EX POST PAPER
RAN C&N meeting on dissemination strategies and building online multi-platform networks

If you want people to find you, your brand, or your message, the time when you could simply promote your services via the Yellow Pages are over. The target audience for almost every service type still exists in the real (offline) world, but is also now online. But when campaigning online, it is essential to know where exactly your target audience can be found. How do they use the different platforms? And how can we get inside their echo chambers and information bubbles? Every social media platform has its own characteristics. They work differently, appeal to different people and use different methods to target people.

In Budapest on 3 and 4 May 2017, the RAN C&N working group discussed how to use the Internet and social media platforms for counter and alternative narrative campaigns, and to disseminate a message. The meeting looked into the specifics and differences around the 'Big 3' (Facebook, YouTube and Twitter), but also into the options that smaller social media platforms offer. This paper is intended to ensure that the meeting outcomes are as hands-on and tangible as possible. It summarises the dos and don'ts of dissemination, including practical how-to tips and tricks focusing on the specifics of Facebook, YouTube, Twitter, Instagram, SnapChat, Tumblr and Reddit.

This paper is produced by the RAN Centre of Excellence.

Dissemination strategies for P/CVE campaigns

Before you start campaigning, posting content, or disseminating anything online, make sure you know which target audience you want to reach.[1]

- Everything starts here. You need to have the **best possible understanding of your target audience**. How do they use the different platforms? Where do they have real conversations? What fashion brands, what football team, which sports and music styles do they like? This will also help you to break into their echo chamber.
- Make use of (local) research to find out how your target audience gets their information.
- You do not have to know your target audience inside out before you start. The great thing about the digital era is that you **constantly receive feedback and real-time data,** so you can **adjust along the way**. Make sure you monitor how effective the campaign is while it is ongoing so that you can adjust message wording and / or dissemination.
- Take time to do **pilot testing**: try your ideas out on a limited audience or focus group; the long-term benefit from that will be huge. Testing can provide useful insight into the use of the right language (or slang), your messenger, music, visuals, etc. What is your narrative? Keep it snappy and slick.

Make sure you have enough content, put some thought into planning

One of the biggest challenges is not having enough content to put online. Additionally, when running a seven-week campaign, other events tend to occur unexpectedly. So, you need to think about staff time; what can you do and when? Campaigning is not a 9 to 5 job, and to a certain degree you can also plan your content for the evenings and weekends. These tips can help ensure you have enough content to publish:

- Prepare a content strategy.
- Plan in peacetime; use the summer period to make a broader work plan for the year.
- Have some posts ready before you launch.
- Share other people's content as well, not just your own. This also helps you to build your page / campaign, and can be useful when you do not have enough content yourself.
- Make use of events taking place around the world. Make a calendar of relevant dates (e.g. remembrance of victims of terrorism day) and piggy back on these.
- Compose a catalogue of facts to push the argument through.
- Recycle content when it's relevant again.
- Amplify your message by using local voices or other CVE campaigns, use hashtags, and use heated moments to create more noise.
- Good content is not about flashiness, but about what resonates with your audience.
- 'Red teaming': the minute before you launch, think of the best and worst case scenarios. What happens if it goes viral (if your message does go viral, it could be co-opted by others meaning that you lose an element of control)? What if it completely fails? What about the middle ground, the haters? How do you stay on-topic? What if your intern gets a new job or falls ill?
- Do not feel obliged to post 100 times a day. Research shows that posting once a week can be very effective.

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[1] Additional reading on P/CVE campaigns: RAN C&N ex post paper: How to measure the impact of your online counter or alternative narrative campaign

Find partners to help you and learn from other sectors

Don't make excuses like "I don't know how", or "I don't have the budget". The internet is an enormous resource.

