

FREE IRAN WORLD SUMMIT: SOCIAL POST BEST PRACTICES

Use these social post recommendations to share and promote Free Iran World Summit 2021 and other campaigns to help ensure the best possible exposure of our cause and success of our social media activation and engagement.

BEST PRACTICES FOR INCREASED ENGAGEMENT

Include Calls-To-Action (CTAs) and Related Links on All Posts

Help us mobilize your followers by including Calls-To-Action in your tweets and posts.

Example: **Sign up now** to join me at the Free Iran World Summit 2021 as we show our solidarity for the people of Iran. [insert link to campaign]

Keep Language Optimistic and Forward-Looking

Help us share the positive image of our work, campaigns, and Resistance movement. Keep post copy forward-looking with statements about “tomorrow’s Iran” and our vision for the future. Focus your posts on communicating what you’re *for* – the alternative, future and what can be done- not what you’re *against*.

Be Clear, Direct, Concise – and Most Importantly, Human.

Storytelling appeals to human emotion and is the most effective ways to amplify our message. People relate to causes through the experiences of other people, so share your personal stories or the stories of others you know whose life experiences explain why we must hold the Iranian regime accountable and help change the future. Deliver all posts in clear and concise language that can connect with a global audience of all languages and education levels.

Action Plan

Share news about the actions being taken by Iran Freedom and NCRI and how advocates can help or participate.

Keep It Short

For Twitter: Aim to limit your tweets to 70–100 characters.

For Facebook: Aim to limit your posts to 40-80 characters.

For Instagram: Aim to limit your posts to 138-150 characters.

Use Photos, Images and Video

Compelling imagery and video are proven to increase views and engagement. According to a study done by Buffer, when you include a photo in your Tweet, you get 35% more retweets. Also, utilizing visually striking imagery and videos helps create an emotional connection with your network.

Use Positive Emoticons

Help convey your feeling and intent behind sharing messages with an emoticon. This not only makes your post more personal, it helps your followers connect to the sentiment behind the message.

Hashtags

Always use the main hashtag on the subject, where applicable ensure proper and trending hashtags on all posts to generate awareness and virality, as well as stay on trend. Limit the number of hashtags in a post to 3 and don't use hashtags which don't relate to your post.

Tag Thought Leaders and Event Speakers

Tag international leaders, distinguished guests, thought leaders, influencers, etc in your posts to associate yourself accordingly and increase views and engagement.

THINGS TO AVOID

Avoid Scare Tactics and Shock Imagery

Avoid using language and images that display violence, death, and general brutality.

Avoid Negative Connotation/Words

Social listening reports demonstrate that words such as *regime*, *sham*, *election*, and *terrorists* are perceived as negative and should be avoided, if possible. There are words that when used in connection to Iran may be flagged by platforms' algorithm under the category of hate speech or inciting violence, it may not be possible to omit these words but it is good to keep in mind, in wording your tweets

Avoid Being Too Wordy

See character recommendations above.

Avoid Emoticons that May Suggest Violence

Just like positive emoticons convey meaning and intent, the same holds true for other emoticons depending on how they are used. Please avoid using rockets, fire, explosion, guns, knives, or any other emoticons in connection with Iran that may be flagged by social media algorithms.

Avoid Inconsistent Artwork when Promoting Campaigns or Events to Your Followers

We are a large global network of activists, and it helps our cause recognition and the Resistance to appear united by using the same artwork to promote our global events and calls to action. Help us ensure consistency and support our credibility, by trying to stick to branded artwork when possible. Email: actioncenter@iranfreedom.org to ask for the official artwork supporting an event or campaign before you recreate something on your own.