Faith Over Fear Partner Social Media Toolkit & Guide

CONTEXT

The world is witnessing the highest levels of displacement ever recorded. An unprecedented 65.3 million people globally have been forced from home, including nearly 21.3 million refugees—over half of whom are children. Many are fleeing war or persecution in their homeland and will never return.

CAMPAIGN DESCRIPTION

This May, *Religions for Peace* (www.rfp.org) and UNICEF, together with a global coalition of religious leaders, are launching a global campaign called 'Faith Over Fear'. The aim is to inspire religious people of all denominations to publicly commit to leading from faith by welcoming refugees into their communities.

The campaign highlights the stories of people of faith around the world who have opened their hearts and their homes to refugees — often encountering and transcending fear, doubts, and prejudice.

WELCOME TO OUR CAMPAIGN

We are very excited to welcome your organization as a campaign partner. We invite your team to participate by following the steps below. Thank you for your support!

INSTRUCTIONS TO PARTICIPATE

There are **three primary ways** for your organization and its members to participate. Although this toolkit is designed for your organization to participate as a brand, we encourage you to share it with your team so they can also participate on their personal social media pages as individuals.

*We ask that you start these actions on Friday, May 26th, to coincide with the launch of the campaign.

1. Share our campaign videos on your organization's social media pages.
2. Show your support by adding a profile picture frame on your organization's Facebook page.
3. Tell us how your organization supports refugees. Share your story on social media with #FaithOverFear.

We invite your organization to complete all three actions, but we appreciate your support in whatever way you're most comfortable.

1. WATCH AND SHARE OUR SHORT FILMS

Visit our website at www.wechoosefaithoverfear.com to see our powerful short documentary films on faith communities around the world that have welcomed refugees. Share them on Facebook and Twitter using #FaithOverFear.

2. SHOW YOUR SUPPORT

Visit our website at www.wechoosefaithoverfear.com to add a frame to your Facebook profile photo to show your support for refugees.

3. SHOW US HOW YOU PUT YOUR FAITH IN ACTION

We encourage you to share your organization's story on social media using either a *video story* or *photo story*.

> **If you have direct experience supporting refugees**, we ask that you share how your faith called you to aid refugees, and how it helped you overcome any initial fears, doubts, or cultural stereotypes to welcome refugees into your community.

> **If you do not have direct experience supporting refugees**, we ask that you share a time when your faith called you to welcome the other, and why you think it's important to transcend fear in the name of faith.

1. How to share a video story:
To create a video story, follow the steps below.

1. Record a 30-60 second video of your organization's members sharing their story on your mobile phone, digital camera, or computer camera.
   - Record your video in a bright space, with natural light if possible.
   - Make sure to talk directly into the camera.
   - Remember to be honest and positive in tone and content.
2. When finished, post your video to your organization's Facebook and/or Twitter pages using the hashtag #FaithOverFear.

2. How to share a photo story:

To create a photo story, follow the steps below.

1. Take a photograph of your organization's members using a mobile phone, digital camera, or computer camera.
   - Take your photo in a bright space with natural light if possible.
2. Write a short statement on why you choose faith over fear to support refugees.
   - We recommend statements be at least 1-4 sentences in length.
3. When finished, post your photo and story to your organization's Facebook and/or Twitter pages using the hashtag #FaithOverFear.

Photo story example below:

As our campaign partner, we invite your organization and its members to speak openly and honestly about your faith, values, and tradition of welcoming the other. We ask that you please be respectful of all faiths while sharing your stories.

*If you are unable to use your own social media pages, message *Religions for Peace* on Facebook and we'll post it to our social media pages for you.
facebook.com/Religions-for-Peace-International-591924330856540

Need inspiration?

Feel free to use any of the following statements in your video or photo story:

- *Choose faith over fear.*
- *Choose faith over fear. Join the movement.*
- *Join the movement and choose faith over fear.*
- *Join the movement by choosing faith over fear.*
- *Choose faith over fear. Join the movement to welcome the other.*
- *We choose/chose faith over fear because:*
    - *our faith calls me to welcome the other.*
    - *our faith has a long tradition of supporting refugees.*
    - *faith has no borders.*
    - *love for others is a universal language.*
    - *love is stronger than fear.*
    - *love always conquers fear.*
    - *our faith calls me to act and help others in need.*
    - *our faith calls me to help others in need no matter where they're from.*
    - *our similarities outweigh our differences.*

Thank you for participating!

SOCIAL MEDIA BEST PRACTICES

For your reference, please use the following guide to learn how to optimize your organization's social media program, for our campaign and beyond.

Introduction

Social media is a communications tool used to connect people. It can be used by brands and organizations to entertain, educate, raise awareness, and inspire people to take an action in order to achieve a particular outcome.

Social media should function to reinforce an organization's mission, and should align with its funding priorities, programs, and activity calendar. It exists as one part of an organization's digital strategy that also includes an organization's website, email list, mobile communication, applications, and other digital infrastructure like customer relations management (CRM) software. An organization's digital strategy should sit under a larger marketing and communications strategy.