- Be inventive with what is already out there. Use the free resources that the Internet and social media platforms offer, e.g. resources for journalists or other sectors, such as marketing.
- When campaigning, you want 1) your message to reach your target audience (this might be people who do not want to hear your message) and 2) to grow a page audience. Therefore, alongside your target audience (1), you can build an engaged or advocate audience to help grow your followers or campaign (2). This stakeholder audience is also important for funding and partnerships. And your costs per engagement go down when you have an engaged campaign.
- Activate your own network, e.g. through sports (martial arts), interests, etc.
- Build partnerships. Other people might have the content, but not the audience. This offers opportunities to work together. Communicate better behind the scenes. Share and exchange good examples. This can also reduce resource stress.
- Find ambassadors for your campaign, BUT keep in mind what they do for your credibility. Endorsement from government can be toxic.
- Have enough expertise and diversity within your team.
- Partner with the skills you lack or need.
- Look for online local influencers, and exploit their audience to disseminate your message, or reconstruct the strategy they have.
- Use an e-mail blast; create a marketing e-mail containing relatively brief copy (around 100-200 words) that provides a link to your campaign's featured content. Then decide when you want to send follow-up e-mails. Choose an appropriate interval that is soon enough that the campaign is fresh in the recipient's mind, but not soon enough to be annoying. Probably around once a week or every 5 days is suitable. It's critical that every email in the campaign has a link to content. That way, you continue to provide value to the recipient instead of just giving them a sales pitch.[2]
- Reach out to mainstream media. Extremism is also a sexy topic for journalists, so create a log book of those you know are interested in specific campaigns.
- Journalist will scroll though social media so write a blog post (800 words) that the media can pick up on. But know your audience: if they mistrust mainstream media, this might not be a smart idea.
- Create BuzzFeed articles and hide your campaign / message in there, e.g. "top 10 counter narratives", or "top 8 things to talk about when discussing Daesh".
- Highjack hashtags and keywords.

Building multi-platform networks

- The multi-channel effect ensures that your message will be amplified.
- Make a holistic package; it should not just be one video but a whole integrated campaign. Always use multiple visuals, a logo, a trailer, different posts, the right choice of words, a mix of media, or even an offline component, posters or radio commercials.
- You can differentiate your target audience depending the platform, e.g. use Twitter for supporters of your campaign and Facebook for target audience.

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[2] http://www.rhinopros.com/blog/how-to-coordinate-a-multi-platform-marketing-campaign

- Start using your presence on multiple popular social media sites to promote your campaign. At least on a weekly basis, but preferably every day, you need to be posting (links to the) content on every social media account you have.
- Some social media sites will require multiple similar postings per day (e.g. Twitter and Instagram). The reason is that these sites are consistently updated throughout the day, and your audience at 9 a.m. may be completely different from your audience at 3 p.m.
- Posts don't have to be a long but must not appear to be a cut and paste job either.
- Campaigns do not have to revolve around new ideas. Some of the best-known movements on Twitter existed outside of Twitter first, e.g. #BlackLivesMatter. This online campaign joined the dots of campaigns taking place across the country and made the topic the focus of a national conversation.
- Create videos that can be viewed without sound. So don't film an interview, but use images or animation with texts. News channels, like A+J, use this very effectively.
- Upload content, especially videos, directly to each platform.
- There is no need to produce HD professional videos; simple footage from a mobile phone can be very effective.
- On Facebook, people watch films for 6 seconds, on YouTube, one minute.
- Make sure your campaign works on mobile devices too. Computers are useful for building campaign, not for viewing it.
- Check user journey to see how people reach your campaign.
- Boost only parts with advertisement grants, but keep some contact organic too. The down-side is that you cannot analyse the organic performance as well as the pushed content.
- You do not need a lot of funds. Start with €50 and check how it did.
- Examples of successful multi-platform campaigns can be found here. Example: Hashtag X (#x) It can wait.
- Consider focusing on the places where you are most effective. So, if you are successful on Facebook, start from there.
- You might find out that your organic feed works better than posts pushed with Facebook advertisements.
- Update and change your campaign constantly. Attention is short online, you must learn how to keep it. Is your target audience watching your video until the end? If not, adjust it.
- You need a video that people want to see, but more importantly, that people want to share.
- Identify the significant volumes of relevant content out there. You can tie your audience to these other initiatives (like the redirect method).
- When the leads and / or clicks start to slow down, you need to re-evaluate the campaign. Has it reached its maximum potential? Can it be refreshed and continued, or is it time to start a new campaign?
- When your campaign finally is through, you should evaluate your efforts and try to learn what to do better the next time; there is definitely going to be a next time. As soon as you're ready, need to prepare some new content and do the above all over again.

