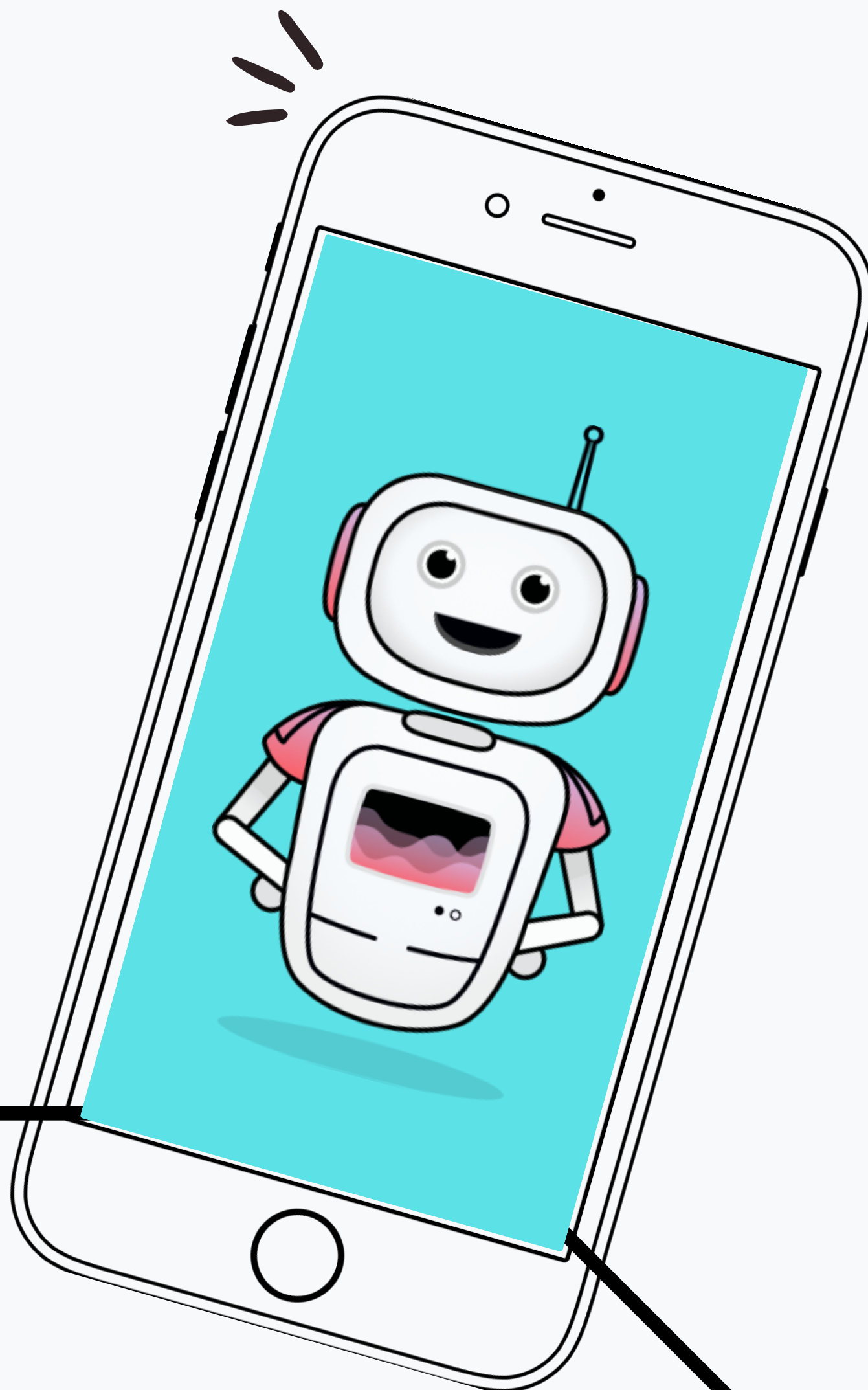




# Common Voice

**moz://a**

## Community Social Media Campaign Guide



### Contents

#### **Introduction, support and resources: pages 1-4**

This section covers the key messaging and goals of the campaign. Collection of resources you can use to make your social media content.


