

Social Media Advocacy
for Safe Abortion Rights

+ What did social media shift?

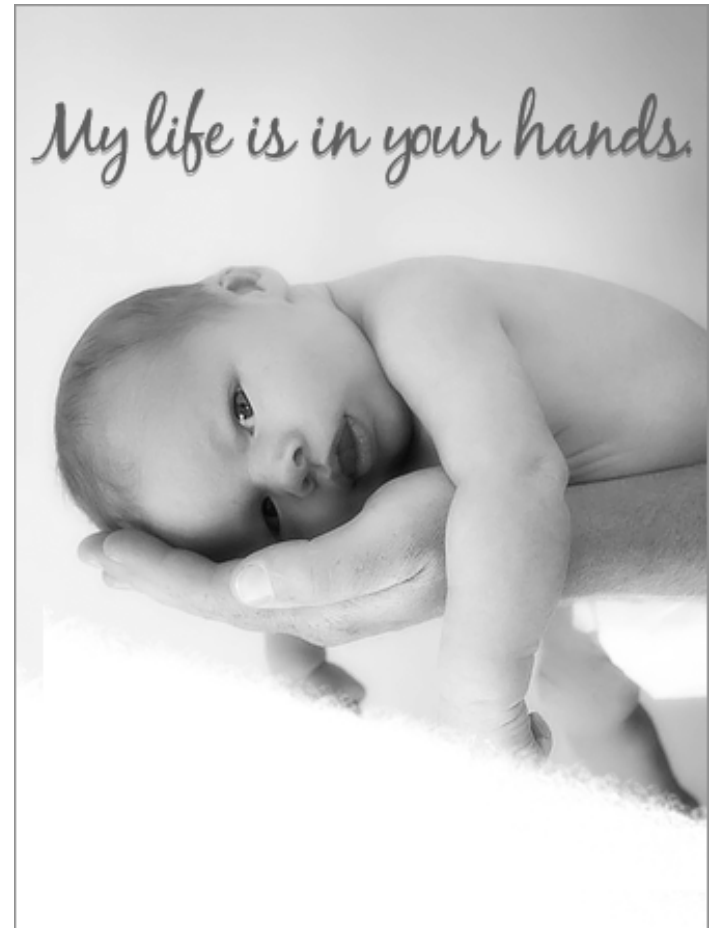
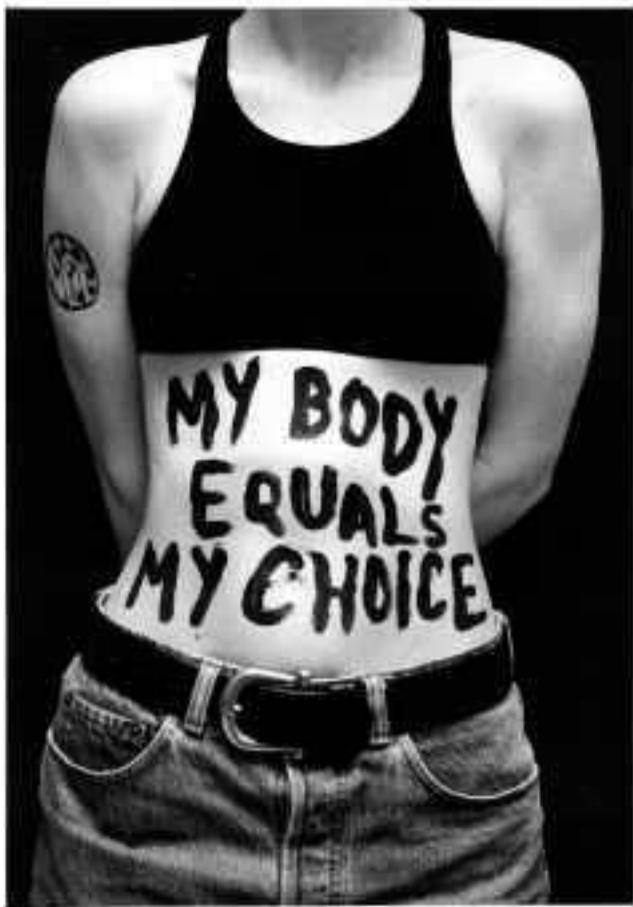


+ What did
social
media shift?

