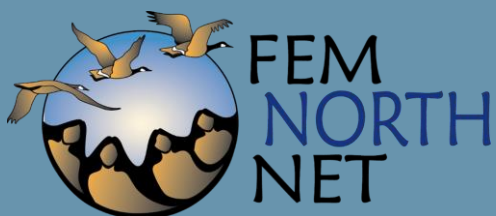


SOCIAL MEDIA FOR COMMUNITY ACTION:
COLLABORATE, COMMUNICATE, &
COORDINATE WITH FREE ONLINE TOOLS



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*This primer was compiled by Alison Froese-Stoddard,
Gail Baikie and Libby Dean as part of
Claiming Our Place, Women's Relationship with Rivers, a FemNorthNet project.
Please use it as guide for your own work and action!*

ABOUT Claiming Our Place: Women's Relationship with Rivers

- A participatory and arts-based action research project
- Located in Happy Valley – Goose Bay, Labrador with a focus on the Lower Churchill River hydro-electric development (a.k.a. Muskrat Falls)
- Part of the work of FemNorthNet (Canadian Research for the Advancement of Women – CRIAW) on the impacts of economic restructuring on women in the north
- Engaged local Indigenous and non-Indigenous women in Creative Action Circle™ workshops
- Told stories, identified themes, and used creative ways to voice their issues and interests
- Issues and interests included: the lack of affordable housing; sexual exploitation; difficulties accessing services; poverty; food insecurity; and barriers to accessing the wilderness and participating in traditional activities.
- FemNorthNet's role is to amplify women's voices and support their leadership development

For more information about our work, please visit:

<http://www.criaw-icref.ca/femnorthnet>

COLLABORATE, COMMUNICATE, & COORDINATE WITH FREE ONLINE TOOLS

Collaborate with other women in your community or region

- Create a [FACEBOOK GROUP](#) to discuss issues, share documents, and plan events. Groups can be OPEN or CLOSED - it's up to you whether you decide to make the group visible to the public
- Use [GOOGLE DOCS](#) to share files and work on collaborative documents – you can have several people working on the same document at the same time, and whatever you're writing will be instantly viewable to the whole group. There's also a built-in chat feature so you can discuss your project and work on it at the same time

Communicate your ideas to the broader public

- Photos and stories are the best way to communicate your ideas. Social media is a great way to share your stories to a very broad public
- Create a [FACEBOOK PAGE](#) to share stories and photos with the public – interesting content can be shared by your followers to build awareness
- Create a [TWITTER](#) account to bring attention to news articles and to engage in conversations with people you'd never otherwise meet – like tweeting public messages to elected officials for a call to action, or connecting to a nation-wide issue through *#hashtags*
- Create an [INSTAGRAM](#) account, and share your photos on Facebook and Twitter to reach an even bigger audience
- Start a blog with your friends – there are lots of free templates on [WORDPRESS](#), [TUMBLR](#), and [BLOGGER](#) that make it easy to create a website in just an hour or two. Then promote your blog on your group's [FACEBOOK PAGE](#)!
- Share videos on [YOUTUBE](#), or create a channel on [ISUMATV](#), an independent online interactive network of Inuit and Indigenous multimedia
- Create a group on [FLICKR](#) to share photos and video

Coordinate your actions with others to advocate for your cause

- Use your [FACEBOOK GROUP](#) to take polls and plan events
- Use social media to find like-minded people in other regions of the country and around the world. [TWITTER](#) is especially good to build relationships this way – if you re-Tweet someone's posts to help them advocate their cause, they'll usually follow you back and help publicize your issue amongst their social networks. You can also use a *#hashtag* to link your tweets with a broader issue to build awareness of your own community's perspective
- Raise money for events or campaigns with a crowd-sourced fundraisers on [KICKSTARTER](#)
- Start an online petition on [CHANGE.ORG](#) and promote it on Facebook and Twitter

GREAT EXAMPLES OF SOCIAL MEDIA IN ACTION

Links to the following websites were collected in summer and autumn of 2014 and may not be active indefinitely. Most social media sites allow you to search by subject or name in a search bar at the top of the screen – this is a great method to find allies online!

FACEBOOK PAGE

Canadian Research Institute for the Advancement of Women

<https://www.facebook.com/criaw.icref?ref=stream>

First Nations Child and Family Caring Society of Canada - National non-profit organization providing policy, education and networking services to First Nations child and family service agencies in Canada.

<https://www.facebook.com/CaringSociety>

Indigenous Women's Initiative – Organization whose goal is to further the empowerment of Indigenous women, their families, and nations.

<https://www.facebook.com/IndigenousWomensInitiatives>

FACEBOOK GROUP

These are examples of OPEN groups, but you can create closed groups as well, where your posts are invisible to the public.

