



AGENDA

EQUINET TRAINING SESSION

“Communicating Equality: Social media for equality bodies”

Thursday 13th October and Friday 14th October

Location: Facebook Offices, 4-5 Grand Canal Square. Dublin 2, Ireland

Training session delivered by:

Hosted by:



OBJECTIVES OF THE TRAINING SESSION

The training session aims to:

- Help Equinet members to **use social media in a more strategic way**
- **Share best practice** and learn from ideas from both the public and commercial sphere
- Outline the **possibilities of social media tools** (monitoring, publishing, analysis)
- Learn about **new trends** and platforms
- Get an introduction to the **paid social media channels**
- Learn how to deal with **negative aspects of social media**

AGENDA

13 OCTOBER 2016

08:45 – 09:15	Registration of participants & Welcome
09:15 - 09:45	Presentation of the programme and Tour de Table <i>Adam Zbiejczuk and Jaroslav Faltus, Key Influencers Interactive</i>
09:45 – 11:00	SESSION 1: How to approach social media in a strategic way <ul style="list-style-type: none"> • Planning your social media schedule • Setting the work flow • Reporting on social media use • Including social media in a general communication strategy
11:00 – 11:30	Coffee Break
11:30 – 12:30	SESSION 2: Facebook policy on tackling discriminatory content and hate speech <i>By Julie de Bailliencourt, Safety Policy Manager EMEA, Facebook</i>
12:30 – 13:30	Lunch
13:30 – 14:30	SESSION 3: Trends in social media <ul style="list-style-type: none"> • The new possibilities of social media • Trends on Facebook • How to use paid ads on Facebook efficiently • Business Manager, FB Pixel • New social media platforms
14:30– 15:30	SESSION 4: Catchy content and trends <ul style="list-style-type: none"> • What kind of content is king?



	<ul style="list-style-type: none"> Identifying the trends Working with Ambassadors Killer content plan
15:30 – 16:00	Coffee Break
16:00 – 17:30	<p>WORKSHOP 1: Practices of Equality Bodies <i>Choose a discussion group, listen to and discuss members practices, exchange your experiences</i></p> <ol style="list-style-type: none"> How to write a good post (tips and tricks) – <i>Maria Swanljung, Non-Discrimination Ombudsman, Finland & Monica Hanych (Stachonova), Public Defender of Rights, Czech Republic</i> Campaigns and how to promote your organization – <i>Nadine Brauns, Unia, Belgium & Levente Kollár, Equal Treatment Authority, Hungary</i> How to communicate & manage difficult topics (including negative messages) - <i>Ana Tretinjak, Office of the Ombudsman, Croatia & Stamatia Papadimitriou, Greek Ombudsman, Greece</i>
17:30– 17:45	Summary of Day 1 and any other updates
20:00	Dinner at The Exchequer, 3-5 Exchequer Street

14 OCTOBER 2016	
09:00– 10:00	<p>SESSION 5: Other Social Media Platforms</p> <ul style="list-style-type: none"> Twitter Linked In Youtube
10:00 – 11:15	<p>SESSION 6: Successful Campaigns</p> <ul style="list-style-type: none"> Contests and campaigns in social media and beyond How to target different audiences Best practices (Tips & tricks)
11:15 – 11:30	Coffee Break
11:30– 12:15	<p>SESSION 7: Tackling negativity & Monitoring</p> <ul style="list-style-type: none"> Fighting negative comments on your pages Monitoring social media
12:15 – 13:00	WORKSHOP 2: Let's try the tools
13:00 – 13:20	<p>SESSION 8: Manual on Social Media for Equality Bodies</p> <ul style="list-style-type: none"> Group discussion about how they would to further develop the manual
13:20 – 13:30	<p>Conclusions</p> <ul style="list-style-type: none"> Final questions from participants
13:30 -14:30	Goodbye Lunch

PARTICIPANTS

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SUMMARY

SESSION 1: How to approach social media in a strategic way

Everyone believes there is potential in social media, but when you ask if it works for you, it doesn't usually do so. Everyone is on social media, so we should be there too...but with a strategy!

