Tips to Better Reach Social Media Users, including Survivors of Violence

**DOs**

- Share real-life stories like your staff’s experiences or beneficiaries’ success stories (stories of change, community support, women’s empowerment)
- **Be positive!** Use words like “support”, “encourage”, “help”, “empower”, “achieve”, “happy”
- Use pictures depicting community like groups of beneficiaries, volunteers, or staff members
- **Evoke a sense of urgency:** Use terms like “emergency”, “demand justice”, “breaking news”, “must-read”, “need help”
- Use pictures of migrant workers and their challenges or needs
- Include a hashtag or call to action like signing a petition, reading an article, or donating
- Videos are effective but not more than 1 minute! You can also use news clips, gifs, and animations
- Celebrate news about policy wins or raise awareness about the need to change policy
- Repost from credible sources with a brief caption
- Host live Facebook events every month to expand your audience and target migrant workers
- Make sure your content is in a language that your different audiences can understand
- Post every day or a few times a week so people can see the organization in action and different content.

**Tips for hashtags**

- Make it short and action-oriented using verbs (e.g. #endviolence)
- **Localize it** using slang terms or native languages
- Tag the hashtag with other trending hashtags
- If you are creating a new hashtag, check if it’s already in use, for what and by whom

**Tips for images**

- No direct visuals of violence
- Use real-life people
- Include a quote or story
- Use attractive colors such as:
DON'Ts

- Don't post videos that are more than 1 minute long
- Don't only use animation or cartoons in images and videos - also use real-life people in content
- Don't exclusively post photos or videos about the organization or staff activities. Mix this content with stories from beneficiaries or awareness-raising facts (e.g. staff workshops, meetings only)
- Don't host live-sessions with experts only. Instead, target live Q&As for migrant workers
- Don't use jargon or acronyms of technical terms (e.g. VAW, WMW, TIP)

EXAMPLES

- Trending hashtags
- Written in a local language
- Localized content
- Positive words
- Action-oriented

This Tip Sheet was developed as part of the Safe and Fair Programme: Realizing women migrant workers' rights and opportunities in the ASEAN region (2018–2023). Safe and Fair is part of the multi-year EU-UN Spotlight Initiative to Eliminate Violence Against Women and Girls, funded by the European Union, and is implemented by ILO and UN Women in collaboration with UNODC. It delivers technical assistance and support with the overall objective of making labour migration safe and fair for all women in the ASEAN region. © UN Women 2022. All rights reserved.