

supporting communities to
end gender based violence

The Empower Project is an intersectional, feminist, membership organisation supporting communities to lead change to end gender-based violence in Scotland. Our focus is on responding to violence and abuse in the digital age, looking specifically at online and tech abuse; this includes image abuse (so-called revenge porn), sextortion, doxxing and harassment.

The Importance of Social Media

Over the past decade, social media has changed enormously. It has evolved from online spaces where you can keep in touch with friends to a media channel that can influence global politics and where people can make multi-million pound careers by a social media influencer. What that means for women's organisations is that we now have a range of opportunities over a multitude of platforms to engage and reach our audiences.

Different Platforms

- **Twitter:** 280 character posts which can include images, videos, gifs and links.
- **Instagram:** Image posts which have unlimited character limits in the description - note that links do not work in the captions!
- **Facebook:** Public profiles with posts that can include images, videos and links. Community pages to keep your audience engaged.
- **Snapchat:** Images with a time limit
- **Tik Tok:** Short video clips

Creating a Strategy

- **Prepare:** take time to prepare and have discussions with your team about what is most important to you
- **Plan:** what do you want from your social media channels?
- **Audience:** know what your target audience is
- **Measure:** ensure you have a way of measuring the success of your strategy
- **Engagement:** how will you engage with your audience?
- **Monitor + analyse:** keep monitoring and analysing your content

Content Creation

- Be visual and interactive
- Be current

- Know your voice
- Be user-led

Useful Tools

- **Tweetdeck:** free scheduling software for twitter
- **Hootsuite:** scheduling software available for a range of platforms
- **Pablo by Buffer:** image editing tool
- **Analytics:** to garner insight into how and when your users are interacting with you
- **Canva:** free image editing and graphic design platform that allows you to access the Pro version for free if you are a charity