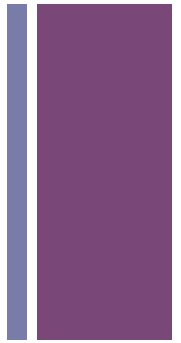
Propaganda



+ Content is Power



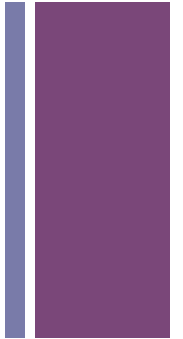
+ What are its shortcomings?



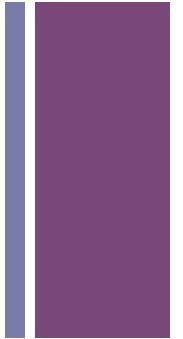
+ Social Network Policies



+ Facebook policies

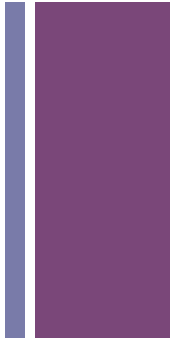


+ Instagram Policies





How to Create a Facebook Strategy



■ Mission

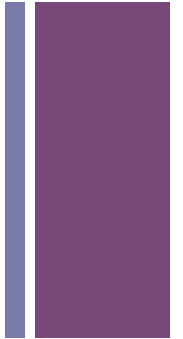
■ Goals

- To share information
- To show support
- To recruit volunteers and supporters
- To influence discourse
- To interact with supporters
- To showcase activities

■ Attitude / Voice



How to Create a Facebook Strategy



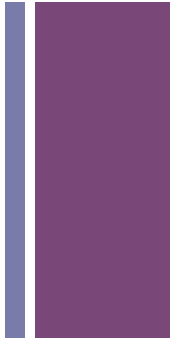
- Contextualize

- Sources

- Originality

- Variety

- Informative posts
- Recent news with commentary
- Recruitment posts
- Agenda & values-related posts



- Our target by elections day must be 40,000 likes. These follow an exponential plan:

5000 by end of January

8,000 by end of February

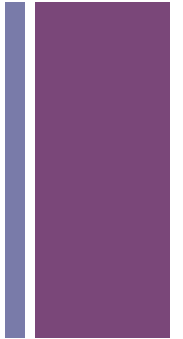
15,000 by end of March

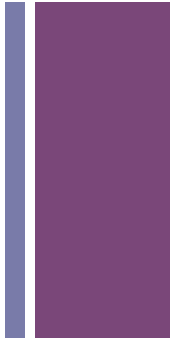
25,000 by end of April

40,000 by end of May

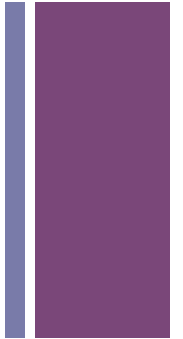
+ Optimizing Sharing:

- Using graphics more than text, links, or videos.
- Timely posting - as soon as a topic emerges, timely posts get the most shares.
- Using humor.
- Asking “what would someone like to share” as studies show people share most on Facebook in order to appear cooler to their friends.
- Sharing content in both Arabic and English to tend to users’ preference.
- Posting information. People like to share facts and figures and infographics.
- All graphics must be branded for reference.





Monday
Very High
Tuesday
High
Wednesday
Very High
Thursday
High
Friday
High
Saturday
Very Low
Sunday
Low



