**Social Media Activism started late, forgot to stop recording for a bit afterwards too**

*The recording started after the first slide.*

**Slide 1**

**Kadie:** I’m Kadie, they/them, ace, and quoiromantic.

**Emily:** I’m Emily, she/her, gray-aro ace and we're both in TAAAP.

**Slide 2**

**Emily:** So I have just now hit record on the session - I had forgotten to at the very start but we are only recording it for transcription purposes. We will not be using the recording anywhere else.

**Kadie:** So I also wanted to just do a land acknowledgement, briefly recognizing that most of us, many of us are living in colonized and racially oppressive societies that we are potentially directly benefiting from and just wanted to acknowledge those privileges and keep that in mind.

So, yup. And without much ado, I will hand it off.

**Slide 3**

**Kadie:** So I wanted to first start out with a brainstorm of what are some examples of activism and this can be social media, this can be in-person - any ideas that anyone has. So this is a question for the audience.

**Emily:** The person who raised their hand, uh, please feel free to speak up.

*Participant speaks about the need for ace and aro people to have representation and a safe space for activism, and gives the example of youth groups as an example of a safe space.*

**Kadie:** Yes. It's a good example that I didn't even think of, and there's many different forms of youth groups too.

And then [a participant] from in the chat says, “Reaching out to local LGBTQ+ organizations to find out how and if they are including ace and aro people in their spaces.” And I would go one step further and say if they're not, to be like, “Yo peeps, we need a space too,” so yes. Please make those spaces for us.

Any other thoughts?

*Participant speaks about the need to provide* *educational resources and spreading awareness.*

**Kadie:** That's my first bullet point. Good job.

*Participant speaks about the need to do research, formal or informal, about aspec identities, giving as an example the history of asexuality and its connection to the rest of the LGBT community, to speak at conferences and to journalists about this research, and to publish the research online for others.*

**Kadie:** That's awesome. The extent to my research has been googling ace historical figures. And coming up with a lot of really fun articles that I like to believe are a hundred percent accurate, based on a hundred percent historical facts, and that Leonardo da Vinci was actually ace. And so was Emily Dickens.

*Participant speaks more about doing research by simply searching archives.*

**Kadie:** Yeah. Hans Christian Andersen too. So fascinating. I loved doing that, but you can’t ever know one hundred percent. Some other ones that we had thought of include changing legal protections, changing discriminatory laws, we already kind of covered advocating for inclusion.

Emily is particularly passionate about is promoting representation of ace and aro and aspec individuals in media that is not only accurate and varied, but not harmful like that House episode that people might be familiar with. *[referring to the House Season 8 episode “Better Half”]*

*Participant speaks about hosting an online “game jam” focused on ace or aro identities.*

**Kadie:** That's great. Yeah. There's so many different ways to spread awareness and some ways that people never really considered before. Like I wouldn't have thought to make games and do that kind of thing, but I was the one who discovered asexuality in a book, which I've heard is not very common, which surprises me. So any kind of form of media or writing on social media, just putting a little ace flag in the corner, which I'm sure Emily will actually discuss in a moment, can be any form of activism. So want to go on to the next slide?

**Slide 4**

**Emily:** So now we're going to be really specific to social media examples. If people had some ideas about things that could all fall under the umbrella of ace and aro activism that can be done on social media. So does anyone have any thoughts?

*Participant suggests creating ace Facebook groups.*

*Another participant suggests planning online events, including for Aro-Spec Awareness Week.*

**Emily:** Yeah. Aromantic-Spectrum Awareness Week is coming up soon and there's a lot of things people do on social media for this. I mean, generally doing things that encourage participation like games can count, and then that means that awareness is getting spread because lots of people are talking about being aro.

Some other examples that we were considering were, if you happen to see something that someone wrote on a social media post, even if it has nothing to do with asexuality or aromanticism directly, but it's harmful to ace or aro people, maybe it's sex normative, amatonormative, et cetera. Just bringing that up, like speaking up when it's relevant is a form of being an activist in these spaces.

