

# **Social Media Mentorship Program**

**August 2020**

## Social Media Mentorship Program - Overview

- The social media framework has delineated a way forward for CCMW to optimize its online presence, the mentorship program will enable members to hone existing skills and develop new ones to increase their comfort and security in virtual spaces, and specifically on social media.
- The five-week mentorship program is designed to enable CCMW members to partner one-on-one with a mentor to learn how to engage on online platforms in ways that suit their style and preference.
- The guide is intended to provide support to mentors on how to engage with mentees in ways that give them the resources and confidence to facilitate secure online participation.
- There will be an evaluation form shared with participants to determine the effectiveness of the program.

# Social Media Mentorship Program - Week 1: Introduction to Social Media Platforms

## Goal Settings

- Ask your mentee what platforms they are currently using (e.g., Facebook, Instagram or Twitter).
- Ask your mentee which platform they use most frequently or would like to learn more about.
- Ask your mentee what they would like to learn at the end of the program.
- Establish a weekly meeting date and time that works for each of you.

## Security Settings

- Facebook information (profile information)
- Privacy regarding location and geotagging
- Photos (e.g., how to add a tag, how to remove a tag)
- How to block and report a user, approving content that is posted to your timeline, etc.

## Social Media Mentorship Program - Week 2: The Power of Hashtags (#)

Hashtags are an important part of the social media experience. They are most commonly used on Twitter and Instagram. Mentor–mentee discussions will cover the following:

- How to use a hashtag and when to use a hashtag
- How to find popular hashtags on Twitter and Instagram
- How to identify what is trending on Twitter
- How to gain social media experience that is more in tune with your likes and dislikes by following people, brands and hashtags on relevant platforms
- How to manage your posts so that some are private, customizable, public or viewable only by the user

## Social Media Mentorship Program - Week 3: Events and Networking

This week, you will review how to:

- Create events that are public and private
- Invite Facebook friends to join
- Start a group chat on Instagram, Facebook or Twitter
- Leave a group chat on Instagram, Facebook or Twitter
- Search and discover events near you and events you have been invited to
- How to create a fundraiser/fundraising event

## Social Media Mentorship Program - Week 4: Creating a Secure Space

- Having an online profile is similar to having an offline presence. Ensure that your mentee has a circle of support and they know how to get help, if needed. If your mentee encounters an aggressor online, show them how to block them and report them.
- Show your mentee how to do this on the platforms they use, and if you have ever encountered hate online, share this experience with them if you feel comfortable doing so. Tell them what you learned and what you would do differently.
- Help them identify one person they could reach out to for support and one thing they could do to protect their safety (e.g., they could block the user, report the user or engage their online support person).

## Social Media Mentorship Program - Week 5: Looking Back to Move Forward

When you reach Week 5, revisit the goals you outlined in Week 1. Have you achieved them all? If you have, congratulations! If you haven't yet achieved them, you still can. Ask your mentee to help you accomplish the remaining items on your list.

You can continue your learning by registering for the Countering Hate 101 e-Learning module available through the CCMW Digital School. To register and take the e-Learning course, visit [www.ccmw.com/e-learning](http://www.ccmw.com/e-learning).

## Social Media Mentorship Program - Next Steps

- Each chapter needs to appoint a delegate, please let us know who your delegate will be.
- A call out for mentors and mentees will be shared in the coming weeks.



Thank you.



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