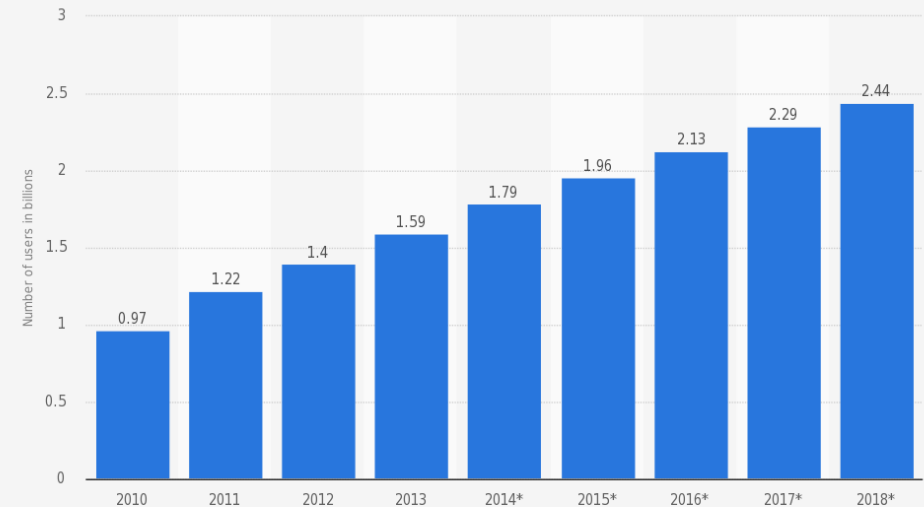# Utilising Social Media for None in Three

Social Media Use

- Social network users within many countries within the EU exceed 50% of the population (ONS, 2012).

- Even countries with relatively low engagement still show that around a quarter of their population engage with some form of social media (ONS, 2012).

- Social media use is not limited to 'young people', over 40% of those aged 45-54 engage with social networks in the UK (ONS, 2012).

- This figure is consistently growing and is anticipated to reach 2.44 billion by 2018 (Statista, 2016).

Number of social network users worldwide from 2010 to 2018 (in billions)

Year	Number of users in billions
2010	0.97
2011	1.22
2012	1.4
2013	1.59
2014*	1.79
2015*	1.96
2016*	2.13
2017*	2.29
2018*	2.44

Source:
© Statista 2016

Additional Information:
Worldwide; 2010 to 2014

Instagram

- Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

- Videos are limited to approx. 30 seconds.

- Posts can be linked to other similar topics using hashtags e.g. none in three, domestic violence.


Source: Tumblr 2016

Using hashtags on Instagram

- A hashtag is a type of label or metadata tag used on social network and microblogging services which makes it easier for users to find messages with a specific theme or content.

- Users create and use hashtags by placing the hash character # in front of a word or unspaced phrase, either in the main text of a message or at the end.

- Searching for that hashtag will then present each message that has been tagged with it.
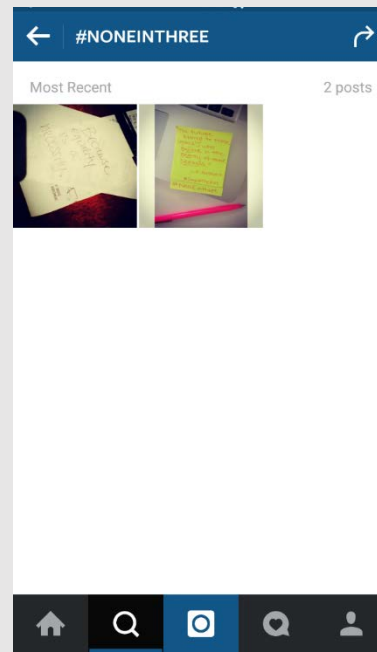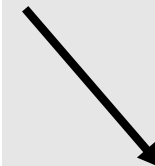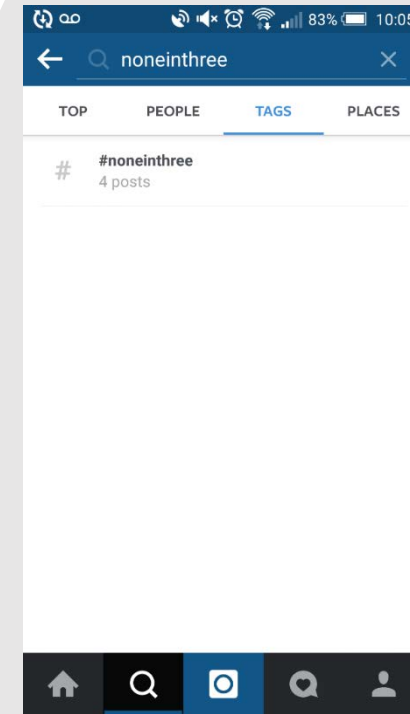
Twitter

- Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets".

- Registered users can read and post tweets, but those who are unregistered can only read them.

