



MAKE AN IMPACT
FUNDRAISE • ADVOCATE
MAKE JUSTICE UNSTOPPABLE

Social Media How-To

Social media is a great way to educate people and raise awareness about a cause. Here are a few types of posts that you can use to support your campaign on different social media platforms.

Informational

Informational posts educate your readers and potential sponsors about the issue at hand. They provide a compelling reason for them to support the cause for which you are campaigning.

Examples:

- *Did you know? A stunning 4 billion poor people live outside the protection of the law. (United Nations)*
- *Human trafficking generates about \$150 billion a year—two-thirds of which come from commercial sexual exploitation. (ILO)*

Propositional

Propositional posts invite your network and social community to take an action related to your campaign. The action could be to sign up for updates, share your posts, or to donate money.

Examples:

- *I'm fundraising to protect children, women and men around the world from everyday violence! Will you support me? [insert link]*
- *Small children shouldn't bring big profits. We need YOUR help to end cybersex trafficking. Share this post to spread awareness of this crime!*

Celebratory

Celebratory posts highlight and promote your fundraising successes, or encouraging milestones from the organization.

Examples:

- *We just hit 75% of our fundraising goal to ‘raise a rescue’! Thank you to all of our supporters!*
- *News from Ghana—IJM rescues 31 children in largest rescue to date! [insert link]*

Other Helpful Hints

Hashtags

A hashtag is a type of label used in social media posts that make it easier for users to find messages related to a specific theme. Creating a unique hashtag for your campaign can help bring your supporters together. Choose a hashtag that is short and sweet, but clearly gets your message across. Also check to ensure any associations with that hashtag are positive.

Examples: #SeekJustice
 #EndViolence
 #EndSlavery
 #UntilAllAreFree

Have your hashtag ready for your event launch, and promote it with any social media communications.

Tips for Different Platforms

Not all social media is created equal—audiences respond differently to posts on various channels. Here are some best practices for 3 major social media platforms:

Facebook

- If using video, be sure to upload directly to Facebook instead of using a link to an external site. Facebook won't show your post to as many of your followers if you use an external link.
- You can make posts a bit longer on Facebook. Make sure the first line(s) are punchy and catch the attention of your audience.
- Include a call-to-action in your posts.
- Post to Facebook a minimum of 3-5 times per week for maximum impact.

Twitter

- Tweet 3-5 times a day for maximum impact.
- Use one or two hashtags in your tweets.
- Follow and engage with accounts that share similar interests.
- Shorten links to your webpage using [Bitly](#).

Instagram

- The photo is everything! Text quotes overlaid on an attractive photo are engaging.
- Post daily for maximum impact.
- Use the photo caption as an opportunity to tell a compelling story.
- Use 7-10 hashtags.
- Direct users to the link in your profile picture for more information.

How to Get Media Coverage

Getting Local Media to Cover Your Event

Getting the local media to cover your event is a great way to raise awareness about the cause you support. It's also a great way to encourage more people to participate in the future. Getting media coverage either during or before your event is as simple as taking the time to reach out and provide them with some key information. This can take the form of either a media advisory or a press release.

How to get started:

Step 1 – Write your media advisory or press release

Although media advisories and press releases are similar, they serve different purposes. A media advisory is a short, one-page notice to alert the media about your upcoming event. A press release is also used to alert the media about an upcoming event *or* an event that took place recently. Press releases can be used to “build buzz” around your event. They also provide more detail than a media advisory and are written in a “news-ready” article format (see templates provided).

Both a media advisory and a press release should contain the following 5 components:

What: One or two sentences describing your event (include the title/name of the event here)

Where & When: The date(s) and location of your event

Why: A short, one or two paragraph statement about why you are holding the event. This is where you can mention [International Justice Mission Canada](#)*.

Who: Include your name and contact information so the reporter can call or email you if more details are needed. Also include the names of speakers or other persons of interest.

Step 2 – Distribute to local media

Send your advisory or press release out to local media. Local radio stations and newspapers are your best bet, but if the event will involve something dramatic (e.g. the [Saskatoon Polar Dip](#)), local television stations may be willing to come.

Typically, you can find email addresses or fax numbers for local media outlets on their websites. If you want live coverage at an event, remember to send your advisory out at least one week ahead of time to give reporters time to include your event in their busy schedules.

Step 3 – Follow up

The day after you reach out to the media, follow-up with either by telephone or email. Before you speak with a reporter by telephone, review the details of your advisory or release and have it close by to reference.

Here's an example of what you might say:

Hi, I am [your name], I live in [name your town] and I'm calling to let you know about an awesome upcoming charity event that's happening in the area. Do you have a brief minute to talk?

[If the reporter cannot speak with you for some reason, ask them when a better time would be for you to call back. Don't forget to call them back at that time!]

On [date and time], I [OR Group you represent] will be [enter the details of your event here.]

Include what you're doing, why, and what you hope the outcome will be. For example:

On [June 1, 2016 starting at 2pm], I will be [cooking hundreds of pots of soup and selling them at the local market to raise funds] for International Justice Mission Canada, a global organization that protects the poor from violence throughout the developing world. We hope that more individuals learn about violence against the poor and help us financially support an organization that is actively fighting the issue.

We would love to have you join us. I have sent you a media advisory but would be happy to send it to you again. Are you interested in covering this event? [If no, is there someone else at your station/paper who might be more interested?]