Choosing your platform(s)

When choosing your online campaign platform(s), you need to choose the one where your target audience is. When choosing, it is good to consider the platforms' characteristics, their tools and practical campaigning dos and don'ts.[3]

Campaigning on Twitter

Platform characteristics

Twitter is an **online news and social networking service** where users post and interact with messages, called 'tweets', restricted to **140 characters**. In the first quarter of 2017, Twitter had **328 million active users each month**. People use Twitter to acquire news and share news, or to express themselves, to give other people a voice, form a movement and ask questions or find information about something that interests them. Registered users can post tweets, but those who are unregistered can also read them. This means the reach of Twitter is not restricted to its users: Twitter is **entirely public**. Some 40% of Twitter users are 'listeners', and do not tweet themselves. Users benefit greatly from following others and following trends. Many conversations taking place on Twitter are in response to traditional media, and involve timely comments on recent events. Press coverage leads to an online reaction, and vice versa, when journalist wants a sense of what peoples' response is, they turn to Twitter. Conversations on Twitter move very quickly: the trending topic of today can be old news tomorrow.

Useful tools

- **Pin a tweet**; a pinned tweet always stays at the top of your profile.
- If you want to post something with more than 140 characters, use **tweet stops**. Reply to your own tweet to do this.
- In the **dashboard** on your profile you can see the click-throughs and how many viewed your tweets. It will give you an idea of how successful you are.
- You can download the data in spreadsheets.
- Tweet deck allows you to filter information. For instance, you can search for every tweet containing a certain word that has been retweeted more than X times.
- The **Twitter Media studios** can be used for HD video quality in small films.
- You can **block** people (this person will know you've blocked his/her account) or you can **mute** people. Mute is less antagonistic. With 'mute', you don't receive notifications from that person but they won't know that you've muted them. You can now also mute certain content, e.g. anyone who tweets you with the hashtag #JustinTimberlake.
- You can use Twitter Search to find trending topics and hashtags.
- More Twitter advertising tips: https://business.twitter.com/en.html

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[3] Additional useful information can be found in these papers: the CSEP kick-off workshop ex post paper, the RAN C&N counter and alternative narratives ex post paper, and the RAN Issue Paper on Counter Narratives and Alternative Narratives.

Tips for campaigning on Twitter
- You don't have to create a new campaign account as you won't be able to use it after the campaign ends. Instead build it into your own account with a hashtag.
- Not all your tweets need to be about extremism. Talk about things that interest your target group. Sell 20 % of the time, build relations 80 % of the time.
- Personality matters. Publish everyday content – be personal, show compassion and engage with your audience. Use this to build a relationship with your followers. The Dalai Lama is a good example of this approach.
- Talk and behave as you would in the real world. If a tweet reads like it's been written by a lawyer, people probably won't read it.
- Stay disciplined. Don't delay tweets to strive for perfection.
- Experiment and measure to see what works, and repeat what does. Post the same video at three different times of day. Tweet timing matters.
- Tweet pictures and videos. Tweets with pictures get more retweets so pick a good picture. Even if you have an account for an organisation, you can still use pictures of people. They make it more personal. Natural pictures are always more effective. Tweets with videos get six times as many retweets as those with pictures. So consider adding a short video showing compelling stories: 1 to 2 minutes is sufficient.
- 80 % of users only use Twitter on mobile phones. Since most mobile phone users mute the sound, subtitles are important when posting videos.
- The number of people you follow shows how much you communicate / engage.
- Draw your audience closer with a regular Q&A session via Twitter. Announce, for example, "Tomorrow 7 May we will answer questions during a Q&A session from 1 – 2 pm".
- Calls to action should be clear and direct.
- Boost only small parts with advertisement grants and keep most content organic.
- Find your target audience through hashtags.
- Use hashtags wisely. If someone can't pronounce a hashtag, they will probably not use it. Keep hashtags short and simple.
- Don't shout but be conversational, use intellectual ammunition, and educate people.
- Success isn't immediate, small steps and endurance matter. Success comes from consistent education and persuasion as your personality comes out and your credibility grows.
- More information can be found in the Twitter handbook for NGOs.

