From IDK to CTA

A 10-Step Guide to Effective Social Media Advocacy

Arezu Sarvestani
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Introductions

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UCSF is the leading university dedicated exclusively to the health sciences.
# 10 Steps to Effective Social Media Advocacy

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<th>Preparation</th>
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Social media best practices

- Day-to-day storytelling
- Advocacy storytelling
Key takeaways
- Social media works best when considered at the outset of a communications plan.
- Support from partners and stakeholders has a major impact.
- The most effective campaigns are ones that take the time to develop a relationship with the audience.
- Once you've built a community, you have an incredible resource to tap when you need support.

Case Study

Story
UCSF is undertaking an assault on Sutro Forest, starting with trees it classifies as “dead or dying.” We question whether the so-called “dying” trees are actually dying, or merely in a defensive mode against four dry...
In order to advance a plan, we needed to:
- Raise awareness
- Generate support
- Combat misinformation
SPOILER ALERT!

IT WORKED!
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1. Align with the big picture.
What is the larger communications strategy/plan?
2. Build a social-specific strategy
Communications Goals

- The SMART criteria
  - Specific
  - Measurable
  - Attainable
  - Realistic
  - Time-related

- Our social media goals:
  - Educate/inoculate
    - Reach/impressions
  - Generate support
    - Likes, positive comments, shares
  - Activate supporters
    - ?
What we’ve learned

- Social media goals don’t need to be the same as overall goals - they should be complementary.

- Cross-comms collaboration on measurement will ensure you have a way to measure your goals.
3. Segment advocacy audiences
### 2. Segment advocacy audiences

<table>
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<tr>
<th>Current supporters</th>
<th>Prospective supporters</th>
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<tr>
<td>Validate &gt; Activate</td>
<td>Educate &gt; Activate</td>
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<th>Bystanders</th>
<th>Detractors</th>
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<tr>
<td>Educate &gt; Inoculate</td>
<td>- Monitor -</td>
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4. Gather your ambassadors
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- Consider:
  - Alignment
  - Relevance
  - Audience perception
  - Social media reach

Sutro Stewards
@SutroStewardsCA

Sierra Club
California
@SierraClubCA
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5. Demonstrate value alignment
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- What values are relevant to this campaign?
- How does your org demonstrate those values?
- Give it time to sink in.
- Especially vital when reaching new audiences.
6. Provide relevant context
6. Provide relevant context
7. Introduce the conflict
7. Introduce the conflict
8. Engage
8. Engage

Terrible idea... eucalyptus trees are trash...

What about using goats to graze on the land?
You can rent the service.

Is this really a good idea? I believe that eucalyptus is a non-native species.

Eucalyptus was first planted on Mount Sutro in the late 1800s, so while it's not native, it's part of our history, and many folks in our community want to preserve the eucalyptus groves.

UCSF in the Community The draft plan calls for us to plant both eucalyptus and native trees--many in our community love the eucalyptus groves, but we're also planting native trees to increase biodiversity and long-term sustainability.

UCSF in the Community Actually, we use goats as well! Check out this video: https://www.facebook.com/ucsfcrm/posts/1210448885636546

Sutro Stewards We have the absolute best volunteers and we are thrilled to be celebrating 10 years of working alongside the countless wonderful community members that have given time and effort to Mount Sutro.
9. Activate!
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**UCSF in the Community**

October 7, 2016

Join us at a community open house to learn about and give feedback on the Mount Sutro Open Space Reserve Draft Vegetation Management Plan.

Two dates:
- Saturday, October 15th, 2:30-4:30 pm at Millberry Union, and
- Thursday, October 27th, 6:30-8:30 pm at the Aldea Center.

The format will be the same at each meeting.

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**Sutro Stewards**

September 15, 2017

There's one more week to make comment on the Mount Sutro Draft Environmental Impact Report. Comments can be emailed to EIR@planning.ucsf.edu and are due by 9/22 at 5pm. We support Alternative 4, the plan found to be environmentally superior, as well as increased biodiversity, enhanced wildlife habitat, and a safe and sustainable open space for recreational use. goo.gl/frouWr
10. Closure
10. Closure.

- What happened? What’s next?
- Thank supporters, regardless of whether you got the result you wanted (especially if you didn’t).
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