A useful way to think of social media is as a modern two-way communication device. Unlike the one-way, top-down broadcast model of traditional media, like television and radio, social media puts the user first, allowing them to communicate and engage with brands, organizations, and each other directly without an intermediary.

Identify your goals

Before using social media, an organization should first define its goals for using it. Social media goals need to be similar to other organizational goals—specific, measurable, and in-line with its larger mission.

When getting started on social media, refrain from thinking, *what should my organization be doing on social media*? Instead, think, *how can social media as a marketing and communications tool help me achieve my organization's goals*?

Rather than copying the content that other brands and organizations are creating or joining the platforms that they use, first take time to brainstorm with multiple departments across your organization to identify a strategic plan with clear goals and metrics. Are you looking to increase your reach? Communicate with new markets? Cultivate new donors? Deepen your relationship with existing ones?

After you identify your goals, make sure you set up metrics, or ways to measure your progress toward those goals.

Make sure to write down a formal strategic plan for social media with usage guidelines and protocols that are aligned with your organization's brand guidelines and code of conduct. As you develop your content strategy and campaigns, return to this central steering document to keep you on track.

Identify your audience

If you're setting up social media pages for the first time or beginning a new social campaign, make sure to develop your audience profile, or a detailed description of the people you want to communicate with on social media.

Who are they (age, location, gender, interests, giving habits, purchasing behaviors)? What do they care about? What platforms do they use; for instance, do they prefer Facebook or Twitter? What devices do they use; for instance, is most of your traffic coming from desktop or mobile devices?

Use existing CRM tools, Google Analytics, Facebook Insights, and Twitter Analytics to develop a better sense of your audience, community, and donors.

Form your team

Next, begin identifying key internal stakeholders in your organization who can help you manage social media. Ask yourself, *who in my organization understands social media and can help me as a digital ambassador?*

If needed, use services like SurveyMonkey to create a simple survey to gauge your colleagues' expertise on all things digital and social media.

Once you have your team in place, start scheduling weekly, monthly, or quarterly editorial meetings where you can give ambassadors content assignments, such as

writing blog posts or making short videos. You can also use these meetings to follow up on past content assignments, prepare for upcoming events that you want to promote on social media, and discuss upcoming campaigns.

Additionally, use editorial meetings to help departments identify upcoming initiatives they'd like to promote on social media or various challenges they have that digital or social media can help solve.

Consider creating a centralized way for your entire organization to submit content suggestions to your social media team, such as upcoming speaking engagements, deadlines, press coverage, or relevant articles that your followers may enjoy. Use a Google submission form or create a backend portal to your website for employees to submit suggestions.

Lastly, make sure you appoint at least one person on your team to keep up with latest trends and innovations in digital and social media. Make sure this individual sets aside at least one hour per week to review the latest tools, tips and tricks.

Create a content strategy and calendar

Now that you have your goals, metrics, and audience aligned, and your internal team and editorial meetings scheduled, begin to create a content strategy for all of your social media properties.

First start by building a central content calendar, as in, a detailed schedule of all upcoming social media activity. Your content calendar should be integrated with all organizational calendars, including both online and offline activities.

Along with your social media plan, your content calendar will remain a central steering document for your team. It should include dates when content will be produced, reviewed, and published, as well as who will create it. Leave space in your calendar to note if assets need to be created or repurposed, and if some content needs to be approved by a manager before posting.

Consider using tools like Microsoft Excel or Google Sheets to create your content calendar, and tools like Hootsuite to schedule your posts.

Depending on the size of your organization, you should prepare content anywhere from 4 weeks to 6 months ahead of time, while remaining open to incorporating unexpected changes and real-time news or events.

Content priorities

Content is the fuel for all social media marketing and communications. Content can be both original (that is, content your organization creates by itself and is entitled to own) and *curated* or *aggregated* (content you source from an external third party outside your organization, such as a link to a news article).

When developing a content calendar, make sure you keep the following priorities in mind.

From an editorial standpoint, your content should:
- Be valuable: remember, in order to acquire value from followers (such as donations), you must *give* value to them first
- Be highly relevant to your followers
- Inform, entertain, inspire, and empower followers to take action
- Aim to have your followers *share* it not just *like* it
- Contain 1 clear message or action for followers to take
- Appeal to pain points or questions your followers have
- Remain consistent in terms of frequency, tone, and delivery schedule
- Always stay on-brand and helpful in tone
- Be proactive; don't be afraid to start and drive new conversations
- Appeal to emotions that *arouse* your followers; studies show inspiration and humor perform better than simply happy messages, and outrage and a sense of injustice perform better than simply sad messages
- Take into account how content performs on each platform; for instance, the same blog post on your website may function better as an infographic on Pinterest, a GIF on Tumblr, and a photograph on Facebook
- Takes into account each platform's algorithms: visuals, like photos and videos often perform better than text-based posts
- Never forget that your content is competing for attention against posts by followers' friends
- Try to use posts to achieve your organization's goals: for instance, if you're looking to grow your subscriber list, incorporate tactics that acquire emails, like interactive quizzes, trivia, personality tests, contests, giveaways, and exclusive access to VIP events

