

Digital and Social Media Guide

How to support Fairtrade online

**CHOOSE THE WORLD
YOU WANT**



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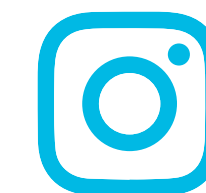
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Welcome!

This guide is for anyone who wants tips, resources and inspiration to support them to campaign for Fairtrade online, alongside more traditional community campaigning methods. A great digital campaign can boost your local campaign by making it stronger and more visible, and offer people more ways to engage with Fairtrade.



Why?

People now spend an average of two hours and 24 minutes per day on social networks and messaging apps. **There were 3.8 billion of us using social media in January 2020** and while the average internet user had about 6.2 social media accounts in 2015, the figure has risen to nearly eight in 2019. But it's not just for personal use – organisations and businesses are using social media to talk to their existing audiences and reach new ones. **Campaigners of all kinds are harnessing the power of online platforms** to mobilise people for their cause.

Branching out online doesn't mean abandoning traditional face-to-face campaigning. In fact, **it can take your campaign into new spaces** and give you one more way to communicate with people from your local area and beyond about Fairtrade. You're giving them the same opportunities to stand up for Fairtrade, access to producer stories and information about why and how Fairtrade works. You're also **empowering them to take action for fairer trade right there and then.**

What?

Each campaign group is as unique as the people who power it, and the way you use digital and social media channels will be **tailored to your group's needs and aims.** Before you start, think about your group's overall strategy and what you want to achieve from a specific online activity:

- Who do you want to connect with?
- What do you want them to do, think or feel as a result of joining your online community or specifically engaging with a post or tweet?

Do you want people to attend your event?
Or do you want them to sign a petition?
Do you need them to share your posts or are you trying to recruit new members or volunteers to expand your local network?
Make sure your online presence reflects this.
It is helpful to agree this with your group, draw up a strategy with some targets and revisit it as your campaign evolves.

So for every offline activity you organise, post something online, and offer opportunities for people to be involved in all capacities (one-off, occasionally or regularly). To motivate others, **show how taking action for Fairtrade makes a difference** in your community and overseas. From signing an e-petition, to buying a new Fairtrade product, attending a steering group meeting, helping out at an event or emailing your MP, everyone can do something – but they might need you to suggest it! Not everyone in your online community will get involved in every opportunity you offer, but by building them up, involving them online, and keeping them interested, something will eventually grab their attention.

Read on for ideas, tips and case studies to help your campaign get the most out of being online. You don't have to read it all at once! **Download and keep handy for when you need it or skip straight to the relevant section.**

Language is powerful

The language we use when talking about the communities that Fairtrade works with is important. Over the years Fairtrade itself has evolved the language we use and we continue to learn and do this as part of our commitment to being actively anti-racist in our work.

There are some terms that are disempowering and should be avoided. Here are a few it's useful to know about before talking about Fairtrade:

- We always avoid using the word 'help' in relation to our work with producers and farmers. Help is often associated with charity so we try to use words instead that imply partnership. Farmers and workers are agents of change, not passive recipients of charity. Instead we 'support', 'work with' or 'fight alongside'.
- 'Third World' is an outdated term and often considered derogatory. There is no ideal term for low- and medium-income countries but we prefer to use 'developing countries'.
- Please do not use the phrase 'Fairtrade means a better deal for farmers and workers in the Third World' or use any old materials that have this message on them.
- 'Poor' is a flexible term that means different things in different cultures, not just the financial status of a person. It is better to use other, more descriptive and explanatory terms like 'people whose incomes are limited/restricted/unsustainable' or 'farmers and workers with low incomes'.



If you would like guidance on how to explain what Fairtrade does, the below ‘cut and paste’ description can be used as a quick explainer to any new audiences.

What Fairtrade does

Fairtrade empowers farmers and workers to improve their living standards, the welfare of their community and our shared environment.

Fairtrade rallies a global community of millions – farmers and workers, supply chain partners, brands, retailers, shoppers, schools, government – to pay fair prices and uphold fair production standards and practices.

Beyond certification, Fairtrade is deepening its impact by delivering specialist programmes and expertise to support communities with additional training and worker support, whether that’s empowering women coffee farmers or responding to crises such as COVID-19.

How Fairtrade does it

Fair prices provide an immediate lifeline for vulnerable farmers and workers at times of need. They also provide long-term investment in production, community and environmental projects to create a fairer, better world.

Fair standards and practices promote sustainable farming to protect biodiversity and the environment; deliver training for women so they can participate and lead; secure worker rights; and tackle climate change.





Which social media platform?



Facebook

With around 40 million monthly active users in the UK, and a huge network of individuals and organisations, Facebook is possibly the most famous social media platform.

- Set up a Facebook page, called [your town] Fairtrade group, for others to follow and 'like'. We suggest that you set up a page rather than a group as it is easier to manage and it is public. Add a description, profile picture and cover photo to show others what your



account is about. Don't forget to add your group's contact details and links to other online accounts you may have. You may find it useful to use general profile pictures and cover photos we created featuring the FAIRTRADE Mark for Facebook from our [Resources Library](#).

- Upload your photos and videos from events – show what your group gets up to offline, and make it easy for your online community to get involved. Photos are a popular format on Facebook and gain the most engagement.
- Create events and invite all your online friends. As they forward the invitation to others, more people who are interested will hear about the event.

- Start a discussion and make it interactive! Ask open questions on your wall, or start specific discussions on your group's page. 'Which outlet in town would you like to see go Fairtrade?' could be a starting point.
- Share your campaign successes, and follow or join other Fairtrade Facebook pages or groups to see what they're up to and share ideas.
- Not sure what to talk about? Share posts from the [Fairtrade Foundation's Facebook page](#) or [post recent blogs from our website](#). You could also link to local supportive businesses or other local like-minded groups to link up with and grow your network.
- Hold virtual events online by using Facebook Live – Facebook's live video streaming feature. Viewers can ask questions in real time and you can leave the video on your feed for people to watch after it has ended.

