



**DIGITAL**  
**VOICES**

**A Handbook for  
Virtual streetlaw and Social Media  
Advocacy**

This handbook is designed to equip advocates, legal professionals, and young change-makers with practical tools and resources to carry out effective social media campaigns and virtual StreetLaw activities. Through four comprehensive chapters, readers will develop the skills to design, implement, and manage impactful digital advocacy and virtual streetlaw campaigns online.

It will cover the following;

- Understanding streetlaw
- Laying groundwork for designing and implementing an effective social media/streetlaw campaign
- Understanding Social Media Platforms and leveraging them for success
- Effective content and activity management

## **CHAPTER ONE**

# **UNDERSTANDING DIGITAL ADVOCACY AND STREETLAW**

StreetLaw is a practical way of teaching people about the law, their rights, and how the legal system works in everyday life. It breaks down complex legal ideas into simple, easy-to-understand language and focuses on real-life issues that affect individuals and communities.

Streetlaw is usually taught by law students, lawyers, or trained educators, and uses interactive methods like role plays, discussions, and case studies to help people understand how to use the law to protect themselves, solve problems, and participate in society. In addition, it helps people develop the skills needed to advocate for themselves and their communities.

In short, StreetLaw empowers people, especially those with little access to legal knowledge to know their rights and take action for justice.

For a programme to qualify as Streetlaw, it MUST go beyond an awareness campaign (while IEC materials can be useful, sharing flyers and posters is NOT Streetlaw), it MUST build agency, meaning that beneficiaries should be able to apply learning.

## **What MUST Students Do Before a Street Law Programme?**

### **1. Choosing the Topic & What to Teach:**

Students must first discuss and identify the core issues or problems to be addressed during the programme. They should determine which laws are directly relevant (primary laws), which are indirectly related (secondary laws), and whether there are existing legal gaps.

Where no specific laws exist, students should consider relevant policies or institutional practices that contribute to or help mitigate the identified issues.

## **2.Understanding the Target Audience**

It is essential to analyze and understand the characteristics of the intended audience. This includes their level of education, gender, social class, language of communication, cultural norms, and customs. This understanding will inform how the content is designed and delivered to ensure it is relevant and accessible.

## **3. Defining Expected Outcomes**

Clearly outline what participants should be able to do or understand by the end of the session. For example, participants should be able to identify when

and which rights are violated, where and how to seek help, how to use legal forms, or obtain an affidavit. The outcomes should be practical, measurable, and directly useful to the audience.

#### **4. Planning Activities:**

Choose activities that are best suited to achieve the learning outcomes. Options may include role plays, drama, discussions, debates, or group work. The activities should actively engage the audience and help them internalize the law. Students should also identify how participants will demonstrate their understanding and ability to apply legal knowledge, this might include performing a skit, answering questions, or completing a task. Plans should include methods for evaluating participants' understanding and skill development.

## **What is Virtual StreetLaw?**

Virtual StreetLaw is the online version of the traditional or in-person Street Law program. It uses digital platforms like social media, websites, webinars, videos, and interactive tools to educate people about their legal rights, responsibilities, and how the law works in everyday life. It also aims to empower individuals to take informed

Just like in-person StreetLaw, the goal is to break down complex legal topics into simple, practical information that anyone can understand and use. The difference is that Virtual Street Law reaches people where they already spend time, online.

Through short videos, infographics, live sessions, skits and engaging posts, Virtual Street Law empowers young people, communities, and

marginalized groups to:

- Access legal information easily
- Understand their rights
- Participate more confidently in society
- Take action when facing injustice action in their communities.

## **What are the core components of traditional streetlaw and how do you adapt them to virtual settings?**

The core components of traditional/in-person Streetlaw are Legal Literacy, Interactive Teaching, Community-centered, Simplified Legal Content, Creating agency, Peer Educators, Visual & Printed Aids.

The table below shows these components, what they look like in traditional Streetlaw and how they can be adapted to virtual communities and settings.