Or pointing out like things that are great and accurate; sharing news articles, sharing that this book was published and you love the ace representation. Also coming out, like being out, even just in your bio, on a social media platform like Twitter, these can all be forms of activism - putting a pride flag border around the profile.

Lots of things like that. And there's definitely a lot of people who just write a lot of social media posts with the sole goal to educate on ace and aro identities. Can you click to the next bullet point?

So some ways that we thought of that offline activism can rely on social media can include networking; that even when you're trying to do activist endeavors offline, you still need to try to find other activists and network through social media. You need to recruit volunteers through social media, advertise that the offline thing exists, get the message spread further,

Certain offline activism endeavors overlap with online activism. And it's not always a clear-cut line between online and offline things that are happening. Another example might be just like sharing photos taken at a pride parade is a way that social media is used for offline activist type endeavors.

*A participant shares their experience networking and exchanging personal information with people at events to connect and share resources afterwards.*

**Emily:** Yeah, that's a really good point. And it's really important.

**Kadie:** I wanted to point out that, well, two points. One - that conferences are a great example of offline activism, which is also one of my favorite forms of offline activism, but also noting that it is connected to the online activism, which kind of follows the point that Emily just asked about how does online activism rely on social media. Because without that the social media context, maybe [participant] wouldn't be able to continue contacting and talking with and creating advocacy with the people that they met in the conferences.

**Emily:** Yeah. The last point I had was also just soliciting donations and fundraising so that people can register to march in pride or buy the flags and banner materials to hand out. A lot of times the fundraising is most effective through social media. All right. So Kadie, it's your slide?

**Slide 5**

**Kadie:** So the huge part of social media, which whenever anyone is using it, they're like, is this a good thing, or is this a bad thing, especially with Facebook and all the other platforms that are pretty much shaping our outlook of the world and trying to control many aspects of our lives.

So we're thinking, you know, what are the benefits to using social media and what are the drawbacks? And that's only one of them, but I'm going to start off with the benefits today and wanted to start the discussion off by asking what you all thought were some benefits to using social media as a platform for activism, especially with regards to ace and aro activism.

*A participant brings up being able to reach more people from more places through social media.*

*Another participant discusses reaching rural people specifically.*

*A third participant points out that calling online activism fake or not as good as in-person activism is ableist.*

**Kadie:** That's a point that we hadn't considered.

*A participant brings up the sheer numbers reached online rather than in-person.*

*Another participant discusses that social media allows for people to curate their own community, maintain their boundaries, and connect with people who share their identity. They also specifically point out that anonymity on social media can protect people.*

**Kadie:** I mean, there's a caveat, which I've experienced with my social media campaign, is that on Instagram, if you like something, no one knows who liked it, according to my boss, but like with Facebook, people can see what you've liked. I mean, I can talk more about this with when I'm talking about my personal campaign, but if you're following something that your family wouldn't approve of and you like it, and your family can see it, and that means that could out you if it's something queer. That's not as clear, but you know, there's a lot of problems with that.

So I just wanted to get back on topic with kind of examples that we came up with. Lack of monetary barriers is a pretty obvious one, you know, it’s free to a create an account, it's very easy to contact these other people. It's free to post, you know, all you need is Internet and a computer, which we take for granted. I'm very privileged in that and there's a lot of people that don't have that access, but it's becoming more and more accessible, especially with the expanding accessibility of smartphones and mobile data.

People with certain disabilities can more easily participate in some ways. So as we had mentioned before, those with limited mobility can't access certain spaces, but have the opportunity to access other spaces via social media. Also alt text features can help visually impaired individuals.

The other one we wanted to talk about is obviously you can just create your own page. You don't have to join up with an organization or a group, and you can still reach a lot of people. You don't have to pay fees to join a group. And people are already spending a lot of time on social media. So Facebook's done the half the work for you.