- Hold a 'watch party' for a live screening of a video so that your group can watch and comment together.
- Use the fundraiser tool to donate and raise money online. Donations to Fairtrade will not only support projects to bring Fairtrade to more farmers and workers, but also support them to improve their farms, build demand for their produce and help strengthen their voices to negotiate a fairer deal.

Tips on creating engaging content:

- Posts tend to perform better with a **provocative** and **authoritative** tone of voice, **urging change**. For posts where you're sharing quotes or links to product blogs, shorter copy (one or two lines) with emojis work best.
- Longer, more detailed paragraphs work for more serious posts.

Paid adverts – how to put money behind your social media:

To boost your event or message, put some money behind a post so that it is seen by more people. You will need a Business account to do this but even £30 can make a difference in reach or website clicks. There are different ways to tailor your audience, such as by location, to target the most relevant people. Instagram is owned by Facebook so you can set up ads for both platforms at the same time.

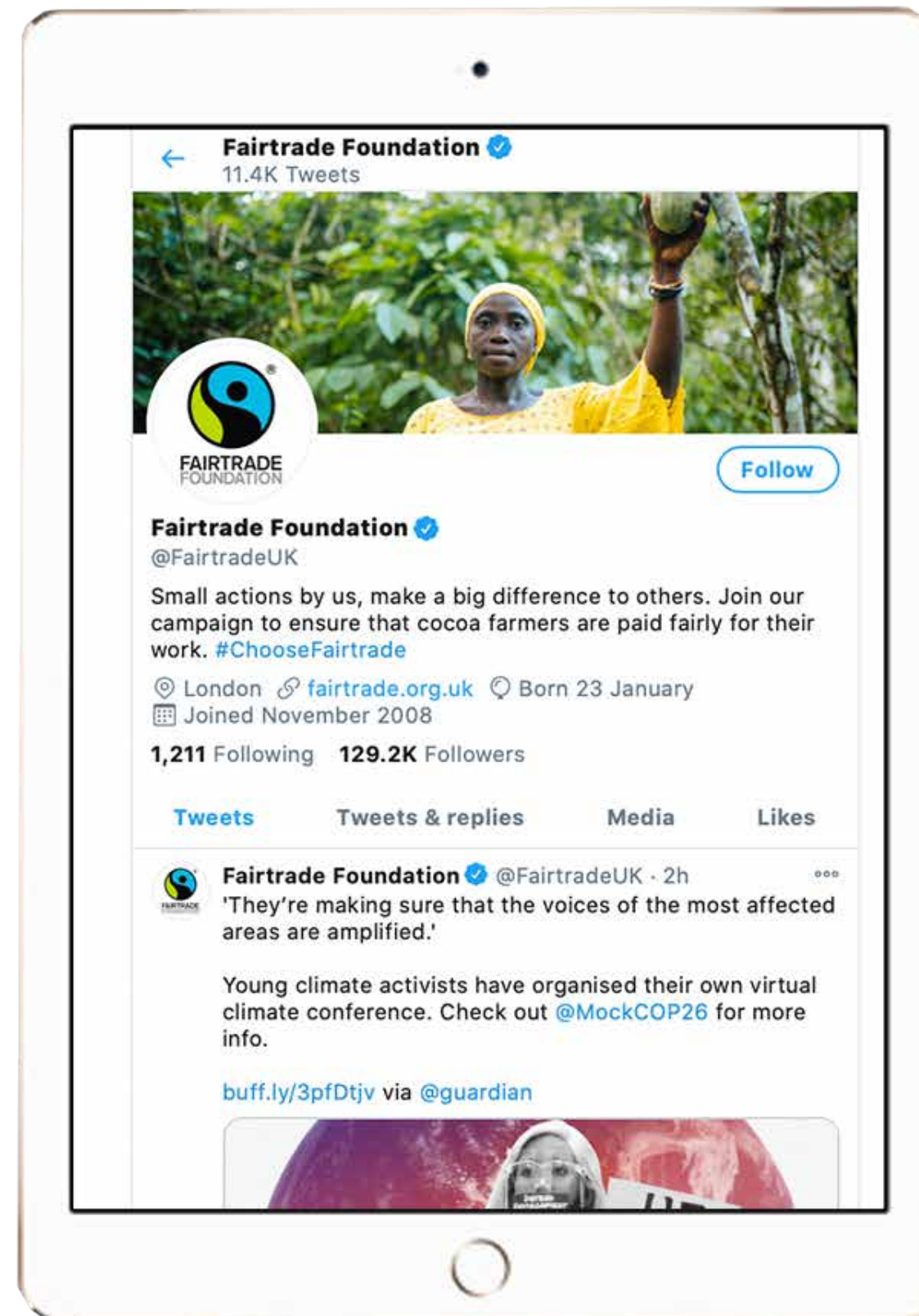
 [Facebook Basics – A 'How To' Guide For Beginners \(2020\)](#)

 [Learn more about Facebook for Business](#)



Twitter is a powerful social networking tool and search engine, which gives you just 280 characters per post or 'tweet'. Supporters and campaign partners who follow you will receive your tweets on their feed. This means that individuals and organisations that might not take the time to read a newsletter or long email can follow your latest news and thoughts simply and quickly. And you can follow them.

- Create an account and a Twitter handle. Write a short bio (up to 160 characters) to show others what your account is about. You can use hashtags in your bio that are relevant to your campaigning eg #ChooseFairtrade.
- Include photos, GIFs, polls and links to websites in your tweets to engage your audience. You may find it useful to use general profile pictures and cover photos we created featuring the FAIRTRADE Mark for Twitter from our [Resources Library](#).