<b>Component</b>	<b>Description</b>	<b>Traditional Example</b>	<b>Virtual Streetlaw Examples</b>	<b>Where the components fit into the lesson plan</b>
<b>Legal Literacy</b>	Teaching everyday people about their rights and the laws that affect them	A physical streetlaw outreach on Rights Upon Arrest- What are a person’s rights when arrested and how can the rights be enforced if denied?	An instagram reel on “Rights Upon Arrest- What are a person’s rights when arrested and how can the rights be enforced if denied?”	Topic/Content

<p><b>Creation of Agency in participants:</b></p>	<p>Participants are empowered to not only understand the law but also to confidently use the law to protect their rights, influence their communities, and participate actively in society.</p>	<p>Through the activities Participants know and understand: - Their rights upon arrest, -the available remedies if the rights are denied and- how to access the remedies.</p>	<p>Include links and CTAs in the video showing viewers how to access the remedies and agencies that provide legal aid services.</p>	<p>Outcome</p>
<p><b>Community-centred:</b></p>	<p>Sessions are tailored to meet the needs of certain members of the community and held in public or designated spaces within the community such as schools, markets, prisons, etc.</p>	<p>The lesson is delivered in pidgin English to out-of-school youths between the ages of 15-20 and hosted at a local community centre or any other appropriate venue.</p>	<p>The video is made in Pidgin English for Instagram and tik-tok users between the ages of 16-20 with a low level of formal education living in Nigeria.</p>	<p>Target audience, Location, &amp; Language</p>
<p><b>Interactive Teaching</b></p>	<p>Engaging learners through role plays, feedback session games, or community discussions.</p>	<p>The facilitator divides participants into two groups and gives them a scenario on unlawful arrest, and then asks if they know the arrest was unlawful, how it</p>	<p>The presenter narrates a scenario of unlawful arrest and includes a CTA asking viewers feedback questions, and may also</p>	<p>Exercises/Activities</p>

<p><b>Interactive Teaching</b></p>	<p>Engaging learners through role plays, feedback session games, or community discussions.</p>	<p>The facilitator divides participants into two groups and gives them a scenario on unlawful arrest, and then asks if they know the arrest was unlawful, how it was unlawful, and what they would do if they were facing the same situation.</p>	<p>The presenter narrates a scenario of unlawful arrest and includes a CTA asking viewers feedback questions, and may also incorporate a poll in the post to get the audience's opinion.</p>	<p>Exercises/Activities</p>
<p><b>Visual aids</b></p>	<p>Use of comics, posters, infographics, manuals, flyers to teach legal topics</p>	<p>Printed comic illustrations of an arrest scene depicting lawful and unlawful arrests to help participants understand the lesson</p>	<p>Content creator incorporates images of a teenager being arrested by the police into the reel or video to help the audience understand.</p>	<p>Resources</p>
<p><b>Peer Educators</b></p>	<p>Youth or law students teach peers using relatable communication styles</p>	<p>Young law clinic students</p>	<p>Young law clinic students act as the presenters, content creators and digital advocates.</p>	<p>Who are the Facilitators?</p>

**NOTE:** These components are the invisible structure behind every Street Law lesson online or offline. When thoughtfully applied, they ensure that even digital outreach is grounded, relevant, and transformative. For a sample Street Law lesson plan, explore the Street Law manuals available under the 'Street Law Resources' section at [vsl.nulai.org](https://vsl.nulai.org).

**Common Challenges with digital advocacy and their solutions**

<b>Challenges</b>	<b>Solutions</b>
<b>Lack of engagement</b>	Gamify learning, use relatable social and cultural references
<b>Distrust of online information</b>	Use verified pages, consistent branding, and partner endorsements
<b>Low digital literacy</b>	Partner with schools/community centers for digital skill support
<b>Low internet access</b>	Use offline options: Offline PDFs, SMS
<b>Short attention spans online</b>	Use short-form videos, storytelling formats.