And then the last point, which I find very fun, is the in-depth English fluency, not being required. Not only can most social media platforms translate automatically to the language that you've said it in, not all languages, certainly. But you know, if you search a hashtag in English, but your language setting is in French, it'll come up with all of the hashtags, all the people that have used that hashtag and then used French text for something like that. It's a little complicated, but it's a very fun feature that I like using

Yeah. So of course we mentioned the wide reach. You know, we have pride chats with TAAAP and we have people coming from Singapore, Hong Kong, Australia, Germany, Austria, it's a diverse group.

So. Yeah, the chat looks active too. People keep checking in on that. I'm going to pass it off to Emily to talk about the drawbacks of relying on social media.

**Slide 6**

**Emily:** All right. So types of activism that can't be effectively done solely on social media. This one, I'm opening the floor up to discussion once again. Do people have ideas?

The question is what are the types of activism that can't be effectively done solely on social media? So things that you really need to do some other work that's beyond social media.

*A participant mentions professional outreach, using healthcare as an example, through conferences or speaking with groups of doctors or therapists in person. They also bring up legislative outreach, as most legislators do not respond as well to social media outreach as showing up in person.*

**Kadie:** Well, having worked in Congress (as an intern, so nothing impressive) - sending a letter is going to get the same response as an email. All the interns dealt with the letters as the same way as we dealt with the emails, but arriving in person, that is a way to get attention. And also, starting a campaign like a website like change.org. I don't know. Sorry. This is not really on topic, but if you get a large number of people sending in the same email or sending the same letter that can more likely affect a representative. So it's about numbers. It's about in-person interactions and it's about money.

**Emily:** Yup. And there's definitely like things like Pride Parades and Pride Festivals, where all the other LGBT letters are being represented and people want ace and aro representation there, and the only way for that to happen is for someone to do it offline something essentially. So there's a lot of things. Kadie, can you click to the next step point actually click twice. All right.

So some drawbacks of so much of our community's activism happening on social media include not reaching certain demographics, such as those with less internet access, those who can't take for granted having a computer and things like that, and who struggle maybe with access in the first place. Those who spend less time on social media, people who are actually in control of their addictions, too. So we've got people in certain age ranges; different demographics by platform really are things.

So, you know, not just with age, but for the age example, Tik ToK might be very unlikely to reach very many people over the age of 30, whereas Facebook might be unlikely to reach as many individuals in the USA who are under a certain age. And there's a lot of the platforms have a lack of accessibility for the visually impaired, a lack of ability to close caption at all, or a lot of people don't use it. And there's lots of videos or lack of alt text. So visually impaired people won't be able to understand what's happening in images, or screen readers can't access them. Next bullet point.

This one's pretty straightforward. Just the fact that a lot of social media as the format would be a very short text blurb. So there's a lot of nuance and detail that will get missed.

This one is saying that there's a lack of an organized structure where a lot of social media activism are a bunch of individuals being activists on their own in a decentralized way. There's a lack of awareness of what the others are doing. There's no training involved ahead of time. There's not necessarily strategy being implemented and there's not the structure that might be necessary for multi-step activism projects, which a lot of these things, you know, need a lot multi-steps and need collective action for the most impactful and long lasting change.

Without the backing of an organization that has more perceived authority, the average audience member for reading your social media posts will probably have less automatic trust in just an individual activist. And sometimes that's a drawback, just the fact that they don't necessarily just think it's worth as much to hear from some random individual. And it's also difficult to reach as wide of an audience when you don't have this, uh, organization and you'd lack of financial backing most of the time.

Internet trolls. These, I think, are self-explanatory. Most of us know how horrible internet trolls are. If anyone doesn't please speak up and I can explain and define internet trolls.

The last bullet point, Kadie, is the ratio of interest to actions. So likes, retweets, reblogs, and shares don't usually make significant change in the world. They're not typically the only action needed, basically. All right. Go for it, Kadie.