- Precede a word with a hashtag (#) to link that tweet to all others talking about that topic. Try #FairtradeFortnight (when tweeting about Fortnight!) or find local groups or events using similar hashtags to make online friends near you.
- Use @ to 'tag' one or more other users.
- Retweet and 'like' relevant tweets from others.
- Vary the subject of your tweets for your different followers, but always with some relevance to your campaign.
- Use direct messages for one-on-one private conversations, or between groups.

- Use the ‘Explore’ tab on Twitter to find what’s trending, Moments, live events, your Topics, and more.
- Wondering what something is all about? Use the Search function to see the conversation unfold live.

How to create engaging content:

- Funny is difficult on Twitter unless you can commit to it. We would recommend that your posts are generally **serious** and **informative** or **light-hearted** when sharing achievements or highlighting other positive updates in your community. The best reactions generally come from **straightforward** statements that make tweets worth sharing.

- Using the full 280 characters works best to get the message across.
- Use emojis sparingly. One or two at most when relevant.
- Don’t overcomplicate it! Use only one link and one call to action per tweet.
- Always use an image unless using a thread for a statement/announcement.
- Don’t overuse hashtags—one or two is usually fine. Examples include #Fairtrade, #ChooseFairtrade, #ClimateChange, #FridayFeeling, #FairtradeFortnight.

 [Guide to terms on Twitter](#)



Fairtrade Twitter post



Case studies

Here are a few successful accounts of Fairtrade Communities on Facebook and Twitter – follow them and others for inspiration. All use:

- Well set up accounts with bios, website/other social media links, profile and banner photo.
- Consistent posts.
- Reposts/retweets with a variety of content from the Fairtrade network.
- Their own content with links, hashtag and relevant imagery.
- Relevant days as hooks eg #CoconutDay.



Fairtrade Yorkshire Twitter profile: [@fairtradeyorks](https://twitter.com/fairtradeyorks)



DinasPowys Fairtrade Twitter profile: [@DPfairtrade](https://twitter.com/DPfairtrade)

Stockton Borough Fairtrade Partnership Facebook page: facebook.com/FairtradeStockton

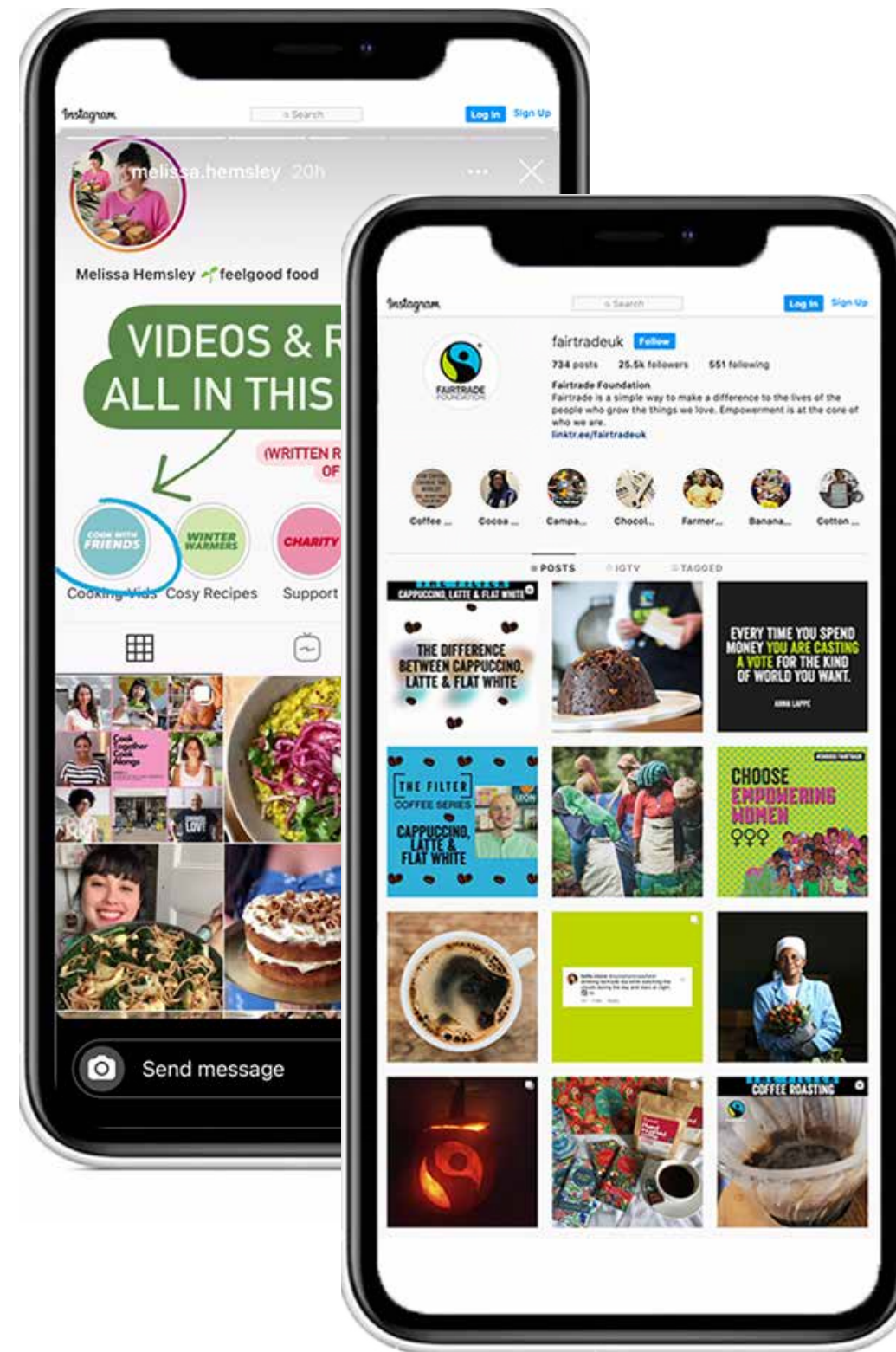
Edinburgh Fairtrade City Facebook page: facebook.com/edinfairtrade



Instagram

Instagram is an online photo-sharing application and social network platform. It's a great way to connect with similar and local accounts and, as it revolves around images, it's a great way to show content such as photos from events. Engagement rates are significantly higher on Instagram and will let you reach younger audiences compared to Facebook, but there tend to be fewer posts per day.

