

The Nervous Rebel's Guide to Social Media

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In General

Boosting Posts

Since the mainstream media refuse to cover the majority of our work, the primary way we can share our message is through social media such as Facebook, Twitter and Instagram.

Therefore, it is key to know how we can effectively boost our posts so they are seen by more people. The algorithms on social media are such that the more popular posts appear higher up on the feeds. **Thus, the more we interact with posts the more they are seen by people!**

Below we have sections on each of our main social media platforms which will cover how to be more effective in boosting posts. Eg. on Facebook a comment boosts more than a “like.”

Directing Posts at specific People or Groups

When making or sharing posts it is best to mention specific people and/or groups. This directs the post to those people as well as their following. Otherwise a post you make is only seen by your friends or followers.

In general this is done by “@-ing” or “AT-ing” a person. This means putting the “@” in front of their username or handle. Eg. if I want to direct a post at XRUK on twitter I would include @XRebellionUK.

Often when you first type the “@” symbol a drop down of popular accounts or friends will appear and as you type it will narrow down to the person you are aiming for.

HINT: keep a note of accounts you want to commonly “@” somewhere handy!

What is a Hashtag?

A “Hashtag” refers to the “#” symbol when used on social media. We have several hashtag such as #ExtinctionRebellion #WeWantToLive #ActNow the list goes on. Any phrase can be a hashtag is it starts with the “#” and has no spaces between the words. Often they will appear highlighted or in a different colour when types correctly.

A hashtag allows you to tag a trend on social media. So instead of linking your post to the account @XRebellionUK you may instead what to include your post in the trend #ExtinctionRebellion.

A common way to browse social media is to search for hashtags or trends, so by tagging your posts with one of these trends you are adding your voice to it and your post will show up in the search. (As mentioned before the more interactions on a post the higher up it will be in the search results!)

What Tags do I use?

XR has a whole bunch of tags we use all the time:

#ExtinctionRebellion #ActNow #TellTheTruth #BeyondPolitics #XR #ClimateEmergency

We also have tags for the Rebellion or for specific campaigns:

#WeWantToLive #StopHS2 #CEEBill #LightShipGreta #FreeTheTruth

For accounts to tag it really depends on your post and platform, but we recommend tagging:

- XR Accounts - like XR UK, XR Cambridge, XR Jews, XR Youth ...
- Politicians - Find Boris Johnson, Priti Patel, Dominic Cummings, Caroline Lucas ...
- Organisations - friendly or not - Greenpeace, BLM, Met Police, BBC ...

Find the accounts for these on the platform you are using and make note of them!

Staying Safe & Other Questions

- Do I need to enter my bank details?
 - NO NEVER, to engage on social media you should never be asked for your bank details and if you are hit that back button because you probably don't want to be there! (There are ways to interact with money on these sites but my advice is DON'T DO IT)
- Do I need to create a separate facebook identity to keep myself safe from adverse reactions?
 - You do not have to create a new facebook alias, although if you react or comment on facebook your name will be linked to that interaction. So it depends what you mean by "adverse reaction" If you are worried about what your network would think - they will see (but probably not care) about the interactions you make. If you are trying to avoid trolls (people who suck for the fun of it) this is an unavoidable part of social media.

Specific Platforms

Twitter

How Do I Tweet?

When you log into Twitter you will be on your Homepage (you should see the little house highlighted to show this!) To write a tweet you'll see at the top of the page a box that asks "What's Happening?" This is where you can write your tweet.

Tweets are typically very short, only a couple of sentences followed by tags. There is a limit on the length of a tweet at 280 characters, so this is not the platform for rambling!

To build a tweet you will want to write your couple of sentences or your question and then follow it with the tags you want.

Using Hashtags and Tagging Accounts

As we mentioned in the first section you will want to use tags to make sure that your post can be seen by people beyond your own following - especially if you are new to twitter!

We recommend always using [#ExtinctionRebellion](#), to add 2-3 tags for the campaign or location you are talking about and "@" 2-3 accounts to aim your post - especially if you are asking a direct question!

Why Retweet?

Retweeting is one of the easiest ways to use twitter! As you don't have to make up 100% of your content. You simply click the retweet button! (It looks like two arrows in a circular motion)

The best way to do this is to click on the retweet button and select **Quote Tweet** as this links the tweet you want and allows you to add your own text! Meaning you can refocus the tweet and use it to boost our trends.