Social media takes TIME! No point in doing something and not highlighting/promoting it.

Communication models

- Land: one to one model, see each other, talk etc.
- Sea: one to many (even the tribe leader spoke to many)
- Air: many to many

Need to get to know target audience! Facebook feeds of everyone are very different. Also good to know that there are more people above 50 on FB than teenagers. Older people being active in your community usually have smaller numbers of friends, so see everything you post!

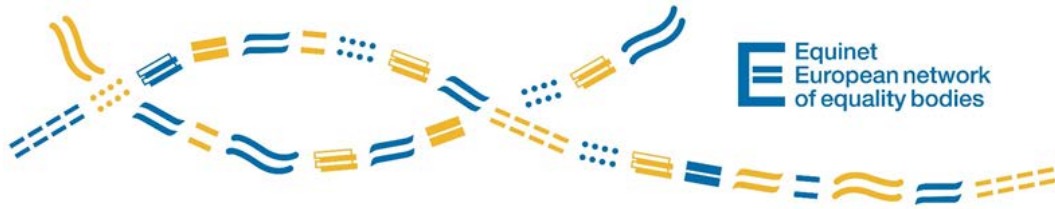
It's a communication tool, but if you don't have goals, it's hard to know if you're doing right or not. Need GOALS.

- Reach the public
- Get the message out
- Get people to your page
- Have active conversations
- You want to help people – be where they are!

Continuous social media presence is not outsourceable and needs to be done regularly

Setting up social media strategy – social media ROI, by O. Blanchard

- Identification of roles – who? (is interested in social media. Get lawyers on side!)
- Organisation chart – which level? (which bosses are interested?)
- Flow – from who to whom?
- Situation analysis – what if...?
 - ➔ Clear set up, who is working on what, who has the responsibility and what happens in different cases. Need to be prepared for crisis situations, don't be caught by surprise, have a plan b if something doesn't work out.
- We spent that much time, which cost that much money, with that impact, with so many responses etc. Don't just talk about number of fans (don't want to aim for numbers of fans), but rather reach.
- Make social a priority, give social media the chance to change things!
- **Is there a way how we can help people to voice their concerns and give them the power to change something through social media?** People should be able to contact you more easily and share their worries, and you help them do something with it....proposing change of law, or promoting sth close to their hearts.



Metrics, true engagement

Amplification rate / conversation rate / applause rate = social media success

How is reach compared to total number of followers?

Total number of likes, shares, comments

Number of likes divided by number of fans is the basic ratio of your success. – will allow you to see how much of your fans/community are reached

Who should your comparators be? Should be similar in scope. Conversation rate allows you to compare relatively.

Interesting to measure if people talk about the stuff we want them to talk about – share of voice. Possibility to enter the public debate through others (journalists, politicians etc). Media relations/PR

Many accounts are very similar to an RSS feed from your website. How do you make that difference? Need to take part in the conversation!

Official profiles can be used to keep it to facts, but used in an interesting way.

SESSION 2: Facebook policy on tackling discriminatory content and hate speech

Aims to work with NGOs, policy makers, academics, to feedback to work with FB. Their goal: “Making the world more open and connected.”

Balancing freedom of speech and allowing people to feel safe online – tricky!

Content policies / engineers to help people resolve problems / Help to give support

Getting feedback is important. Humans look at the information – machines couldn't understand if there were discrimination for example. Partnerships & feedback – work with minority groups and NGOs.

Community standards – covers all policies. Policies are not set in stone – policies covers everything from hate speech to bullying/harassment/violent groups etc. Are constantly updating these, and really analyse any 'strange' behavior.

Zero tolerance policy – protected categories, generally goes beyond what local legislation defines.

I hate islam could be accepted, but I hate muslims wouldn't. Hate speech and abusive behavior posts could be reported and if they build up, the whole page could be deleted.

TOOLS – create tools to give people a great experience and manage who can see contact etc.