## **CHAPTER TWO**

### **LAYING THE GROUNDWORK FOR DESIGNING AND IMPLEMENTING AN EFFECTIVE SOCIAL MEDIA/STREETLAW CAMPAIGN**

Before launching a virtual streetlaw or digital advocacy campaign, it's important to build a solid foundation. In this chapter, we'll walk you through the essentials of setting clear goals, creating a strong brand identity, understanding your audience, and finding the right partners to amplify your message.

#### **A. Setting Goals and SMART Objectives**

Every successful social media campaign starts with a goal. Your goal is the “big picture”, what you want to achieve. Objectives are the specific, measurable steps that guide you towards achieving that goal. Think of goals as your destination, and objectives as your map.

## Why set objectives?

- They keep you focused and motivated
- They make your vision concrete and measurable
- They help track your progress and success.

## Using the SMART Framework

Your objectives should be SMART:

- **Specific:** What exactly do you want to accomplish?
- **Measurable:** How will you know when you've achieved it?
- **Achievable:** Is it realistic, given your time and resources?
- **Relevant:** Does it align with your cause or advocacy goals?
- **Time-bound:** When do you want to achieve it?

**Example:** Instead of saying “Raise awareness,” set a SMART objective like:

“Increase engagement on our Instagram page by 30% in three months through weekly educational posts on gender rights.”

## **B. Creating Your Unique Campaign Personality**

Just like people, every campaign needs a personality, something that makes it unique, memorable, and relatable.

Your brand personality helps your audience understand who you are, what you stand for, and why they should care. This emotional connection builds trust and loyalty over time.

### **Key Questions to Shape Your Campaign Identity**

- Who are you?
- What is your story?

- Who are you speaking to?
- How do you want to speak to them?
- What other brands do you admire?
  
- How should your audience feel after interacting with you?
- What values or qualities should your brand express?
- What visual style or image fits your message?

Once you answer these questions, you're ready to define your tone of voice, style, and visual identity.

## **Tone of Voice**

Choose a tone that fits your message and connects with your audience. Examples:

- Conversational
- Friendly
- Empathetic

- Bold
- Informative

## **Style**

Decide on your communication style. Will you use “we” to speak as a team? Or “I” to create a personal touch?

- “We’re committed to helping young people know their rights. Send us a DM to learn more.”
- “I’m really sorry to hear about your experience at the police station.” Please check your DM for links to resources that will help you. – Sandra, JEP Social Media Team”

## **Palette (Visual Identity)**

The organisation or campaign’s brand colours must be maintained consistently across all social media pages (and posts) throughout the campaign.

Stick to a consistent color scheme, fonts, and logo use across all your platforms. This strengthens brand recognition and creates a professional look.

**Tip:** Tools like Canva or Adobe Express can help you build a brand kit with your colours, fonts, and templates.

## **C. Stakeholder Mapping and Strategic Collaboration**

No campaign succeeds in a vacuum. Mapping out your key stakeholders helps you build connections that can grow your campaign's reach and credibility.

### **Stakeholder Mapping: Who Should Be on Your Radar?**

- Your Target Audience: Who are you speaking to?

What are their interests, needs, and digital habits? How do you determine their legal needs and issues?

- Key Authorities: Policy makers, community leaders, or institutions relevant to your cause
- Opinion Leaders: Activists, academics, or public figures who influence public opinion
- Influencers: Social media personalities who can spread your message to a wider audience
- Potential Collaborators: NGOs, youth groups, schools, or even brands with aligned values

Collaboration shows credibility. When others join your campaign, it tells the public that your cause matters. It also brings fresh ideas, shared resources, and greater impact.

## **Bringing It All Together**

An effective social media/Streetlaw campaign starts with clarity about what you want, who you

are, who you're trying to reach, and who can support you. By setting SMART goals, building a strong brand, and engaging the right people, you lay a solid foundation for meaningful digital advocacy.

### **Exercise 1**

Based on the guidelines in this chapter, develop goal(s) and SMART objectives for a social media campaign of your choosing.