- Create an account and an Instagram handle (name). Add a profile picture and a short bio (max 150 characters). You may find it useful to use general profile pictures and cover photos we created featuring the FAIRTRADE Mark for Instagram from our [Resources Library](#).
- If you want to link to a website, link it in your bio as you cannot include clickable links in Instagram posts. You can use tools such as [Linktree](#) if you have multiple URLs to link to.



Left: Fairtrade ambassador Melissa Hemsley's Instagram story: [@melissa.hemsley](#)

- Follow other accounts and you can also follow hashtags to find out who else is talking about #Fairtrade or #FairtradeFortnight, for example.
- Upload photos and create a caption to talk about what the post is about, using relevant hashtags so others can find it.
- Use Instagram Stories to share feed posts (yours and others), record short (up to 15 seconds) videos or update your audience. You can add buttons to your stories, including GIFs, polls, quizzes and donation buttons. You can't link to other places outside of Instagram until you have 10,000 followers. Stories will disappear after 24 hours but you can save them to your highlights if you want people to be able to revisit them later.

- Instagram Live is Instagram’s live streaming option (a bit like Facebook Live) where you can live stream a discussion to engage your audience and enable them to ask questions in real time. You can collaborate with other users and save the video so that people can watch it later.
- Instagram also has other features that you can use to create more interactive content. This includes IGTV for videos over 60 seconds, Reels for short videos with creative editing tools and Guides for curating a flow of posts with commentary (ideal for step-by-step guides, tips, and recommendations).

Tips on how to create engaging content:

- **Make it fun, creative, colourful and thought-provoking.** On Instagram you can tell a fuller story than Twitter and

Facebook. It’s great for going in deeper about climate change, producer stories and the benefits of Fairtrade.

- As images take precedent, you can also be lighter and shorter with copy depending on image.
- Make sure the first line is eye catching (it’s what your followers see) to entice them to read more for longer posts.
- For more **light-hearted** content, a single line is fine.
- Unlike Twitter and Facebook, multiple hashtags work best. Use them at the very bottom of the post and use a mixture of popular and less popular.

How To Use Instagram – A Beginner’s Guide To Use in 2020



Fairtrade Instagram story highlight

Tips for all social media platforms

Post regularly. We recommend at least twice a week. If you are busy, you can schedule posts using Facebook's own tools or others, such as [Buffer](#) or [Later](#). For maximum views and engagement, post midweek, around lunchtime. But you should test what works best for your audience. Find out more on [what time and day to post on social media](#).

Create your online community

Once you have set up your account(s), tell all your campaign partners. Include your social media handles on all communications, your website and at events you attend. Facebook and Twitter make it easy to find people you know and invite them to 'follow' you, and will enable you to invite all or some of your email contacts. Your local authority, supportive businesses, local newspapers/online magazines, MPs, other community organisations and local residents are a good

place to start. They will also act as multipliers who will share your news and messages if they like what you're saying, so think about how you tailor your content to appeal to them all.

Keep building the momentum

Once your online community starts to grow, get them taking part. Don't worry if you don't have 100 followers overnight, or even in a month. Keep your profile up-to-date but make it more than just news. Attract and keep followers by discussing ideas and asking questions. Invite contributions from your followers on what Fairtrade means to them, and share links to press coverage of your latest event. Follow other local organisations, businesses and any partners you collaborate with who support your campaign. It is also a good idea to link up with other Fairtrade community groups to share ideas and top tips. Make sure to follow the accounts you are interested in on the platform you are using.

Other social media platforms:



TikTok: Create, share and discover short-form videos (under 60 seconds).



YouTube: Upload and edit your videos, and view millions of others.



LinkedIn: For professionals to network and share industry-related news and updates.



Bit.ly: Compress long links and track who is seeing your posts.



Other ways to campaign online

Creating engaging videos

- Keep it energetic and well-rehearsed.
- Think about framing – what’s in shot?
 - Choose a bright, undistracting or relevant (Fairtrade props, filming at event) backdrop. Declutter if it’s at your desk or kitchen table.
 - If the presenter uses their hands to express themselves when they talk then try to keep their hands in view.
- Keep videos under a minute and to the point. People usually watch less than 10 seconds, so say what’s important first.

- Be aware of background noise – do a sound/video test to check all works ok.
- Be prepared to do a few ‘takes’ to get it right.
- Film in landscape unless the intended platform is Stories.
- Use or make a tripod to stabilise your phone/camera.
- Subtitle videos – many people won’t use sound when scrolling through their social media. Subtitles will get their attention and means your video is more accessible to people who are deaf or have partial hearing.

