campaign information.

However, to do this with maximum effect, there are certain principles to try to apply.

1. **REGULAR POSTING ABOUT THE CAMPAIGN IS NECESSARY**

As any potential supporter may miss your post, or forget to follow it up. Also supporters, who may be willing to share and enthuse other potential supporters, may lose belief if they only hear once about the campaign.

2. **HAVE SOMETHING NEW IN EACH POST**

Regular posts must have something to interest the audience. Repeating the same message, text or media in each post will become annoying and off-putting very quickly. So use the media library to put a different clip into each post

3. **INCLUDE A CALL TO ACTION**

Try to include a request for each recipient to take a specific action when they have viewed your post - eg Sign petition, Contact Local MP (see links), Register Support... or simply *SHARE* with others.

4. **YOUR SHARE BECOMES MUCH MORE EFFECTIVE IF RECIPIENTS SHARE TOO**

Feel shameless in asking your audience to share on to others. As long as phrased politely but clearly, your request should resonate with at least some of your audience.

5. **PERSONALISE MESSAGES TO KEY LIKELY SYMPATHISERS**

Nothing beats a personalised message in this era of narcissistic social media in which we live. Many of your audience will feel they are busy enough, have read your post while engaged in "mindless scrolling" and will easily assume "That's not for me" or quickly forget about your post altogether.

IMPORTANT TECHNICAL INFO:

The media library has YOUTUBE and TIKTOK clips which can be added to most social media by copy and pasting the links to their pages.

Embed codes are also provided if you want to embed clips in websites etc.

BUT IT IS WORTH CONSIDERING...

Within social media platforms, posts which include links to EXTERNAL company platforms (eg youtube clip in a post on facebook) will often receive less favourable promotion from the company's algorithm.

To mitigate against this, I have, for those more technically minded, included a downloadable version of each clip - which can be downloaded by you and then uploaded as a native video to your chosen platform. Eg You can use it to upload to Twitter or Facebook or Instagram etc to include within your post, rather than link to Youtube etc.

And the same is the case with external links that are within a post.