#### **Social Media Ideas and Tips: pages 5-10**

We share ideas you could adapt and make your own for the campaign and also provide tips for making the content

#### **Community Building: page 11 - 12**


How you can adapt the ideas to support your language community efforts and needs





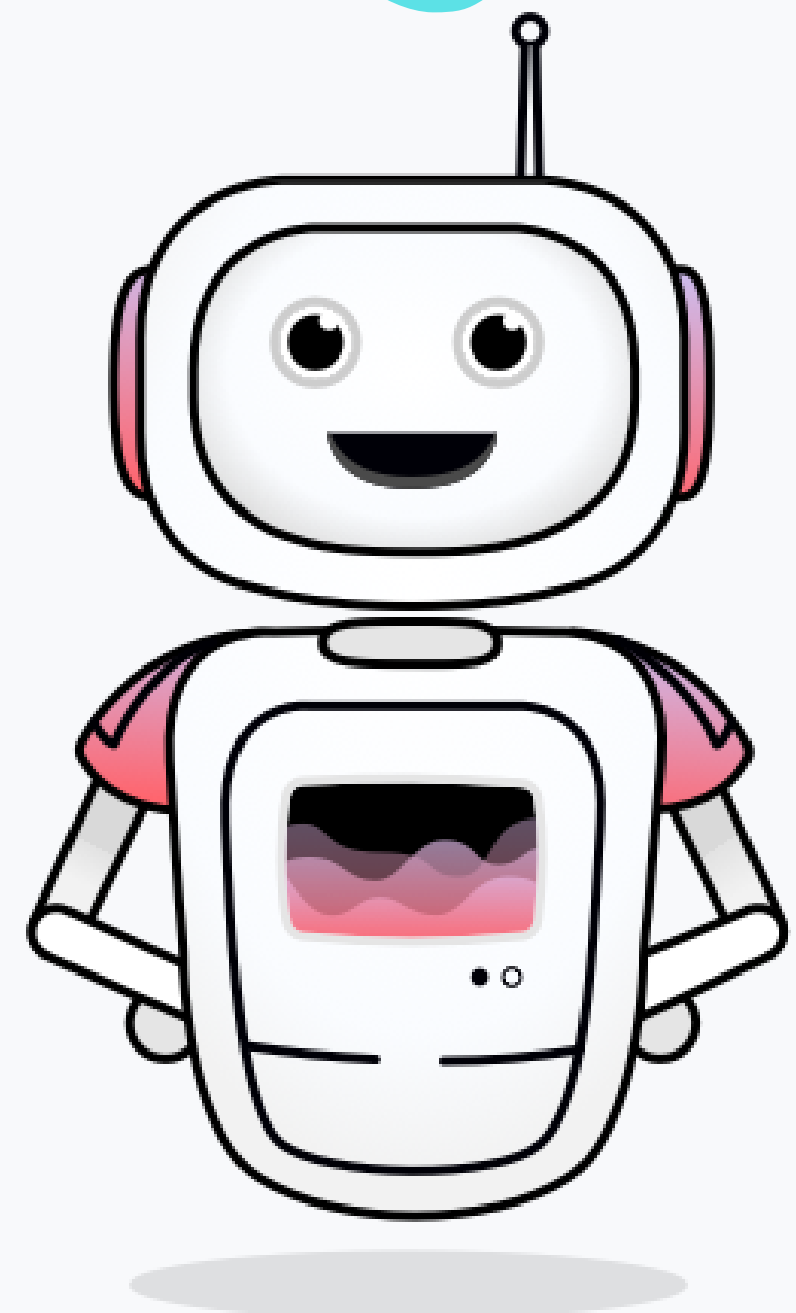
# Introduction to Community Social Media Campaign

Inspire people to make voice AI better for everyone by explaining how they can contribute to Mozilla Common Voice.



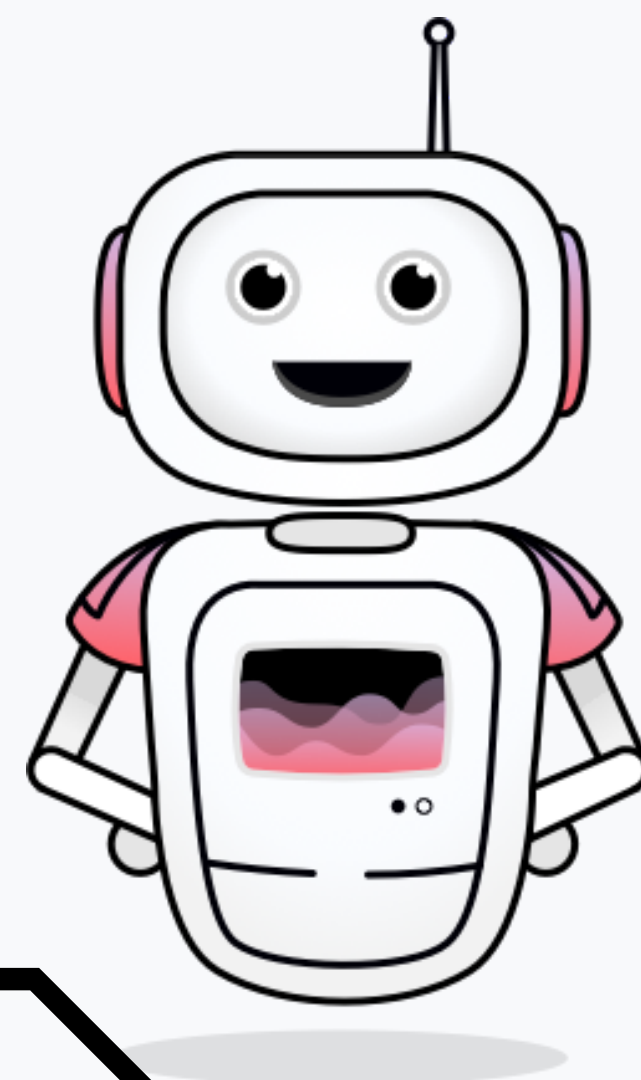
By taking part in the campaign you agree to abide by the Community Participation Guidelines

