

Northwest Immigrant and Refugee Health Coalition

SOCIAL MEDIA TOOLKIT

**We support the United States' long history
of welcoming refugees, immigrants, and
those seeking asylum.**



Join us: nwirhc.org

Created in collaboration with HealthPoint.

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Social Media Tips

General Facebook & Twitter:

- **Engage with elected officials and other organizations by “mentioning” them in your posts and tweets.** Social media has become an important tool for elected official to keep tabs on what their constituents care about. When you mention a person or organization, their Facebook/Twitter profile is linked to your post/tweet and they are notified of the mention. Many elected official staff members are constantly monitoring the Notifications tab on their Facebook and Twitter pages to keep abreast with what is being mentioned in regards to their candidate/causes. According to a report by the Congressional Management Foundation, it takes fewer than 30 tweets on a topic for a congressional staffer to pay attention to the topic. *Imagine if you engaged your entire network of supporters to tweet on a topic like refugee rights or immigration reform.*
- **Adding Hashtags to your Tweets and Facebook Posts:** Adding a hashtag will help people outside your network see your tweets and Facebook posts. This works because people will search using hashtags to find content related to common topic. Hashtags are a tidy way to make sure your post/tweet is part of the broader internet-wide conversation occurring around a particular topic. **Pro tip:** Hashtags can often be used in-line to save character space (ie, “Refugee and immigrant rights are #humanrights.”). Note: It is common practice to limit hashtags to two at most. Popular hashtags related to Immigrant and Refugee rights include:
 - **#Immigration**
 - **#refugeeswelcome**
 - **#DACA**
 - **#NoBanNoWall**
 - **#humanrights**

Twitter-Specific:

- **Keep it short.** Tweets that are short and creative are easier to read and more stimulating. One useful rule is to use only 100-120 of your allocated 140 characters. Leaving this extra character space allows others to use it when retweeting your content (adding a “RT” and comments).”
- **Shorten Links:** This way, it takes up fewer characters and looks cleaner. To do this, copy the URL you want to shorten:
 - a. Go to bit.ly or another URL shortening service
 - b. Paste the URL into their site to generate a shortened version
 - c. Paste the shortened URL into your Tweet
 - d. Take out the “http://” and “www.”
- **Retweet (RT)!** Retweeting is a win-win-win. It helps *your* organization keep your Twitter feed lively and curated with interesting content, while at the same time increasing engagement & collaboration between you and the other organization you’re retweeting. PLUS it increases the reach of the original tweet, therefore helping out the other organization. There are two options for retweeting:
 - A straight retweet: this is like forwarding an email without adding any comments. To do this simply click the Retweet symbol  .
 - Want to RT something but add your own comment? Select the “Quote Tweet” option and add your comment at the top.
- **“Mention” other organizations or people on Twitter.** To do so, first find their username, aka their Twitter handle. You can find your U.S. senators and representatives Twitter handle here: <http://www.tweetcongress.org/tweeters>
 - Use their Twitter handle preceded by the “@” symbol to mention them in your tweet.
 - For example: Thank you to @NWRIP for standing up for #humanrights.
 - If you are mentioning a person/organization at the beginning of the Tweet, add a period (.) before the Twitter handle so that everyone can see the tweet (without the period, only people who follow both you *and* the person/org you’re mentioning could see the tweet).
 - For example: .@davereichert I'm a physician working @HealthPointCHC in your district. I hope u understand the importance of Medicaid! I do and it helps!

Facebook-Specific:

- **Include images in your post.** Posts with photos receive 53 percent more likes on Facebook than the average post and 84 percent more link clicks.
 - **Custom graphics** are a great way to cut through the social media clutter. Don't be daunted by design! Free online design programs like Canva make it easy to make quick, eye-catching, correctly sized images for all your social media platforms.
- **Share others' Facebook posts.** This is a win-win because it helps increase the interest and diversity of your own Facebook page content and increases the reach of the other organization and their visibility to your Facebook followers.
- **Mention other people, organizations, and events in your posts.** Facebook mentions are very similar to Twitter's @mention feature. To mention someone:
 - Type @ followed by the first few letters of the person or organization's name.
 - A drop-down menu appears, allowing you to select the correct person or organization.
 - When you publish that status, the Facebook mention links to that person's profile and lands on his or her wall and newsfeed.