9am - 11am

Average

11am - 2pm

Very High

3pm - 5pm

High

5pm - 8pm

Low

8pm - 11pm

High

11pm - 9am

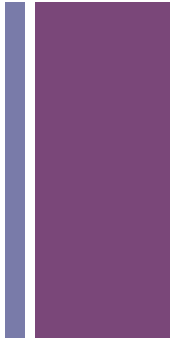
Very Low

+ Becoming a Twitter Influencer

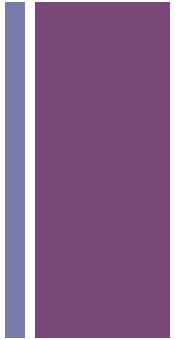




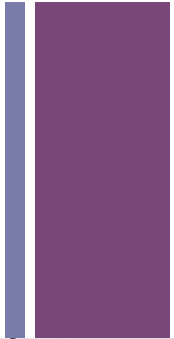
Twitter Tips



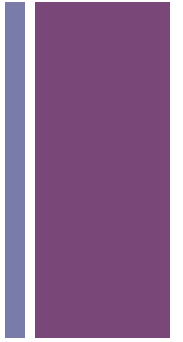
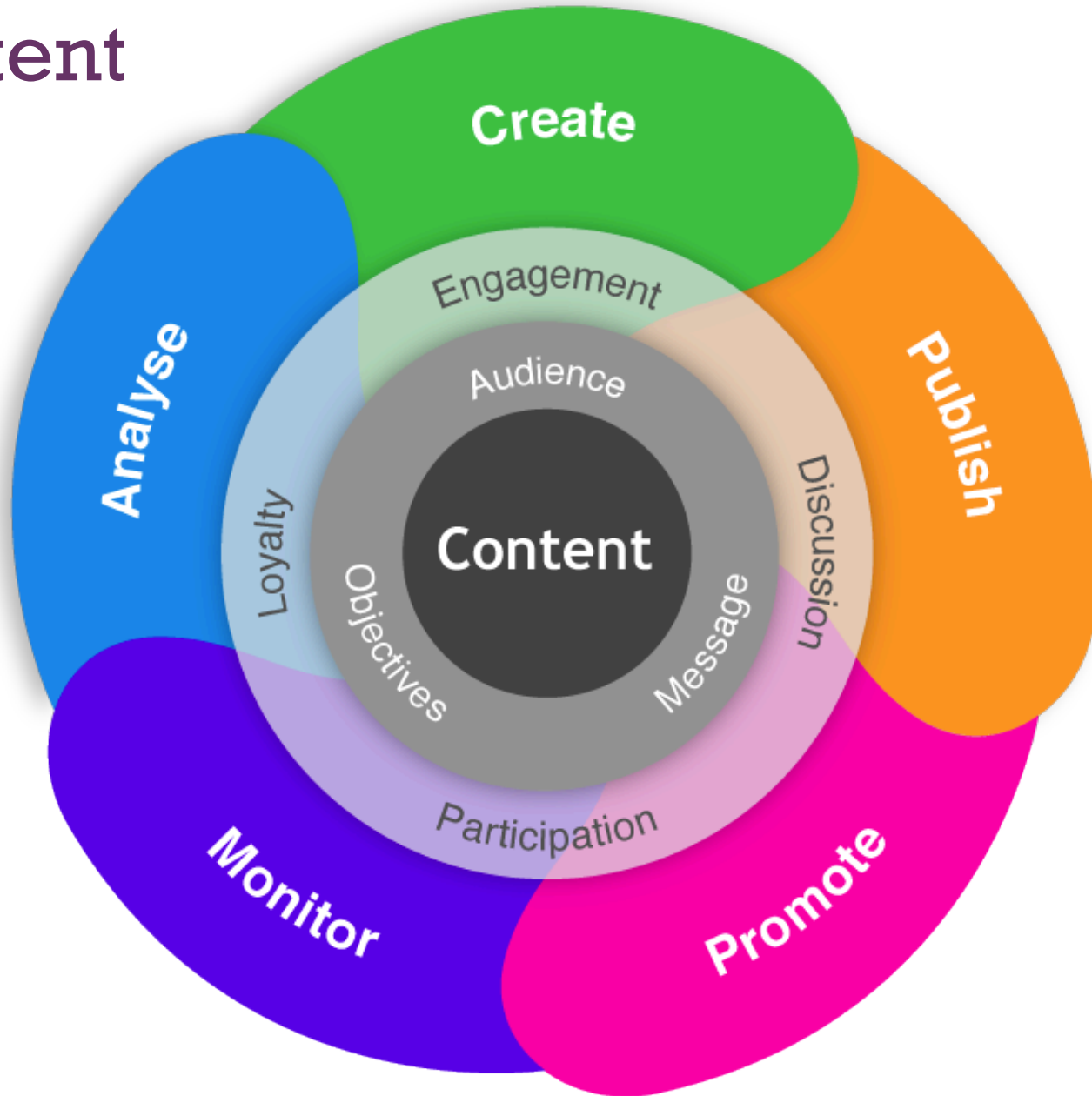
- Gaining followers on Twitter takes a long time
- The best way to get tweeps to notice you is to follow them
 - People you want to follow
 - People you want a relationship with
 - People you are not interested in
- Follow / unfollow every month
- Find out who your core audience is
- Tweet dozens of times a day
- Make use of trending hashtags

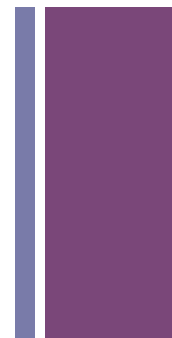


- Plug in your rich content often
- Engage with others you want to build a relationship with (lists, favs, retweets, replies)
- Rich media: photos, graphics, video



