



Social Media Overview: Nissan Demands

The goal is to create a steady flow of posts that generate engagements and impressions. We want to remind Nissan that we are not going anywhere and this is only the beginning.

HASHTAGS

#wedeservebetterms
#MAFFAN

CORRECT TWITTER NAMES TO TAG

@NAACP
@DJohnsonMSNAACP - President of NAACP Mississippi State Conference (try to tag him on EVERYTHING)
@CornellWBrooks - President and CEO of the NAACP
@SenSanders -Vermont Senator Bernie Sanders
@HighSierraAaron
@NinaTurner - Ohio State Senator
@UAW – United Auto Workers – twitter / @UAW.union – Facebook
@MrDannyGlover
@RepBThompson
@onevoice
@dobetternissan
@apri_national
@SEIU
@gmbccongress
@ACLU_MS
@MLICCI1

TIPS:

- **Support and retweet/repost from @DJohnsonMSNAACP**
- **Always check Spelling and Grammar** for typos before posting to millions of people
- **Tag Mississippi President Johnson** in posts, either by tagging photos (saves space) or typing @DJohnson@MSNAACP
- **Don't respond to trolls.** Mute their accounts.
- **Show appreciation** to the people around you and tag and tweet at them if you have time.
- **Don't start a post with @** - It will only be seen by you and the person you tag. Instead type a period before the symbol aka .@DJohnsonMSNAACP
- **Even though everybody else does, don't insult/condemn the President or Republicans or Democrats.** We are issue based.
- **Best Times to Tweet:** 1 p.m.–3 p.m. on the optimal days. Anytime between 9 a.m.–3 p.m. are peak times of Twitter use. Huffington Post: For maximum retweets, post at **12 p.m.** and **5 p.m.**

If something is happening online or trending, tag us @NAACP

Sample Posts

Twitter

Key Elements, Tone, and Voice:

Primary tags, identifying individual and series tags, trending tags where appropriate and relevant.

We are celebratory, congratulatory, professional, yet conversational. No profanity. No critical remarks regarding corporations. We will retweet and piggyback messaging from @DJohnsonMSNAACP from a support vantage point.

Twitter is a platform which cannot be edited once a post is active. If we need to delete a post due to error, we may lose valuable time, likes and other

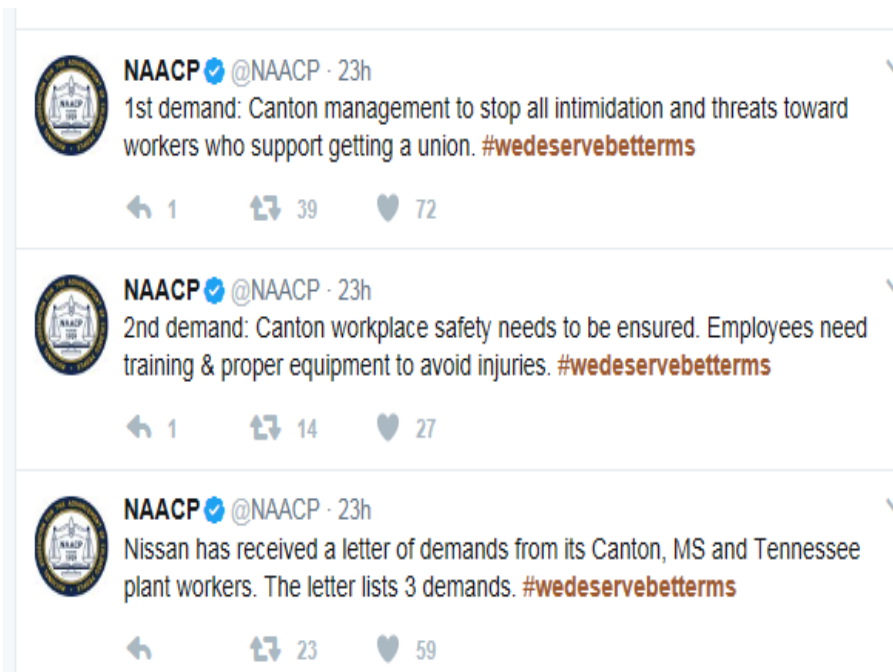
engagements. Please be diligent about double-checking your editorial and tagged Twitter addresses.

Tagging Note — Images: Use image-based tagging to maximize readability in cases where the Twitter address is not formatted as a recognizable name.

Twitter

SAMPLE TWEETS: (include link for letter of demands)

- Nissan received a letter from Canton, MS & TN plant workers. [#wedesevebetterms](#)
- 1st demand: stop intimidation & threats [#wedesevebetterms](#)
- 2nd demand: Provide safe workplace. [#wedesevebetterms](#)
- 3rd demand: Free, Fair & Neutral Workplace Meeting [#wedesevebetterms](#)
- Supported by @CornellWBrooks, @DJohnsonMSNAACP, @SenSanders, @HighSierraAaron, @ninaturner, & @UAW Pres Dennis Williams. [#wedesevebetterms](#)



Link to include in posts when possible: (groups can add their own as well)

<http://wedeservebetterms.com/>

Demands Letter: <http://live-naacp-site.pantheonsite.io/wp-content/uploads/2017/03/030717-Nissan-Demands-Letter.pdf>

Sample Graphics

[Click here for downloadable graphics.](#)