Be sure to provide a brief description of the campaign for context.

### **Exercise 2**

Read the post below and respond to the followers comment, assuming you were handling a campaign around the right to bail.

**Post:** “Bail is free and constitutional in Nigeria. The police can grant you bail in the first 24 (or 48) hours of your arrest.”

**Follower’s comment:** “Tell that to Inspector Sabo. Let’s see how you make it out of the cell before 1 week without payment.”

**Your response to the follower’s comment:**

## **CHAPTER THREE**

### **UNDERSTANDING SOCIAL MEDIA PLATFORMS & LEVERAGING THEM FOR SUCCESS**

It is essential to understand your social media platforms and the kind of content or activity that would perform well on each channel.

A clear understanding of the unique features of each social media platform will help guide content development, deployment, activity management, and monitoring.

Some platforms you can leverage for your digital advocacy and virtual street law are:

#### **X (Formerly Twitter)**

Overview: Real-time updates; useful for engaging with media and influencers.

**Demographics:** A significant portion of users are aged 18–34, making it a vital platform for engaging younger audiences.

**Engagement Tools:**

**Retweets, Replies, Mentions, Likes:** Facilitate interaction and content amplification.

**Hashtags:** Essential for increasing visibility and joining broader conversation.

**Trends and Lists:** Help users stay updated on popular topics and organize content.

**Threads:** Enable users to share longer narratives through a series of connected posts.

**Live Features:**

**X Spaces:** Host live audio discussions, ideal for real-time engagement.

**Live Video Broadcasts:** Stream events or discussions directly to your audience.

### **Tips for Digital Advocacy:**

- Utilize hashtags to expand message reach.
- Engage with trending topics to amplify visibility.
- Use threads for detailed storytelling.
- Host X Spaces to create interactive discussions.
- Monitor analytics to refine your strategy.

### **Facebook**

**Overview:** Broad reach; effective for community building and event promotion.

**Demographics:** Dominant among users aged 25–44; still widely used across all age groups.

### **Engagement Tools:**

**Likes, Comments, Shares:** Drive community interaction and message spread.

**Groups and Pages:** Create communities centered on advocacy issues.

**Events:** Promote virtual or physical gatherings for civic actions.

**Polls and Q&A:** Stimulate discussion and gather public opinions.

**Live Features:**

**Facebook Live:** Stream discussions, trainings, and events with real-time viewer interaction.

**Watch Parties:** Host co-viewing experiences for advocacy-related content.

**Tips for Digital Advocacy:**

Use Facebook Groups to foster a sense of community.

Create Events to mobilize participants.

Post regularly and diversify formats (text, photo, video).

Use Messenger to provide direct support and updates.

Track performance with Meta Insights for Pages.

## **Instagram**

**Overview:** Visual storytelling appeals to younger demographics.

**User Demographics:** The largest user segment is aged 18–34 (approx. 63%).

### **Engagement Tools:**

Stories, Reels, Posts: Diversify content types to boost visibility.

Hashtags & Location Tags: Enhance discoverability.

Polls, Questions, Stickers in Stories: Drive interactive engagement.

Collaborations and Mentions: Expand reach through influencers or partners.

## **Live Features:**

**Instagram Live:** Engage in real-time conversations or Q&As.

Live Rooms: Collaborate with multiple speakers simultaneously.

Tips for Digital Advocacy:

- Prioritize video content—Reels have higher engagement.
- Use Stories for behind-the-scenes and quick updates.
- Include calls-to-action in captions and stories.
- Use analytics (insights) to refine your content strategy.
- Promote carousel posts to convey multi-part messages.

## **TikTok**

**Overview:** Short-form videos; highly engaging for Gen Z audiences.

**Demographics:** The core user base is aged 16–24, with growing adoption among older users.

### **Engagement Tools:**

**Duets, Stitches, Comments:** Promote collaborative and reactive content.

**Hashtags and Challenges:** Create viral momentum for causes.

**Music and Effects:** Boost emotional appeal and creative expression.

### **Live Features:**

**TikTok Live:** Real-time video streams for direct engagement.

### **Tips for Digital Advocacy:**

Keep messages concise and visually engaging.

