

Effecting change one campaign at a time:

But do previous approaches work now?

Quick info about women's legal services

- ▶ Specialist CLCs around the country practising in areas of law women face the most barriers to accessing justice (i.e. child protection, domestic violence protection orders, family law, criminal injuries compensation, reproductive health rights, etc)
- ▶ Centres advocate for systemic reforms independently (jurisdictional-based issues)
- ▶ On a collective level, centres advocate for federal reforms through Women's Legal Services Australia- the national advocacy network for access to justice for women



This discussion will explore:



- ▶ (1) Social media
- ▶ (2) Collaboration
- ▶ (3) Influencing decision makers

The panel:



- ▶ Pasanna Mutha, Women's Legal Service Victoria



- ▶ Liz Snell, Women's Legal Services NSW



- ▶ Pauline van Adrichem, Women's Legal Service Tasmania



Social media

Question:

- ▶ Who's personally on twitter?
- ▶ Which CLCs here are on twitter?



Q: Why is social media a tool that CLCs should use in running campaigns?

- ▶ **REACH**
- ▶ **IMPACT**
- ▶ **MEASUREABLE**



Alan Jones:

"We've spoken to advertisers,
they want to stay."

Sydney Morning Herald
Oct 8 2012



Oh, really?

Here are just a few of the
very long list of advertisers
who beg to differ:



FOR QUALITY LEGAL HELP IN YOUR COMMUNITY

Community Law Australia



Q: What are the different online strategies that CLCs can use in running a campaign?

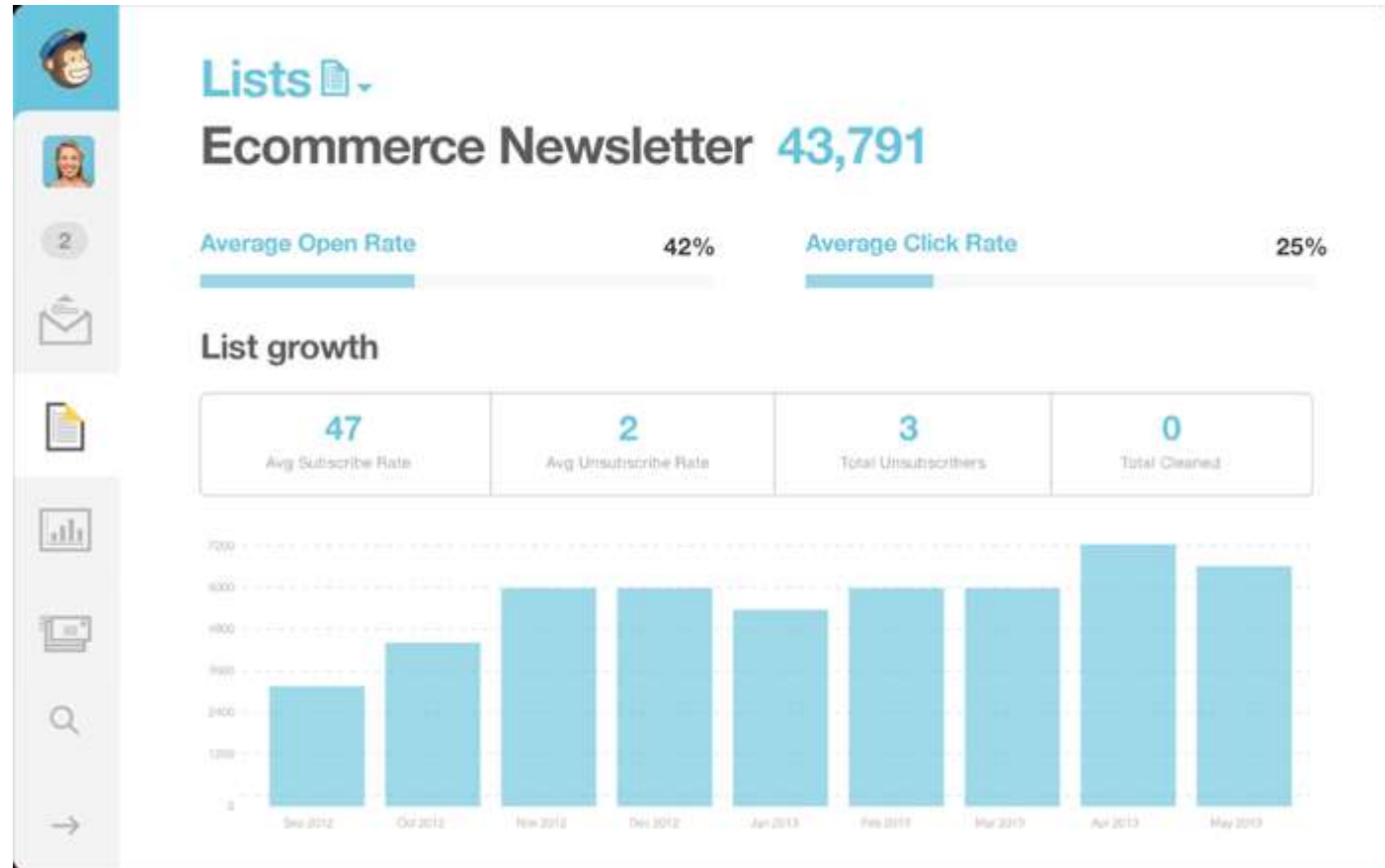


#HASHTAGS

FOLLOW JOURNALISTS

TIME TWEETS DURING PEAK ACTIVITY

Getting Started with MailChimp



The logo for change.org, featuring the text "change.org" in white lowercase letters on a solid red rectangular background.

change.org

**The world's platform for change
75,640,847 people taking action.
Victories every day.**

Q: What are some practical resources and tools?

▶ TWITTER ANALYTICS:

Twitonomy - <http://www.twitonomy.com>

▶ SCHEDULING TWEETS:

Hootsuite - <https://hootsuite.com/>

▶ CAMPAIGN GUIDES & RESOURCES:

- Ruckus: <http://www.ruckus.org>
- The change agency: <http://www.thechangeagency.org/>



Collaboration

The Big 5 Qs:

- ▶ Who?
- ▶ What?
- ▶ When?
- ▶ Why?
- ▶ Where?



