



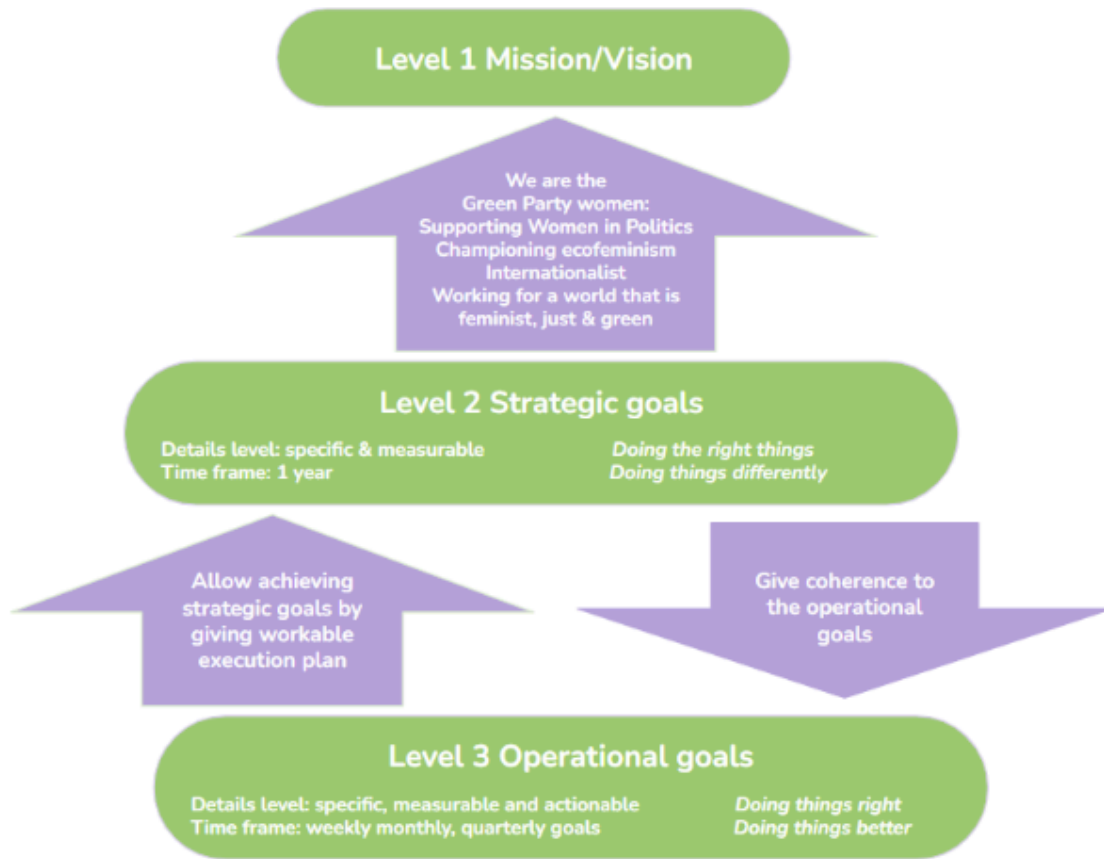
Social Media Strategy

2024/5

Overview

1. Our social media (SM) strategy for Green Party Women (GPW) aims to engage, inform, and inspire our followers and supporters to take action towards our key objectives.
2. By creating compelling and impactful content, hosting engaging social media campaigns, and collaborating with other organisations and individuals who share our goals, we can build a strong and active community that advocates for gender equality and social justice.
3. We are committed to facilitating open and respectful discussion which reflects the different points of view within GPW and GPEW
4. We encourage women to feel welcomed and more at home in the Green Party of England and Wales (GPEW). Our 'belonging project' will offer more spaces for GPW to give something back to our members and help build that sense of belonging.