Please use the hashtag #CommonVoice and share your contributions on the Common Voice discourse Channel





# Templates and guidance



## Social Media Templates

We have created social media templates for each of the ideas, which you can adapt and remix

### Community Playbook: Mobilization Page

The mobilization page includes links to images, Common Voice Logo, previous campaign images you can use and adapt.

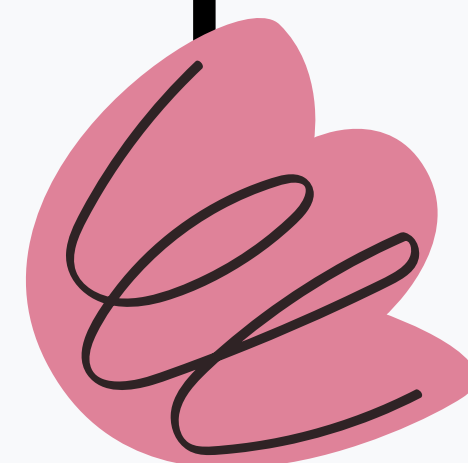
### Using the Common Voice and Mozilla Trademark

“Mozilla” and “Common Voice” are trademarks of the Mozilla Foundation and are subject to Mozilla’s trademark policy.

You can use these but please be careful not to use Mozilla trademarks in a way that would give the impression that Mozilla itself created an independent community resource.

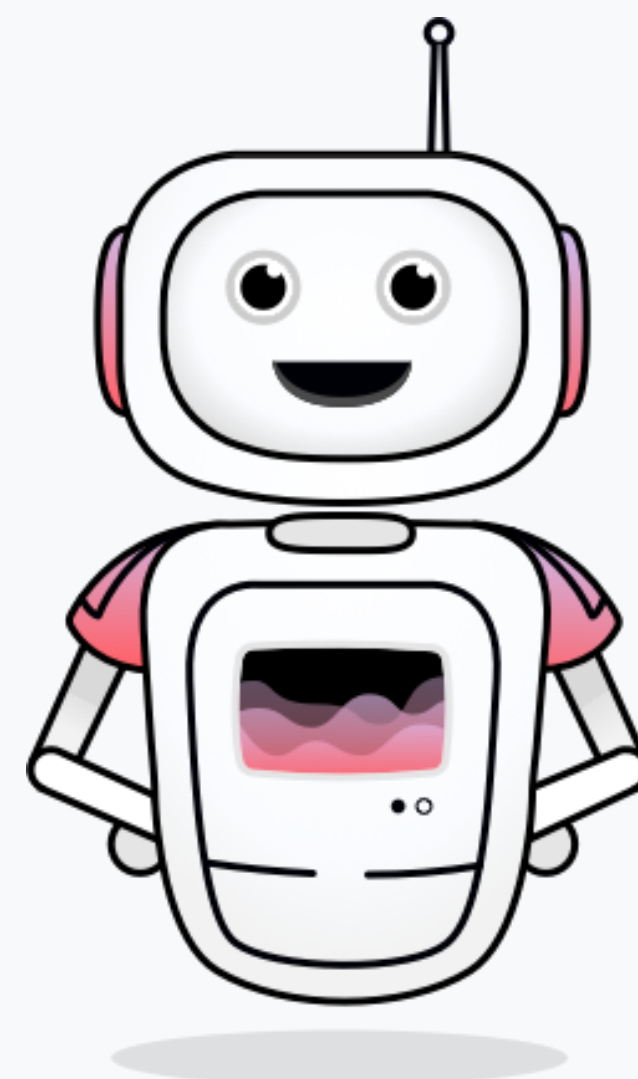
We suggest that you mention on the image or the text that you are a voluntary contributor.

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# COMMON VOICE EXPLAINERS



Example text you can use with social media posts to explain Common Voice.