Campaigning on Facebook

Platform characteristics

Facebook is an **online social media and social networking service** with many different functionalities in one place: calling, chatting, campaigning, etc. Facebook is useful, mostly because of the number you can reach. You need to build a 'fan-base' on Facebook, the people who follow your Facebook site and react on your messages. Facebook has over **1.86 billion active users**. One billion photos are uploaded every day. Within this enormous volume of content, dealing with extremist propaganda, hate speech and other inappropriate items is a challenge. Facebook relies on their users to flag content as inappropriate, and around 100 million items are flagged every week. The platform's policies are laid out in its community standards. Facebook also works with 'trusted flaggers', vetted flaggers who signal when content should be removed . Content

flagged by these trusted flaggers will be removed more quickly. If your organisation is interested in being a 'trusted flagger' contact Facebook for information on the conditions.

Among the billions of posts on Facebook, there are many that actively counter hate speech, extremism and other inappropriate content. This happens organically every day, without Facebook promoting it. However, Civil Society Organisations (CSOs) wishing to do the same can take into account the following tips and considerations to make counter-speech campaigns on Facebook even more effective.

- Facebook is used by 1 billion people daily for an average of 50 minutes a day; every day, millions of content items are shared.
- People often check their newsfeed (on average 15 times a day); for many people, it is the first thing they do in the morning and the last thing they do before they go to sleep.
- Every newsfeed is different – people see the content that is relevant to them (because of an algorithm that has over 100 000 criteria).
- Most posts and videos are viewed on smart phones (more than 65 %).

Useful tools
- *Insights* on the group page tells you about your online reach and engagement. Use this information to strategically adjust your campaign.
- *Facebook Live* can be used for broadcasts and notifications. These are useful for hot topic Q&As, breaking news, interviews, performances and behind the scenes reports. Some pointers for using Facebook Live:
- Tell people when you're going to be broadcasting;
- Write a catchy description before going live;
- Ask viewers to subscribe to Live notifications;
- Broadcast for longer periods to reach more people (up to 90 minutes);
- Let people know when you're signing off.
- Boost a post. It is possible to target a very specific target audience with a boosted post.
- Use Facebook advertising to help identify your target group, e.g. you can target all people that have watched one of your videos to the end with a second ad.
- You can exclude audiences. This is helpful to avoid your campaign having a harmful outcome .
- A handbook on campaigning on Facebook is available on www.nonprofit.fb.com.

Tips for campaigning on Facebook
- Facebook uses interest-based targeting, so get to grips with your target audience's interests, likes and other indicators.
- Content works when it's conversational, authentic and seems like it comes from a real person.
- Visuals will catch the viewer's eye.
- For videos, aim for clips of 30-60 seconds for maximum engagement. Make a teaser video that leads to a longer one.
- Keep content on Facebook simple and short. For more extensive information, you can post links to your website.
- If you are looking at breaking into an echo chamber, you can break into groups for the newspapers, football clubs, brands, etc. that your target audience likes.

- When targeting, be specific with demographics (location, age, gender, etc.) and interests. If you target 'young people', you may reach many people. But the more specific you can be in terms of target, the more depth (and hopefully engagement) you get.
- Targeting is not expensive. With €20 you can reach over 20 000 people, as long as you are targeted in your approach. Facebook also offers small advertisement grants for NGOs.
- You can see how much of your reach was organic and how much was paid for.
- Photos and videos are the best format to ensure a post reaches a wide audience.
- Content types that work well are:
- timely content;
- emotional content / storytelling (in this case longer posts can work) – example Humans of New York;
- facts and numbers (easy to share);
- content containing elements of surprise;
- content voicing a strong opinion.
- Use a wide range of voices to deliver your message effectively.
- Make your target group very specific.
- Your post has to gain people's attention within a few seconds as they scroll through their newsfeed. Because of the algorithm (involving 100 000 different criteria), each newsfeed is different. Usually, within 30-60 minutes you will know whether your content was a 'success'. This makes it possible to assess which target groups can be addressed with which message.
- Keep posts simple to enable a snowball effect: don't post a lot of text (unless it is emotional content).
- Find supporters with a big reach (e.g. Michele Obama's #BringBackOurGirls). Use these people as influencers. Lead them to share your story within their network.
- Facebook's online academy Blueprint covers the above and more: https://www.facebook.com/blueprint.

