Brands are increasingly moving their advertising online to social media platforms like Facebook, Twitter and Instagram. As advertising moves online, so does our activism!

You can target brands online by subverting (changing the messaging) of their advertising, whilst recreating their branding and style. Or you can campaign using text-only content. Below, we have pulled together some top tips for creating content and making an impact.
Create content

1. **Research**
   Get to grips with the issue that you are planning to campaign on. Gather any statistics, figures or quotes that can help strengthen your message. Find out what workers and unions are demanding on this issue, and make sure that you take their lead.

2. **Messaging**
   What is your campaign message? Do you want the brand to pay workers a living wage? To improve transparency in their supply chains? Once you know what your campaign message is, think of a short, snappy and engaging way to communicate this with the audience.

3. **Audience**
   Who are you trying to reach? Are you trying to communicate with brands directly, or win over their customers? Think about the best way to connect with your audience. Messages which shame or blame customers, are unlikely to convert them into supporters or advocates for your campaign. Think about ways that you can include them in the movement instead!

4. **Get others on board**
   Graphics are a great way of catching attention and linking your message to the brand. Think about how you can use the branding and style, so that it is instantly recognisable.

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**BOOHOO WON’T TELL US WHO MAKES THEIR CLOTHES...**

**SHHHHH!**
Keeping supply chains secret hides illegal wages and exploitation in the fashion industry.

boowho?
#GoTransparent
ACT

Make an impact

1 Hashtags
Hashtags, such as #PayYourWorkers, links your message in with wider campaigns, which will increase the number of people who will see and share your post- putting more heat on brands. They can also encapsulate a number of demands and let brands, and other activists immediately know the theme of the post [Link to hashtag document]. You can also use hashtags that the brand itself promotes, so that its followers are likely to see your post, such as #boohooOnLock.

2 Tagging
Tagging a brand in your social media activism posts will make it more effective. When tagged, the brand will be notified that they have been referenced, increasing the pressure on them. You can also tag fellow activists or organisations, with the aim of them seeing your post and reposting it.

3 Comment under posts
On most social media platforms, you won’t be able to post directly onto a brand’s profile, making it hard to get your messages seen by their followers. One of the ways that you can overcome this is to post messages in comments under their posts.

4 Create campaigning moments
You can build a shared campaigning moment by coordinating a group of activists to intensively target a brand at the same time. Depending on the size of your group, this could be a day of action, or even a few hours.

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REFLECT & IMPROVE:

Take your campaign to a new level

1. **Review**
   In order to be as effective as possible, it is important to check your campaign on an ongoing basis. What is going well? What could be improved? How can you reach a wider audience?

2. **Adapt**
   Make any adaptations that you might need. For example, if it seems as though people are confused by your messaging or graphics, you might need to rethink how you are communicating.

3. **Plan**
   Start thinking about how to escalate your campaign, either online, or by using other forms of activism. Escalating a campaign is crucial to keeping the brands under pressure and pushing them to make the change you want to see.

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Escalating a campaign is crucial to keeping the brands under pressure and pushing them to make the change you want to see.
**USEFUL TOOLS**

**Designing tools:** Canva is a great tool to that you can use to make graphics, and allows you to have a free account.

**Scheduling tools:** Tools like Buffer or Hootsuite will help you to schedule social media posts, so that you can maintain a steady flow of communications for a long period of time.

**Activist tools:** You can use tools like Clicktotweet sample tweets with other activists or supporters, enabling you to build a bigger campaign.

**SAFETY & PRIVACY TIPS**

Targeting brands online is relatively safe. Make sure that you protect your privacy when organising online, by ensuring that any google docs or other online shared documents that you use for connecting with other activists are kept private. You can also use Signal to organise with other activists, as messages are encrypted end-to-end.
Labour Behind the Label campaigns for garment workers’ rights worldwide. We support garment workers’ efforts to improve their working conditions and change the fashion industry for the better. We raise awareness, provide information and promote international solidarity between workers and consumers.

We represent the Clean Clothes Campaign in the UK.

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