From a production or technical standpoint, your content should:
- Don't speak *to* your platforms, speak *through* them to your users
- Feel personal: Use the second person (you, your and you're) whenever possible
- Use action verbiage over adjectives and nouns
- Use high-performing hashtags: identify timely hashtags using Twitter's advanced search and tools like Keyhole
- Lead with numbers if possible—they are easily digestible
- Tag people, venues, and organizations when appropriate
- Utilize and repurpose existing organizational assets, such as existing photos, blogs, annual reports, videos, and graphics

Remember the golden rule: *test and learn.* Make sure to test what time of day and day of the week is best to post. Although high-traffic times include Monday through Friday, 12-3pm local time, every organization will experience different results.

Keep in mind that *fiscal ROI on content marketing takes time.* It might take up to 12-15 months before you begin to see a monetary return on your social media investment.

Choosing platforms

There's a reason why marketing is referred to as a strategy*:* there are things you choose to do based on what's best for you, and things you don't. Organizations shouldn't feel the need to be on all platforms every day.

In accordance with your internal capacity and budget, decide with your team what platforms you want to use initially. Instead of signing up for every platform and new tool or service at once, maximize your team's bandwidth to focus on one to three popular platforms to start, such as Facebook, Twitter, and Instagram.

Social advertising

Today, we live in a pay-to-play new media environment, and advertising on platforms such as Facebook (for instance, *Like ads* to gain more followers and *Boosted posts* to ensure more people see your content) is now essential for both the biggest brand and smallest charity alike.

Platforms like Facebook typically only allow brands to reach 3-7% of their community organically, so paid media is crucial for steady engagement and growth.

Your content can be more clever than content from other organizations, but if no one sees it, it won't matter. Make sure your organization sets aside sufficient budget for paid social media spending to achieve your goals.

More information

To learn more about social media and content, visit the following resources:

Social media:
- A Scientific Guide to Posting Tweets, Facebook Posts, Emails, and Blog Posts at the Best Time
- A Scientific Guide to Writing Great Headlines on Twitter, Facebook, & Blogs
- How To Make Your Posts Stand Out on Twitter, Facebook & LinkedIn: The Complete Guide to Social Media Formatting
- Six Things That Make Stories Go Viral Will Amaze And Maybe Infuriate You
- 26 Tips to Create a Strong Social Media Content Strategy
- How to Increase Your Social Media Click-Through Rates
- 10 Tips for a Huge Social Media Following
- 5 Brilliant Ways to Use #Hashtags in Social Media Marketing
- Social media: Getting beyond the obvious
- User Demographic Highlights From 5 Major – and Growing – Social Networks

Content strategy:
- Content Strategy Basics
- A Checklist for Content Work
- The Epic List of Content Strategy Resources
- 40+ Tools & Tips to Execute a Winning Content Strategy
- 304 Content Marketing Resources: Tips, Strategies, Examples, Tools
- The Discipline of Content Strategy
- Stop Writing Blog Posts: Ideas for Interactive Content
- 10 Tips to Make Your Content More Engaging
- 7 Tips and Tools to Craft a Killer Content Marketing Strategy
- Content Strategy Archives at Contently
- 3 Content Marketing Practices to Stop Immediately
- Creating Evergreen Interactive Content Using Live Data
- 7 Tenets for Branded Content Creators
- 5 Secrets to Use Storytelling for Brand Marketing Success
- 4 Rules For Creating Interactive Content For Multi-Platform & Device World
- The Science of Storytelling: Why Telling a Story is the Most Powerful Way to Activate Our Brains

Facebook:
- 8 Surefire Ways To Increase Engagement Facebook
- 8 Ways to Improve Your Facebook Engagement
- What Types of Posts Get Shared the Most on Facebook?
- 5 Tips to Maximize Your Brand's Facebook Reach

Instagram:
- 52 Tips: How to Market on Instagram
- 5 Brands Doing Cool Things on Instagram
- Tools and Tips to Help Marketers Inspire and Engage on Instagram

Twitter:
- 12 Things I Wish I Knew About Twitter When I First Joined
- Twitter Tips for Beginners: Everything I Wish I Knew About Twitter When I Started
- 17 Tactics for More Twitter Followers

Pinterest:
- 10 Tips to Improve Your Pinterest Marketing Strategy
- 13 'Pinteresting' Facts About Pinterest Users [INFOGRAPHIC]
- 30 Reasons to Market Your Business on Pinterest in 2014 [Infographic]

LinkedIn:
- Social Media: 4 steps to build your brand using LinkedIn

Visual tools:
- 10 Types of Visuals to Boost Your Social Media Engagement

- [The 38 best tools for data visualization](#)
- [14 Great Tools to Create Engaging Infographics and Images for your Social Media Posts](#)
- [25 Tools To Boost Your Content Strategy [Infographic]](#)