



Refugee Week social media campaign tips

We are really excited about this year's social media campaign for Refugee Week and would love you to be involved. Together we can spread the word far and wide about positively welcoming refugees to our country.

Below you will find general advice on using social media to promote your events and specific tips on getting involved in the #RefugeesWelcome campaign.

#RefugeesWelcome campaign Who welcomed you to a new area and how?

Core Message:

The UK is welcoming to all.

Hashtag:

#RefugeesWelcome

Key Action:

Encourage people to share on social media how they would welcome a refugee to our country.

8 easy steps to get involved in the campaign

1. Add the hashtag #RefugeesWelcome to all tweets you send about your events and Refugee Week
2. Follow Refugee Week on Facebook, Twitter and Instagram and share relevant posts with your followers
 - a. On Twitter you can follow @refugeeweek and #RefugeesWelcome
 - b. On Facebook make sure your page has 'liked' Refugee Week as your organisation and follow their updates in your feed
3. Share each other's events on social media by following #RefugeesWelcome.
 - a. Look at the Refugee Week website for a full list of events taking place during Refugee Week and share events near you or relevant to your followers.
4. Share your story of welcome in a Tweet or Facebook post using #RefugeesWelcome.
 - a. E.g. 'I welcomed Amir to our country by inviting him to our art class #RefugeesWelcome'

- b. E.g. 'I welcome refugees by making baby grows for new-born babies entering our country #RefugeesWelcome'
5. Source case studies from your organisations of how refugees have been welcomed or how you have welcomed them to the UK.
 - a. Ask your writers, artists or members how they have been welcomed
 - b. Encourage your writers, artists, members and volunteers to fill in the case study form from Refugee Week to get their story featured in the campaign
6. Write a blog post about how a refugee has been welcomed for your website and share on social media channels
 - a. Use the case studies you have gathered to write a blog post about how someone you work with was welcomed or how they welcomed someone.
 - b. Be aware of the risk of refugees sharing their stories, always get informed consent before identifying anyone, follow the simple guidelines sent out to you and use common sense for what should and shouldn't be promoted publicly on social media
7. Share the key messages from the Refugee Week account, including the graphics we supply and case studies
 - a. Refugee Week is creating a range of graphics for social media which you are welcome to share to promote the campaign and your specific events
 - b. The graphics will be downloadable from the Counterpoints Arts website
8. Encourage your followers to share the #RefugeesWelcome campaign, share their stories of welcome and your events on their social media channels to help spread the word.
 - a. Send an email to your customers/clients/volunteers to encourage them to get involved, share the hashtag, key case studies and examples of Tweets and Facebook posts they can share

Key points to note

- Please be aware of safeguarding issues when sharing refugee's stories. Many may wish to remain anonymous.
- We will be sending more information out soon, including graphics to use, example tweets, Facebook posts and case studies to share

General Social media Tips

Facebook

- Post 1-3 times a day in a variety of forms
- Ask questions and use great photos/graphics
- Posts with text only are generally seen by more people
- Comment on similar Facebook pages to promote yours, sharing others content (such as those involved in the #RefugeesWelcome campaign)
- Ask questions people want to answer
- Look into paying to promote a specific post on your Facebook to increase the reach and engagement.

Twitter

- Repeat tweets more than once as different people on at different times
- Respond to people and start conversations
- Use #RefugeesWelcome in all tweets relating to the campaign/Refugees Week
- Make Twitter lists on Hootsuite/Tweetdeck to follow relevant organisations
- Share partners and other Refugee Week organisations tweets
- Share photos/graphics as they take up more space in the feed and are more likely to be seen

Instagram

- Share the graphics we provide about #RefugeesWelcome
- Add lots of hashtags in a comment under each photo as this is how people find photos, for example if your event is based in Hull tag #Hull #LoveHull #VisitHull or any other known hashtags people use
- Only post GOOD photos. Less good photos are better than lots of bad photos.

Using social media at your events

- Create a specific hashtag for your event so people can just follow the event on social media
- Interact with attendees before the event (ask for their Twitter handle when they sign up if possible)
- Share images of the event on social media for people who aren't there to get involved
- If a Q&A encourage people who aren't in attendance to ask questions via Twitter/Facebook and share live at the event.
- Encourage people to promote the event before, during and after on social media