

**results**

# **social media and brand tips for advocates**



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Yolanda  
Gordon

GUEST

RESULTS  
GA

SC  
Begonia  
Caballero

**RESULTS**  
the power to end poverty

# intro

Social media can be a great way to amplify our advocacy actions and continue to build community. At RESULTS, we do deep relationship-building with members of Congress through calls, letters, and face-to-face meetings, as well as publishing opinion pieces in the media. [Research](#) shows that these continue to be some of the most effective ways to get through to policy makers and drive change. Rather than a replacement of that “deep advocacy” work, we see social media as a complement to it.

Social media can be used in a variety of ways. It can spread the word about the letters to the editor you’ve published. You can share your advocacy actions, let people know about an event, or connect with other advocates and organizations across the U.S. and around the globe.

These tips will help you use social media in your advocacy and outreach. We’ve also included a guide for using RESULTS branding so that we’re all on the same page, and together we can have a powerful, cohesive visual impact.



# logo guidelines

The logo should remain free of changes; the shape or color of the logo should not be altered. No text should be added on top of the logo, and there should always be spacing around the outside (see illustration on right). We generally place our logo on the top right of our graphics and documents.

[Download the logo here.](#)



## same name, different logo

Even though our new logo uses lowercase letters, when writing our name out we still spell it in all-caps: RESULTS.


# colors





The red in our logo is our primary color. We also have two secondary colors: a blue and yellow.





To the right are the “color codes.” if you want to use these colors online, you will need the codes under the Hex column.

## tips:

Make sure the graphics or documents you put together are easily readable. Avoid red text on a blue background, or blue text on a red background. If you have a lot of text, use black for best readability.

PANTONE	CMYK	RGB	HEX
			
199 C	C 0 M 100 Y 72 K 0	R 213 G 0 B 50	D50032

PANTONE	CMYK	RGB	HEX
			
1235 C	C 0 M 31 Y 98 K 0	R 255 G 184 B 28	FFB81C

PANTONE	CMYK	RGB	HEX
			
631 C	C 74 M 0 Y 13 K 0	R 41 G 181 B 207	29B5CF

# images

We have a bank of advocacy images on [Flickr](#) available. **Images found on search engines like Google should not be used for any graphics because of copyright issues.**

If you need a specific stock image, such as a sunset or bag of apples, we recommend using [Unsplash](#), a huge website bank of free, non-copyrighted stock images.



# font

You can use the **Open Sans font** when creating documents or graphics as a RESULTS volunteer. You can download it for free on Google Fonts and refer to [these steps](#) to help install. If Open Sans is not available, Calibri is also fine to use.

Download here: [fonts.google.com/specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans)

# using social media in your advocacy

There are lots of ways to use social media in your advocacy if you're already engaged with a social media platform like Twitter, Facebook, or Instagram. Social media can help with community organizing and publicizing your advocacy actions. You can follow and connect with community leaders. You can tag members of Congress, RESULTS, other RESULTS groups, your group members, or people in your network to get the word out about the actions you've been taking.

- Share your published **letter to the editor** or op-ed calling on Congress to take action. Tag your member of Congress and the newspaper that published it.
- Tell the world about your latest **meeting with your member of Congress**. Add a screenshot or photo of the meeting to your post.
- Have you attended a compelling **RESULTS event** recently? Post great quotes from speakers during or after the event to give others a taste of what's happening. Be sure to tag the speaker!

Examples of great posts are on the next few pages. As always, make sure to use the hashtag **#Voices4RESULTS** in your post!



# #Voices4RESULTS hashtag

We encourage you to use our hashtag #Voices4RESULTS on posts related to your group's or your own advocacy. It's a great way to track on social media all the amazing work that RESULTS advocates are doing (particularly on Twitter). Just type it out at the end of your post.