+ Content

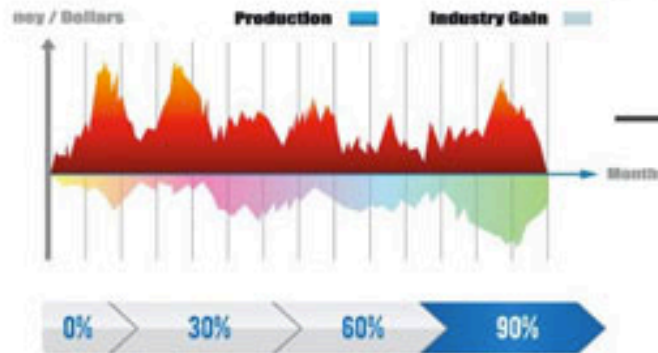




What are the major parts of an Infographic?



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



The Visual

This refers to the colors, graphics and icons used in designing the infographic.

The Content

This includes the text, statistics, time frames and references.

The Knowledge

This refers to the facts and conclusions to convey the overall message or story.

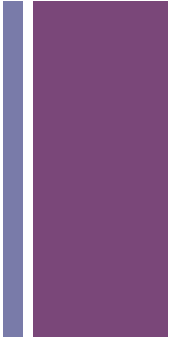


HOW TO MAKE INFOGRAPHICS

BY ANNA VITAL







+ CAIA: 4 Pillars of Digital Security

Confidentiality



Authentication



Integrity



Anonymity



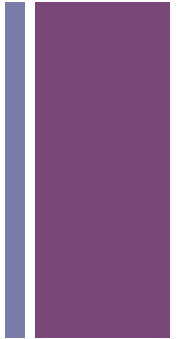
+ Confidentiality

No unintended parties can access my communication.



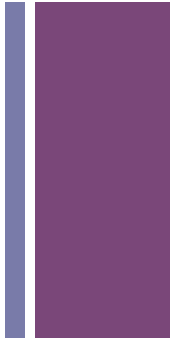
+ Authentication

I know who I am really
talking to.



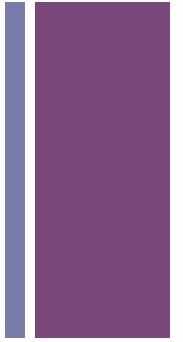
+ Integrity

My data is not changed & I can control it.



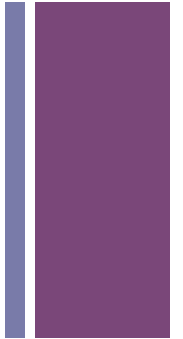
+ Anonymity

I can use the internet
without being traced or
identified.



+ Digital Security Threat Modeling

(ssd.eff.org)



1. What do you want to protect?
2. Who do you want to protect it from?
3. How likely is it that you will need to protect it?
4. How bad are the consequences if you fail?
5. How much trouble are you willing to go through in order to try to prevent those?

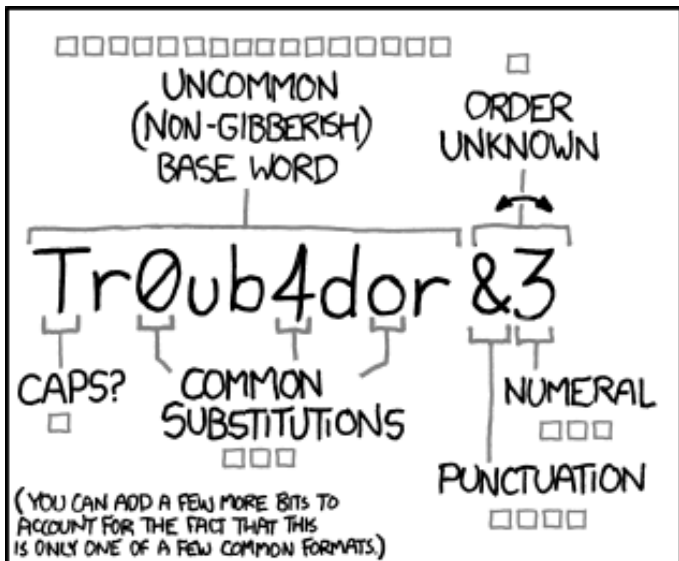
emails, mobile messages, spreadsheets, documents, identities

+ Passwords

"Sorry, your password must contain a capital letter, two numbers, a symbol, an inspiring message, a spell, a gang sign, a hieroglyph and the blood of a virgin"



+ Actually...



