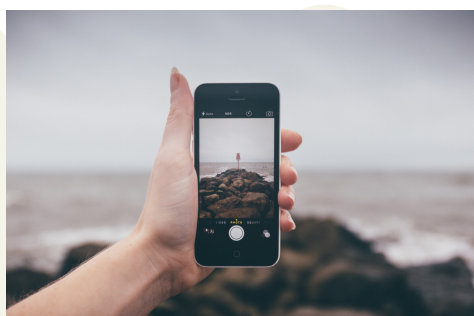## Changemaking tips & tricks
CREATE SOCIAL MEDIA CONTENT IN A FEW EASY STEPS!

Social media can help you gain attention for your project and get others involved! Answering the following questions while making your post, can help you create an effective message

A photo says more than 1000 words right? We people like to watch things. Photos videos, animations. Choose a visual for your social media post, to go along with your message. Find a visual that speaks to people's heart.

What is the goal of your social media post?
Do you want to…

RAISE AWARENESS

Example: Post a picture of your favorite book on the topic you want to raise awareness on (e.g. gender equality) and motivate others to read this (or another book) too.

INSPIRE

Example: Write a post about a person you admire, because of the changes they made in our society and write about these positive changes.

MOTIVATE OTHERS TO ACT

Example: Share with others what motivated you to start changemaking and motivate others to do the same!

Always keep in mind who you are writing for and ask yourself the following questions:

What's in it for them?
Try to put yourself in their shoes, find a subject that directly affects them and write a message that will engage them (use their hashtags!)

What is your call to action?
What do you want people to do after they've read your message? Make sure you provide them with an easy and clear next step to do it.

What hyperlink will you use?
When you persuade people to take action with your call to action, make sure you provide them with the right hyperlink. Example: https://www.thekidsrightschangemakers.org/en/home

Answered all the questions? Go create an awesome post! Oh and don't forget to tag us @kidsrights. We would love to see the end result!

KIDSRIGHTS Changemakers

THEKIDSRIGHTSCHANGEMAKERS.ORG