




# USING SOCIAL MEDIA

## HOW TO GET STARTED


### WhatsApp



- Download WhatsApp [here](#)
- Gather phone numbers
- Press  and select “new group”
- Select the contacts you want to add
- Name the group conversation
- Start the discussion!

### Facebook



- Use your phone number, or email address (if you don't have one yet, you can create one by clicking [here](#))
- Go to the [Facebook](#) website
- Enter your details
- Join the [Virtual Media Academy group](#)
- Start sharing your content!
- To start a Facebook Live, click  under “create a publication”, and start streaming

### Youtube



- Go to the [YouTube](#) website
- Click  and select your email address to log in
- To upload a video, click  and then 
- To broadcast your campaign live, click  and then 

### Twitter



- Go to the [Twitter](#) website
- Click on “sign up”
- Enter your name and phone number (you can also use your email address)
- Confirm
- Connect with other campaigners and start sharing your content!

## WHEN TO USE IT

- Create a regional media hub
- Stay in touch with your area's influencers
- Apply and justify the Direct Action Media Grants
- Share your work
- Support other campaigners

- Access the Virtual Media Academy cheat sheets and films
- Promote your campaign
- Stream your activity live
- Post photos and videos of your program
- Grow an online community of like-minded campaigners

- Broadcast your campaign live
- Upload videos of your media activity
- Centralize your campaigning material to share more easily in the future, and build a strong archive to share with potential funders, media outlets and other campaigners

- Share your work
- Build your voice
- Build your network, connect with and support other campaigners' work