

## SW Fairtrade Day 2010 – Workshop session: How to make the most of Social Media

Of the 85% of the UK online population:

- 1 in 3 have uploaded a video to a video sharing site - 85% have watched them
- 1 in 4 write blogs- 60% read them
- 64% have a social networking profile- over 6 hours average time spent on social media sites per month
- 70% trust online recommendations from strangers, 90% from people they know
- 78% of UK internet users look online for information about goods-
- A visitor via social media is 10 times more likely to purchase online

To summarise, social media is a rapidly changing way to communicate and share content with friends and contacts, and also targeted towards those you don't know. It's usually quick and easy to set up and maintain. You have control of your content and can usually control who sees it if you want to.

### **What could you use Social Media for?**

Here are some initial thoughts for how you could use Social Media for your local campaign:

- Contacting group members
- Promoting events
- Sharing photos and videos
- Discussing ideas
- Reaching new audiences
- Communicating with campaign partners and stakeholders
- E-campaigning/lobbying
- Contacting other groups/sharing best practice
- Follow the latest Fairtrade news
- Online directory
- Blogging/testimonials
- Connecting with producer
- Provide local information on Fairtrade
- Selling Fairtrade products

### **What tools are out there?**

#### Facebook

The biggest, most well know and (in my opinion) most useful social media tool out there with 350 million 'active' users globally. You can create a personal profile, and a separate 'fan page' or group to share your content with contacts, and act as a hub for new members. Perfect for sharing photos and

videos, communicating with other Fairtrade enthusiasts in your area, staying up to date with the latest Fairtrade news and actions as well as what other groups are up to around the UK.

Fairtrade South West, Fairtrade Woking, and Fairtrade Kirklees are groups worth searching for to get some ideas.

For a guide to facebook: <http://mashable.com/guidebook/facebook/>

### Blogging

Blogging about your campaign is another way to engage others, talk about your latest events or campaign. Why not invite businesses, schools or other partners in the campaign blog too, about why they support Fairtrade and why it's important for their business? You can also follow the blogs of Fairtrade Foundation, Fairtrade companies, Fairtrade producer organisations and more.

Blogs to check out:

<http://thefairtradefoundation.blogspot.com/> (read about the celebration of 500 Fairtrade Towns!)

<http://blog.shared-interest.com/> Shared Interest

<http://workerscommittee.blogspot.com/> Satemwa tea estate, Malawi

<http://worldoffairhills.wordpress.com/> Fairhills Fairtrade wine project, South Africa

To create your own blog try:

<http://www.tumblr.com/>

<http://wordpress.com/>

<http://www.blogger.com/>

### twitter

Micro-blogging site. You have 115 characters per 'tweet' which all those 'following' you can see. Great for quickly spreading links to pictures, videos or web pages (using URL shorteners like [www.bit.ly.com](http://www.bit.ly.com)) to members and stakeholders in your campaign.

@somebody tags another twitter user in the tweet

#something adds your tweet to all others containing 'something'. I.e. #FairtradeFortnight

A few Fairtrade groups on Twitter:

<http://twitter.com/WokingFairtrade>

<http://twitter.com/FairtradeLondon>

<http://twitter.com/FairtradeLeeds>

<http://twitter.com/Fairtradeuk>

For a guide to using twitter: <http://mashable.com/guidebook/twitter/>

## Youtube

Easily upload your videos to your own channel- you can also edit video directly on youtube. Anyone can view the video through a link- a video can be 'embedded' in other sites/blogs, and other users can subscribe to your channel, to access all of your videos.

Fairtrade Foundation channel has friends and subscribers, comments and a variety of videos from producer interviews, to the review of 2010 for the Fairtrade movement and increasingly brief 'talking heads' from events we attend and hold. You can embed these in to your website, blog or facebook page.

<http://www.youtube.com/fairtradefoundation>

### A few more links of interest!

[www.louder.org.uk](http://www.louder.org.uk) is a social network, much like facebook, but designed specifically for campaign groups. Perfect if you want to use the tools of facebook but not have an online list of random friends.

<http://groups.yahoo.com/group/FairtradeTown/> The Fairtrade Towns discussion group is home to hundreds of Fairtrade enthusiasts from Fairtrade Town groups around the UK.

<http://bit.ly/dj9nO2> a video to watch if you're still not convinced of the usefulness of Social Media.

### **What can Fairtrade Foundation do to support you?**

I am currently working on a guide to making the most of Social Media for local campaign groups. I'd love to hear your ideas about what you would find useful in this, or any other thoughts on what Fairtrade Foundation can do to support you using Social Media tools in your campaigning.

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