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UPLIFTING THE VOICELESS

# **Digital Advocacy Social Media Playbook**

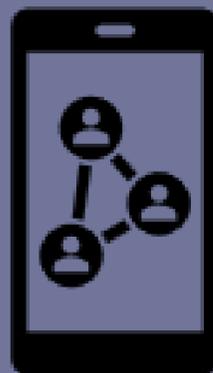


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# What is a Digital Advocate?

A digital advocate educates, organizes, and influences others into action—both in the virtual and real-world—around a cause, policy, or mission-driven organization with the goal of increasing awareness and facilitating action around a shared goal or vision.

A digital advocate leverages technology, digital tools, and platforms to mobilize and motivate people into participating in an organized effort to influence public perceptions and actions.



**There are many tools that digital advocates can use.**

Social media is one of the most powerful online tools to help mobilize people to act.

# Social Media Planning and Campaign Development

Focus on defining your goal and make sure it will have an impact

- Who is my ideal audience? Example: Who cares about this issue?
- Where do they spend time online? Examples: Facebook, Instagram, Twitter, etc.
- Create a social media contact list of people or organizations you want to target for your communication
- What outcomes do I want? Example: Get more signatures on a petition, highlight flaws in a cold case investigation, raise money for re-investigation efforts, etc.
- Create a list of the campaign outcome(s) you want

## **Create compelling content to grab their attention**

In a crowded online space, you need to stand out. The objective is to help people emotionally connect with your goal. Use emotion, tell a visual story, and consider what digital elements to use.

- Decide on what imagery to use Example: Victims' family images, videos of news clips, podcast episodes, etc.
- Remember to add specific calls to action to help push people to take action so you can "cultivate a movement." around your issue.

Example: Share this post, sign the petition, call your senator, donate to help

## Maintain the Narrative

- Make sure to provide regular updates, even when there's no significant news. It's pivotal to keep eyes and attention on the goal at hand and to keep your audience engaged in the campaign
- Even if it's once every week or two, provide content that keeps the audience in the loop.

Example: A podcast episode that covers the issue deeply, a Q&A with relatives and/or friends, a relevant news article or blog, or next steps that should be taken to bring a resolution to the issue.

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