# post example – letter to the editor

Tag your members of Congress



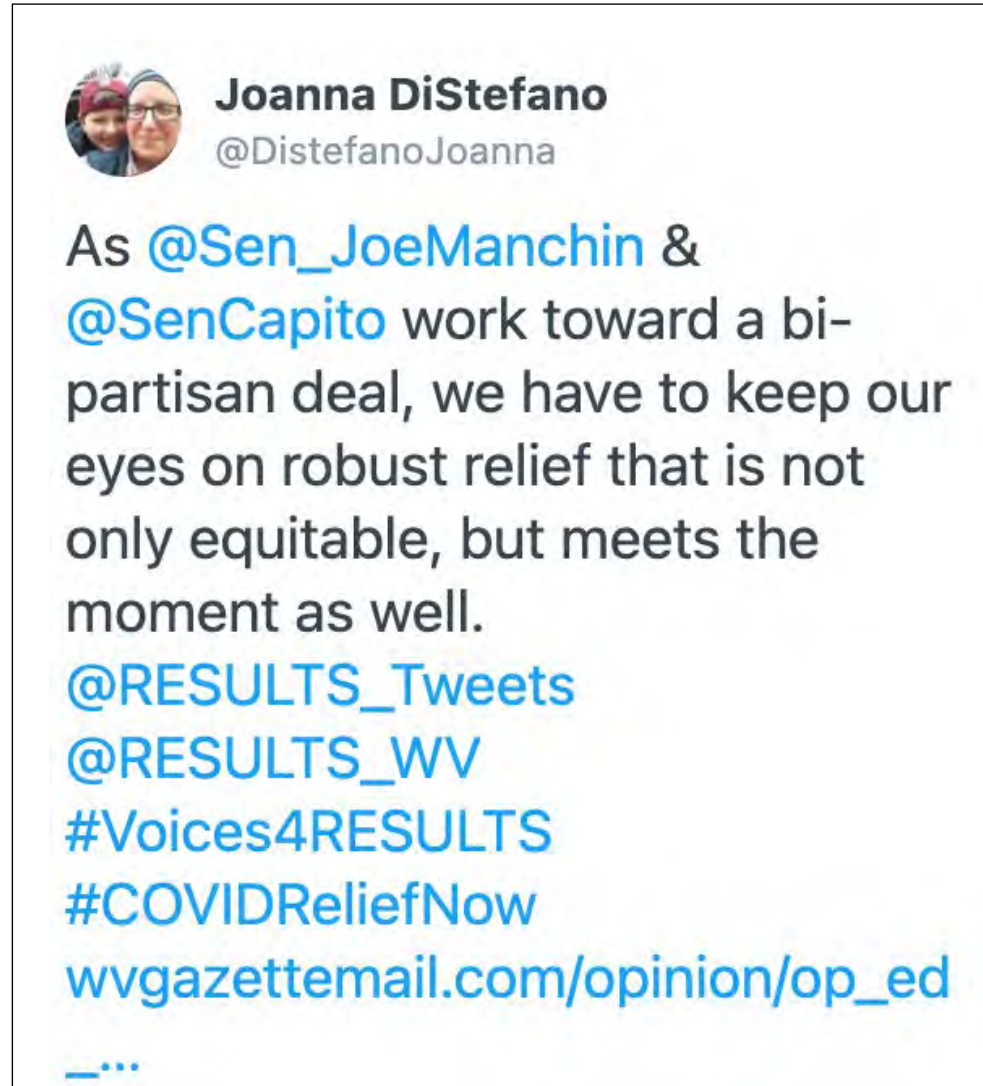
Tag RESULTS and your group



Use #Voices4RESULTS and relevant hashtags



Include a link to your letter to the editor



The screenshot shows a tweet from Joanna DiStefano (@DistefanoJoanna). The tweet text is: "As @Sen\_JoeManchin & @SenCapito work toward a bi-partisan deal, we have to keep our eyes on robust relief that is not only equitable, but meets the moment as well. @RESULTS\_Tweets @RESULTS\_WV #Voices4RESULTS #COVIDReliefNow wvgazette.com/opinion/op\_ed \_...". The profile picture shows two women. The text is in black, with the names of the tagged accounts and the link in blue.

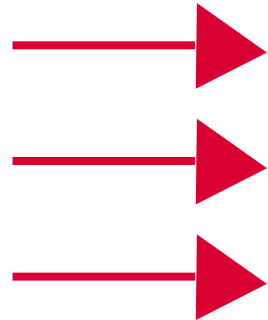
# post examples - congressional meetings

Tag your member of Congress

Use relevant hashtags

Tag RESULTS

Include screenshot or photo of meeting



Tag your member of Congress and RESULTS group



Tag RESULTS, use #Voices4RESULTS hashtag



Include screenshot or photo



# tips for posting

- RESULTS **national social media accounts** (see last page for links) and the RESULTS Facebook group are a great place to find and share content. Follow the other RESULTS chapters on social media too!
- Be sure to **tag RESULTS volunteers** from your group (and members of Congress, guest speakers, partner organizations, etc) in posts. This helps your posts gain visibility in social media feeds and increases the likelihood they get shared.
- Make sure to **ask permission** before posting screenshots or photos of group members, staffers, etc. on social media.
- There are multiple **free online tools** to create simple social media graphics. We recommend trying [Canva](#) or [Adobe Spark](#).
- Find **online accounts** for local nonprofits, activists, mutual aid groups, and student organizations that have similar missions. Follow them and start engaging with their content. This is a great way to build your community both on and offline!
- Find **relevant hashtags** through other organizations and activists. A few examples:

#RentReliefNow

#EITC

#ChildTaxCredit

#EndTB

#SNAPMatters

#savemomsandkids

# group social media accounts

***Note: We highly encourage advocates to use their personal accounts for advocacy-related posts instead of starting a separate RESULTS group account. You can typically reach a lot more people that way! But if you have taken on the responsibility of running a group account, here are some tips.***

- You're not just representing yourself, but also others in your group and the organization. Be sure to use respectful, inclusive language and keep [our anti-oppression values](#) front of mind.
- The names of your Facebook Group/Twitter/Instagram accounts should include your city such as: @RESULTS\_City or @resultscity.
- For your bio, you can add "RESULTS [city] volunteer group. We are a movement of passionate, committed everyday people using our voices to influence political decisions that will bring an end to poverty."

