

## How to do ONLINE OUTREACH

**We are all crew** and social media is an immediate and direct means of communication, so we need as many rebels as possible to use online outreach to help movement building, and spread the truth.

- Online outreach can be used to engage less active members, *and* to invite potential new members to a talk, training or events.
- Social media plays a huge part of our lives - it's powerful, so using Facebook, Instagram, Twitter, WhatsApp (and even email) can *significantly* increase attendance to Local Group activities.
- Online outreach is easy to do, so most rebels can do it.

Leave no virtual stone unturned!

### **METHOD ONE: online outreach to your Local Group rebels**

Most Local Groups have lots of less active rebels - people lead busy lives and C-19 has impacted everyone, but lockdown also means there's time to reach out to inactive rebels, and encourage them in - through inviting them to workshops, talks, online events, socials...

- Check who's hit 'Going' or 'Interested' on facebook. If they hit 'Going', message them, remind them of the event and ask them to widen the invite by sharing the event. If every person brought one more person, numbers would double!
- For anyone who replied 'Interested', contact them, asking if there's anything you can do to help them attend - some rebels have barriers to coming, and if you don't ask, you can't help. Without pressuring, your goal is to turn 'Interested' to 'Going'.

***Then, to maximise attendance, it's time to DIG DEEP - it's Principle 2 mode!***

- If using Messenger, personally invite every dormant rebel in your Facebook list. If you have phone numbers, call them!
- Be thoughtful in approach - there are many reasons why people are less able to take part in their Local Group but, hopefully, reaching out starts a conversation, and you can ask what they would bring them to a meeting or action?
- But keeping it brief and friendly in tone.
- Put a link to the event listing in the message.
- Most Local Groups have huge online numbers of rebels - split the numbers up into manageable chunks, amongst a group of rebels because it's possible facebook will block your account from messaging new contacts because you'll look like a spammer.

- Support your direct message with posts on your Local Group Facebook page, Instagram and Twitter, and mobile channels to let everyone know invites are out.
- Ask neighboring local groups and your region/national social media pages to share. Work with your Media & Messaging team to increase your outreach.
- For big events that are well organised and planned through, you may want to consider paying for facebook ads.

### **METHOD TWO: online outreach to friends, family, peers and colleagues**

We have a job to do - mobilise the population, so people you already know are an easy audience to ask:

- Pick the talk, event, action or training and use the 'Invite' button to all your friends - for zooms there's no geographical limit - so invite everyone!
- You might also phone or email them to let them know you've invited them - have a lovely catch-up whilst you're inviting them!
- Check back with your friends/family/contacts about whether they've found others to bring - it's not pushy, it's Principle 2 ('We set our mission on what is necessary', i.e. mobilising 3.5% of the population).
- Set yourself a find-a-friend-or-three goal!
- For any 'Going' friend/contact, you could send them a link so they can find out more, [www.rebellion.earth](http://www.rebellion.earth), <https://rebellion.earth/the-truth/faqs/>

### **METHOD THREE: online outreach to community groups**

To increase diversity and representation within our movement, and also to build connectivity between other organisations and movements as part of the Movement of Movements, dedicate time to building relationships here. It could be as informal as a zoom coffee morning, or inviting these groups to a 'Heading for Extinction' talk. We have shared ideals with many environmental, wildlife and human rights groups.

- How to contact groups on facebook:
  - Identify related groups in your local area, e.g. Friends of the Earth, Transition Town, wildlife organisations, identity groups, Green Party and other political parties, Amnesty, unions, migrant rights groups...
  - Message the page or group admins to ask them whether they'd be share your event. Pitch it in a way that is relevant to their group. Show that you know the group, e.g. highlight some of the work that they've done which you think is great and maybe commit to sharing some of their events as well (but remember to do it!). Don't waste time on groups you think will be hard work - you're looking for alliances!

- If it's a facebook group that's only loosely organised, e.g. Bird Lovers of Nottingham, you could post your event straight in there. There's little point in posting an event on a facebook page, it won't be very visible and is likely to be missed.
- Try emailing a lovely letter. Then, active invite, follow up with a call - conversation is the start of a relationship.

**Feedback amongst your Local Groups** - share top tips about what's working well, or not so well, in encouraging people to your events, and set a target for numbers attending. Check in regularly on whether this is going to be achieved, increasing efforts if necessary - no speaker or workshop provider wants a small audience!