



Bridges Not Walls Social Media Crib Sheet

Firstly, **THANK YOU** for supporting #bridgesnotwalls on social media! This is going to be big...

These notes should hopefully give you all the info you need to help us give your banner drop as much profile as possible. Give us a shout with questions and suggestions.

Three things to think about:

1. What are we trying to achieve through social media coverage?
2. What type of content do we think will get the most engagement on social media?
3. How will we share this content on the day?

1. What are we trying to achieve through social media coverage?

- Get as much coverage as possible for everyone's beautiful banners.
 - We've got over 100 banner drops going on across 3 continents (!!!) so we want to amplify all that activity as much as we can on social media
- Ensure we get our **3 key messages** across:
 - This is about the rise of the far right everywhere - this is not just about Trump
 - **Solidarity** - especially with those most affected by this divisive politics
 - **Action** - what happens next is up to us
- **Show the diversity of people and organisations involved in fighting this politics**
 - We want #bridgesnotwalls to be a positive reminder of how many different groups are already actively fighting this politics and how powerful intersectional organising can be - people working on different issues are all coming together under (literally!) one banner
- **Galvanise people to get involved!**
 - This is the **most important thing** - alongside solidarity, the key aim of Bridges Not Walls is to get more people to take more action in fighting this politics. We want everything we post to be positive, welcoming to a diverse group of people and fun!

2. What type of content do we think will get the most engagement on social media?

We are looking for images and messages that reinforce the points above:

- Photos and very short videos (i.e. less than 30seconds) showing lots of people engaged in **positive, creative, peaceful** action
- **Messages should be positive**, even though they are in reaction to big, serious problems
- **We are using Trump as our starting point, but we want to stress that this is not just about him.**

We think the following types of photo / video will work best:

1. Shots/short film (less than 30s) of you gathering / making your way to your bridge - "excitement is building"!
2. Shots of the **bridges with the banners hanging on them** (you probably have to be on the bank to get these!)
3. Short clips of the banners as they are being unfurled (if possible - this could be hard!)
4. Short clips and photos of your group engaging with passers-by, explaining what you're doing and how they can get involved. **Maybe take an A4 piece of paper with one of your key messages on it and ask passers-by to pose for photos with it?**
5. Short clips of interviews with people in your group explaining why they're involved
6. Anything else you think looks great and want to share with thousands of people!



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It's fine to take these photos on smartphones. If you have better quality cameras that's great, but **we want to be able to document this in real time** so please use smartphones too, as it will be quicker to share images

- If you can only do one of these, make it the banner on the bridge
- However we're aiming for **at least 3 photos from every banner drop**
- If you're less confident recording video, stick to photos

@Everyone: Please check within your bridge group that **everyone consents** to be on film/photo - some people may not wish to be identified in this way, which is absolutely fine. Please respect their wishes.

@London folks: we're aiming to have a professional film/photo person on each bridge too, but they'll be getting the 'bigger picture' shots, so please do get up close and take lots of photos of **people and action!**

3. How will we share this content on the day?

The main focus for us on the day is going to be to get photos up on Facebook and Twitter as fast as possible. We want our images to be there when the world and press are looking. We know you'll be busy on your bridges so we have a dedicated offsite social media team (Zoe and Jo) who will be away from the action on laptops all day sharing everything you're doing.

How's this going to work?

- Please share your photos as **soon as possible** once you're on your bridge - even if it's only one, and remember to share more after.
- Please upload these to your personal or (even better) organisation's Facebook, Twitter, Instagram accounts and share them using **#bridgesnotwalls** hashtag.
- To make sure we don't miss anything, please also one or two of them directly to us on the channels below. When sending to us please remember to say who you are and in which location so we can give you all the credit! If you prefer not to be identified, that's absolutely fine.

By Whatsapp: 07908 850 659

By Email: bridgesnotwallsphotos@gmail.com

On Facebook: share updates on the central ["Bridges Not Walls"](#) Facebook page

On Twitter: tag [@bridgesnotwallz](#) and hashtag #bridgesnotwalls

On Instagram: tag photos #bridgesnotwalls or @buildbridgesnotwalls

And finally...

We want to create as much buzz as possible in the run up to the day - so before the 20th please share images of your banner making, use the #bridgesnotwalls hashtag, and share updates from the central BNW accounts. Thank you!!

YOU GUYS ARE AMAZING - LET'S DO THIS!

#bridgesnotwalls

BRIDGES NOT WALLS