# group tweet example

Tag your member of Congress and their aide



Use #Voices4RESULTS hashtag



Include screenshot or photo of meeting

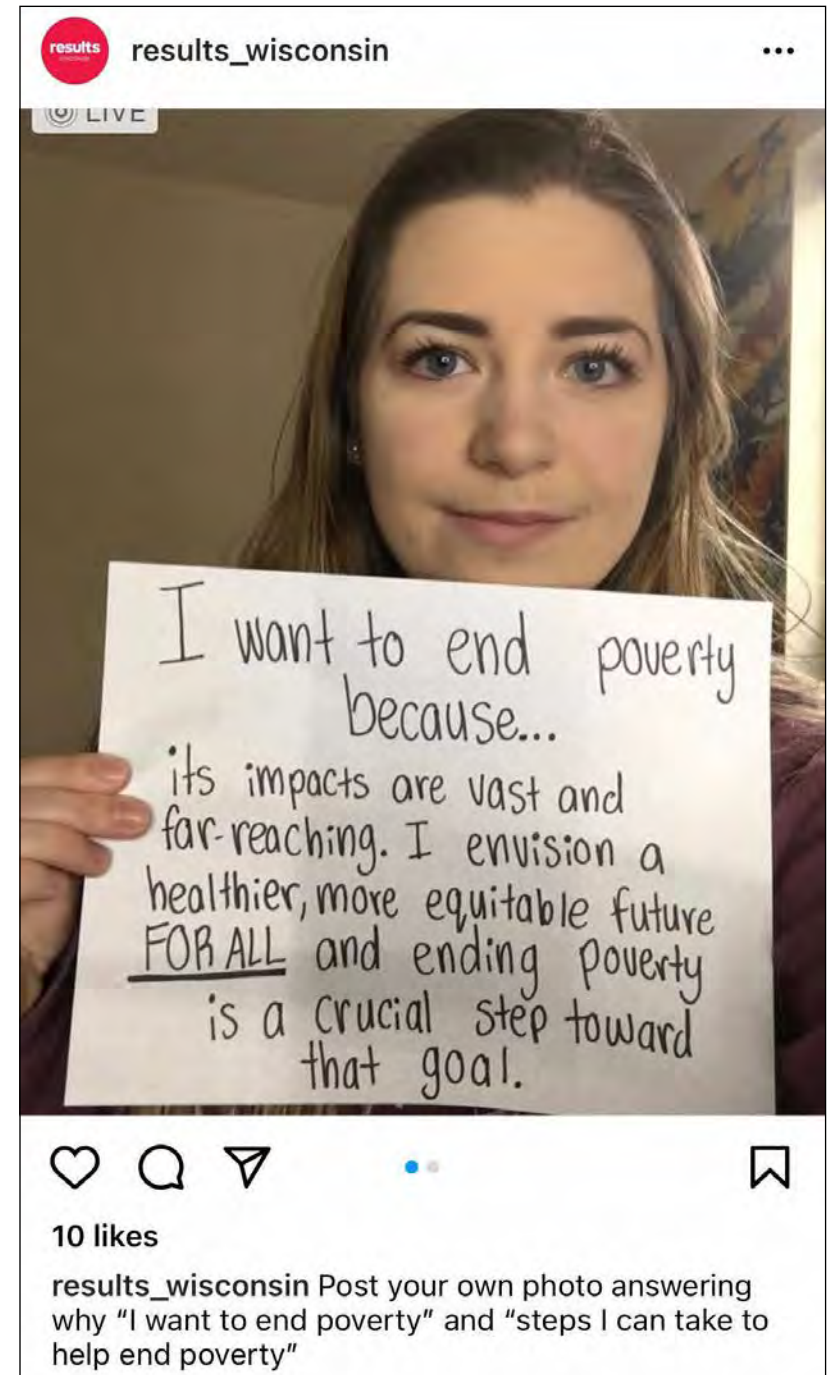


# group post idea

Ask your group members to post a photo of themselves with a piece of paper answering a question, such as: **"I want to end poverty because..."** or **"Steps I can take to help end poverty."**



*Idea from RESULTS Wisconsin  
(@results\_wisconsin on Instagram)*





**results**



[www.results.org](http://www.results.org)



[@RESULTS\\_Tweets](https://twitter.com/RESULTS_Tweets)



[/ResultsEdFund](https://www.facebook.com/ResultsEdFund)



[@voices4results](https://www.instagram.com/voices4results)



[/results-educational-fund](https://www.linkedin.com/company/results-educational-fund)



[/results\\_ref](https://www.youtube.com/results_ref)

**#Voices4RESULTS**