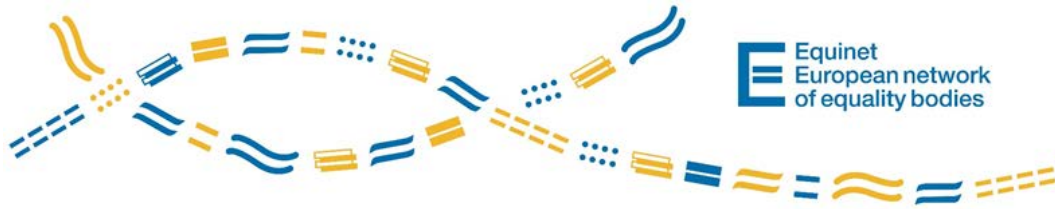
Privacy tools – audience selector is clear to all so everyone can know who can see it.

Privacy check up – fb.me/privacyshortcuts – who you're sharing with, who can see your contact

Privacy basics – information on privacy

Blocking – block / poke / text / see friendship





Reporting – anonymous process / assessment by trained experts / 30+ languages / a lot of reports on things they don't like – football world cup, elections, local things specific to your country -> who are you, what language you speak, pornography not necessarily specialised, but harassment would have a specific team.

72 nationalities working in FB Dublin, hire people from lots of languages and different country versions. Measure of success – how long people wait for a good response. Consequences for people who post content – can get some warnings, be feature blocked (eg no longer access to photos), can then be blocked. There can be an appeal.

The policies and rules are created so that decisions are made with head not heart – shouldn't be space for uncertainty.

Credible imminent threat to life – info can go straight to police if necessary.

Their team goes through regular training and updates. But mistakes can happen.

Help pages can allow people to give more details on eg. blackmail etc

Impersonation Alert – they check to see if the new accounts are impersonations or not. I would be contacted if there's another account like me, and that files a report.

Suicide prevention – work with experts (lifeline etc) – self injury support can be different types of things – contact friend directly, lifeline support locally, tips to the person to give them help.

Well being programs created with experts – help a friend in need / LGBTQ community online / a guide to staying safe on facebook (women's aid) – all downloadable and can be ordered

COUNTER NARRATIVES

Much content cannot be completely removed and if it is, it's not changing their ideas or countering messages. Demos, UK based think tank – is counter speech effective? How different is it in different countries. Not all content that offends, shocks, disturbs can be removed.

Harmful vs offensive. Humour may be found offensive. Hate speech will be removed, but sometimes its more nuanced and this doesn't change ideas. Counter speech is the speech which challenges the speaker.

Average Mohamed – counter speech guy against Isis = Islam

#Bring back our Girls, #Not in my Name, #Je Suis Charlie,

Next steps – continue to work on topics . Demos have just released more research on hate speech. How to create a message that goes viral – Hedayah, Institute for strategic dialogue, OCCI – civil courage initiative, Code of Conduct on hate speech at EC level.

Counter messages – English Disco Lovers (English Defence League). Doesn't cost money, but has people who understand social media and are active.

Pinpointing exactly where the hate speech is is more useful.



SESSION 3: Trends in social media/ SESSION 4: Catchy Content

Winning through organic reach: takes time, need to know audience well, you need luck, not free anyway

Performance model: based on paid reach, have to learn about FB ads and analytics, outsourcing is less problem than in organic way. Ads don't look so different anymore, and most people like good ads.

FB no longer just a social network – parallel structure to internet. Huge amount of data they have their hands on. Their data give you useful targeting.

Video – facebook wants video to have higher reach , so your videos might go further. Could be really easy to make!

How can you make a difference with what you post on your page? What makes content interesting?

4 organic reach ingredients:

- Cool / humour part: ATTENTION! How to get people to stop and at least check your post.
- Care / useful part: sell them something that they want
- Trendsurfing / real time marketing: up to date info & news. If you can come up with a breaking news story (or journalists do it for you), that's good, if you are tagged. Eg. ice bucket challenge
- Personality /uniqueness: what does this have to do with you (and how can this be an institutional view?)?