**Slide 7**

**Kadie:** So I actually am currently running a social media campaign for an organization that combats gender based violence around the world.

*Kadie screenshares information from a social media campaign and walks participants through some features of Canva.*

**Kadie:** Yay! And we have Canva! And so I've run, managed, started, flopped through various social media campaigns and taught myself a lot about it and learned other things. And I wanted to give you all some points and tips of the trade to make your social media activism more professional and become more strategic.

So just a little background real quick. My social media campaign is in Iraq and the Kurdish region of Iraq. And we're trying to raise awareness about women's rights, gender norms, gender-based violence, toxic masculinity, et cetera. And so what you'll see is going to be some of that kind of stuff. So if you're wondering why there's some Arabic it's because of that.

If you want to delve deeper in to the realm of social media activism, making it more strategic and professional looking, there are many tools available to help you.

When it comes to designing content, websites such as Canva.com and Visme, provide you with everything you need. It provides templates for creating special media posts that are specifically sized for each platform’s exacting specifications. No more twitter posts that fit awkwardly or are cropped, Facebook stories that don’t fill the frame, templates not formatted for both mobile and desktop. Canva, especially, has great elements. It gives you the ability to manipulate every part of a social media post’s template, adding anything from animations to videos with the push of a button. You can post directly on Twitter and Facebook from Canva, or you can schedule multiple posts to be posted at a specified time and date so you can schedule your posts out months in advance.

Another extremely useful tool that is free and available for most social media platforms is social media analytics. They are attached to your personal page on Twitter, and can be found on Facebook Business Suite for both Facebook and Instagram. Some of the most important information it can give you is statistics on your audience (who’s viewing your posts) the reach of your content.

For example, Facebook Business Suite can tell you where your audience is from (country and city), the languages they speak, and most importantly what days and times they are most often on Facebook and Instagram. For example, in the US, the peak time to post for my first social media campaign was between 9am and 11am Mountain Time, right when the East Coast is waking up and commuting to work…

Analytics can also tell you what posts have the most views, likes, comments, and shares, and with that information you can tell which posts your audience likes the most and about which subjects. Some analytics can disaggregate content successes based on type of media (video vs. image vs. text). Videos are almost always the most successful, but you can tell from analytics that some videos vary based on how long people view them for.

If you are really serious, and you want to create a recognizable “brand,” you can use these tools to create logos, style guides, and even a strategic plan. Feel free to contact me for more information.

So I'm going to go back to the campaign. It's right there. I don't even have to do anything that went well. So I kind of mentioned a lot of these things, image size. You can also create a style guide, which pretty much you can make sure you use the same font every single time you make use or use the same colors, create a logo. This is all really in-depth.

People in America usually read things between 8:00 AM and 11:00 AM though. I don't know why. Maybe it's just the concentration of people on the East coast is much higher than any other time zone. So they're all waking up and checking their social media.

Types of posts: videos, and images are the successful. I showed analytics. Influencers was a little bit talked about with the man with 1 million. I can't believe we have someone following with a million followers, but if you engage him and get him to retweet something that is going to be instantaneously exponentially increasing your reach and your impressions.

And if anyone has questions about algorithms on social media, I can talk about that some extent, but I wanted to let you all know that you should feel free to ask the questions anytime during the screen share, which I was probably going way too fast, but now I can take time to answer any questions, if you have any.

*A participant asks which platforms are helpful for aro and ace communities and which we need more of a presence on.*

So in terms of strategy, um, what platforms specifically do you think are helpful for Aaron ACE communities? In which ones do you think we need more of a presence on?

**Kadie:** From my very limited knowledge, because that's not been part of my job, Tumblr seems to be very active, which I don't personally know anything about. Honestly, I can tell you where gender based violence, activism and Iraq is popular on which platforms, but I don't know for ace and aro activism.

