

Session 2: Social Media for Advocacy and Community Mobilization

1. What We Are Learning Today 🎯

In this session, you will learn:

- 🗣️ **Mobilize Community Support:** Understand how to use social media positively to raise awareness and solve local community problems.
- ⚖️ **Balance Power and Risk:** Identify the benefits of public messaging while protecting yourself against harsh comments or lost privacy.
- 🟢 **Craft Solution-Focused Messages:** Learn to create respectful advocacy posts using images, short text, and voice notes.
- 🎤 **Practice Safe Digital Formats:** Practice recording short, positive WhatsApp voice notes for local causes without revealing private personal details.

2. Key Words & Visual Symbols

Look at the words and symbols below. Practice saying each word aloud while pointing to its icon:

Picture	Word	Meaning
	community	Your local neighbourhood, peers, and shared public spaces.
	voice	Expressing your ideas and leading positive change safely.
	positive message	Encouraging, solution-focused posts that invite community action.
	safety	Protecting your personal identity and location when posting publicly.
	awareness	Sharing accurate info to inform and help your neighbours.

3. Main Ideas to Remember

- **Focus on Solutions, Not Attacks:** Safe advocacy highlights community needs and positive solutions without blaming individuals or sharing private details.
- **Protect Personal Identity:** Never include full names, private addresses, or photos of vulnerable people when posting publicly.

- **Voice Notes Enable Everyone:** Short voice messages and simple images allow everyone to participate, regardless of literacy level.