Our ongoing goals:

1. Our SM Strategy document will be reviewed every year by each new GPW committee along with our Social Media Guidelines document which provides the structure for the Strategy document. Both documents may also be reviewed and updated by agreement at any GPW committee meeting.
2. Our SM Strategy document should include specific strategy details for the year ahead which may be added to by the agreement of any GPW committee meeting. Our output and postings will be informed by best practice in terms of accessibility - see Accessibility section below
3. Strategic goals:
 - a. Raise the profile and impact of the voices of women within the party.
 - b. Build membership of GPEW
 - c. Getting more women elected as councillors, to parliament and posts within the party.
 - d. Design new systems and processes to protect women from bullying harassment, victimisation and discrimination.
 - e. Stand up for the rights of members in GPW
 - f. We need to be more like a trade union for women inside the party.

- g. Defending the rights of women in the party and in local government.
- h. Uncover and address the discrimination, bullying and harassment of women in the party.
- i. Promoting the role of Women's rights defenders. (UN Declaration)

4. Operational goals:

- a. **Report monthly to GPW committee and GPW membership**
- b. **Review campaigns and strategy regularly and report on successes e.g. Women's History Month**
- c. **Record and report on numbers of followers**
- d. **Record and report on numbers of unfollows:** Recent Twitter changes have made it difficult and expensive to download tools to download which allow you to identify those who have unfollowed. Currently we can only manually calculate numbers going down weekly when we check new followers and look at previous total. If new products become available we will explore them
 - i. **GPW website:**
 - 1. Update website regularly.
 - 2. Increase profile and link to website wherever possible from other channels
 - ii. **GPW in Green Spaces**
 - 1. Encourage sharing of information and increase participation by GPW and GPEW members
 - 2. All GPW Cttee members should contribute to GPW pages in Green Spaces
 - iii. **Twitter**
 - 1. Tweet daily if possible
 - 2. Use quote tweets in order to help monitor response.
 - 3. Use hashtags where possible to link to ongoing campaigns of GPW and others where appropriate
 - 4. Direct readers/viewers to GPW website
 - 5. Track responses/activity of tweets and report to GPEW on a monthly basis
 - 6. Discuss effectiveness of activity in monthly reports in relation to goals as per chart above
 - iv. **Facebook:** duplicate core campaigns on Facebook. Facebook often receives a much higher response from women & followers than Twitter
 - v. **Other platforms:** as and when agreed

Supporting GPW SM and accepting and celebrating plurality of beliefs within GPW and GPW committee

1. Accepting plurality of beliefs is the lifeblood of GPW and GPEW and contributes to its ongoing success in exploration of developing national and international issues
2. All members of the committee must work together to support GPW public presence on social media by contributing and sharing GPW information within their own networks. Not working *with* GPW on this is in fact working *against* the group and our SIG and GPEW values:
 - a. All members of GPW committee should follow other members on Twitter and Facebook (FB), if used.
 - b. All members of GPW committee on social media should regularly like and retweet GPW tweets/share FB items if they can agree with them. Efforts should be clearly made to support GPW on this.
 - c. In order to support GPW SM and reflect plurality of beliefs within GPW, members should regularly contribute to GP feed by asking for tweets to be retweeted via Twitter DM channel (FB requests can also be made here)
 - d. In order for all GPW committee members to be comfortable with GPW SM sharing all views, one of the following three messages can be used when retweeting within a Quote Tweet, the last message contains an example:
 - i. “GPW is a vibrant, pluralistic group, which we celebrate. A minority of our committee agree with this view from (insert name and committee role). What do you think?”
 - ii. “GPW is a vibrant, pluralistic group, which we celebrate. The majority of our committee agree with this view from.... What do you think?”
 - iii. “GPW is a vibrant, pluralistic group, which we celebrate. The majority of our committee agree with this view from xxxx, one of our Non-Portfolio Officers, on HS2 which does not reflect current GPEW policy. What do you think?”
 - iv. In the rare event of iii being used, a link to current GPEW policy could follow as a second tweet

Accessibility

1. Commitment to review best practice annually with guidelines and strategy developed
2. To support followers reading devices:

