

# Social media guide

## Get Online!

There are plenty of ways to share your message on social media, but don't feel pressured to do it all. It's far more effective to focus on one channel and use it well than to spread yourself thin across multiple platforms.

**Work out your goals:** Which channel will help you meet them best?

Once you have an account, add the handle or link to all your publicity materials so people know where to find you.

**Plan for key campaign moments:**

As well as Fairtrade Fortnight, look out for other 'days' or 'weeks' you can get behind. These are great times to join national hashtags and share content about your Fairtrade work. Here are some key dates for your calendar:

### X (formerly Twitter)

- Use hashtags: #Fairtrade, #ChooseFairtrade, and event-specific tags.
- Follow @FairtradeUK and join #FairtradeFriday.
- Tag relevant accounts and amplify your reach.
- Share user-generated content.

### Facebook

- Set up a group for your cause.
- Try Facebook Live for events.
- Make posts shareable and creative.
- Engage your audience with questions.

### Instagram

- Document meetings and events with photos and stories.
- Use creative hashtags and tag collaborators.

- Use your bio for important links.
- Tease upcoming events with creative images.

## Snapchat

- Let different people take over your account for a week.
- Promote new products, run competitions, and encourage user-generated content.
- Add links to your stories and create community geo-filters for special events.

## Bluesky

- Use hashtags (e.g., #Fairtrade, #EthicalFashion) and join trending discussions.
- Share updates, event reminders, and campaign calls-to-action.
- Engage with Fairtrade and ethical campaign communities by replying and reposting.
- Tag relevant accounts and use images or short videos to boost engagement.

## TikTok

- Share short, creative videos (15 seconds to 3 minutes).
- Show behind-the-scenes clips, quick interviews, campaign challenges, or product highlights.
- Use trending sounds and campaign hashtags (e.g., #Fairtrade, #FashionRevolution).
- Collaborate with student creators or local influencers for wider reach.
- Encourage user-generated content: run challenges (e.g., “Show us your Fairtrade brew!”).
- Add clear calls-to-action in your captions and video overlays.

**Tip:** Schedule posts in advance for key dates and use relevant hashtags to join wider conversations. Engage with comments and shares to build your online Fairtrade community!