Most important thing is interaction with pages. If your friends are friends of same things, you'll tend to see it more.

*listen first – join the conversation – let people tell your story – promote and 'sell' afterwards

We are often trapped in thinking about content etc, and don't often take enough time to listen to people! We are still a brand, and consumers talking (positively) about us is what we want. People like to read about themselves – they don't want to hear just about you...talk about others!!! Put the subject of your work to the fore, not yourselves.

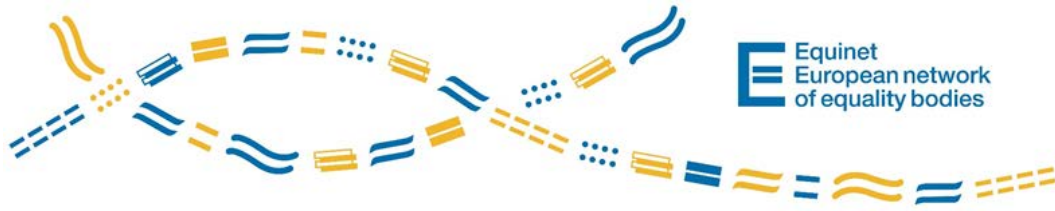
Twitter account Sweden – day in the life of... could be interesting for the Directory! -> Meet the Equality Body – have them manage our account for a week!

If you want people to share something, ask them to share it. Add a story if possible. A story is better than a press release! Less formal way of presenting news, works better in social media!

Also tell people how to feel, so that they know if it's good news or if they should be angry etc

Carlsberg puts friends to the test – actively involving their own friends in the conversation, couple in the cinema – discrimination against 'bad boys', stop the traffic – video in the window – same agency as Carlsberg makers

How to sell perfect customer care – care for and engage with customers in humouristic way



Phixr – online photo editor

Be reactive to events, out of the box thinking to popular holidays etc

[Facebook-studio.com/gallery/submission/ghita-the-social-shepherd](https://facebook-studio.com/gallery/submission/ghita-the-social-shepherd)

Behind the scenes – get the whole organisation to do some facebook thinking. Get the people on the ground thinking about it.

What do customers want? Ask them! Might be very different to what you think they want.

Paid Instruments on FB

More inactive fans you have on your page, more you'll appear lower in FB algorithms.

More specific targeting, better results the ads will be. Focus on the quality and not the quantity of engagement.

Business manager – better options to work in bigger teams.

What is the KPI? Easy option – get bigger reach. But this shouldn't be all. You could target media/politicians etc. Can go for clicks and that tells you that you delivered the message to the important ones (CPM better than CPC).

Create look alike audience - FB uses signals it has to create these

Facebook Ads: Start with own site

- WCA (Website Custom Audience) - users that visited my site (Facebook pixel)
- CA (Custom Audience) – emails/phones I have (see linked in connections)
- LA (Lookalike audience) – similar to existing public

CPM model for small and niche publics – (CPM - chance that people will see it and interact with it). FB predicting the probability that it will get paid – historical content of you as a user and advertiser.

Check average price per click and average reach per 1000 people, you can generally do better than them, but bid high first and then drop it after. Change ads at least to have different picture/wording etc.

Facebook/blueprint

Workshop 1 – How to write a good post (tips and tricks)

Public Defender of Rights, Czech Republic

Short videos with heads of department – would talk about a basic human right (International Day of Human Rights)

List of content formats – gives you ideas for how to post things in different formats



3000 people follow their FB posts. 3-5 posts a week. Every week, about 5-10 new follows a week. They get about 5-10 messages a week, particularly about social security. Information is given from flyers on their website. Complaints should go to email address. Series of answers to questions about social security – where should I ask about retirement payments in images, then reply in post. Also used in Instagram, on website, in annual report.

Automatic replies on Facebook Messenger – could have complaint, so directly told where to go to complain.

Organic reach usually about 2-10 per cent.