- a. Add image descriptions (alt text) to pictures and gifs on Twitter and FB (function currently not available for retweets). No need to write “image/picture of”. Don’t forget to include any copyright info.
 - b. Use hashtags at the end of captions and capitalise every word to ensure audio description is read correctly
 - c. Don’t overuse emojis: each one is read out and not all audible descriptions match the visual
 - d. Use hashtags at the end of captions and capitalise every word to ensure audio description is read correctly
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3. Review any videos used for audible and visual clarity and include closed captions on any videos shared
 4. Consider the effects of colour contrast. Tools such as accessible-colors.com can help
 5. Avoid complex text, substituting letters with asterisks and do not use a mix of capitals and lower case.
 6. As always, make sure any links work
 7. Use appropriate language to describe disabilities: seek advice before publishing if uncertain
 8. Welcome feedback

Strategic Priorities for 2024/5

Green Party Women have identified four key objectives for their work this year and this will be reflected in the social media strategy.

1. Belonging project

- a. Use SM to encourage women to connect with GPEW via GPW and feel supported and included by its membership
- b. Highlight all campaigns/actions/meetings and GPW activities such as book club, Green Witches, films etc and respond to members’ suggestions and ideas on this
- c. Invite members to meet with us and attend in-person meetings/conferences (meet with us/sit with us/vote alongside us)

2. For Women and Planet

- a. Use SM to build campaigns and highlight ecofeminism within GPEW and other organisations and activities
- b. Share news articles, interviews that promote eco feminism
- c. Use #ForWomenAndPlanet

3. Raising Women's Voices

- a. Create regular social media posts that highlight the achievements and contributions of women in different fields, including politics, business, arts, and sports. Link new posts to GPW website or other GPW channels or activities where possible
- b. Share news articles, interviews, and profiles of women who have broken barriers and achieved success in their respective fields.
- c. Host social media campaigns such as #GetWomenElected and #WomenInSTEM, where women can share their own achievements and celebrate the accomplishments of others.
- d. Share resources and information on where to access funding, mentorship, and networking opportunities for women who are pursuing their goals and dreams.
- e. Engage with other organisations and individuals who are working to celebrate and uplift women's achievements, and share their content and initiatives on our social media channels.
- f. Create social media campaigns to encourage women to run for internal and external elections, and to raise awareness about the barriers and challenges that women face when seeking elected positions.
- g. Share stories and profiles of green women who have been successful in getting elected, and highlight their achievements and contributions.
- h. Host social media events such as Twitter chats, live streams, and webinars, where women can ask questions and receive advice and guidance on getting elected.
- i. Share resources and information on how to get involved in local politics, attend local meetings, and participate in grassroots organising.
- j. Engage with other organisations and individuals who are working to increase the representation of women in politics, and share their content and initiatives on our social media channels.

4. Violence Against Women and Girls

- a. Create regular social media posts to raise awareness about different forms of violence against women and girls, and how to recognize and report it.
- b. Share relevant news articles, infographics, and research studies about violence against women and girls, and add our own commentary and recommendations.
- c. Host social media campaigns where survivors can share their stories and call for action to end violence against women and girls.

- d. Share resources and information on where to access support for survivors of violence.
- e. Engage with other organisations and individuals who are working to end violence against women and girls, and share their content and initiatives on our social media channels.

2 April 2024

5. Resources

1. **Statement by UN Under-Secretary-General and UN Women Executive Director Sima Bahous for Human Rights Day (2022)**
<https://www.unwomen.org/en/news-stories/statement/2022/12/statement-womens-and-girls-human-rights-universal-and-indivisible>
2. **Government Communication Service: Planning, creating and publishing accessible social media campaigns** (Updated June 2023)
<https://gcs.civilservice.gov.uk/guidance/digital-communication/planning-creating-and-publishing-accessible-social-media-campaigns/>
3. **Scope: Accessible social media guide: social campaigns** (December 2020)
https://business.scope.org.uk/article/is-your-social-media-campaign-accessible-to-everybody?qclid=CjwKCAjwrpOiBhBVEiwA_473dILLjvXIRUgGC3VY9VXY7jt1Uqpusf8hrIAJZh_gvg840P65hLBvSRoCa5MQAvD_BwE
4. Holly Tuke, Becky Brynolf (May 2023) **Social Media etiquette for accessibility** Charity Comms: charitycomms.org.uk