"Join our movement to make Voice AI Work for Everyone"

"Common Voice is the world's largest open voice dataset, making it possible for everyone to create and experiment with voice recognition technology"

"We want to make sure voice technology doesn't leave people behind, so we're teaching machines how real people speak... "

"Mozilla Common Voice is an initiative to de-bias voice AI and drive innovation"

Terms and Conditions: To contribute, you have to be 19 years plus, read the [full TORs](#)



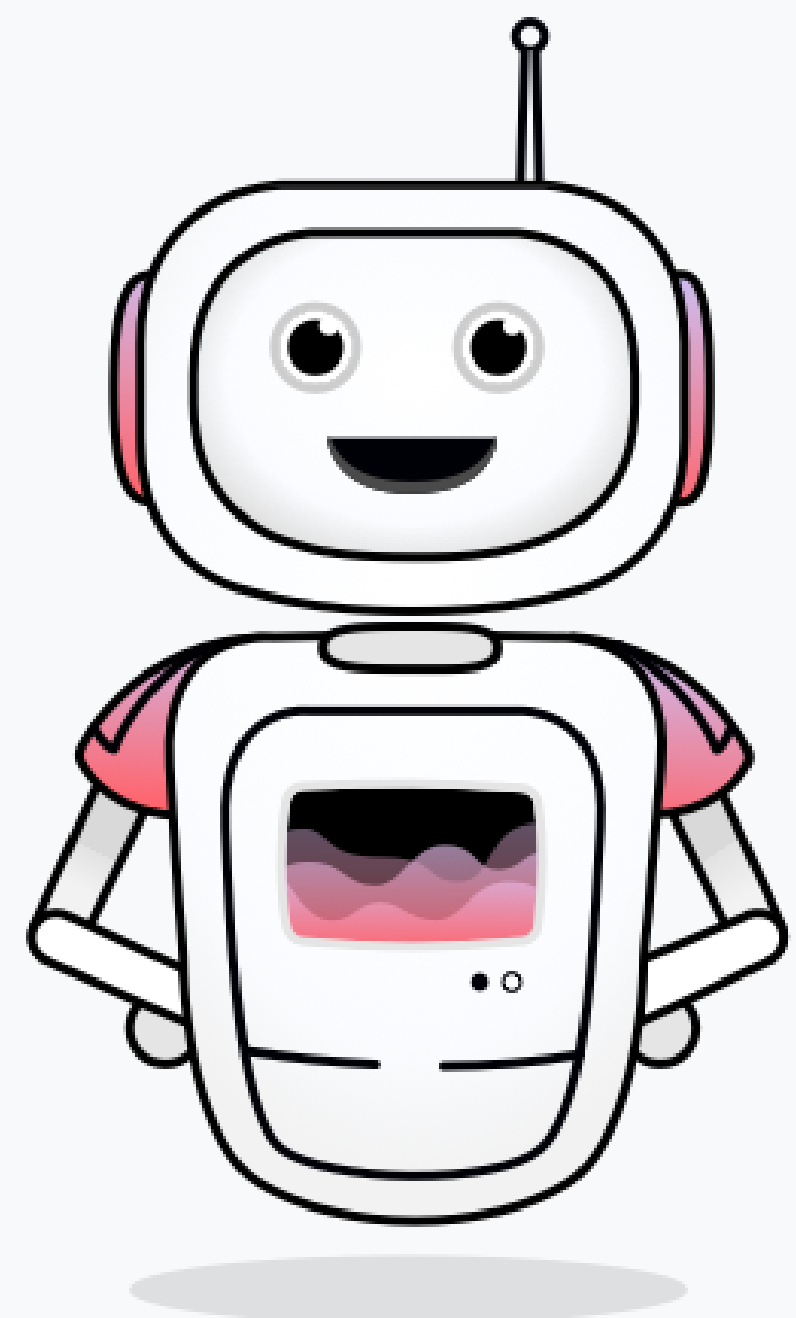
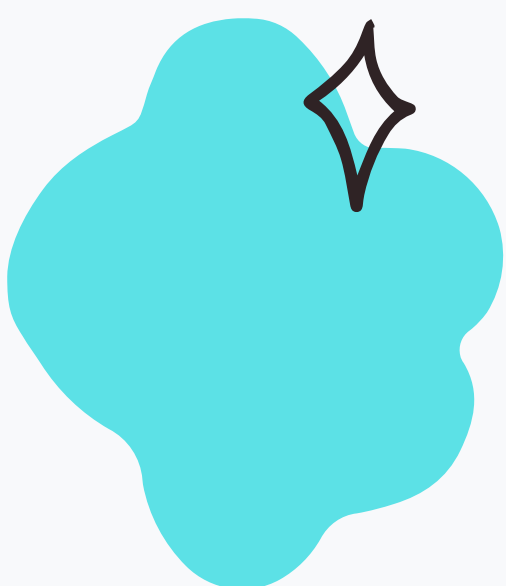
# SOCIAL MEDIA CAMPAIGN IDEAS



Feel free to remix, adapt or be inspired to create your own ideas for the social media campaign