Additional Social Media Resources

Resource	Link	Notes
Canva	https://www.canva.com/	Online tool for Graphic Design & Photo Editing. Canva makes it easy to quickly create custom graphics that are correctly sized for each social medium platform. Site offer lots of free templates.
Pixabay	https://pixabay.com/	Web site with hundreds of thousands of photos and clipart free to use for any

		purpose.
Bit.ly	https://bitly.com/	URL Shortener and Link Management Platform. Allows you to shorten really long hyperlinks so that your posts are cleaner and, for Twitter, fit within the 140 character length limit.
HootSuite	https://hootsuite.com/	Allows you manage multiple social media platforms in one place, schedule content in advance, and easily track metrics.
TweetDeck	https://tweetdeck.Twitter.com/	TweetDeck gives the Twitter experience more flexibility by letting you view multiple timelines in one easy interface. It includes a host of features to help advanced users get the most of Twitter: manage multiple Twitter accounts, schedule Tweets for posting in the future, build Tweet collections, and more.

Immigrant & Refugee Rights Sample Social Media Posts

Theme	Sample Facebook Text	Sample Twitter Text (must be 140 characters or less)	Image Ideas
<p>Share that you/your organization has signed NWIRHC’s Statement of Support.</p>	<p>We’re proud to join with the Northwest Immigrant and Refugee Health Coalition and dozens of organizations across Washington State in signing a statement of support to reaffirm our commitment to #equality, #diversity, and #freedom of religion:</p> <p>“We support the United States’ long history of welcoming refugees, immigrants, and those seeking asylum. We are dedicated to uphold the human rights of these individuals, families, and communities. We call our whole community to come together to stand alongside our neighbors who possess real fear of discrimination and loss of individual safety. We are committed to never be silent in the face of religious persecution, racism, and personal acts of aggression.”</p>	<p>We’re proud to stand with @NorthwestIRHC in supporting the rights of #migrants & #refugees. Will you join us? https://www.nwirhc.org/</p>	<p>Historical Photo + We support statement.</p>

	Please share if you agree. To learn more and commit to taking action visit: https://www.nwirhc.org/		
Hate Has No Home Here. Show your commitment to creating a community focused on respect and compassion by sharing the Hate Has No Home Here message.	We're proud to be part of an organization [or living in a place] that welcomes immigrants and refugees and where hate has no home. #NoHate	Proud to be part of an org. that supports immigrants & refugees. #NoHate	https://hatehasnohomehere.wordpress.com/download/
Share relevant resources and ask others to get involved. Find tons of great local (Seattle/King County) resources to highlight here: http://www.seattle.gov/iandraffairs/resources	1. Are you worried about a loved one who is travelling to the U.S.? Get help now from volunteer lawyers: airportlawyer.org Are you a lawyer who wants to volunteer? Visit: immigrationjustice.us Thank you to @landRAffairs for sharing these resources on their website: bit.ly/2k5FbSP 2. What do you do in the face of discrimination? The @ACLU provides information about rights in several languages: http://bit.ly/2kADTCy	1. Worried about a loved one travelling to the U.S.? Get help from volunteer lawyers: bit.ly/2lqTW3n #ImmigrationRights 2. What do you do in the face of discrimination? The @ACLU provides information about rights in several languages http://bit.ly/2kADTCy	Airport Lawyer Image Know Your Rights ACLU Image