**Emily:** I can help a little. There’s definitely a hub of community in different social media platforms, but in terms of actual activist community, that's a little trickier. There's some Facebook groups for activists, including ace and aro specific organizers and people who are doing certain kinds of work, like making sessions at Creating Change. There's Discord servers. And there's a lot of just Twitter. I think I would agree with what [a participant] said in the chat.

There might be things I don't know about. I think different platforms are growing in popularity all the time. I think there are people trying to educate on any virtually any social media platform you can think of. It's just how many and what kind of education and what kind of activist-like endeavors are you imagining as well?

Certain types of community stuff is also happening offline in organizations that have now formed, and the Asexual Community Census is another example - it's not on social media, but it's in depth activism. So there's a lot of stuff like that that's happening, but it's hard to say exactly where the activist stuff is super located.

**Slide 8**

**Emily:** All right. Moving to the next slide. So we were just talking about social media campaigns. Now let's talk about emojis, which is something that could be used in a social media activism related post.

So the only pride flags that currently exist in the Unicode standard are these two, *[the Rainbow and Trans Pride flags]* which look different across different implementations of the standard. Unicode sort of controls how computers represent texts of all kinds. And it's how, when you type something on an iPhone, it looks the same, or at least very similar to someone running windows. The emoji exact shape will look different, but they will all look like a trans flag if you try to type the trans flag emoji.

Notice the dates at the captions to these images that the trans flag was actually only added to the Unicode Standard November 6th, 2020. The proposal for the trans flag emoji was provisionally accepted, maybe early 2020, possibly the end of 2019, I'm not sure. They submitted it in March,2019. It took until November 2020 to actually be in the standard. That was the most recent time they submitted it. They submitted it many years in a row. These things take time, even when they are accepted.

And if you feel like you saw the trans emoji before November, that's probably because different individual websites and social media apps can choose on their own to add certain emojis regardless of the Unicode standard. And many often do - Facebook, Skype, Bitmoji, Slack, Discord. I think Skype and Bitmoji already have an asexual flag just because they chose to add them. And the images I pulled for this slide are enlarged versions of the Apple display for these emojis. And that's why they're blurry. Cause I blew them up after they were just emoji size and they will look different on different platforms.

**Slide 9**

**Emily:** A lot of people have been interested for years in the idea of ace and aro flag emojis existing. A lot of people wish there was an ace and an aro flag emoji. Many people use heart emojis that we do have to show each color of the stripes on the flags, but we don't have multiple shades of green, we don't have any gray heart emojis, as you can see from the red Xs. Hearts are also very awkward to use for aromanticism in the first place. So there's a lot of issues to that particular solution people attempt. There's a lot of, you know, limitations with what we can do with emojis at the moment when we're trying to show our flag colors.

Tom, who has just added some elephants in the chat here, he knew about these desires and tried to find people to recruit, to help him on a project to officially propose an ace flag emoji. He looked into what it would entail, what the people proposing the trans flag went through, saw the bi flag was finally being proposed only now for the first time, and for practical reasons realized that given the strictness of parameters the Unicode Consortium required, the aromantic flag had such a low chance of approval at this point, that he focused his efforts on the asexual flag. Plus, he couldn’t find people interested in volunteering to help him on this activist endeavor, he was only one guy and could only do so much. You know, it's an example of the complexities with social media and activism and where they intersect, where you can get many people on social media excited when you bring up that you're thinking about the idea of submitting an official proposal for an ace flag emoji, they'll cheer you on, they'll like the social media post about it, but they might not actually be willing to sign up to be one of the people on the team doing the proposing. So the ace flag proposal became the sole effort of Tom.

**Slide 10**

**Emily:** So Tom proposed both of these images as the asexual flag emoji, because Unicode requires you have a version that looks good in black and white or grayscale with no color, as well as submitting the main proposal image in color.