Eg. if you see a powerful image of mother earth in handcuffs then you can "Quote Tweet" this, tag the [@metpoliceuk](#) and ask them if this indicated their view of the [#ClimateEmergency](#). This will then alert them to your interaction as you have now publicly asked them a question!

Boosting Posts

The best way to boost posts on Twitter is to Quote Tweet them as above. You can also "like" the post with the heart icon, reply directly (add to the tread) with the speech bubble or retweet the post without your own words. Conversations on twitter happen in the replies!

Navigation

Twitter has a fairly straightforward navigation. On the left hand side you have the links to the main sections. The main areas being:

- Home - where you see the posts of the accounts you follow
 - Follow some XR accounts by searching for them in the top right!
- Explore - where you can search for hashtags, trends or accounts
 - Find some tweets to quote by searching for **#ExtinctionRebellion**
- Notifications - where you get a ping if someone tags you in a tweet!

The rest is less key, feel free to click around as you can't really break anything! And you will always have that Home button to get you back!

Facebook

Making a Post

When on the homepage of facebook, which you can return to by clicking the “F” in the top left you should see a box at the top which asks “What’s on your mind?” This is where you type in a post.

There is no limit on the size of Facebook posts (to my knowledge) but you want the important bit in the first 2-3 lines so it doesn’t get hidden by the “See More” button. So in practice you want a 2-4 line post with a bunch of tags under the cut off.

Boosting a Post

There are 3 main interactions on Facebook which can be found under any post, you can “React” to the Post, you can “Comment” on the post or you can “Share” the post.

Reacting is the minimal way to interact with a post, you can “like” it or give another reaction. This doesn’t boost the post much but will typically show how controversial it is. But if you really want to help us on Social media go beyond liking!

Commenting on a post really boosts it in the algorithm! It doesn’t take much, a simple “Thank You” or “Well Done” is great, add to it with a hashtag **#WeWantToLive** or **#TellTheTruth** or go even further by starting a conversation!

If you ask a question in the comments you are likely to get a response, or you can respond to other people’s questions! Here the strategy is to have a conversation to boost the numbers of comments! If you post a hashtag then that’s one comment but if you engage a bunch of others on the thread that can get up to 10-20 comments and that is a huge boost!

Stay Safe & Don’t Feed the Trolls! Starting conversations can be a great way to engage with people and boost our social media, but you are likely to encounter some trolls. These are people (or robots) who comment incorrect, offensive or just nonsense things to annoy people. There is no point to Trolls, we recommend you do not engage. Often they are bots that if you reply to their nonsense comment they will simply post more of that same comment elsewhere... **The best thing to do is to be polite and to report any offensive comments.**

Sharing a Post

There are several ways to boost posts by sharing them on Facebook. You can share on your Timeline, this is automatic if you click “Share Now” but we recommend clicking “Share...” or you can share in your “Story” or in a Group you are in.

So what happens when you share a post on...

- Your Timeline
 - It will pop up on your page and be viewable by all your friends
- Your Story
 - It will appear for 24hrs in your story which can be found in a bubble on your friend's homepage or in messenger.
- A friend's Timeline
 - It will appear on their page and be viewable by all of their friends
- A Group
 - It will appear on the group page and be seen by members of that group

- To share a post effectively we recommend clicking the share button and selecting Share... This will then allow you to write your own post which links to the original (much like the Quote Tweet on Twitter). Here you can throw in a sentence or question any relevant hashtags and tag any groups or pages.

Hashtags & Accounts

As we mentioned in the first section you will want to use tags to make sure that your post can be seen by people beyond your own following - especially if you are new to Facebook!

We recommend always using [#ExtinctionRebellion](#), to add 1-2 tags for the campaign or location you are talking about and "@" 1-2 accounts to aim your post - especially if you are asking a direct question!

Eg. if you see a powerful image of mother earth in handcuffs then you can click the Share button and select "Share..." tag the [@metpoliceuk](#) and ask them if this indicated their view of the [#ClimateEmergency](#). This will then alert them to your interaction as you have now publicly asked them a question!

Navigation

Facebook has lots of different places you can go - timelines, pages, groups, profiles... it can be easier to get lost if you are new to the platform. But there will always be that "F" in the top left which will take you back home!

If you are new to facebook we recommend typing "Extinction Rebellion" into the search bar and following a few pages and maybe even join your local group if you can find it! Then you can pretty much stay on the home page and scroll through posts to boost!

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