Using video to promote your events

Make sure you include details of the event’s date, location and link to register in the post copy. You can also use video to do an event recap or talk about it while it’s happening. Keep these things in mind:

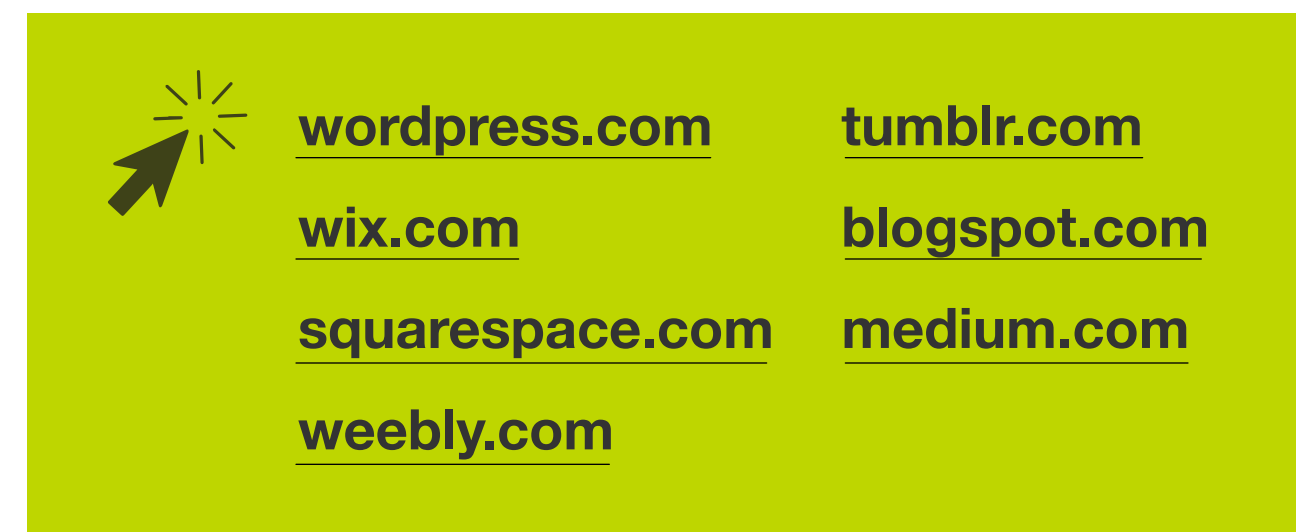
- Showing 30 seconds or a minute of a good speech from your event gives people a flavour of what happened. A snippet is better than posting an hour-long film of the event on your social media page.

- If you film the whole event then think about where you want to host it. YouTube could be a good option.
- If you write a blog on the event then you can embed videos from YouTube into your piece.
- You could then post the short snippet of the event on your social channels and link to your longer content (whether the YouTube video or a recap blog) for those who want to view more.

Writing blogs

A blog is a free and easy way to get your campaign online, particularly if you don't already have a website. Check out oxfairtrade.wordpress.com for an example. You can include all the information you might on a website, and also much more dynamic content including comments and messages, newsletter sign-up, photos, videos and your latest tweets. Tell the story of your campaign

through your blog, from event reports and short video clips, to posts about local Fairtrade-friendly businesses and community organisations. There are hundreds of interesting blogs out there already about Fairtrade. Have a look at the related blogs on the [Fairtrade Foundation's blog](#), and check out these popular blogging websites to set up your own:



Effective email writing

If you send emails to other Fairtrade supporters in your area, here's a few tips to make sure your emails get read and getting supporters doing what you want them to do.

- **Ask your supporters to add you to their contact list.** When sending emails to lots of people at the same time, there's a risk your email will end up in someone's 'spam' folder. Suggest to everyone on your email list that they add you to their 'contact list' to make sure your emails go straight into their inbox every time. Different email software may use different terms for the 'contact list' but there will usually be a category that will stop your email getting marked as 'junk'.
- **Make sure you have permission to email your supporters.** Recent legal changes make it extra important you have permission to email people. You also need to give people the option to unsubscribe – this can be as simple as replying to your email to opt-out.
- **Get their attention.** Give visual clues like putting the most important sentence in your email in bold.



Three days, {user_data-Firstname}. That's all we have to reach 50,000 signatures on our [She Deserves a Living Income](#) petition.

SIGN TO TAKE EXPLOITATION OUT OF YOUR CHOCOLATE

Well we've got good news: **there's still lots of Fairtrade treats to joy.** Here's 10 products that you might be surprised to find are both fairtrade and vegan.



10 FAIR & VEGAN GOODIES

- **Get to the point.** On average, people spend **just 13 seconds** reading an email and are more likely to scan for content than read it thoroughly. So if you want supporters to do something – like sign a petition or come to an event – mention that as early as possible in your email and only include one ask in an email. Multiple choices confuse people, such that they won't take any action.
- **Use pictures – if useful.** Avoid putting images in your email for the sake of it. Images can make your emails slower to open and harder to read. But an image or graphic can also be a good way to get across your key message – for example in the **bottom left** email about products that are both Fairtrade and vegan, we've included product images. So even people who don't read the blog will know what to look for.
- **Try out some tech options.** Free mass email software from the likes of Mailchimp, Moosend and Mailer Lite can make sending emails to your supporters easier. As well as handling formatting issues so your emails look good on a range of devices, you can create a form that allows supporters to sign-up to your emails.

Organising virtual events

When it's not practical to come together in person, organising your own virtual event or meeting is a great way to connect with your network and/or the members of your immediate group. Bear in mind that some online events require the same effort as in-person events to make them successful!