An emoji proposal is a very data-heavy effort. You have to convince them that the Emoji will be used widely and that it's not just a flash-in-the-pan kind of thing. So they ask for search engine results from Google and Bing and elsewhere, they ask for YouTube hits, they ask for Google Trends to prove lasting use, they want evidence that it's used all around the world in multiple languages, and they want it all compared to the "Median Emoji", which, as we’ve also seen in the chat, they've declared is the elephant. That's why I put the elephant emoji on the slide as well.

So Tom submitted the proposal and was emailed a rejection. They offered alternatives people could use as ace-related emojis, like the spade and stuff and suggested they will deliver review of all criteria they have for non-country related flag emojis. So. We're not sure what that means yet and what that review will lead to in terms of what the criteria next time might be when we tried to submit.

**Slide 11**

**Emily:** But one takeaway activists at large could take from this emoji experience is that if you want it done you should work to make it happen. If you want a flag, you need to put in the work. It's not going to propose itself. And it's actually kind of similar to Ace Week proclamations. I'm not sure if you've heard of those happening, where governors are proclaiming that in October, this week is actually Asexual Awareness Week or Ace Week. But it wasn't that no state had recognized Ace Week until 2019 because the states didn't want to - it's because no one had bothered to try and ask that they proclaim it.

Now that Aro Week is coming up, which - there's a nice emoji in the chat as well about - Aromantic Spectrum Awareness Week. We are trying for the first time to see if any states might recognize Aromantic Spectrum Awareness Week as well, and at least, you have to try. Or else you don't know where you stand.

You have to put in the effort, you have to submit things through the proper channels where they say, okay, so make your proposals here for whatever it is, including emojis. So this was just a specific case study of what happened with emojis that we thought might be interesting as a way to end our presentation. It's not that directly related to social media stuff, and our conclusion slide will go more fully back, but it does have to do a little bit with things that people who do social media activism are pretty interested in. Because it would be pretty cool to be able to use an asexual flag emoji during our activism.

So does anyone have any specific questions about the asexual flag emoji stuff? Or any thoughts real quick? We have about 10 minutes left in our session I believe, so we can talk about other things for the last 10 minutes.

*A participant points out that Twitch has an ace emoji, though it doesn’t have an aro emoji.*

**Emily:** Yeah. Most of the ones that have an ace emoji haven't gotten around to the aro emoji yet, which sucks. And the aromantic flag isn't a lot of places that there are asexual flags still, just in general, and Pride March and stuff, but it would be nice to advocate for more aromantic flag inclusion.

Yeah. All right. So the last slide, Kadie.

**Slide 11**

**Emily:** All right. So do you feel like you already are a social media activist? You know, we're bringing this all back to social media and there's a lot of stuff that can be done for ace and aro communities via social media. And a lot of things people could become a little more expert at within social media, as Kadie was really pointing out how to be really strategic and effective with your activism and, practice and making use of certain tools.

So just if you have any potential tools you'd like to hear about, are there things you need advice on relating to using social media for activism? Do you feel like we made things seem easier or harder? Does it seem like too much work to do this kind of activism? Well, just any last questions, let us know.

*A participant asks about analytics for various social media platforms.*

**Kadie:** Yeah. I mean, I don't know specifically what you want to use the analytics for, but what I use them for is knowing what languages to post in, what kind of posts are most successful with my viewers, which platforms are the most successful, who are my viewers. And so, when I say who are my viewers, I had shown and I can screen share my analytics pages again, if that would be helpful. I kind of just want to do that anyways, but, um, yeah, go for it.

So this is Facebook Business Suite. So these are the most successful posts. And I mean, what we found is that there wasn't a pattern between the type of posts shared, besides it was a video, videos are always the most successful, and like what college we use, if there was images, if there was an animation or what content, because we were splitting our content up into something really controversial, which would have a lot of engagement because people were like “Yo, like gender based violence, isn't this prevalent in Kurdistan.” And we were like, yes, it is. But sorry, I'm getting really into the weeds.