Campaigning on YouTube

Platform characteristics

YouTube is a **video-sharing website**, allowing users to upload, view, rate, share, add to favourites, report, comment on videos and subscribe to other users. Every minute, some 300 hours of video is uploaded to YouTube. Content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, film trailers and other items, such as video blogging, short original videos, and educational videos. Most people use YouTube to look up 'How to- videos' or to follow vloggers. Most of the content on YouTube has been **uploaded by individuals**, but media corporations also offer some of their material via YouTube. Unregistered users can only watch videos on the site, while registered users are permitted to **upload an unlimited number of videos and add comments to videos**. YouTube operates as one of Google's subsidiaries. YouTube has become the second most popular **search engine** on the Internet.

The types of content that have grown popular on YouTube are those for which there is no other outlet for discussing a topic. People look for information not covered by traditional media. Educational content is a key growth area. When browsing, users can go down a 'rabbit hole', diving deeper and deeper into a topic.
Over 50 % of millennials say that a YouTube video has changed their lives, suggesting that YouTube can be used to interact with (vulnerable) young people.

Useful tools
- Flagging tool – inappropriate comments can be flagged and will be removed by YouTube.
- Block comments – it is possible to block comments altogether, but dialogue with your viewers is often very desirable.
- YouTube works with 'trusted flaggers', like Facebook. YouTube calls them 'YouTube Heroes'. If you or your organisation is interested in being a 'trusted flagger', contact YouTube.
- Playlist – you can create a playlist and others can add the playlist to their channel.
- Thumbnails – A thumbnail will give viewers a brief trailer of your video when they are browsing YouTube.
- 'YouTube creators for social change' is an interesting tool, available in many languages.
- Using Google Trends, you can find what people are looking for on Google, but also on YouTube.
- YouTube is a search engine: your video will be found via the words in the title and description of the video. Make sure you find the right keywords and use them. The video will then show up more often in search results.
- Google ad grants: apply for these, they are free for NGOs.
- YouTube analytics is available via your YouTube account. It gives insight into how many persons watched your video, at what time and for how long. This information is useful to asses if and how you can adjust your campaign to reach your target audience even more effectively.
- You cannot be right every time. Try, fail and learn.
- Learn more about the 10 fundamentals for YouTube here (short manual) and here (video).
- 7 Ways to Use Google Trends You've Never Thought of Before
- Google support: https://support.google.com/?hl=en

Tips for campaigning on YouTube
- TV-quality content is not required. Authenticity is more important.
- Draft a content strategy. Plan a series of videos. You have to build an audience.
- Create a conversation – talking to your audience is a powerful tool because it builds loyalty and repeat views. There are different ways to be conversational and it doesn't have to be all face-to-camera shots.
- Don't sound preachy. Viewers need to feel that the person understands them.
- Create consistency – (schedule, personality, format, voice). If you're going to have a schedule, advertise it. Consider a consistent host or use a consistent format, as TEDx does.
- Sustainability – see how many episodes you can get out of a single idea. Build an audience that will want to come back every time, e.g. by using the same format.
- A vocal minority is currently using social media for messages of hate and violence. Young people can be receptive to their arguments. It is better to adopt an alternative narrative approach for YouTube, rather than a counter-narrative approach. Experience has shown that some counter-narrative initiatives had to be taken down as they violated YouTube's policies.
- Discoverability – YouTube is more similar to a catalogue than Twitter or Facebook. People come back to view old content (long shelf life). It is therefore important that your videos are easy to find. Use keywords in the first three sentences of your video description. You can also add tags when you upload a video.

