



RTCNYC Tool 10.5

Sample Social Media Plan

Social media was a powerful tool for spreading the word about Right to Counsel and for centering the stories and experiences of tenants in this fight. From #TenantTuesdays to #RTCNYC trending on Twitter (!), our engagement through social media with all stakeholders has been critical in shaping the narrative and building our case in this work. In order to get the best use out of your social media, it's important to have a plan for engaging an audience on various platforms. You can develop a plan on social media messaging for ongoing engagement, as well as sharing plans specific to events and hearings so that multiple people and organizations can tweet, post and share on your behalf. Below is a sample plan we used to prepare for the hearing we held. We recommend having a social media plan for each event, and you can use this guide as a model. We've included descriptions of different social media platforms that you can use. To get a sense of what ongoing engagement could look like, see a sample social media calendar [here](#).

Right To Counsel Hearing Social Media Plan:

Social Media Platforms: *Using multiple social media platforms may seem daunting, but we want to make sure we are outreaching to as many people as possible, and people have different comfort levels with various platforms. Also, remember that you can usually link your various social media accounts so that you can simultaneously share posts and pictures on different platforms instantaneously. If you are linking accounts, it is helpful, if possible, to keep your usernames the same on both Instagram and Twitter. Here are some pointers and sample instructions for three of the more major platforms: Instagram, Facebook and Twitter.*

- **Instagram:** This is a great platform for sharing photos from events, memes or tenant profiles. Instagram also has an “Instagram stories” feature that allows you to share instant pictures and video that usually disappear after 24 hours but have an option to be saved to your profile through the “Highlights” feature.
 - **Sample Instructions:** *Before and during the hearing: Post pictures of press conference/hearing with quotes from your organization’s speaker and include the hashtag “#RTCNYC”.*
- **Facebook:** Facebook is great for sharing everything, but especially longer form posts, articles, and bulk photos from events. Facebook also has a “Stories” feature, and you can also opt to instantaneously share your Facebook story to Instagram Stories, and vice versa. It is also the largest platform with the most users, so it is more accessible for a larger base.
 - **Sample Instructions:**
 - **For before and during the hearing:** *Post photo album, including quotes/updates/facts (can be borrowed from tweets), remember to tag elected officials and relevant advocacy groups.*
 - **After the hearing:** *Continuously post any and all positive articles/news pieces that covered the presser/hearing.*
- **Twitter:** Twitter is great for live updates, sharing articles, and connecting with stakeholders like politicians and other organizations. Elected officials look at their Twitter feeds, and this is a great



platform for buzzing them! For events like forums and panels, it can be great to live tweet and share insightful quotes from speakers. Retweeting is also useful for quickly sharing tweets from other organizations and responding to and counteracting tweets from your opposition. We have a very active Twitter presence!

- o Sample Instructions:

- *Twitter should be the main focus for the week of 9/26. Facebook and Instagram will be good for posting about what already happened, but Twitter will be good for live updates, photos, and quotes as they happen.*
- *You should tweet as much as possible throughout the day, giving live updates, soundbites/quotes/facts and keep using #RTCNYC. Some tweets should be prepared and perhaps even scheduled, but you should also tweet out some stuff as it happens (this is known as "live tweeting"). We should tout the big names, with a quote and maybe a pic.*

Twitter Instructions: *When you are coordinating different organizations who will be live-tweeting at events or for a social media blitz, it can be helpful for groups to have a primer/cheat sheet of instructions, facts, and ideas for tweets.*

Sample Instructions:

- When to tweet: Start at 9 am on 9/26 with the hashtag #RTCNYC
- What to tweet:
 - o Pictures/quotes from presser.
 - o Quotes from your organization's representatives at the press conference/hearing.
 - o SOME pictures of the hearing, there's only so many interesting photos that can be taken in the chamber before it becomes boring/repetitive.
 - o After the hearing is over you should start to tweet/retweet any and all positive articles/news pieces that covered the presser/hearing.
 - o Here's a short list of facts you can tweet. However, you should also tweet things that are more relevant to your organization.
 - Today only about 20% of those facing eviction have the assistance of an attorney--as compared to nearly 100% of landlords.
 - In 2015, 21,988 New York City families were evicted. Thousands more left their homes under duress mid-way through eviction proceedings.
 - The IBO [reports](#) that eviction is the single most common reason that families in New York City end up in shelters, and that over the past decade the share of families citing eviction as the cause for their homelessness has increased.
 - Evictions also lead to a loss of affordable housing. Over half of the units vacated are rent stabilized, so many of those apartments become market rate.
 - Controlled studies indicate that having legal representation during housing court proceedings reduces the chances of eviction by 77%.
 - In some cases, landlords drop their case after learning the tenant has legal representation.
 - Funding for anti-eviction legal services over the past two years has already increased from \$6 million in FY14 to a over \$70M in FY17 *causing evictions to drop 18.1% as compared to 2014.*
- Who to tweet @:



- Political Figures (*Consider local people like the Mayor, City Council members, community board leaders, state senators in your district and aldermen, and state politicians like senators, and governors. Refer to your primary and secondary targets from your [campaign planning!](#)*)
 - National Figures
 - Legal Services
 - Community and Tenant Groups
 - Homelessness Advocates
 - Disability Advocates
 - Unions
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- Right to Counsel Coalitions Across the Country!
 - We are building a RTC movement! Please tag us in any posts about your work towards a right to counsel in your municipality or state so we can retweet you! @RTCNYC
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- **Periscope/Facebook Live/Instagram Live:** *Twitter, Facebook, and Instagram now all have live feed options where you can stream video directly through these applications. These can be great for rallies, forums, and conferences.*
 - Sample Instructions:
 - *One last avenue we'll be experimenting with the whole day is Periscope. Periscope is a live video streaming app that works through twitter.*
 - *You should post the link to our periscope live stream once it goes up! Anyone testifying or speaking at the hearing/presser will be able to watch.*