But what makes it most successful as a post is if you share it in other groups or you have other people share it. So if I retweet a post and I have 20 followers, which is so small, I'm sorry, everyone. My personal account is personal, but say we have that 1 million person re-tweeting something of ours. Like that is what makes a post successful is if you have someone who has a lot of followers, re-tweeting it. Or if you have an organization, like we have a partner named Baghdad Women's Association and they will sometimes repost a tweet of ours (I'm using Twitter as an example) on one of their pages. And that post will do really well. Whereas other posts that aren't retweeted or aren't reshared, won't do very well. So I mean, that's what we discovered using our analytics. And with our audience, we found which cities we're really successful and what cities we needed to focus on more.

So Duhoq is one of the cities in Kurdistan, where we want more people involved because, well, it's a long story why we want to involve them. So we're making the strategic plan of joining more groups, Facebook groups based out of Duhoq. So you can look where you have like a lot of followers, where you don't have a lot of followers.

You know, we have a lot of women following and less men. So if we want to target men, we would make more content that targets men, I guess you could say. And they do have, I don't know if it's Facebook insights, but we use another platform called Sprout Social, which is another analytics platform. And they do have a non-binary identifier or people who haven't identified their gender. But I don't think Facebook Suites has that. So let's see if it'll let me show you. No, it won't. But this was a post that was directed at men because we had less followers that were men.

So yeah, I don't know if that helps at all. There's other things you can look at.

**Emily:** Like, I can also show you a YouTube analytics page, if you were curious and discuss that. We have about five more minutes. I think the biggest thing that's different about YouTube is that they will talk about how long people stayed watching video versus clicking into it briefly and clicking away.

But they'll do a lot of the same things Kadie just talked about, just in a slightly different format for their graphs and things like that. And there's a lot of places that will track things like age, gender, when they watch, exactly where they were when they were on looking at your social media posts, or when they were looking at your videos and things like that.

And you can use that information to some degree. You can also do on most social media platforms, a paid promotion of a post, so that more views, more eyes end up seeing it. Kadie, you could talk to this maybe more than I could. It's depressing how well it works.

**Kadie:** We're only looking at the month of January right now, but two of our most successful posts were boosted, which kind of just makes me sad. But, I mean, we also had a lot of success during the holidays, which is kind of ironic, but see that one was paid too.

Money rules the world. Capitalism needs to -- Okay. I'm over it.

**Emily:** So like *[participants]* were saying in the chat, we asked a bunch of people, can anyone please help us and record a video for this cause? And no one says yes, but when you reach out directly to someone, be like, “Would you be willing to record a video?” They'd be like, “Oh, thanks for asking me.”

So sometimes it's a personal touch, can actually make it so that someone does something that they wouldn't have otherwise done. There's a lot of things that are tricky and take experience to figure out what might work best after, trying trial and error.

Basically trying a bunch of options.

*A participant asks about search engine optimization.*

**Emily:** I don't have good thoughts on search engine optimization. I don't know. I know *[participant]* has tried to look into that a little bit, but I don't know how to properly do that these days.

*Participant suggests using synonyms, thinking about what people will be searching for, using Google analytics, using the webmaster tool to see what people are looking for, making targeted pages that people will find when they’re searching.*

**Emily:** Yeah, I mean, there's tons of articles people write to try to tell you how to, if you're using WordPress to build your website, how to optimize the SEO for WordPress websites. I don't know how many of them are actually reliable and have been reviewed as yes, I tried this and it really did help me the way they're claiming it will.

It's a tricky thing to try to essentially like game the algorithm and make it so that, you know, you win the game of when people search.

Well, everyone else will be joining us soon. So I don't know when exactly that'll happen, but are there any last thoughts or comments on social media activism people wanted to make.

*Participant discusses experience finding others via social media who have done the same work before, to help guide activism and find others who can help.*

*Participant discusses frustration with getting other people involved via social media, and the difficulty of making sure the right people see the message.*