Campaigning on Instagram

Platform characteristics

Instagram is a **photo-sharing application and service** that allows users to share pictures and videos **either publicly or privately**. The **approximately 700 million registered users** can apply various digital filters to their images, and add locations through geotags. They can also add hashtags to their posts, linking the photos with other content on Instagram concerning the same subject or overall topic. Users can connect their Instagram account to other social media profiles, enabling them to share photos to those profiles as well. Instagram is owned by Facebook. Instagram is an aesthetical platform. Users sometimes refer to it as 'The sacred space'. Every photo on Instagram is beautiful and well designed. Users (individuals and organisations) take this into account when posting photos on 'Insta'.

Instagram's users are divided equally, with 50 % iPhone owners and 50 % Android owners. While Instagram has a neutral gender-bias format, 68 % of Instagram users are female while 32 % are male. The platform attracts the younger generation, with 90 % of the 150 million users under the age of 35. From June 2012 to June 2013, Instagram approximately doubled their user base.

Useful tools
- Instagram is owned by Facebook: you can use the same dashboard and analytics tools.
- If you want to share your messages on Instagram because your target audience is there, use beautifully crafted and high-quality photos with a small amount on text to communicate.
- Explore: a tab inside the app displays popular photos, photos taken at nearby locations, and search.
- Photographic filters: Instagram offers a number of photographic filters that users can apply to their images.
- Instagram Direct: a feature that lets users interact through private messaging. Users who follow each other can send private messages containing photos and videos, in contrast to the public-only requirement that was previously in place.

Tips for campaigning on Instagram
- Read about the reasons when and why to campaign on Instagram here.
- Write great captions for your photos.
- Use the right hashtags.
- Post only high-quality content.
- Users on Instagram have created 'trends' through hashtags, which are specific keywords combined with an asterisk that let them share content with other Instagram users. The most popular trends often involve activity on a specific day of the week . Examples of popular trends include #SelfieSunday, #MotivationMonday, #TransformationTuesday, or #ThrowbackThursday.
- Find more tips about using Instagram here.

Campaigning on SnapChat

Platform characteristics

SnapChat is an image messaging application. Snapchat is the place to share moments with your friends. One of the principal concepts of Snapchat is that pictures and messages are only available for a short time before they become inaccessible and the fact that the app provides numerous options to work on the

photos. Their largest age demographic of users is 18- to 24-year-olds, with 60% of its users under 25. However, more than half of new users signing up to Snapchat are now over the age of 25. Not many are using it for campaigning.

Useful tools
- With Snap Ads you can:
- add sponsored geofilters (connect your cause to a place)
- promote 10 seconds videos or pictures
- Snap codes (QR codes)

Tips for campaigning on SnapChat
- SnapChat stories are a huge part of the platform.
- Do not take is too serious; SnapChat is playful. Use humour to get your message across.
- Photos are temporary, so they do not need to look slick.
- Example campaign: #Don't let this be my last selfie.
- Tips for using SnapChat for business [here](#).

Campaigning on Tumblr

Platform characteristics
Tumblr is a microblogging and social networking website. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private and stay anonymous. The dashboard is the main method for adding content to a Tumblr page. This functions as a content posting tool for nearly all types of text as well as graphic and video files. Users can view their own posts in both the theme chosen for their page as well as in an editable format. For bloggers, many of the website's features are accessed from a "dashboard" interface. Tumblr works with indexable content. As of June 1, 2017, Tumblr hosts over 349.3 million blogs. As of January 2016, the website had 555 million monthly visitors. Tumblr is most popular with the 18-to-29 year old age bracket. About 13% of this demographic have used the site. 66% of all visitors are under the age of 35, while 39% are under 25 years-old. About 36% of users are parents. That's 13% less than the average.

Useful tools
- Dashboard: The dashboard is the primary tool for the typical Tumblr user. It is a live feed of recent posts from blogs that they follow. Through the dashboard, users are able to comment, reblog, and like posts from other blogs that appear on their dashboard. The dashboard allows the user to upload text posts, images, video, quotes, or links to their blog with a click of a button displayed at the top of the dashboard. Users are also able to connect their blogs to their Twitter and Facebook accounts, so whenever they make a post, it will also be sent as a tweet and a status update.
- Queue: Users are able to set up a schedule to delay posts that they make. They can spread their posts over several hours or even days.
- Tags: Users can help their audience find posts about certain topics by adding tags. If someone were to upload a picture to their blog and wanted their viewers to find pictures, they would add the tag #picture, and their viewers could use that word to search for posts with the tag #picture.