- Use trending audio and challenges to attract views.
- Encourage user participation through duets or challenges.
- Post consistently to build a following.
- Use TikTok analytics to evaluate video performance.

## **LinkedIn**

**Overview:** Professional networking; suitable for policy advocacy and thought leadership.

**Demographics:** Users are primarily aged 25–49; ideal for reaching professionals, policymakers, and NGOs.

### **Engagement Tools:**

Posts, Articles, Newsletters: Share thought leadership and project updates.

Mentions and Hashtags: Increase reach within professional circles.

Company Pages and Groups: Promote organizational voice and build niche communities.

### **Live Features:**

LinkedIn Live: Stream conferences, expert talks, or announcements.

Events: Host professional webinars or panel discussions.

### **Tips for Digital Advocacy:**

- Share data-driven content and expert opinions.
- Use infographics and slides for visual impact.
- Engage in comment discussions to build influence.
- Highlight achievements and collaborative initiatives.
- Monitor engagement with LinkedIn Analytics.

## **YouTube**

Overview: Long-form video content; ideal for educational campaigns, storytelling, and in-depth advocacy messaging.

### **Engagement Tools:**

Likes/Dislikes, Comments, Subscriptions: Foster interaction and build a subscriber base.

Playlists and End Screens: Guide viewers through curated content.

Community Posts: Share updates, polls, and text-based content.

### **Live Features:**

YouTube Live: Stream webinars, public addresses, or campaign events in real time.

Tips for Digital Advocacy:

- Create playlists for specific campaigns or educational series.

- Use video descriptions to provide links, resources, and context
- Add subtitles for accessibility and multilingual audiences.
- Promote videos across platforms to increase visibility.
- Analyze performance via YouTube Studio metrics

**Strategy:** Choose platforms where your target audience is most active and tailor content accordingly.

## **Understanding Social Media Analytics: Success Metrics and Tracking**

Social media analytics are a statistical representation of your campaign's performance.

Each social media platform has a unique analytics tool that provides insight into how people are engaging with your content on your social media

## Pages.

Use this data to measure the growth and effectiveness of your social media pages as they relate to your SMART objectives.

You can use the analytics feature of each platform or a third-party platform to track the performance of your campaign.

In addition to the analytics generated by social media platforms, there are third-party social listening software tools that can capture mentions of your campaign or organization across the Web.

## **In-Platform Analytics Tools to Track Your Campaign**

**X:** The “X Analytics” feature shows you the number of tweets, impressions, mentions, profile visits, new followers, etc., garnered monthly.

## Pages.

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## **In-Platform Analytics Tools to Track Your Campaign**

**X:** The “X Analytics” feature shows you the number of tweets, impressions, mentions, profile visits, new followers, etc., garnered monthly.

**Facebook:** “Insights” on Facebook shows you page follows, likes, views, reach, post engagements, responsiveness, video views, etc., over a specified period.

**TikTok:** TikTok’s “Analytics” section offers insights into video views, profile views, follower growth, engagement rates (likes, comments, shares), and audience demographics over a custom time frame.

**Instagram:** “Insights” on Instagram shows you the number of accounts reached, content interactions, followers, impressions, reach, likes, comments, saves, shares, top posts, top stories, etc.

**LinkedIn:** offers engagement numbers in posts on your individual or company page. You can also find profile visits, views, post views, reactions,

search appearances, etc., on your profile. Detailed analytics are also captured on a dashboard if you have a premium account.

**YouTube** uses an analytics dashboard that shows video views, watch time, engagement, and revenue

## **Setting Up an Efficient Social Media Team**

There are several considerations you need to make when setting up a social media team. Roles, skillset, and resources are top of the list.