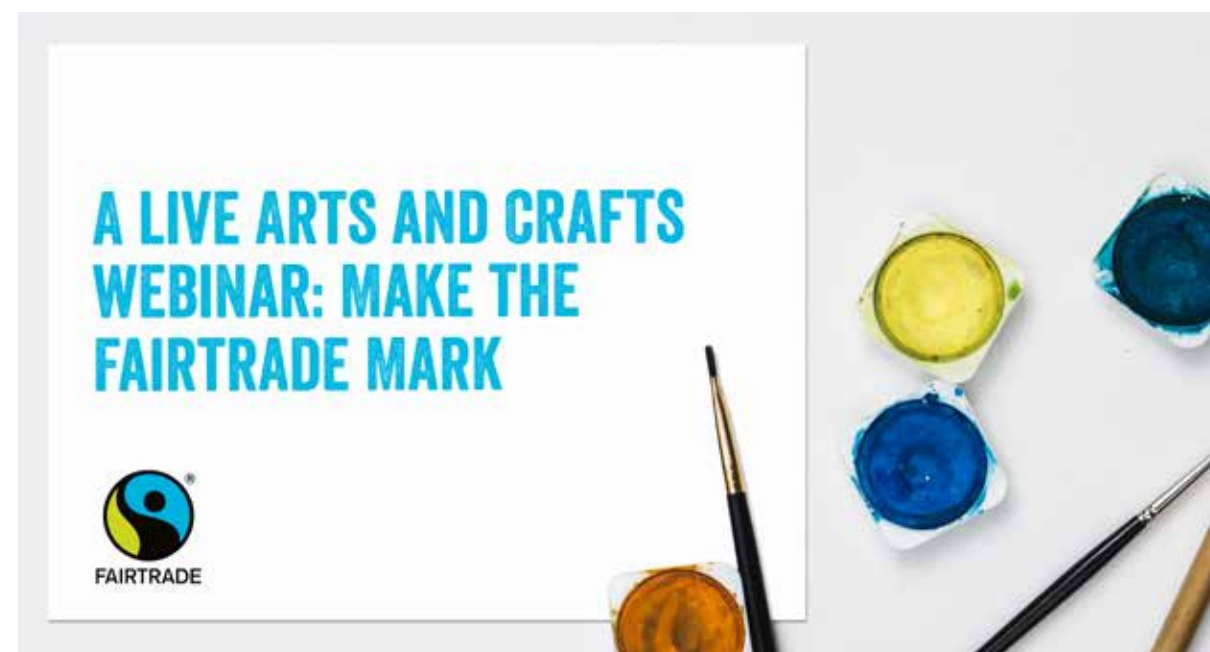
Zoom is one of the easiest platforms on which to hold an event. It has a 40-minute time limit in its free version but for longer or bigger events you will need a paid account. It's worth asking around your group or other local groups to see if they already have access to a paid Zoom login. It has built-in functions to make your events engaging and interactive such as Q&A, chat boxes, screen sharing, polls, breakout rooms and fun backgrounds.

Publicise your event well in advance in order to get good attendance. Use your social media channels, newsletters and website to invite people to sign up.

We don't recommend putting a Zoom link and password directly onto social media as this means you have no control over who attends. We suggest using **EventBrite** so that people register to receive a link or just share the link with people by email, in private groups or by private messaging the people you want to invite.

 **Quick start Zoom user guide**
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What will you host?

- **A craft or baking workshop** for children or adults? Ask a local artist, chef or crafter to co-host.
- **Ask someone from your local Fairtrade shop or business, or a local campaigner, to be a guest speaker with a Q&A session.** You could even bring a few speakers together for a panel discussion or work with another local community group.
- **A quiz is always fun** – and it doesn't all have to be about fair trade!
- **What about an informal get-together** – in place of your usual coffee morning? You can use it as a way to catch up and share news, plan for the future or raise money for your group, the Fairtrade Foundation or another local charity.

Be aware that different activities appeal to different people. Think about what you normally do for Fairtrade in your community and if this would work online with some tweaks for your audience. For example, a hands-on workshop might not work so well if attendees can't source the materials or the materials are difficult to work with.

Online events offer a great opportunity to connect and work with other local groups. If you normally only get a dozen or so people at your event, perhaps the same is true of the group in the next town. Get in touch and see what they have planned. Combining your online events will avoid diary clashes and introduce your members to the people who are doing what you do nearby.

Here are a few more practical tips:

- A public online event can potentially attract a lot more people, including those you have never interacted with before. This is a great opportunity to bring more people into the Fairtrade movement.
- Be strategic about what you hope to achieve, taking into account your group members' capacity and capabilities. This will mean you can target the right audience in terms of size and type.
- Have a single host who will deal with introductions and make sure the event runs smoothly. If you have speakers, the host will need to keep them to time. This is especially important with the free Zoom session of 40 minutes. It's helpful if at least one person understands the technology – ideally a different person from the one who is hosting.
- Virtual events rely on interesting and dynamic content, so make sure whatever you choose to do is engaging and relevant. In our [Resource Library](#) you will find assets and materials to support your event.
- Depending on the type of event, you may want to send attendees documents or lists of things that they will need to buy beforehand like craft materials or ingredients.
- It's a good idea to protect your event with a password to ensure it won't be interrupted. This is the default in Zoom so make sure you don't switch it off.
- Test your video and audio before your event. Do a rehearsal with two or three others, especially the host, speakers, tech support or anyone who is joining from a long way away.
- Host it from a location where there is a solid internet connection.
- Ask attendees to mute when not speaking to reduce background noise and for longer events provide breaks for participants every hour or so.
- You can easily record your event or take screenshots to share on social media afterwards. Ask anyone who does not want to be recorded to turn off their camera. People can also change their username if they don't want to be identified.
- Have fun! Be creative and remember everything you do to promote Fairtrade is helping to spread the message and support a better deal for farmers.



Case studies

Fairtrade Yorkshire's virtual conference

About 70 people attended this recent virtual conference and 35 more have watched the [recording on YouTube](#). The event had a keynote speaker for the first half hour, followed by a 45-minute panel discussion, including one speaker calling in from a Fairtrade banana co-operative in the Dominican Republic, and a few minutes at the end for questions. Joanna Pollard, Fairtrade Yorkshire Coordinator, shared with us what worked well and learnings for the future....