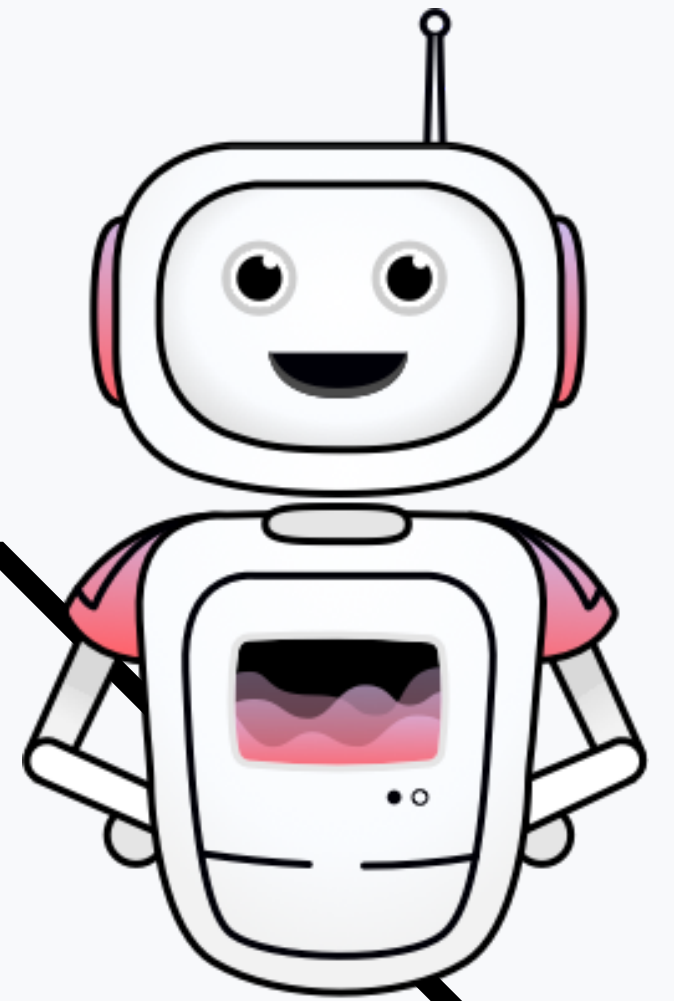
By taking part in the campaign you agree to abide by the Community Participation Guidelines

**please use the hashtag #CommonVoice**



# Idea 1: Including my voice

[Access the Canva Template for Tiktok](#)



## Description

This explores the erasure of languages and identities that can't engage with commercial voice applications

## How to

Self-record your thoughts on the questions "Can Alexa and Siri hear my voice?"

You might want to reflect on your language, your accent or the variant or dialect that you speak

We suggest using video-based or audio-based social media platforms.

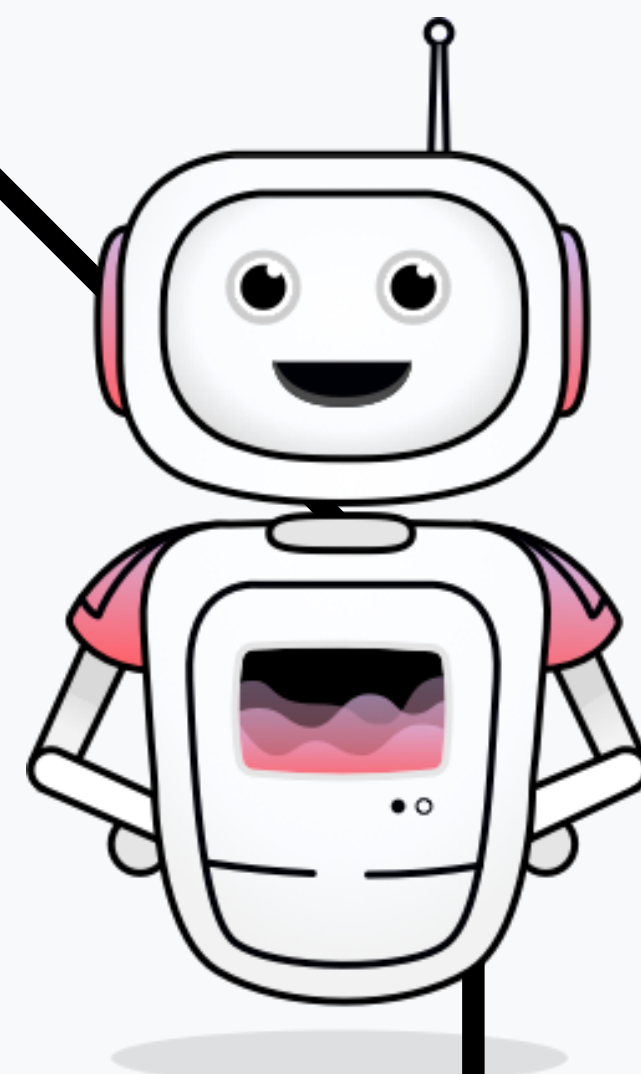
## Calls to action

At the end of the video, highlight how you are raising your voice by contributing to Mozilla Common Voice.

