



**FFLIC**

# MEDIA



In our times, advocacy uses new strategies to connect to a message and amplify it to the public. Many of us already engage in some form of advocacy, even if we don't know it. When we share articles, quotes, or pictures on our social media accounts, we are spreading messages. We influence others every day by contributing to what they see, hear, and learn. We can guide the content we share by focusing our feeds, and therefore people's attention, to a certain issue we want to shed light on. Sharing information and highlighting the effects of certain practices and policies, positive or negative, is one way to advocate for change, and it's right at our fingertips.

## **Amplifying a message**

The more attention an issue has from the public, the more pressure it puts on the people responsible. The greater the number of people who are engaged with the issues, the greater the demand for change. For this reason, it helps to have as much documentation (video, pictures, interviews, documents) to make a stronger case. People are more likely to share quick sound bites and things they can watch.

[Need help advocating for your child?](#)

**Call or Email 504-708-8376 or [fflic@fflic.org](mailto:fflic@fflic.org)**

## **What is media**

Media is not just Twitter, Facebook, and Instagram, though. We also can use already established news channels and publications to share our stories to get publicity and attention. It's important to create relationships with the press and begin to feel comfortable reaching out to them so that they can be alerted to events as they unfold, or immediately after. While all issues related to equity and justice are urgent, some situations are time sensitive such as rallies, protests, upcoming elections, and extreme violations of human rights.

## **Find what works**

You may also want to consider how people get news in your community, since not everyone follows the local news channel or reads the paper. Some people get their news at different spots in their neighborhood: at church, at the store, or anywhere else people gather. Don't underestimate the power of word of mouth. For many of us, this is the most direct and consistent way we hear news, so it's important to talk about the issues and what we want to see happen in our community.

## ***What you might need:***

- Social media accounts
- Visuals
- Stories
- Connections