Digital Comms

Olivia Adkins

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she/her/hers

Digital Content Manager

BACKGROUND

I'm a social media and communications aficionado who is always, always learning!

GOALS

I'm passionate about making the world of digital marketing and social media management accessible to all and democratizing the internet for collective liberation.

How Social Media Can Promote Social Justice

- Coordinating community responses
- Platforming lived experiences and storytelling
- Promoting and planning virtual and in-person events
- Sharing photos and videos of direct actions and events
- Signal boosting and building solidarity with other movements
- Values alignment with your community
- Grassroots fundraising

Picking Your Platform

- What is your theory of change?
- What are your goals?
  - Event turnout, community engagement, coalition cross-posting, base-building education/awareness, volunteer recruitment, fundraising
- What is your capacity?
- Who are your people?
  - Meet them where they are at!

Content Creation

Good content is...

Unique

What does your unique voice sound like? How are you adding to the conversation?

Actionable

How can you move your audience to action? Folks want to feel engaged and powerful, epecially if you are sharing bad news
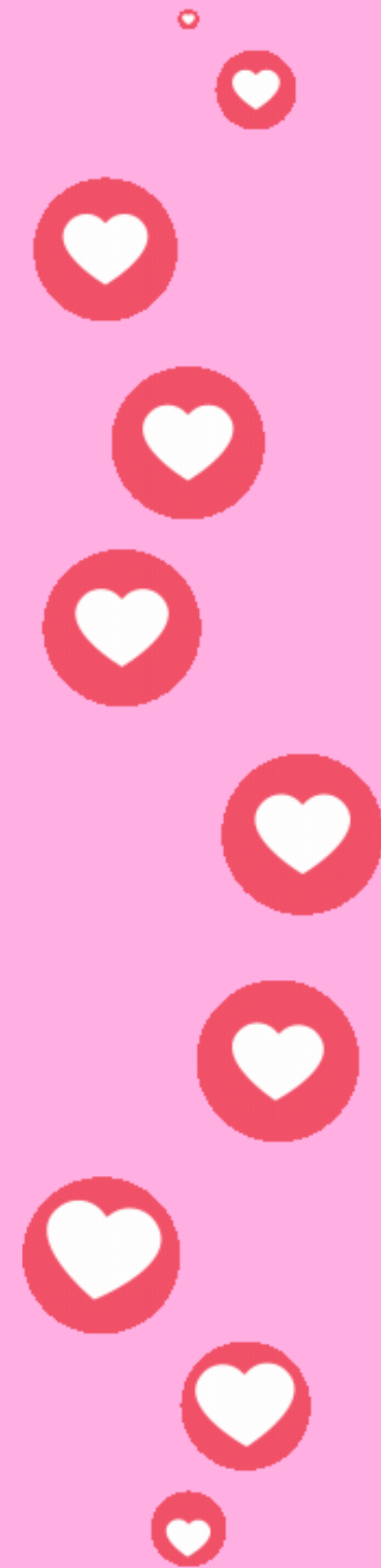
Shareable

How can you make your content something folks will reshare? Reaching new audience is how you grow your base!

Accessibility

Disability justice as a framework for social media

- **Alternative text descriptions for images**
  - Such text descriptions of images will be read aloud to non-sighted or low-sighted users who rely on screen readers to consume social media content.
- **Captioning for videos**
  - For video content, you should provide captions of the audio for the benefit of those without hearing, who are hard-of-hearing, and who are non-native speakers.
- **CamelCase hashtags**
  - Utilizing this simple technique makes the hashtag easier to read for all users and is more consumable by screen readers since their synthesized voices can recognize and pronounce individual words, and won't concatenate and garble them.
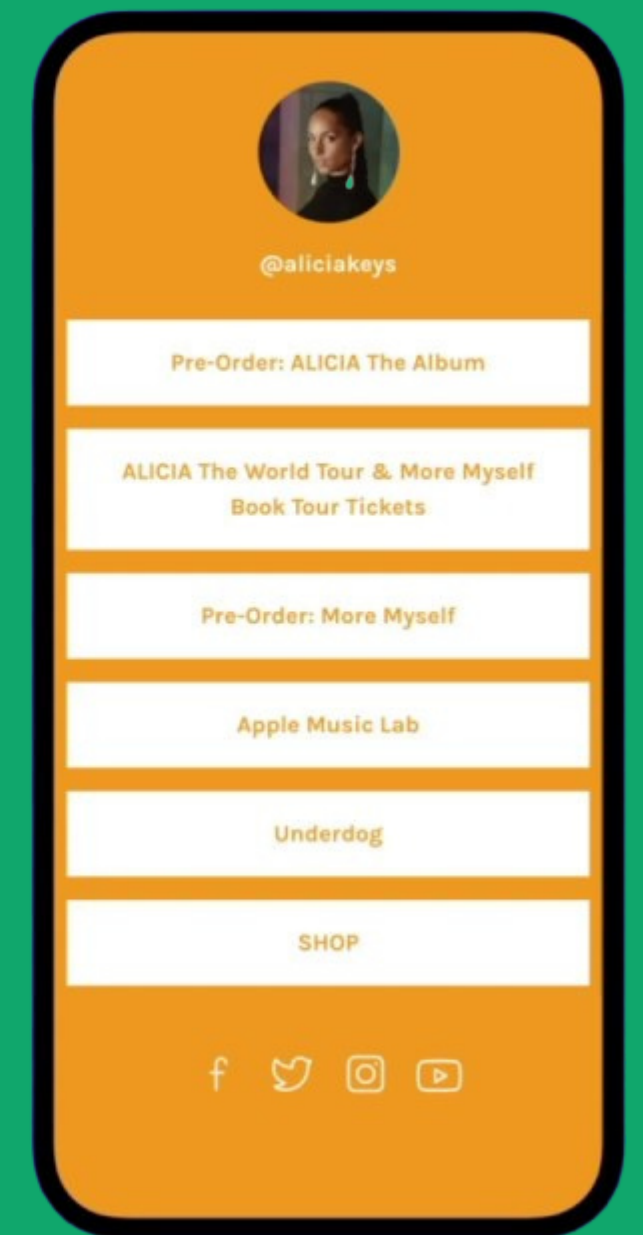
(Digital Accessibility, Princeton University)