People's Assembly of Newfoundland Labrador

<https://www.facebook.com/groups/PeoplesAssemblyNL/>

Rethink Muskrat Falls

<https://www.facebook.com/groups/264993890207014/>

Feeding My Family

<https://www.facebook.com/groups/239422122837039/>

14th Annual Innu Women's Gathering

<https://www.facebook.com/groups/Benuen/>

Idle No More – OFFICIAL

<https://www.facebook.com/groups/Idlenomore.official/>

Inuit cooking/food - Inuit igaavat/nerisassaataat

https://www.facebook.com/groups/263446677165280/?ref=br_rs

Inuit Hunting stories of the day

https://www.facebook.com/groups/inuithuntingstoriesoftheday/?ref=br_rs

INTERESTING TWITTER FEEDS

@FemNorthNetwork - The Feminist Northern Network researches how new economic development in northern Canada is changing communities socially, economically, and culturally.

<https://twitter.com/search?q=CRIAW&src=typd>

@StandInPlaceNL - Stand In Your Place NL is a website dedicated to opposition of the Muskrat Falls project currently being developed in Labrador.

<https://twitter.com/StandInPlaceNL>

@Labrador_Cura - Labrador_Cura promotes our project (Understanding the Past to Build the Future), a multidisciplinary study of the Inuit Métis of southern Labrador.

https://twitter.com/Labrador_Cura

@daveadey - My main goal is saving Muskrat Falls from destruction but I am also very keen on pissing Tories off. <https://twitter.com/daveadey>

@jamisno - A born, raised, and permanent Labradorian who loves running and is the Mayor of Happy Valley-Goose Bay. <https://twitter.com/jamiesno>

TWITTER #HASHTAGS TO FOLLOW

Hashtags can be used in Twitter to connect your ideas and statements to a broader movement. By adding a '#' symbol before a word (a hashtag!), you can ensure that your tweet is searchable along with all the other people across the world using that hashtag. Using hashtags in Twitter is a great way to build solidarity with people in other regions who share the same concerns that you do.

#idlenomore – This hashtag is what kickstarted the Idle No More movement, and helped indigenous people across Canada to coordinate their efforts at creating awareness of issues facing First Nations, Metis and Inuit

<https://twitter.com/search?q=%23idlenomore&src=typd>

#sealfie – People started using this hashtag in February and March, 2014 to create awareness of the sustainable Inuit harvest of seals for fur and meat

<https://twitter.com/search?q=%23sealfie&src=typd>

#MMIW – Use this hashtag to call for a national inquiry into missing and murdered indigenous women in Canada <https://twitter.com/search?q=%23MMIW%20&src=typd>

#FoodFor7Gens – Use this hashtag to demand food security and food sovereignty for indigenous people <https://twitter.com/search?q=%23foodfor7gens&src=typd>

ONLINE VIDEOS

Posting videos is a great way to tell your stories, and sharing videos of your gatherings online can help publicize your events.

Save Muskrat Falls Gathering - October 13/12 - Friends of Grand River

<http://www.youtube.com/watch?v=wrcnz-qNMV0>

Tataskweyak Cree Nation, Day 3. Outside the band office protesting Hydro Development's effects (2012) http://www.youtube.com/watch?v=w8uz_pMqA-8

MB Hydro Keeyask Protest (2012) - <http://www.youtube.com/watch?v=z689iISIAFE>

Labrador Innu Protest 2009 - <http://www.youtube.com/watch?v=l0AqSaaQdPM>

Grand River, Labrador's Treasure, Newfoundland's Secret -

<http://www.youtube.com/watch?v=mfghUcWv2RY>

Meshkanu: The Long Walk of Elizabeth Penashue <http://vimeo.com/57346500>

Isuma TV – A free video-hosting website dedicated to indigenous filmmakers that is a great alternative to mainstream video sites. The website hosts films that put forth an aboriginal view and is intended to help Native communities around the world become connected. <http://www.isuma.tv/how-to-use-isumatv-english>

GREAT BLOGS STARTED BY SMALL GROUPS

A blog is a type of website that allows anybody to post pictures, stories, articles and videos online. Blogs can be run by individuals or by groups. There are lots of blog providers that make it very simple to develop your own website for free. Blogs are great if you have a lot to say – there are no character limits like Twitter, and they are more stable than Facebook for sharing long-term information.

Rethink Muskrat Falls: Seeking a better solution for everyone -

<http://rethinkmuskratfalls.wordpress.com/>

Grand Riverkeeper Labrador, Inc. - <http://www.grandriverkeeperlabrador.ca/>

Video and blog channels of Arnait, a women's video collective from Igloolik -

<http://www.isuma.tv/en/arnaitvideo/about>

Feeding My Family - <http://www.feedingmyfamily.org/>

FOR MORE USEFUL WEBSITES AND ARTICLES GATHERED BY THE CLAIMING OUR PLACE PROJECT, VISIT THE DIGITAL GROUP LIBRARY AT [HTTPS://WWW.ZOTERO.ORG/GROUPS/CLAIMING_OUR_PLACE/ITEMS](https://www.zotero.org/groups/claiming_our_place/items)