8000 cases per year, only 300 are discrimination. Most work on social security, then building and housing. This is why we have started working on paid ads. Have started now, put 10 dollars per ad, and now have outreach of up to 17K. Are promoting only big issues. Eg. have convinced law makers that guide dogs should be allowed into all buildings. Now people are finally getting to understand that we don't just talk about Muslims etc. Media don't necessarily want information about disability, but FB (ie. People) do!

Paid advertisements – side effects:

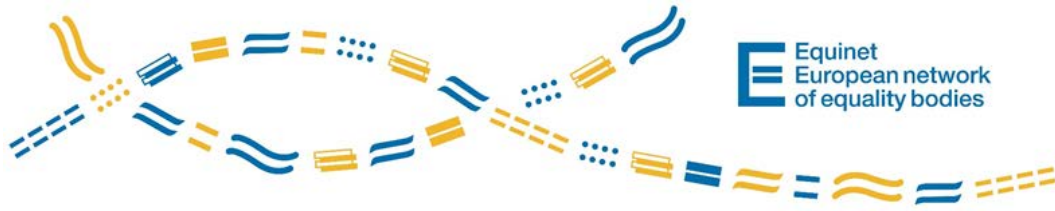
- organic reach really increases once you have paid for it. She paid for engagement (click, like or share).
- With targeted posts (to NGOs, mothers with children, handicaps), more normal discussion arises from normal people
- Of course there are some unsatisfied people, but I leave it there so people see it's a normal conversation.
- Use institution to comment on everything, and check legal info with lawyers if necessary
- Need to have targets – get the messages of public defender to more people and to vulnerable groups – its fulfilling
- Same ads – one to general public, another to a very specific one eg retired, or handicapped. Then you can compare results.

Non Discrimination Ombudsman, Finland

New authority, changed name recently, so after 2 years we really are focusing on getting ourselves known. April Fool's day – no strategy but a coffee break discussion about what a state authority could do that would be funny - came up with the idea of Disse, the Discrimination Dog.

Quite a success – more clicks, shares and follows than ever before. Using a humorous post brings people to your page and when you have something important to say, they are there. Made them less like an authority and more human. Finnish police and tax authorities all had similar April Fools jokes.

- Animals are loved, humour is good, and also when we are usually serious, this was a nice surprise.
- Generally alone in social media on the team, but some brain storming ideas are good.
- Has ready made templates for all issues that she just writes in and uses regularly
- Getting team members involved is good eg people on twitter working
- Has Instagram and just started using that – so trying it out.
- Pictures get 200 per cent more attention than text



Summary of Workshops

1: Content type / Humour

2: Belgium and Hungary examples. Both not that well known. Both had campaigns to get orgs better known.

Belgium – memes and infographics – playing with stereotypes, got big reach and new followers (1000 new followers). International days to show we work on different topics.

Hungary wanted to promote regional/county offices

Meltwater, Followerwonk, Thunderclap

Possible to target posts by language – Twitter

3: Migrant crisis – Croatia – Twitter campaign from last year. All tweet style was informative but simple to understand. Not professional photos but own. Lots of energy used

Greece – school for migrant children

Generally, should have rules on your FB page, so people can receive cut and post replies. But someone should be there monitoring.

If you are going through too much content, then you need the community to help you out.

SESSION 5: Other Social Media Platforms / SESSION 6: Successful Campaigns

Twitter changes from country to country, more popular in some countries than others.

Google + has been left by most people, so the only ones left are happy as they have main share of audience

Look to Asia to see what is future for social media. Mobile phones are their only form of accessing snapchat for example.

Facebook – teens have more than one fb account, so that they don't have family following everything. We also told them how much they have to be careful with what they post, so now they are paying attention and not doing it any more.

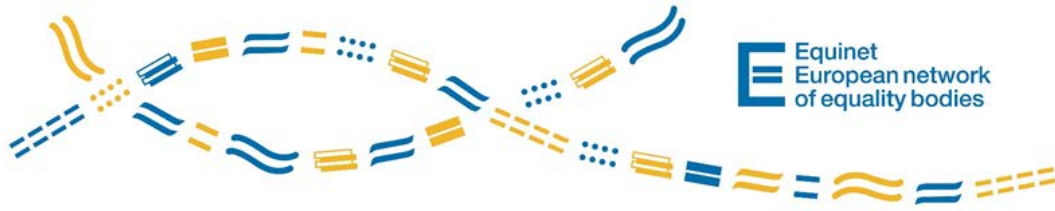
Running a campaign using influencers in Instagram/snapchat could be of interest. They are generally open to cooperating with charity campaigns.

