

# Social Media Tips & Tricks

### JVP ONLINE VOICE AND TONE:

- JVP institutional voice is inspiring, courageous, truth-telling, humble, and approachable but not overly casual.
- We seek to have a moral clarity but we are not arrogant or snarky.

### CONTENT:

- The best of breaking news-from trustable news sources.
- Unique analysis from very trustworthy sources.
- Post images with faces to humanize people. Faces of JVP members, Faces of inspirational nonviolent resistance.
- Promote fellow JVP chapter actions and national JVP campaigns.
- When re-posting, we only use the most trusted sources, and when we do we read the story to make sure text is accurate
- Shareables: quotes, campaigns, viral content from other sites, tweets.
- Amplify Palestinian voices and the work our allies.
- Smart deployment of imagery is key. While the most graphic images are compelling and deserve to be witnessed, it is not always the most engaging/strategic.

### REACH MAXIMIZATION

- Post during peak social media times: eg. lunch time and late afternoon on weekdays.
- Facebook posts with the shortest descriptions are the most effective. While a pull quote from a shared article is great, a pithy (3 to 7 word) summary will often perform even better.

### TWITTER TIPS

- When **tweeting at a user**, put a period and space before their handle, or only users who follow you both will be able to see it. Example:  
“. @rabbibrant Thanks for the retweet. See more here: [bit.ly/xyz](http://bit.ly/xyz)”
- **#Hashtags** promote your tweets to those following the hashtag.
- **Live-tweeting** is a powerful tool to generate buzz about a real-time event, be it an action, lecture, conference, or developing situation. Before launching into a live-tweet period on your account, write a clarifying tweet:  
“Tweeting from (@RightofReturnConference all weekend. Next up: Remi Kanazi speaking.”
- **During actions and protests**, tweeting what is said, what movement is taken, and what responses are is key. No need to tweet the boring content, but detailed coverage is priceless.
- **Capture images** as much as possible, both of JVP members doing things, the whole group, and the opposition.

### ENGAGING IN ARGUMENT AND DEBATE

The main JVP accounts are **never to get into flame wars**. Delete hate speech, but a rude but fair argument should not be deleted in an effort to make JVP's web presence look better. Rather, populate it with more comments and information so as to drown it out, or move it down the feed.