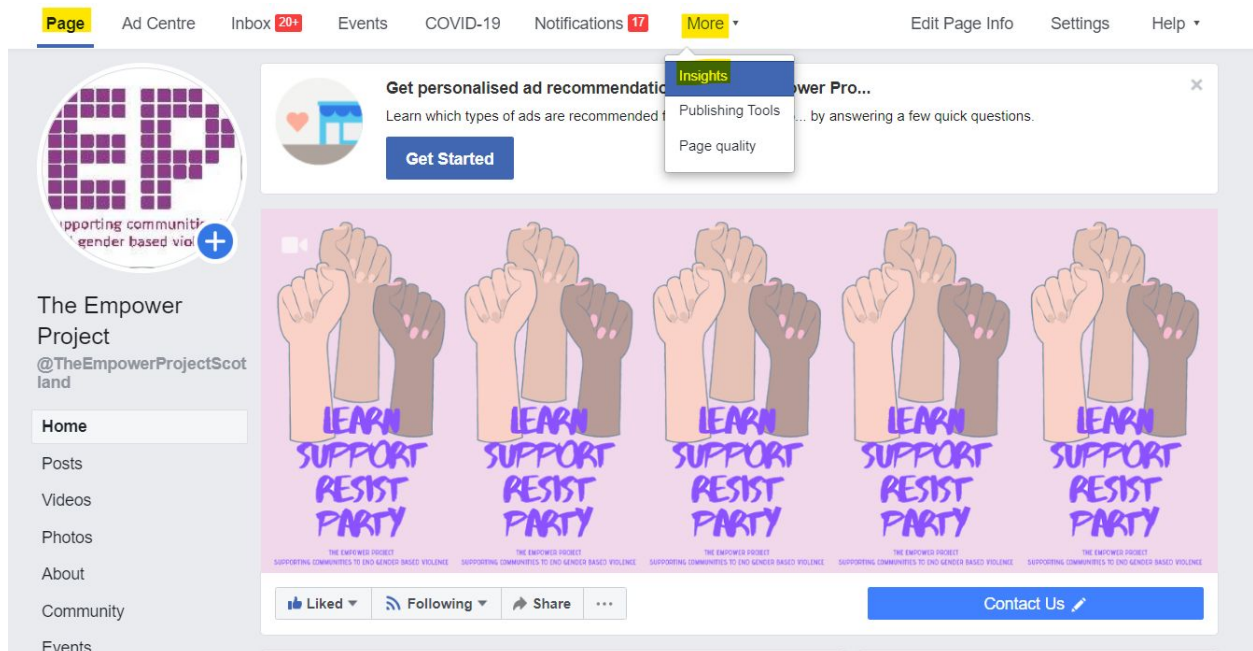
Safety + Self Care

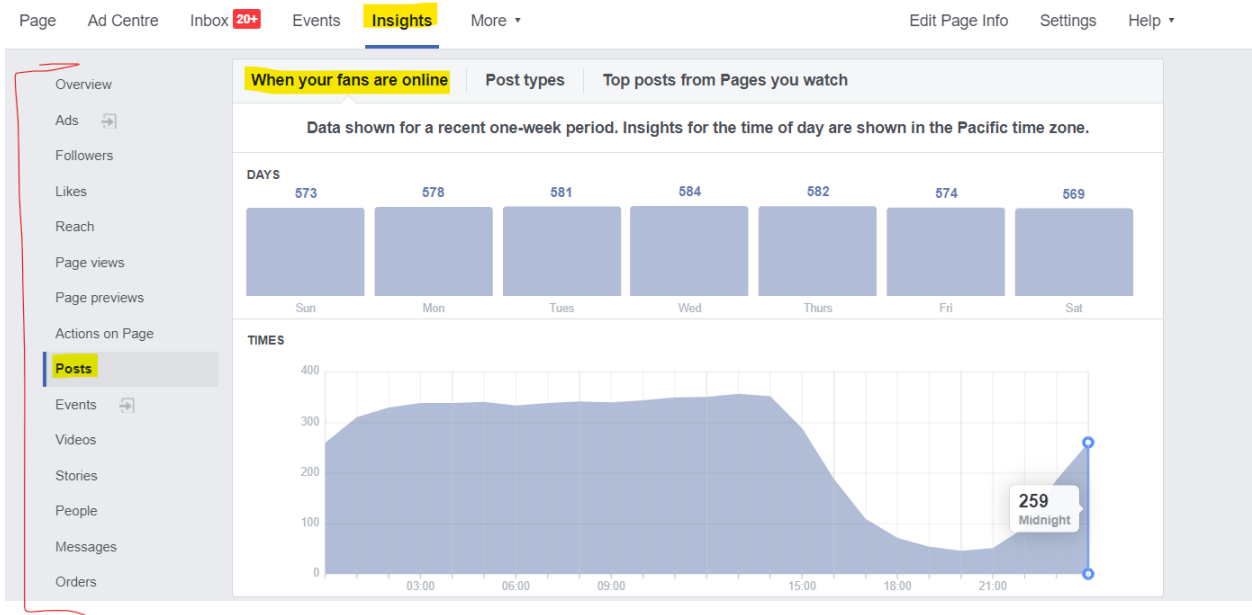
- **Check your feelings:** who is managing your accounts and do they have the support they need?
- **Safety:** how do you look after your users?
- **Privacy:** when did you last check your privacy settings online?
- **Boundaries:** use the mute and block function to edit your feeds
- **Support:** what do you need from your online world?

Access to analytics on Facebook + Twitter

How to access Facebook Insights:

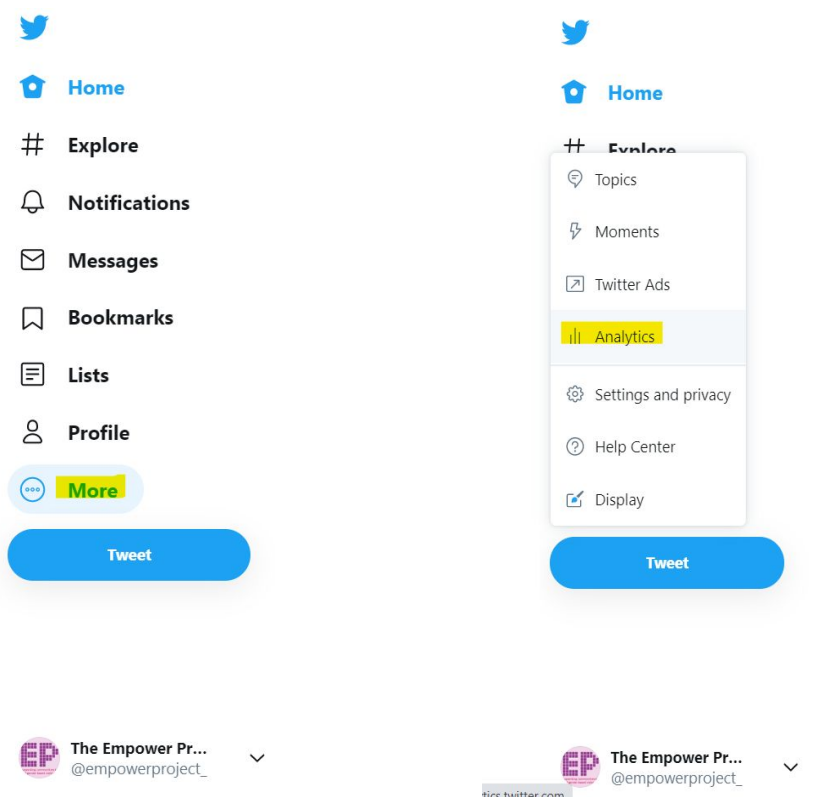
Head to page in the menu along the top of your screen, then to more and then click on Insights. Once you are in Insights, use the right-hand navigation to access your different analytics tools.





How to access Twitter Analytics:

To access the in-built Twitter analytics dashboard, head to your main menu, click on more and then analytics. This will take you Twitter Ads, where you can analyse your Twitter content performance.



Useful Resources

- How to Use Twitter as a Small Charity:
<https://www.theukdomain.uk/how-to-use-twitter-as-a-small-charity/>
- How to Use Facebook as a Small Charity:
<https://www.theukdomain.uk/a-quick-guide-to-facebook-for-small-charities/>
- Be Awesome on Instagram:
<https://www.cafonline.org/charities/webinars/be-awesome-on-instagram>
- How Charities Can Use Snapchat in Their Digital Strategy:
<https://fundraising.co.uk/2019/06/06/how-can-charities-and-non-profits-use-snapchat-in-their-digital-strategy/>
- How To Use TikTok: <https://blog.hubspot.com/marketing/how-to-use-tiktok>

Get In Touch

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