Instagram has about 2/3 of active users, but a much younger age group. 20-25 year olds – first network they open when they wake up – snapchat, Instagram, FB not really mentioned.

Instagram – reposting (get permission), iconosquare, downloadgram

Youtubers are amongst preferred celebrities so could be useful as ambassadors. Followed on Instagram more than celebrities and foreign celebrities. Have more engagement than real life celebrities, as celebrities also have older people who don't use their accounts often. Approach them in a way where they are included! Might be good partners for campaigns against racism for example.





Also consider using local university students to promote your fb and give them work experience

FB – for older people – cpc, they don't click so much, but do read.

Personal profiles could be useful – ombudsperson for example, if they are active, could engage well. They enjoy being part of the community. Institution vs. personal profile Eg. from Estonia, Ombudsperson is the profile page, offered trees at Christmas time.

Join interest groups and bounce ideas off each other, get feedback from LGBTI people on LGBTI campaign for example.

Whether to create different profiles for different audiences? May be good to create a separate page if it's not going to be a campaign page for a short while but will live on; if the target group is specific enough to need a separate page; if the department is separate and stand alone and can manage an active page.

What about creating a page that's not called office of the ombudsman, but branded by the cause. People might be more likely to like the cause rather than the institution. If so, then align it with a campaign that goes beyond social media.

<https://www.facebook.com/bookmarks/interests> - can follow similar groups – will create a list of members. But cannot be edited by others! Can be private, friends, public. Makes you avoid liking someone, but could keep an eye on them. Safely browse all their content without interacting directly. Eg. create a list of influencers. If it's for monitoring, keep it private.

[Equinet Members list](#)

Twitter: Followerwonk.com allows you to dig into Twitter analytics, find and connect with influencers in your niche – basically to grow your social graph.

Linked In – [jan vermeiren – how to really use LinkedIn](#)

Linked In – useful keep your contacts after they've left their jobs etc.

Company pages are good as they should be there. It's our way of showing we care. More important to have profiles of those who are in the organisation.

If you aim a campaign at HR professionals, then yes, go for it! On FB, we never browse people's profiles, we just look at newsfeeds. On linked in, we look at other people's profiles and not at newsfeed.

If you want to see a 3rd level connection, have a look at their public profile without being logged in. Probably not as much info for non-friends.

Add additional material sections, to show what you are doing and to avoid writing so much. Add pdfs, presentations and more. Who saw my profile. If you look at their profile, they'll probably look at yours. Pro-tip: [Rapportive](#) – with gmail, you can see names and contacts with linked in, twitter etc

Tweak personal profiles of people working in the equality body so that all look like they are working in the organisation. They can animate the webpage if in the description of the org you have the website etc.



Business Manager

Business.facebook.com

Payment methods may be complicated, as invoices aren't really good enough to reclaim, unless you have huge amounts of money. Gets rid of grey accounts. But if you don't have many cooperating partners, may not be useful, but can share

Pixel – follow traffic. Don't have to have business manager to get the pixel info.

Zoot – people tracking you.

<https://sentione.cz/> – allows you to track and follow conversations link to monitoring 'title'.

<http://www.zoomsphere.com/> - bigger but more expensive

Monitoring words, allows you to track if its positive or negative, but can't tell if you are sarcastic for example.

SESSION 7: Tackling negativity & Monitoring

Finland doesn't want to campaign on race and ethnicity for example, as she doesn't have the resources to deal with hate speech on a subject that generates so much! To tackle that, try to identify your community and ask them to help you moderate the page/negative comments etc. Maybe better to work on notoriety campaigns than on complicated topics.