~28 BITS OF ENTROPY

□□□□□□□□

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$2^{28} = 3 \text{ DAYS AT } 1000 \text{ GUESSES/SEC}$

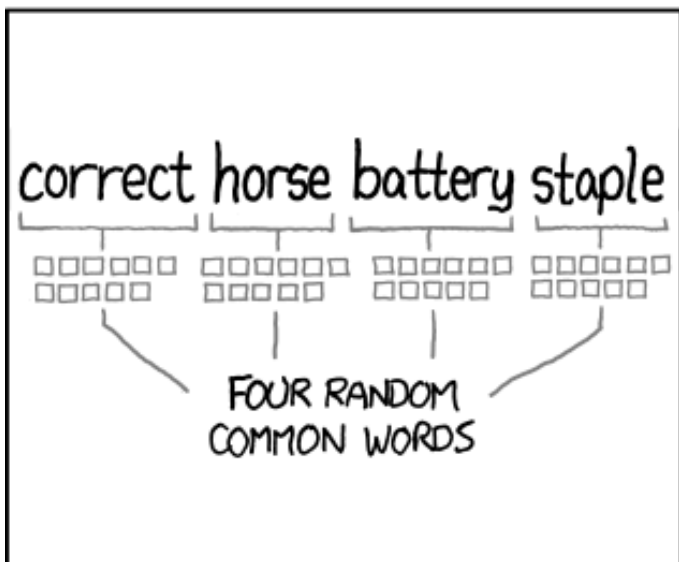
(PLAUSIBLE ATTACK ON A WEAK REMOTE WEB SERVICE. YES, CRACKING A STOLEN HASH IS FASTER, BUT IT'S NOT WHAT THE AVERAGE USER SHOULD WORRY ABOUT.)

DIFFICULTY TO GUESS: **EASY**

WAS IT TROMBONE? NO, TROUBADOR. AND ONE OF THE 0s WAS A ZERO?

AND THERE WAS SOME SYMBOL...

DIFFICULTY TO REMEMBER: **HARD**



~44 BITS OF ENTROPY

□□□□□□□□□□

□□□□□□□□□□

□□□□□□□□□□

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$2^{44} = 550 \text{ YEARS AT } 1000 \text{ GUESSES/SEC}$

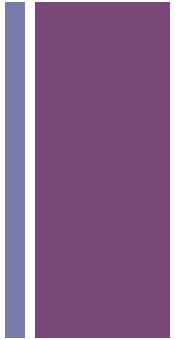
DIFFICULTY TO GUESS: **HARD**

THAT'S A BATTERY STAPLE.

CORRECT!

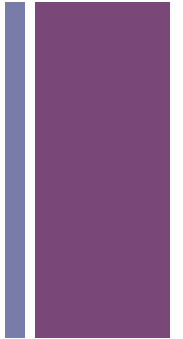
DIFFICULTY TO REMEMBER: YOU'VE ALREADY MEMORIZED IT

+ Password-Protect EVERYTHING



1. So use a really long password (more than 16 characters)
2. Don't use it for more than 1 account
3. Change it every few months
4. Never give it to anyone
5. Never store in your browser!