- Hashtags are used in the same way as Instagram.
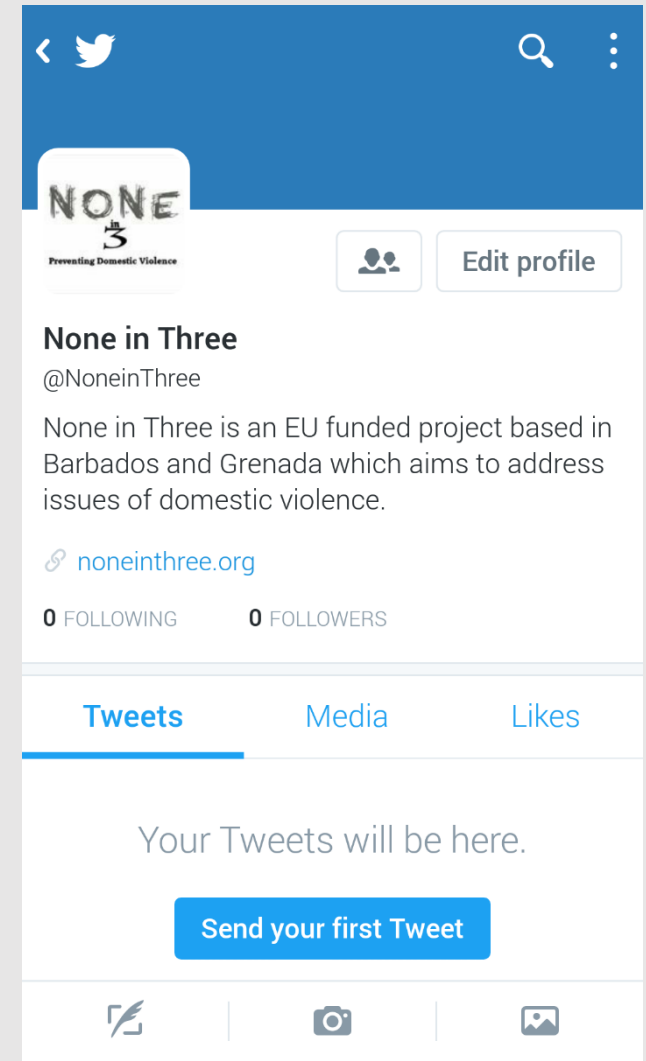
#EndViolence

- The UNICEF 'End the Violence' campaign was launched in 2013 to tackle violence against children.

- The hashtag associated with this campaign was so popular on Twitter that it is now regularly used for issues not directly related to the UNICEF campaign or violence against children – including posts regarding violence against women, mass shootings and acts of terrorism.

- While the campaign has gained most attention in the English speaking world – with the vast majority of #EndViolence tweets being posted in the US and Canada, it is also widely used in Central and South America and in Asia.

VIOLENCE IS THERE, EVEN WHEN YOU DON'T SEE IT.

unicef
united states fund

#ENDviolence
against children

Best Practice

- Utilise a mix of regular text tweets and tweets with attached images carrying text or data.

- It is important to encourage retweets or hashtag use to spread the specific post through the accounts of people following it.

- Social Media presence is one of the most important factors in the success of a campaign as is linking your campaign to other relevant campaigns or events (e.g. International Women's Day)

- The success of the campaign can be analysed using various free-to-use online tools: TweetReach, Twitonomy, Keyhole, and Hootsuite's analytic tools.
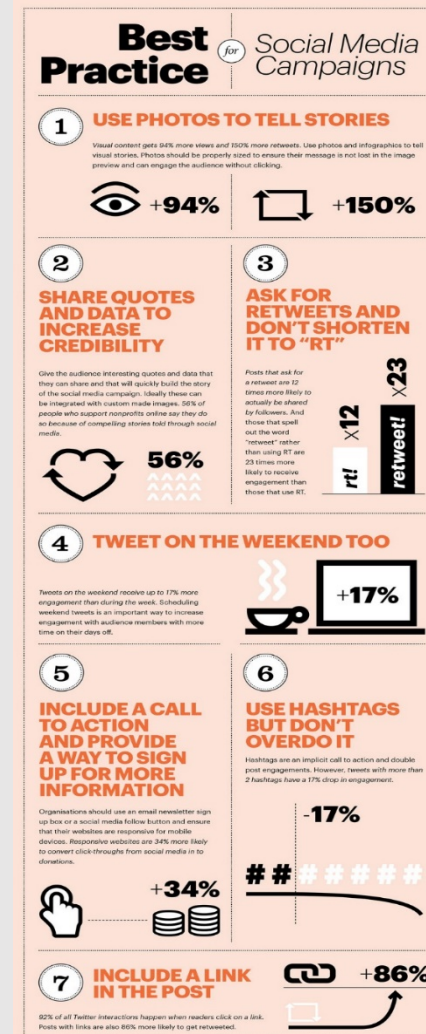
Source: Know Violence in Childhood 2016

Alternative ways to post findings

- Information graphics or infographics are graphic visual representations of information, data or knowledge.

- The aim of infographics is to present information quickly.

- Infographics have evolved in recent years to be for mass communication, and thus are designed with fewer assumptions about the readers knowledge base than other types of visualizations.

- Could be a useful way to present research findings on social media platforms like Instagram and Twitter.

1 in 4 women will be a victim of domestic violence in their lifetime

Source: Deconstructed 2016

Issues with Social Media use

- Misuse of hashtags.
- Trolling- this is particularly common for campaigns which focus on gendered violence.
- Individuals contacting account moderators to share their experiences.

DiGiorno Pizza ✓
@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM

Keosha Varela @K_J_Writes   1h
So many courageous ppl sharing their stories re: #whyistayed and #whyileft. Domestic violence is often a hidden issue, bring it to light!

Adrienne Airhart @craydrienne   1h
I couldn't face the fact that I was a textbook statistic: if (step)daddy hurts you, so will hubby. #whyistayed

Source: Business2Community 2016