***Please note that all communication to the media about your event should be issued from yourself or your organization, not International Justice Mission Canada. When referencing IJM Canada, please use the following description:**

International Justice Mission Canada is part of a global organization that protects the poor from violence throughout the developing world. IJM partners with local authorities to rescue victims of violence, bring criminals to justice, restore survivors, and strengthen justice systems. Learn more at IJM.ca



Press Release Template

[Add Event Logo]

[Title; Try to Make It Catchy. See example on next page.]

[Date]

FOR IMMEDIATE RELEASE

[CITY, PROVINCE] – The first paragraph. Begin your press release with a two sentence paragraph that provides a quick overview of your news, highlighting why it is important. It should read easily and make your news sound exciting to a general audience (this is called a ‘hook’). [WHO, WHAT, WHEN, WHERE, AND WHY. You want to make sure you detail each of these.]

Next, provide some background information on the program or event. Make sure to write your release in terms that your target audience, and the general public will understand.

Your text should explain the purpose of your event and intrigue the reader to find out more, visit your website, and contact you for more information. You could also include a quote from the event organizer.

Add in, explicitly, a sentence about the event supporting International Justice Mission Canada. You can also include some information about [IJM Canada](#). Here is a description of IJM’s work:

International Justice Mission Canada is part of a global organization that protects the poor from violence throughout the developing world. IJM partners with local authorities to rescue victims of violence, bring criminals to justice, restore survivors, and strengthen justice systems.

In nearly 20 communities throughout Africa, Latin America, South and Southeast Asia, IJM combats slavery, sex trafficking, sexual violence, police abuse of power, property grabbing and other forms of violence. Learn more about IJM Canada at [IJM.ca](#)

CONTACT**:

First and Last Name, Title

Email Address

Phone Number

###

The triple hash “###” symbol indicates the end of your press release. Place these directly underneath the last line of the release.

[EXAMPLE]



STUDENTS BIKE 30 HOURS STRAIGHT TO SUPPORT INTERNATIONAL JUSTICE MISSION CANADA IN THEIR WORK TO END SLAVERY.

June 26th, 2014
FOR IMMEDIATE RELEASE

OAKVILLE, ON – A group of students, ranging from ages 12 to 18 have decided to stand up—or rather sit on their bike seats—for the 40 million people trapped in slavery worldwide. On June 27th in Oakville, these students will be riding stationary bikes in teams of 5-10 people for 40 hours nonstop in an effort to raise awareness about the issues of slavery, and raise funds to support International Justice Mission Canada.

The idea started within The Underground-Oakville, a Christian youth group part of The Meeting House Church in Oakville, Ontario. Students from all over the Oakville Area have joined the cause. The riders will be riding the 40 hours in shifts, with each of the 5 participating teams riding a total of 40 hours from Friday, June 27th to Saturday, June 28th.

The purpose of 40 Hours for 40 Million is to empower today's youth in the fight against modern slavery, raise funds for an organization working to rescue and restore slaves and raise awareness for an issue that's been too long in the darkness.

The group of nearly 40 has set a goal of raising \$10,000 for International Justice Mission Canada, *part of a global organization that protects the poor from violence throughout the developing world. IJM partners with local authorities to rescue victims of violence, bring criminals to justice, restore survivors, and strengthen justice systems. International Justice Mission Canada shares in this mission.*

During the 40 hour ride, the public is invited to attend and support the cause. The doors open on Friday June 27th at 6:30 PM at The Meeting House, 2700 Bristol Circle, Oakville, Ontario. During this public portion of the event, there will also be a presentation by International Justice Mission Canada, and an opportunity to donate to the organization.

CONTACT:
John Doe, Lead Organizer
Email: 40hoursfor40million@email.com
Phone #: 555-679-5030

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Media Advisory Template

[Insert logo or letterhead]

MEDIA ADVISORY

Media Contact:

[Name, Title, Email Address, Phone Number]

[Insert Catchy One-Line Headline]

[CURRENT DATE] – [Location of media advisory origin]

WHAT: *[Insert brief, one-paragraph description of your event and significant participants]*

WHO: *[Insert full names of speakers or event hosts, and other relevant persons of interest to the media]*

WHEN: *[Insert date]*
[Insert time]

WHERE: *[Insert location]*
[Insert address]

WHY: *[Insert a short, one or two paragraph statement about why you are holding the event.]*

[Provide statistics, too, if available.]

[EXAMPLE]



IJM

MEDIA ADVISORY

Media Contact:

Mikayla Colthirst-Reid, *Communications Coordinator*

Email: mcolthirstreid@ijm.ca

Telephone: 519.679.5030

Martial Artists Nationwide Break Boards to Free Slaves

April 13, 2019 - LONDON, ON

WHAT: May 1st, 2019 marks the launch of Breaking Boards Breaking Chains, a fundraiser hosted by martial arts students across Canada, who will break hundreds of boards to raise money to free victims of forced labour slavery in the developing world.

WHO: This event will be hosted by Martial Arts for Justice, a B.C. based non-profit organization designed to be an alliance of martial artists and school owners who choose to actively pursue justice, locally and globally. **John Johnson, President of Johnson Martial Arts school will give the opening address.**

WHEN: May 1st, 2019
10:00am

WHERE: The World Famous Recreation Centre, 123 Karate Drive, Blackbelt, BC

WHY: There are over 40 million people in slavery today (Global Slavery Index).
The funds raised from this event will go towards International Justice Mission, a global organization protecting the poor from violence throughout the developing world. IJM combats everyday violence, including slavery, sex trafficking, sexual violence, police abuse of power, property grabbing and citizenship rights abuse.

For more information, visit www.ijm.ca