Suggested text: "Contribute your voice to #CommonVoice"

# Idea 2: #voicetechfail

[Access the Canva Template](#) for Youtube



## Description

Demonstrate when voice assistants or Automated Speech Recognition doesn't recognise your first language

## How to

Speak to a voice assistant or live caption service and either screen record or make a selfie video of the results.

We suggest using video-based or audio-based social media to share what you find.

## Calls to action

At the end of the video, highlight how you are raising your voice by contributing to Mozilla Common Voice.

Suggested text: "Let's fight the fail, could you contribute to #CommonVoice ?"

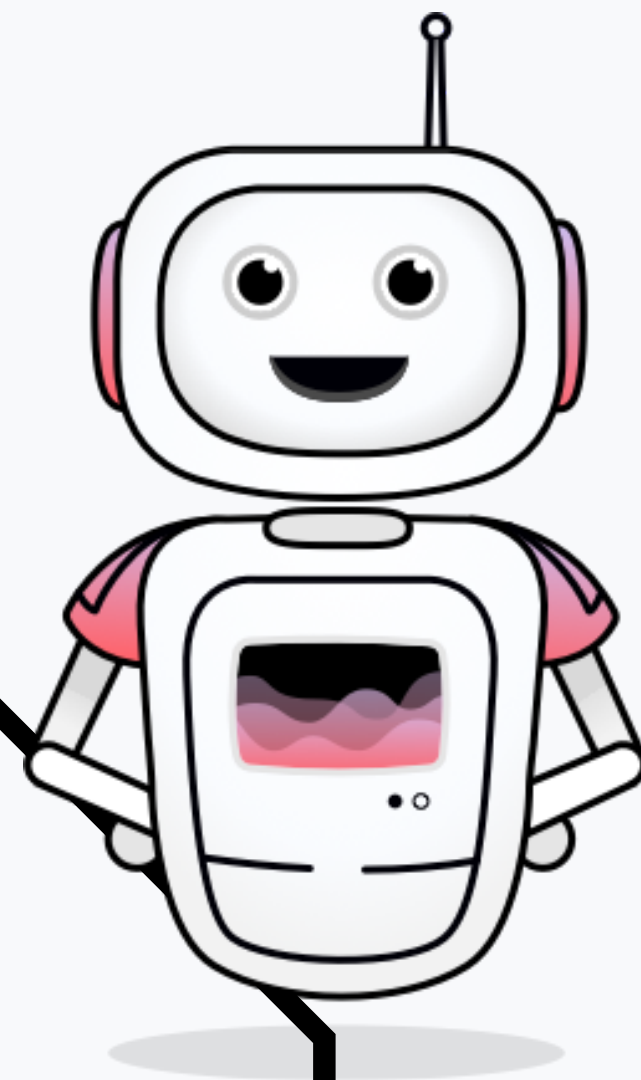
Include a website link to [commonvoice.mozilla.org/speak](https://commonvoice.mozilla.org/speak)





# Idea 3: Unique To Say

Access the [Canva Template](#) for Twitter or LinkedIn



## Description

This was inspired by Huber, a community member who took part in the Common Voice Mozfest Takeover.

Huber asked people on Twitter, "What would you share online in your language that cannot be said in another language?"

## How to:

You can use an image, audio or video format to share your response to "What would you share online in your language that cannot be said in another language?"

Encourage people to think about how Voice AI should be able to communicate the nuances and cultural context of your language.

## Calls to action

Suggested text: "Join our movement to make Voice AI work for everyone. #CommonVoice"

include a website link to [commonvoice.mozilla.org](https://commonvoice.mozilla.org)

## Social Media Platforms

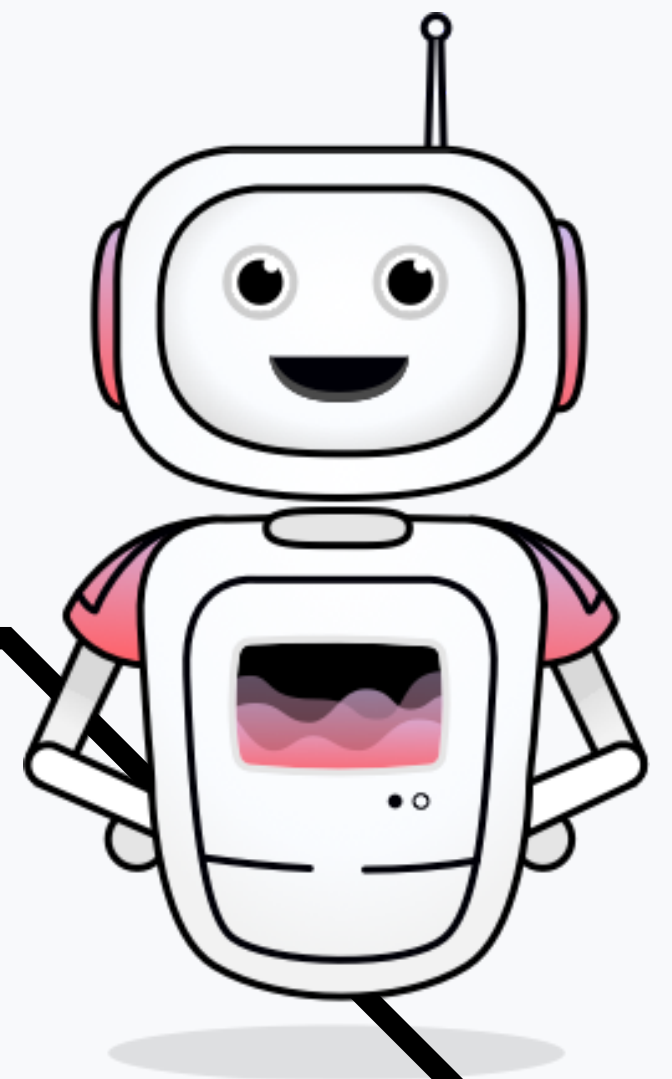
We suggest using image, text, audio or voice-based social media