### **Resources (If you are not working with volunteers)**

Will your budget accommodate a streamlined team or a wide team?

## Campaign Scope and Roles

How wide is the scope of your campaign? Would you need several hands across several roles to get the job done?

### **Skills**

What skills do your team members need to perform the tasks and activities required to achieve your campaign goal(s) and objectives?

**TIP:** An effective social media team will typically be made up of a graphics artist, video editor, content developer, and social media manager.

### **Exercise 3**

In one short paragraph, tell a compelling story about your campaign.

Use the story to craft one content piece each for deployment on Facebook, Instagram, and X.

Variety is the spice of life. Use it.

## CHAPTER FOUR

# EFFECTIVE CONTENT MANAGEMENT

**Content** is king. It is the fuel for any social media effort.

**Content** is effective if developed creatively, planned properly, and disseminated strategically.

**Content** sparks interest among your audience and educates them.

**Content** establishes your campaign as reputable and vocal.

**Content** helps express who you are, what you do, and what you believe in.

**Content** increases visibility and relevance for your campaign and reach for our organisation.

Content may be original or curated.

## **Guidelines for Developing Effective Content**

**Simple:** Focus on the message, keep it simple

**Visual:** Pictures speak a thousand words. Include a visual in your content structure

**Relevant:** Ensure that your message aligns with your campaign

**Concrete:** Provide examples and be relatable.

**Credible:** Fact-check your message and back up your claims

**Emotional:** Emotion drives sharing and encourages users to engage with your content.

**Storytelling:** People like stories, create one for users to follow.

**Social:** Add value to the conversation, talk about what people want to hear, not just what you want to say. Tap into ongoing conversations to fill a gap.

## **Storytelling for Digital Advocacy**

Storytelling is a powerful tool in digital advocacy and Virtual Street Law. It helps to explain legal issues in ways that people can understand and relate to, turning abstract rights into real-life situations. In digital advocacy, a good story captures attention quickly and in Virtual Streetlaw storytelling helps explain laws in a practical, relatable manner.

During the #EndSARS protests, young Nigerians recorded and shared their experiences online. These authentic narratives caught global attention and put pressure on leaders. Personal stories make issues relatable and urgent. When people see someone like themselves in a video or post, they care more. Use first-person accounts or interviews in your content: they humanize abstract problems.

**Example:**

**Instead of saying:** “local communities in Nigeria are grappling with the effects of climate change”

**Say:** "Peter, a farmer in Northern Nigeria, used to rely on rain for his crops. For the past two years, the rain has not come. Now Peter struggles to feed his family. Climate change isn't just about the weather, it's about people like Peter who are losing their means of livelihood. Help farmers like Peter adapt to changing climates. Sign our support petition today!"

**Ethical Considerations in Storytelling**

When engaging in digital storytelling:

- **Consent:** Always obtain permission from individuals whose stories are being shared.
- **Privacy:** Protect the identities of vulnerable individuals when necessary.
- **Accuracy:** Ensure the story is truthful and not misleading.

## **Hands-On: Writing Your First Advocacy Story**

Write a 1-paragraph story about a time you (or someone) challenged injustice

Share it as a text post, short video with background music

## **Content Strategy: Managing a Content Calendar**

Social media content calendars help to plan where and when your content will be published. Your content calendar also acts as a simple overview of your social media activities.

There are many content management and publishing tools available, but the simplest form is to use a spreadsheet or table to develop your calendar.

Your content calendar should include the following fields:

Date and time the content piece will be published

The platform the content piece will be deployed on.

Topic or Headline (if necessary)

Content (Design copy, caption, hashtag, and wording of your post)

Source of the content (if curated)

**Posting Frequency Recommendations:**

Twitter: 3 posts per day

Facebook: 2 posts per day

LinkedIn: 1 post per day

Instagram: 1 post per day

Blog/Website: 2 posts per week

**N.B.:** Posting frequency is entirely up to you and can vary depending on your resources, maturity of your channel(s), and the strategy in place.