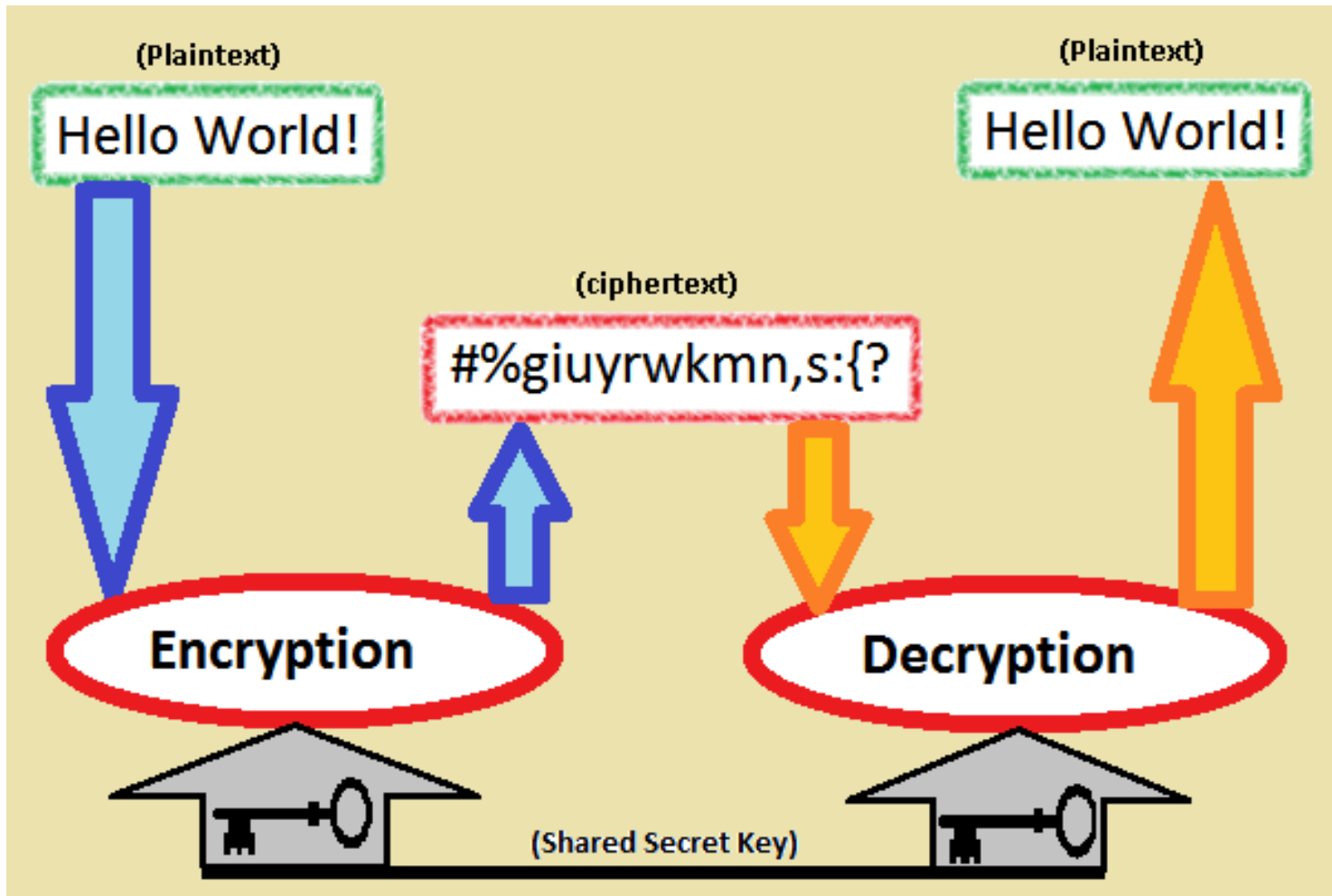
+ HTTPS://



Use `https://` instead of `http://`
always.

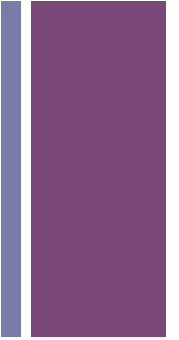
Download the **HTTPS Everywhere**
extension.

+ Encryption

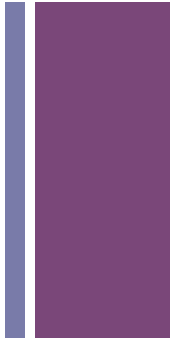


+ What can We Encrypt?

- Emails
- Phone Calls / VoIP Calls
- Chats
- Mobile Messages



+ Crypto.cat



OpenPGP Encryption for Webmail

```
-----BEGIN PGP MESSAGE-----  
Version: OpenPGP.js v0.1  
Comment: http://openpgpjs.org  
  
wYwDb3C3eX9hetIBA/9LqINd8A0HX8+cQj0pVcZbnIWQ4D2zvK4bPWQmCQ8I  
Xmii3ZokguKeujd7bzWcE2rDTCU...p5WLAN7uB1gap7NzfsNR  
EdSvLmMivDmLjasqm7dGAwpm...zJ6aIBUdv6+6g88tvs0FuMXL7  
E9X5ZpcfjdKhAYvzqeXCUHpeVb...w39ie81nc4pJhMeqjdpVekK2VohitgRL  
JtupkJg4np5Vv/TmTJW9/xP2F3ZIMIsAevQijheieq3ed0MrbEY5C18ViRb  
jWup5zeNlvB5rb2YYaYr0XHUgnVf+DCL0Ijk7QN13yxw+qWtgN0frwnZS5?  
ZuwglbY3dd2pLe8FXimIr9Wq4+sbcbhrkfiEvPLOh/0OSGw=  
=1O3x  
-----END PGP MESSAGE-----
```



+ Red Phone