# Idea 4: Powered by voice

[Access the Canva Template](#) for Instagram Post



## Description

Highlight how people are using automated speech recognition every day.

## How to

Ask your audience "How many times have you used automated speech recognition ?"

Either in a thread or image carousel highlight examples of automated speech recognition in images.

## Calls to action

Suggested text: Could you contribute to Common Voice and make automatic speech recognition available/better for [include language]?

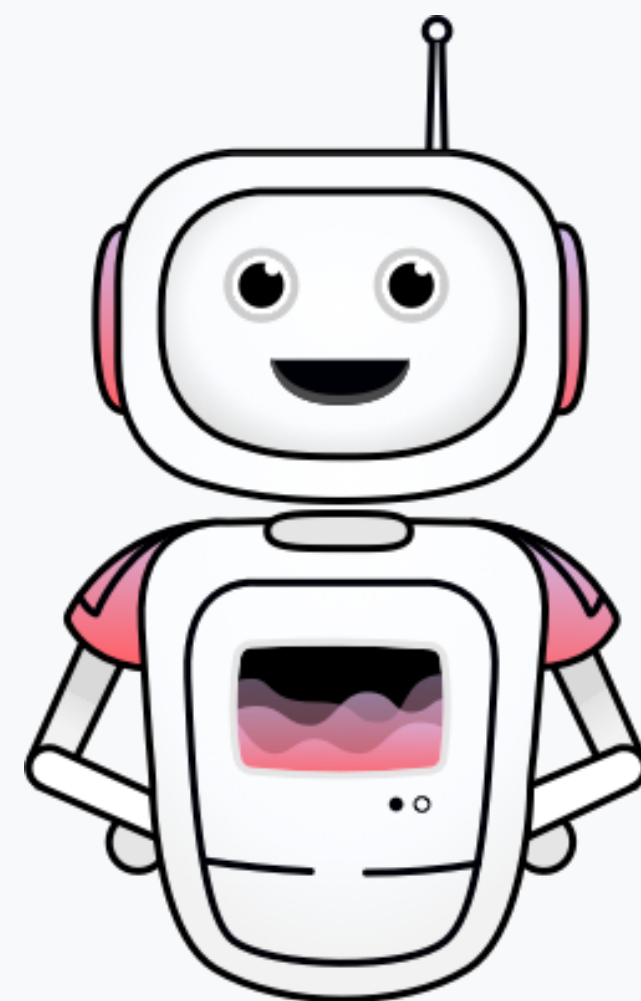
Include a website link to [commonvoice.mozilla.org/speak](https://commonvoice.mozilla.org/speak)

## Social Media Platform

We suggest using either image or text-based social media



# TOP TIPS FOR VIDEOS



Access the detailed guide on Community playbook

Know your audience, and illustrate your point

Make sure you're facing towards the light

Check out the video editing suite on the social media apps before recording. You might want to use special effects.

Unique Hashtags with <100k share and engagement times can help to boost the visibility of the post.

Speak clearly and avoid background sounds

If you're making the video with others, give them feedback if you think they could speak more slowly and clearly