YouTube GB

Search

WORLD FAIR TRADE ORGANIZATION Home of Fair Trade Enterprises UNIVERSITY of York TRAIDCRAFT Exchange SEI Stockholm Environment Institute UNIVERSITY OF CAMBRIDGE Judge Business School

Fair Trade Enterprises in 4 stats

- 1. Profits for purpose**
92 per cent reinvest all profits in their social mission
- 2. Led by women**
52 per cent of CEOs are women
- 3. More resilient**
4 times less likely to go bankrupt
- 4. Can put people and planet over profit**
85 per cent report actively sacrificing financial goals to pursue social or environmental goals, while retaining commercial viability

Full report at: wfto.com/jointhebusinessrevolution

Fairtrade Yorkshire YouTube channel

What worked well

- The panellists were given the questions in advance and people with different specialisms were invited to ensure a broad-ranging discussion and different points of view.
- The panel was representative. I put a lot of thought into race and gender representation.
- To encourage participants to feel connected, we did an ice-breaker at the start and a round up at the end using the chat box. For an ice-breaker I asked participants to type a word in the chat box to say where they were, followed by their favourite Fairtrade product. This connected the audience with the panellists. At the end, I tweeted the closing comments – pledges of change or hopes for the future.

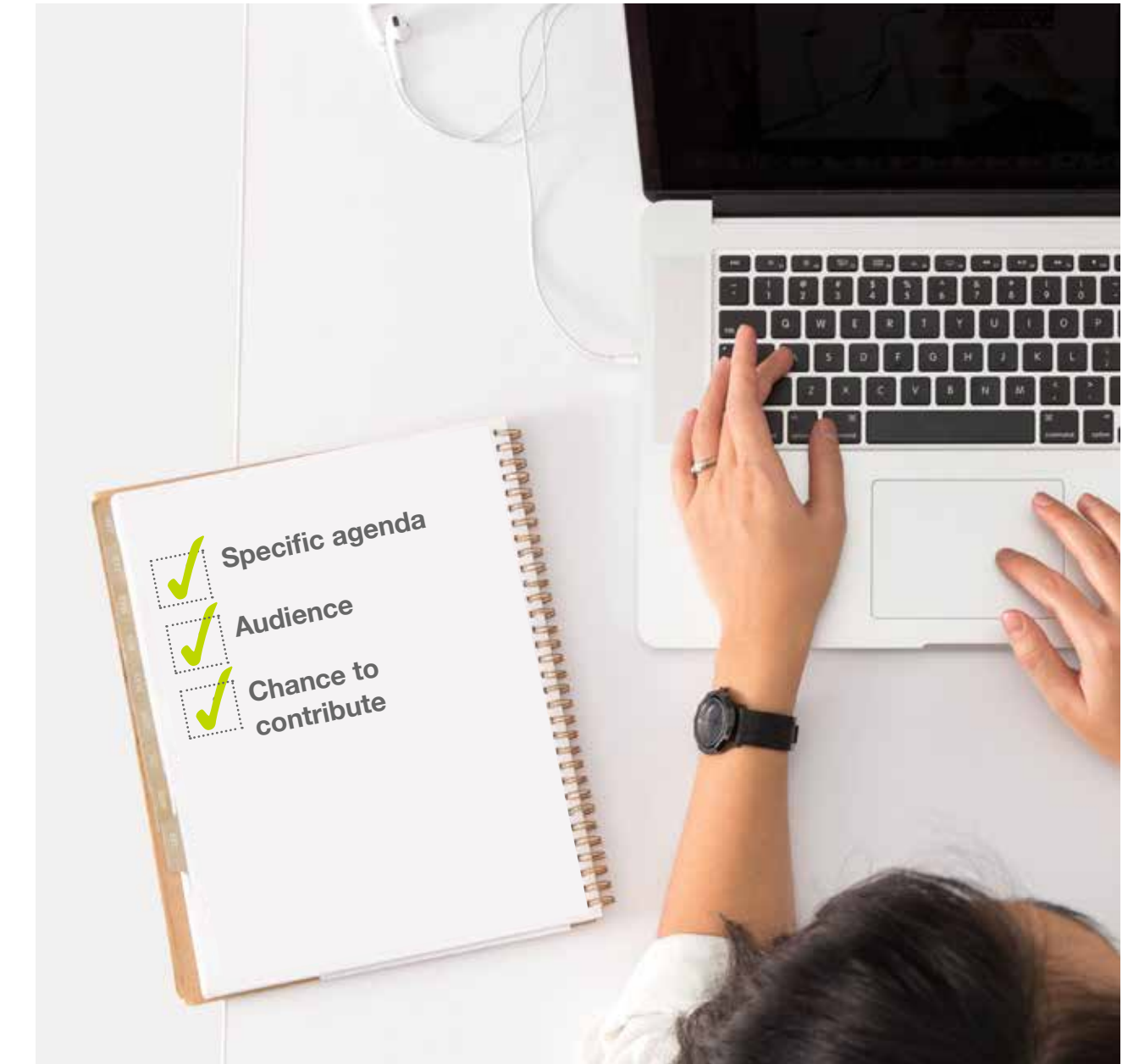
Lessons for next time

- Webinar, rather than meeting format, works better for this kind of event, especially one with a lot of attendees. It gives a cleaner view of the participants and is less distracting.
- Zoom gives you two options for recording – in the cloud or on the local computer. If you choose to record in the cloud you can just send a link to attendees and Zoom does the rest. If you choose to use the local computer, you will have to upload a large file, which could take a long time.
- I would recommend trying to work together with groups that are either geographically close or similar in size or nature eg Fairtrade cities working together. That both spreads the workload, increases the chance of getting good speakers and higher attendance, and reduces the chances of lots of similar events happening on the same day.