- HTML editing: Tumblr allows users to edit their blog's theme HTML coding to control the appearance of their blog. Users are also able to use a custom domain name for their blog.

Tips for campaigning on Tumblr
- Tips here
- Find examples of campaigns on Tumblr here.

Campaigning on Reddit

Platform characteristics
If Google is the place to find things out, Reddit is the platform to see what people already found out. Reddit is an American **social news aggregation, web content rating, and discussion website**. Reddit's registered community members can submit content such as text posts or direct links. Registered users can then vote submissions up or down that determines their position on the page. Submissions with the most up-votes appear on the front page or the top of a category. Content entries are organized by areas of interest called "subreddits". Subreddit topics include news, science, gaming, movies, music, books, fitness, food, image-sharing, and many others. As of 2017, Reddit **had 542 million monthly visitors** (234 million unique users), ranking #4 most visited web-site in U.S. and #9 in the world.

Useful tools
- One of the most popular subreddits is IAmA ("I Am A") where a user may post "AMAs" (for "Ask Me Anything"), or similarly "AMAAs" (for "Ask Me Almost/Absolutely Anything") – prompts for others to ask questions about any topic. AMAs are open to all Reddit users, and use the site's comment system for both questions and answers; it is similar to a press conference but online.

Tips for campaigning on Reddit
- Use it as a platform providing information about either your organisation or your cause. People expect to find background information on this platform.
- Tips how to use reddit here.

Other popular open networks
- Periscope; a live video streaming app.
- 9GAG: an online platform and social media website. Users upload and share "user-generated content" or other content from external social media websites.
- Vimeo; a video-sharing website in which users can upload, share and view videos.
- WordPress; a free and open-source content management system (CMS) that you can use to build websites.
- Ask.fm; a global social networking site where users create profiles and can send each other questions.
- Soundcloud; an online audio distribution platform that enables its users to upload, record, promote, and share their originally-created sounds. SoundCloud's content is evenly split between music and other audio.
- LinkedIn; a business- and employment-oriented social networking service.

Using closed platforms

- WhatsApp; a freeware and cross-platform instant messaging service for smartphones. It uses the Internet to make voice calls, one to one video calls; send text messages, images, GIF, videos, documents, user location, audio files, phone contacts and voice notes to other users using standard cellular mobile numbers. All data are end-to-end encrypted. WhatsApp has a user base of over one billion making it the most popular messaging application at the time.
- Telegram; a free cloud-based instant messaging service. Telegram clients exist for both mobile and desktop. Users can send messages and exchange photos, videos, stickers, audio, and files of any type. Telegram also provides optional end-to-end-encrypted messaging. The security of Telegram has faced notable scrutiny; critics have claimed that Telegram's security model is undermined by its use of a custom-designed encryption protocol that has not been proven reliable and secure, and by not enabling secure conversations by default. Telegram has also faced criticism for its wide-scale use by the terrorist organization Islamic State.
- Viber; a free, cross-platform instant messaging and voice over IP (VoIP) application. In addition to instant messaging, users can exchange images, video and audio media messages by sending files to each other. Viber has more than 800 million registered users.
- Kik Messenger, commonly called Kik: a freeware instant messaging mobile app. It uses a smartphone's data plan or Wi-Fi to transmit and receive messages, photos, videos, sketches, mobile webpages, and other content after users register a username. Kik is known for its features preserving users' anonymity, such as allowing users to register without providing a telephone number. The application logs user IP addresses which the company can use to determine location. Kik Messenger has approximately 300 million registered users, and was used by approximately 40% of United States teenagers. Kik Messenger has drawn controversy due to its reported involvement in a number of incidents of child exploitation. The app has been criticized as unsafe for minors due to its anonymity features and allegedly weak parental control mechanisms.