

**Shift Happens Here presents: Reach**  
*How to Leverage Social Media and Marketing to Shift Culture*

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**In Brief:**

Your communication on social media should reflect the values and goals of your organization. Using your platform and voice to connect with an audience can help raise awareness, lift up individuals and communities, and call out injustice. Deliberate communication that is on brand for your organization cultivates space to discuss causes and missions more fully online which can move people to take action. Authenticity, planning and two-way communication provide oxygen to an issue, and by utilizing the power of social media you can amplify your messages to help advance social issues and hold organizations, companies, elected officials, systems and institutions accountable.

**Points of Note:**

- Once you get a followers attention it is up to you to maintain an authentic relationship with them.
- Supply a call to action. Tweets are not going to pick you up at home and take you to an event, but you can provide simple instructions and a call to action.
- You cannot exist solely online. Think about the other elements to add -- take your values to the physical world. Incorporate other things that compliment social media.
- Create opportunities for people to be involved and make it easy to participate. Make sure “call to action” information and links work.
- Garbage in garbage out-- if you want to affect change online and have conversations online that are meaningful- curate your following and who you are following.
- Hustle is a direct line to heart. People want to see the hustle and the heart of your organization.
- Authenticity is important. Be yourself. Don’t feel like you need to be someone else.
- Social media is a space to build up collective power.

**Reflection and Questions to Consider:**

- Are you reaching the members of your community who need you the most? If not, how can you better connect?
- How do the values of your organization translate on social media?
- Are you providing value to your followers? Make your posts more than a sound bite -- this provides oxygen to an issue and a space to discuss it more fully.
- Social media provides access to information. Values based and mission based organizations have a responsibility to provide accurate information. Is this a part of your social engagement strategy?
- Use the tools that are available to you. If your tool is to use your voice, use it. If it is to center other people and their voices, use that. Plan for a marathon not a sprint. Do you know what your goals are online?

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