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Date & Time	Platform	Topic / Headline	Content Type	Description	Caption (CTA)	Source
Day 1 – Mon, May 27 @ 10:00 AM	Instagram Reels	Do You Know Your Rights When Arrested?	Reel (Video)	Dramatic hook + short legal explanation	Follow us to learn more this week! #KnowYourRights #HumanRights	In-house legal content
Day 2 – Tue, May 28 @ 12:00 PM	Instagram Carousel	What You Should Know About Arrests	Carousel (3 slides)	1. What is an arrest? 2. When is it legal? 3. What's unlawful?	Swipe to learn + Save this post! #LegalLiteracy #KnowYourRights	Nigerian Constitution, Legal Aid
Day 3 – Wed, May 29 @ 9:00 AM	Instagram Stories	Can They Do That?	Poll + Q&A	Scenario + Poll + Q&A box	We'll answer your questions tomorrow!	Engagement prompt
Day 4 – Thu, May 30 @ 5:00 PM	Instagram Live/Reel	Your Arrest Questions Answered	Live or Reel	Respond to 3–5 real questions from followers	Comment your experience #LegalAdvice #RightsMatter	User-generated Q&A from Day 3
Day 5 – Fri, May 31 @ 11:00 AM	Instagram Post	What To Do If Your Rights Are Violated	Infographic Post	What to do + Contact info for legal aid & hotlines	Tag someone who should see this! #LegalSupport #EmergencyResources	Legal Aid Council, NAPTIP, etc.

Day 6 – Sat, Jun 1 @ 2:00 PM	Instagram Reels	Lawful vs. Unlawful Arrest	Animated Comic Reel	Split-screen animation: Lawful vs. Unlawful arrest	Like if you learned something new=#LegalComics #StreetLaw	In-house script & storyboard
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## Using Hashtags

Hashtags provide you an opportunity to contribute to a conversation happening (or that has happened) on a social media platform. Hashtags provide more visibility, context and precision to posts and can lead to greater engagement through comments, likes, shares, and followers.

## Rules of the Hashtag

Use only hashtags that are relevant to your content

Keep hashtags short (not more than 3 short words)

Ensure that your hashtags are easy to remember

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### **Rules of the Hashtag**

Use only hashtags that are relevant to your content

Keep hashtags short (not more than 3 short words)

Ensure that your hashtags are easy to remember and easily searchable. Your hashtags should come to mind easily each time your audience searches for content related to your campaign.

Check if your proposed hashtag already exists

before thinking about creating a new one. Popular issues probably already have a running hashtag.

Do not use more than 2-5 hashtags in a post. Using too many hashtags comes off as desperate and may even flag your account as a robot-run account on platforms like Twitter

Evaluate the hashtags that have brought the most engagement and consider reusing them.

### **Getting Started.**

You don't need to be a tech expert to get started, just a phone, basic internet access, and a passion for empowering others.

### **Some Design Tools You can use:**

- Canva.com: For infographics, posters, thumbnails etc
- CapCut App: Simple mobile video editor.

- Instagram Poll Sticker: Can be used for quizzes or quick feedback.

## **Templates & Checklists for Easy Content Creation**

### **Scripting Template:**

- Hook: Start with a question or powerful fact (e.g., "Do you know your rights when arrested?")
- Message: Explain the law simply (1–2 sentences)
- Action: Tell the viewer what to do next (e.g., visit a link, comment).

### **Content Creation Checklist:**

- Record in a quiet, well-lit space
- Speak clearly and slowly
- Add subtitles or text overlays
- Include relevant hashtags (#KnowYourRights, #StreetLawNigeria).

- Add links or tag relevant legal aid pages and campaign partners

### **Exercise 4**

Develop a 1-week content calendar for a campaign of your choosing with at least one content piece scheduled for deployment per day on Facebook, Instagram and Twitter.

Each content piece should include a visual.

Content may be original or curated, but it must all be relevant to your campaign.