Tools

Free and easy to add to your toolkit!

Canva

Hootsuite

buffer

sproutsocial

@aliciakeys

Pre-Order: ALICIA The Album

ALICIA The World Tour & More Myself
Book Tour Tickets

Pre-Order: More Myself

Apple Music Lab

Underdog

SHOP

Other social media tips

Add trigger warnings

Offer content warnings for potentially trauma-triggering subjects such as racism, state violence, sexual violence, etc.

Avoid trauma porn

Resharing traumatic videos and images can retraumatize communities and cause more harm than awareness. You can talk about racism without showing videos of lynchings.

No digital Black-face

Digital Black-face is "when non-Black people use the images and voices of Black individuals to explain emotions or phenomena," says Jardin Dogan, M.Ed., Ed.S. This is different from using inclusive and representative imagery.

RESOURCES

racialequitytools.org

For more toolkits specific to disinformation and anti-racism

allianceforequaljustice.org

Learn more ethical storytelling and effective messaging

Tech Soup

Offers many incredible discounts and resources for nonprofit organization
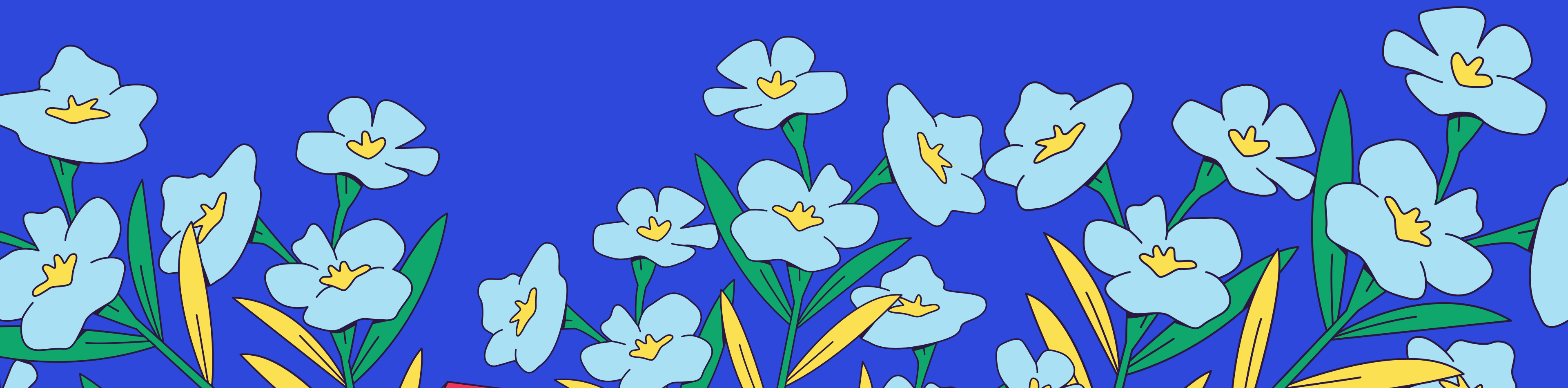
Demos Action

Guidance on how to integrate race and class into your external communications and social media messaging to build a multi-racial, cross-class coalition

A Progressive's Style Guide

Free resource offering language guidance for cross-sector powerbuilding and intersectional lens

Contact me!

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Questions?