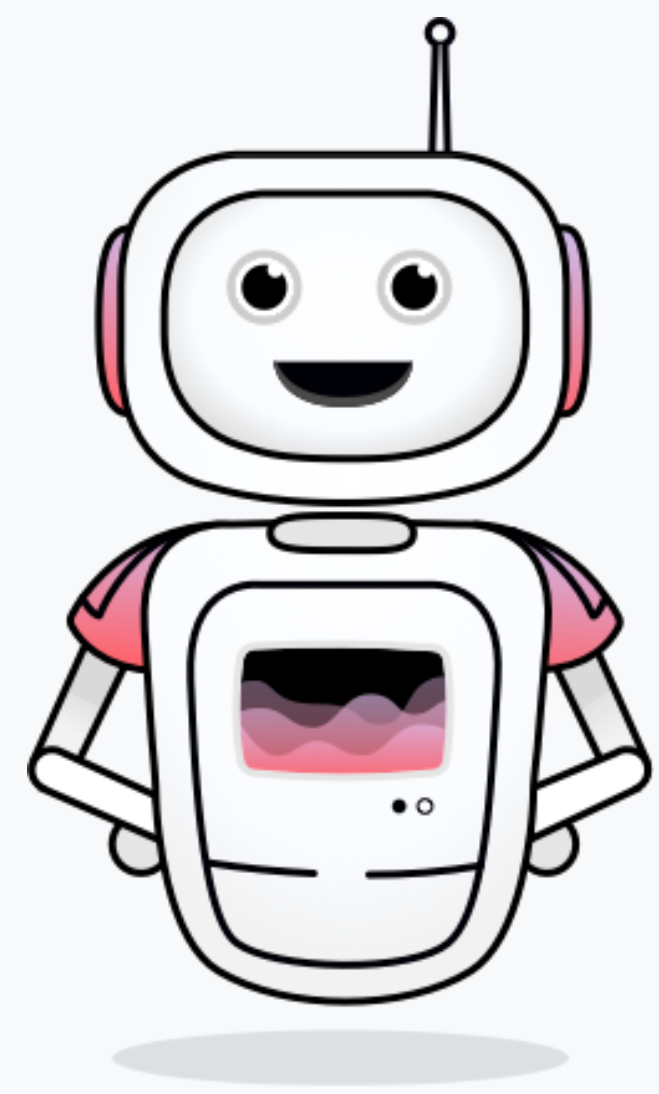
Record in front of walls with bright colorful backgrounds or textures

Create or save an SRT file to help with captioning and translation.

Some apps have automated captions please use them if possible.

# COMMUNITY BUILDING

How to remix the ideas for Community building



Build on the messaging "Join our movement to make Voice AI Work for Everyone"

In your post comment, threads or mentions you can highlight your language community channels or community playbook

Share discourse topic link called [#CommonVoiceNewbie](#) to introduce people who want to get more involved in the campaign

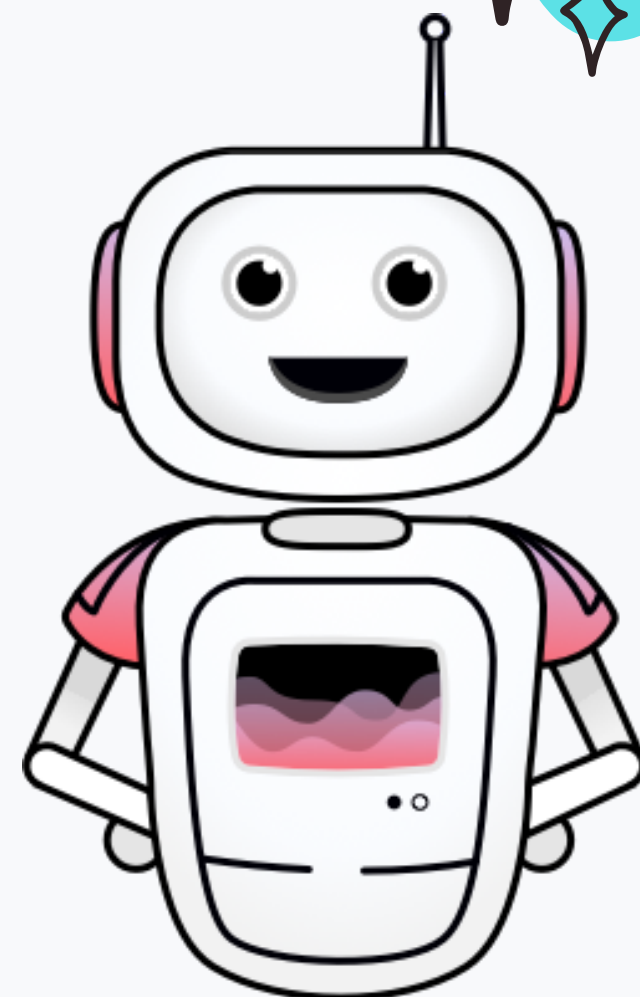
You can highlight how you or your community intend to use the Common Voice Dataset





# SUPPORTING DIVERSITY

Ideas to inspire support new contributors from diverse backgrounds



Call out the gender and age gaps within the current dataset. Highlighting to people how you can make a difference by contributing

Showcase the different backgrounds of contributors with their consent as part of the campaign. For example community member quotes.

Could you highlight dialectical and accent variations? For example a video with people that have two different accents.

Provide alternative Captions for any images or video created.

Avoid using jargon to describe Voice AI