Fair Trade Wales

Fair Trade Wales held a virtual meeting to update Fairtrade community groups. Here are some of their highlights and learnings:

- Campaigners from different parts of Wales had the chance to meet for the first time.
- Advertising the event and managing bookings through EventBrite worked well – people could see what the event was about and book directly through that.
- We tried to fit far too much in, and in future we will be very specific about the agenda.
- Next time we will be more specific about who this event is aimed at.
- The facilitator must ensure everyone has a chance to contribute.
- The meeting organiser could leave the room open at the end of the event if they can't stay on for others to stay and chat. This way, it feels more like a regular meeting...



How to organise a virtual school visit

You can be part of inspiring the next generation of global citizens through a virtual school visit. Giving a talk at a school is a fantastic way to engage young people in the topic of Fairtrade.

Before the visit, get in touch with the school to arrange a date and time within the school day and discuss the content of your talk. Teachers spend most of their day in a busy classroom, away from their desks, so plan in advance and give your contact plenty of time to respond to emails.

Check what video platform is used in the school. Schools may have restricted access to different software, so have a trial run beforehand to avoid any tech disasters on the day! Here are some top tips:

Know your audience. Find out how old the children are, how many will be in the class and what they already know about Fairtrade. Some schools are completely new to the topic, whereas others have embedded Fairtrade into the life of the school. Check out the Fairtrade Schools Directory to see which schools in your area hold a Fairtrade School Award. You can ask the school for advice on appropriate content, length or activities for your visit.

Keep it interactive. Remember the younger the audience, the shorter the concentration span! Try to keep your virtual talk to under 20 minutes to avoid anyone drifting off. You can speak to a teacher about the most appropriate length for your audience. Involving young people in your virtual visit is also a great way to keep them engaged. Why not try a quiz or Q&A session? Check out our [Teaching Resource Library](#) for inspiration.

Share resources. Encourage your school to continue learning about Fairtrade once your visit is over. Share our free Fairtrade with the school and let them know that by having a virtual visit from a Fairtrade speaker, they are on track for a **Fairtrade School Award**.

Let us know how it went. Email schools@fairtrade.org.uk for further advice or to share your experience with us. The team are always delighted to receive feedback and are always looking for ways that we can support you further. And don't forget if you are sharing updates about your event on social media, please seek consent with us or from the school beforehand and ensure pupils remain anonymous.



How to engage with MPs online

Emailing your MP can be a great way for them to hear about your thoughts on Fairtrade and take action.

If you're emailing about one of Fairtrade's campaigns then please share relevant links to our reports and website. You could also get in touch with Fairtrade to see if we have a briefing for you to share with your MP. But it is important to make your email very personal, as well as informative, so that they understand why you care about Fairtrade and why it is important to you and their other voters that they take action. Make sure to include your postcode, so they know that you live in their constituency, and don't be afraid of following up with a chasing email after a week or two. MPs are very busy people, so they can often let emails slip!

Using your social media accounts can be another effective way to build your relationship with local MPs. Many MPs manage their own Facebook and Twitter profiles, so it can be the most direct way to reach them. You could invite them to join your group on Facebook and even lobby them through Twitter. With all their followers able to see your interactions, it's a bit like speaking to them in a crowded room and they will want to engage with you and leave a positive impression! You can tweet them to ask where they stand on an issue, thank them for signing an Early Day Motion or invite them to your event. If you take their picture at an event, post it online, tag them and email it to them as well, so they can share it themselves and show their support for Fairtrade.

 **Find your local MPs, MSPs, AMs and MLAs** as well as their contact details.
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Left to right – Fairtrade APPG Vice-chair Huw Merriman MP, cocoa farmer Leocadie Voho, Fairtrade campaigner Jack Doherty, cocoa farmer Rosine Bekoin, Fairtrade APPG Co-chair Holly Lynch MP

Code of conduct

Digital campaigning can allow you to reach millions of people so you need to be extra diligent, considerate of others and ensure you are protecting your local campaign's and Fairtrade's reputation.

We are confident that you will represent Fairtrade in the best possible way, however to help guide you we're sharing a code of conduct, please ensure you have read it and follow it.

- Ensure you are **always respectful to others**.
- Abide by the rules of the platform and be responsible for the content you are posting.
- Be accurate. Over claiming and using inaccurate information can damage trust in a brand or certification. In addition, only share information that is publicly available – do not share any confidential information.
- Respect other people's intellectual property, including trademarked names and slogans and copyrighted material. It's best practice to assume that all content online is protected by copyright. Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else's work as if it were your own. If you are unsure as to who might own an item of content, it's better

to err on the side of caution and not post the content.

- Be sure to acknowledge that any opinions you are expressing are your own, unless you are sharing content directly from Fairtrade channels.
- When you are sharing anything from Fairtrade, for example the Fairtrade roundel or Mark, please do not distort, edit or change them in any way. It's important that they are shown in a consistent way.

Links to social media usage guides:



[Facebook Community Standards](#)

[Twitter Rules](#)

[Instagram Community Guidelines](#)



Further support and useful links

Resources library: Find the latest digital resources and assets we created to help your campaigning both online and offline.

Fairtrade Community of the month. Each month we feature one Fairtrade Community on our social media channels. Send an email to communities@fairtrade.org.uk sharing a recent success, milestone or interesting initiative in your community to be Fairtrade Community of the month and inspire fellow supporters!

 **Social media guide for universities**
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Fairtrade Foundation social media accounts:

 [/FairtradeFoundation](#)

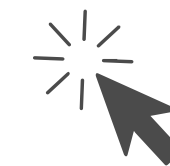
 [@fairtradeuk](#)

 [@fairtradeuk](#)

 [@fairtradeuked](#)
(Fairtrade education)

 [linkedin.com/company/the-fairtrade-foundation](#)

 [youtube.com/user/Fairtradefoundation](#)



Fairtrade Foundation Facebook page

Thank you for getting online for Fairtrade. Every click and connection you make brings us closer to real change and a fairer deal for farmers and workers. Good luck!

fairtrade.org.uk

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