<p>Highlight events that provide useful information or support solidarity with immigrants and refugees. Be sure to mention both the org hosting the event and, if it's a Facebook event, the event itself. Looking for events to highlight? Check out:</p> <ul style="list-style-type: none"> ▪ Northwest Immigrant Rights Project's website and Facebook Events page. ▪ Eastside Refugee and Immigrant Coalition ▪ Seattle Office of Immigrant and Refugee Affairs 	<p>1. We know many in our community are concerned about changes to Immigration Policy. To help understand those changes, @NWIRP is providing a free @Presentation on Changes to Immigration Policy tomorrow, Feb. 4 at Highline Community College. The presentation will be in both English & Spanish and attorneys will be present to answer questions. Knowledge is power; #KnowYourRights bit.ly/2kaym4F</p>	<p>Tomorrow, join @NWIRP to learn about the changes in immigration policy. #KnowYourRights bit.ly/2kaym4F</p>	<p>If you share a Facebook event, an image should automatically appear with your post.</p>
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<p>Engage your viewers with Elected Officials by directly communicating with representatives through their Facebook and Twitter handles about causes that are important to your organization and community. At the same time, it creates awareness and represents the organizations values. This not only encourages others to participate in the discussion but also can provide resources for their followers to take action.</p>	<ol style="list-style-type: none"> 1. Community Health Centers provide crucial health care access, particularly to our region’s newest and most vulnerable residents. That’s why we #valuechcs and are asking @RepDelBene to sign the Wicker-Stabenow health center funding support letter. 2. “Ensuring the safety of our communities and protecting the rights of recent immigrants are goals that flatly do not conflict.” Thank you @RepAdamSmith for upholding Washington values and keeping the families together. http://bit.ly/2o80gAc 	<ol style="list-style-type: none"> 1. I’m asking @RepDelBene to #valueCHCs and sign the Wicker-Stabenow health center funding support letter. 2. Thank you @RepAdamSmith for your statement upholding Washington values and keeping families together. #Community #ImmigrantRights bit.ly/2o80gAc 	<p>Doctor Photo</p> <p>Washington State Flag</p> <p>Health Centers</p>
<p>Thank organizations and individuals who are on the front lines of fighting for immigrant and refugee rights. This is a great way to #ShineALight on important work. Thanking elected officials in particular shows that you (and your supporters) are</p>	<ol style="list-style-type: none"> 1. Thank you @NWIRP for your work defending #ImmigrantRights and #RefugeeRights. The Northwest Immigrant Rights Project provides legal services, advocacy, and education for 	<ol style="list-style-type: none"> 1. Thank you, @NWIRP for your services in defending immigrants and refugee rights. Learn more about this organization at https://www.nwirp.org/ #KnowYourRights 	<p>Photo Grid: We’re in this together</p> <p>Link to video of Governor speaking out.</p>

<p>paying attention and that their actions related to refugees and immigrant rights very much matter to your community.</p>	<p>families and individuals, regardless of where they were born. For more information on how to get help or how to get involved visit: https://www.nwirp.org/</p> <p>2.Thank you @WaStateGov for speaking out against Friday’s executive order and standing up for the rights of thousands of HealthPoint families, both patients and staff. Now, more than ever, it is imperative that we are not silent, but instead join our voices to uphold the human rights of ALL people. We hope you will join us and many other in standing in solidarity with immigrants, asylees, and refugees: https://www.nwirhc.org/foundation/</p>	<p>2. Thank you @GovInslee for speaking out against Friday’s executive order & standing up for the rights of thousands of HealthPoint families.</p>	
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Additional Resources for Supporting King County’s Immigrant & Refugee Communities

Resource	Learn More	Notes
American Immigration Lawyers Association (AILA) Washington Chapter	http://www.ailawa.org/	Legal Assistance & Shareable Alerts in English and Spanish
Asylum Connect	http://www.asylumconnectcatalog.org/catalog/seattle%2C%20washington	Resources for LGBTQ Asylum Seekers
Eastside Refugee & Immigrant Coalition	http://www.ericmembers.org/ https://www.Facebook.com/WelcomingEastKingCo/	ERIC serves as a resource for health care providers and other community members who work with immigrant and refugee populations in East King County
Episcopal Migration Ministries	http://dioceseroseattle.org/	Refugee Resettlement Agency
Fair Work Center	http://fairworkcenter.org/	Support for workers, outlines employee rights in various languages
International Rescue Committee	https://www.rescue.org/united-states/seattle-wa	Refugee Resettlement Agency
Jewish Family Service	http://www.jfsseattle.org/volunteer/	Refugee Resettlement Agency
Lutheran Community Services	http://www.lcsnw.org/services.html	Refugee Resettlement Agency
Northwest Immigrant Rights Project	https://www.nwirp.org/	Legal services, impact litigation, and community education.
Refugee Women’s Alliance (ReWA)		Behavioral health, domestic violence help, job training, ESL, housing, and more!
Seattle Office of Immigrant and Refugee Affairs	https://www.seattle.gov/iandraffairs	
St. James Immigrant Assistance	http://www.stjames-cathedral.org/immigrant/	Citizenship Assistance, ESL Tutoring, DACA.
Washington State Office of Refugee and Immigrant Assistance	https://www.dshs.wa.gov/esa/office-refugee-and-immigrant-assistance	Connection to a variety of services and programs, including PRIME: Promoting Refugee Integration, Mobility and Empowerment.

Welcoming America	http://www.welcomingrefugees.org/Toolkit: Promising Practices to Strengthen Relations with Refugees and Muslims	<p>This group assists organizations and communities across the country plan ways to help local refugees feel a greater part of their new community and to build understanding among all residents. They offer many resources including webinars and toolkits focused on helping communities strengthen relations with refugees and Muslims.</p>
World Relief Seattle	http://worldreliefseattle.org/	Refugee Resettlement Agency