

SOCIAL MEDIA STRATEGY

#GLOBALGUYTALK

A COOPERATION BETWEEN

MAKE
EQUAL

Si. Swedish
Institute

SOCIAL MEDIA STRATEGY #GLOBALGUYTALK

We have developed this social media strategy for the embassies that initiate and organise #globalguytalk. The material needs to be adapted to the local context. Images are available to download from sharingsweden.com.

The social media strategy consists of two parts: **1)** posts that the embassy and any partner organisation submit on social media, and **2)** posts that participants in individual #globalguytalk sessions submit from their social media accounts.

Previous experience has shown that participants' posts have been a success factor in generating a great deal of attention and dissemination. For participants' posts, the embassies' role will be to remind and encourage participants and local partners to post information about #globalguytalk on their social media, and to use hashtags as described on the following page.

CHOICE OF SOCIAL MEDIA AND IMAGE FORMAT

Use social media channels that are relevant in the country in question, and where the target group is believed to be active. Pictures are prepared in three formats to fit all major social media channels:

- Landscape, 1200x628 (Facebook, Twitter, LinkedIn, etc.)
- Square, 1080x1080 (Instagram, Weibo, WeChat, Facebook for mobile, etc.)
- Portrait, 1080x1920 (Snapchat, Instagram stories, WeChat, etc.)

USE OF HASHTAG

The organic, non-purchased, dissemination of #globalguytalk has the potential to be of major importance. Consistent use of the hashtag #globalguytalk is necessary for us to be able to follow what is happening in different countries and across different platforms. It's a good idea to supplement the hashtag with a local variant, such as #guytalkrussia or #guytalkdenmark. That will allow you to collect and follow the local spread in any way you find appropriate.

LAUNCH ACTIVITIES

Ahead of the actual launch of #globalguytalk, there are a number of posts for social media that can be used to generate interest and engagement. Depending on the local context and possible partners, these may need to be adapted or supplemented.

The posts on social media should be supplemented with information posted on the embassy's website, via a press release, through activities with any local partners, and any other PR activities.

In total, there are three template images with associated status updates, as well as four short explainer films in 1x1 format, each of which introduces a guy talk theme. These can be used in social channels, emailed as attachments in invitations, and used as an introduction to the conversation itself. There is also an overall and mood-setting film (teaser) adapted for social media channels.

PURCHASED DISTRIBUTION

In relevant social channels, it is possible to add purchased distribution ('advertising'). This is an effective way to spread the word, and depending on the local context, it can be a successful strategy. We primarily recommend paying for distribution of the so-called teaser film.

POSTS

The posts should contain a text with an image or film, as well as a link to more information at the embassy. First of all link to your own local information, and from there provide a further link to globalguytalk.com. Once the project has been launched and guy talks are implemented, it is recommended that you link directly to globalguytalk.com.

Teaser film:

Guys, what would you like to talk about – if you weren't judged?

#globalguytalk www.swedenabroad.com/xyz

Guys, what would you like to talk about – if you weren't judged?

As men we sometimes have a hard time talking about stuff that really matters. Let's change that. Join the #globalguytalk #globalguytalkxyz www.swedenabroad.com/xyz

Example launch post:

Swedish embassy in xyz is launching #globalguytalk. Guys, welcome to a conversation about the subjects that matters. #globalguytalk

Example follow-up post 1:

Guys – let's start talking. For ourselves and for others. #globalguytalk
#guytalkxyz www.swedenabroad.com/xyz

Example follow-up post 2:

Let's give us men the chance to create a more equal society - starting with ourselves. Join the #globalguytalk #guytalkxyz

Example follow-up post 3:

'Who can I turn to when I feel like a failed parent?' As men we sometimes have a hard time talking about stuff really matters. Let's change that. Join the #globalguytalk #globalguytalkxyz www.swedenabroad.com/xyz

How can a man be vulnerable and strong? As men we sometimes have a hard time talking about stuff really matters. Let's change that. Join the #globalguytalk #globalguytalkxyz www.swedenabroad.com/xyz

What are the challenges of love and masculinity that we want to overcome, and which norms do we need to change? Join the #globalguytalk #globalguytalkxyz www.swedenabroad.com/xyz

How can a man be confident, without becoming arrogant?
What are the challenges with male ego that we want to overcome, and which norms do we need to change? Join the #globalguytalk #globalguytalkxyz www.swedenabroad.com/xyz

Talking is the first step in creating an equal society.
Guys, let's start talking! For our own sake and for everyone else's.
Join the #globalguytalk #globalguytalkxyz www.swedenabroad.com/xyz

Example post during ongoing project:

#Globalguytalk is easy - gather a group of guys and start talking about things guys rarely talk about, with the help of our conversation guides.
#globalguytalk #guytalkxyz www.globalguytalk.com

Example follow-up post after concluded project:

Did you miss the #globalguytalkxyz? You can still join in! Gather a group of guys and start talking about things you rarely talk about, with the help of our conversation guides. #globalguytalk #guytalkxyz www.globalguytalk.com

Did you miss the #globalguytalk on love and masculinity? You can still join in! Gather a group of guys and start talking about things you rarely talk about, with the help of our conversation guides. #globalguytalk #guytalkxyz www.globalguytalk.com

SCHEDULING

There are no rules about publication frequency or time of day to post. Depending on social media type, typical followers and senders, the conditions will vary. Our general recommendation is to spread the posts over a few days, for example by posting a picture with text per day for a week. Be prepared to handle comments and reactions.

INTEGRITY

What is said in a guy talk should not be spread outside that conversation. A prerequisite for men to dare to open up and talk is that they themselves can control whether and in what way the content is spread further. If you or participants post pictures from a guy talk, it is important that all participants have approved that this is done.