

Useful links for lobbying using social media

Twitter

How can you use Twitter to lobby?

- get public support for your org or campaign
- raise profile of issue
- make contact with other people interested/supportive in issue
- listen to political updates/news services to pick up on lobbying opportunities
- make direct contact with councillors, MPs, ministers etc (but you do need to engage with them, build relationships, not just harangue them – get to know the etiquette!)
 - o An example of engaging with a minister (<http://bit.ly/PCj4e>)
 - o An example of lobbying via Twitter
<http://blog.protectthehuman.com/1in10-a-case-study-in-social-media-campaigning/>



<http://twitter.com/timetogetequal/status/2115512900>

Tweetminster

<http://www.tweetminster.co.uk/>

- find out which MPs etc are on Twitter – and who genuinely engages people on it
- Tweetminster is a service that makes it easier to connect the public with politicians using Twitter. Tweetminster helps you track UK politics in real time and to find and follow ministers, Members of Parliament, govt depts and Prospective Parliamentary Candidates.
- Some of the most active MPs on Twitter are Jo Swinson (@joswinson) and Kerry McCarthy (@KerryMP). Also Sandra Gidley (@SandraGidley) and

Lynne Featherstone (@lfeatherstone). All interested in equalities issues – and all respond to questions posed on twitter etc.

- And if you're really into it, you might like to try this:
<http://www.tweetminster.co.uk/pages/wire>
- Sarah McCarthy-Fry (Junior Minister at Communities and Local Government)



Councillors on Twitter

<http://cllrtweeps.com/>

Find out which councillors are using Twitter

Other political contacts on Twitter

<http://twitter.com/mysociety>

<http://twitter.com/UKParliament>

<http://twitter.com/mayoroflambeth>

How to get started

From the WRC blog...

<http://womensresourcecentre.blogspot.com/2009/02/brief-guide-to-twitter-for-womens.html>

In a snapshot of women's organisations' activities on Twitter, I made some suggestions about how they could be more effective...

<http://womensresourcecentre.blogspot.com/2009/04/womens-organisations-get-tweeting.html>

Other advice

A very good, step-by-step guide to setting up a Twitter account

http://thecharityplace.typepad.com/the_charity_place/2009/01/twitter-creating-an-account.html

Advice from the Chronicle of Philanthropy

http://thecharityplace.typepad.com/the_charity_place/2009/03/twitter-advice-from-the-chronicle-of-philanthropy.html

A straightforward guide to Twitter

<http://www.ictknowledgebase.org.uk/twitter>

Twitter for beginners

<http://www.slideshare.net/onlinejournalist/twitter-for-beginners-1012050?type=powerpoint>

Women's organisations etc on Twitter

<http://twitter.com/womensinstitute>

<http://twitter.com/UKRC>

http://twitter.com/women_unlimited

<http://twitter.com/BirdsEyeViewFF>

<http://twitter.com/RTNEastMidlands>

<http://twitter.com/NAADV>

<http://twitter.com/brokenrainbow>

<http://twitter.com/bunsrosesWI>

<http://twitter.com/fawcettsociety>

<http://twitter.com/womensaid>

<http://twitter.com/gingerbreaduk>

<http://twitter.com/gwlkettle> (that's the Glasgow Women's Library)

<http://twitter.com/pinkstinksuk>

<http://twitter.com/scotwomensaid>

<http://twitter.com/mazzawoo> (works at Birmingham Women's Aid)

<http://twitter.com/thehavenwton>

and of course... <http://twitter.com/whywomen>

Specialist social networks

Can be a great source of information and support.

For example, I posted a question about using social media on The Charity Place network (a network for people who work in charities

<http://thecharityplace.ning.com>) and got lots of useful suggestions.

We're setting up an online network for the women's sector. It will launch in its pilot phase soon.

Facebook

There are two main ways to have a presence on Facebook

- groups
- Pages

Groups are quite good for getting people to spread the word about a specific campaign, while Pages are a bit like the organisational equivalent of a personal facebook profile. You can upload videos and photos, and your status updates appear in your fans' news feeds etc.

Some good Pages

- Rosa
<http://www.facebook.com/home.php#/pages/Rosa/73621126187?ref=ts>
- Dog's Trust <http://www.facebook.com/pages/Dogs-Trust/6366026879>
- Open Clasp Theatre Co <http://www.facebook.com/pages/Open-Clasp-Theatre-Co/23214186169>

Some relevant groups

- whywomen? <http://www.facebook.com/group.php?gid=2451312346>
- Devon needs a Rape Crisis Centre
<http://www.facebook.com/group.php?gid=79134546398>
- Save the Southall Black Sisters
<http://www.facebook.com/group.php?gid=36723275296>
- No recourse to public funds
<http://www.facebook.com/group.php?gid=16872607961>

Social media in general

Here are a couple of great presentations about the way charities can use social media and why they need to

Rachel Beer's slides

<http://www.slideshare.net/rachelbeer/social-media-for-change-prepared-for-charitycomms-22-oct-08-presentation>

Steve Bridger's slides

<http://www.slideshare.net/mexicanwave/an-introduction-to-social-media-for-charities>