

# COMMUNICATION and SOCIAL MEDIA

How to communicate better using the right tools

*A handybook by Talitha Kum and Matera Talk*

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Instead of asking yourself, “**why should I care about social media?**”, you should turn the question around and think of how social media **can be helpful** to you when trying to convey a message.

In the case of Talitha Kum, any social media channel can be good to **raise awareness, create a network** and **sharing prevention** methods that revolve around the fight against human trafficking.

We’ll be sharing with you some notions and the necessary steps to become acquainted to social media.

# DATA COLLECTION and FACT CHECKING

When collecting data, social media can be a starting point but you should always be careful about your main source of information.

We advise **checking institutional media of communication**, such as:

- **official newspapers and newscast channels** from around the globe;
- **trusted professionals, experts and activists**, like journalists, doctors, researchers etc.;
- **established international organisations** such as the United Nations and the World Health Organisation.

This is the safest way to **avoid fake news** that usually rebound on platforms, especially Facebook, that contain no kind of source or even an invented one.

It is also important to **compare local news and international news** to get a clear point of what is happening – for example, you should be aware of the risk of propaganda – and to **read with a critical approach**. We suggest reading different news from different media.

In a nutshell: be critical and mindful about what you read to become a reliable source of information yourself.

After gathering all the information you need and writing down your piece of news, be sure to **credit your sources**. You can put credits at the bottom of your post or, if you are sharing a picture, in the description part.

If you are posting a photo, graph or drawing made by someone else, you should cite the owner in this case too.

Sources should be cited in a way that can help others trace them as well: **always put the name of the author and the title of the piece of content** you are using. When available, you should also add the year of publishing.

### IMPORTANT TIPS ON TELLING THE STORIES OF VICTIMS OF HUMAN TRAFFICKING

When reading about survivors of human trafficking, people are often used to see only the vilified aspects of victims. Many newsarticles tend to focus on the misery these men and women have suffered rather than their process of healing. Talitha Kum wishes to distance itself from this kind of portrayal, thus leaning on a narrative that retells their stories as human beings.

If you wish to share the stories of survivors, we suggest talking about the **empowerment** gained through the aid of Talitha Kum's network and their **newfound dignity** through work, family and friends.

# SOCIAL MEDIA COMMUNICATION and LEAD GENERATION

When you have gathered all your information, you need to find an **effective way to share** it.

A crucial technique needed to make your social media channels thrive is creating **lead generation**.

Lead generation is the **process of attracting users** to businesses or organizations **by nurturing their interest**; better said, it is the process used to create a community.

A community is a **public** or niche that is interested in what you share online and wants to be kept up to date with your posts, stories and videos.

To build up a community, you need a few elements.

**tone of voice** is **the way you talk to your public**.

Do you want to reach younger audiences? Use a more informal way of speaking/writing. Would you rather be more formal? Try to communicate more institutionally.

**copywriting** is **the process to convey your message**, better in a **brief text** as some platforms have a character limit (eg. Twitter/X 280 and Instagram 2.200).

Be **synthetic and concise**, as most users don't spend more than a couple seconds to read a caption/description.

**CHECK COMPETITORS**, meaning you should **look into similar organisations' profiles**. This way you'll be able to see what kind of communication they are pursuing, the way they talk with the community, the visuals, and understand what they're doing right and what you like. To put it simple, you can tailor your posts after studying what the others are doing.

**USE OF INSIGHTS**. Insights are a fundamental tool of social media, as they **monitor everything happening on your profile or page**: how many people have liked your posts, how many visits your profile got, how many times your content has been viewed, how many people follow you and their age and gender, and so on. Being able to navigate insights will be the turning point to **grow your following and reach** more and more people.

# USE of TALITHA KUM's LOGO and COLORS

To make your contents pop amongst others, you should pay attention to something called **visual identity**.

Visual identity is the mix of **typical visual characteristics** of a brand or organisation.

To build a recognisable visual identity for your profile when you become part of Talitha Kum's network, a general rule is to **be mindful of the organisation's logo and general guidelines provided**.

You can see the organisation's guidelines gathered into a **brand book**, a tool that contains each and every indication about **the use** of the visual characteristics Talitha Kum has.

You will be showed Talitha Kum's three core elements: the **logo**, the **font** and the **colour palette**.

The indications given about these elements **must always be followed** to keep the integrity of the visual identity.

## USE of TALITHA KUM's LOGO and COLORS



Talitha Kum's logo has **different colour and position versions**, according to necessity.

All versions are copyrighted, meaning they need permission to be used and cannot be changed.

The orange and black version and the full black version are to be used on lighter backgrounds and pictures only to keep good visibility.

## USE of TALITHA KUM's LOGO and COLORS



For the same reason, the orange and white version and the full white version are to be used on darker backgrounds or pictures only.

We suggest you try and see **what can work best for every specific case** you come across.

When put on a photo, the logo shouldn't be too big to become the main element nor too small to disappear. For reference, please check Talitha Kum's official social media channels.

## USE of TALITHA KUM's LOGO and COLORS



Here are a few examples on how to **not** use Talitha Kum's logo variations:

You should never alter or stretch the proportions.

You should never rotate the single elements or the whole.

You should never use a different colour from the ones previously showed.

You should never invert colours.

You should never outline the elements.

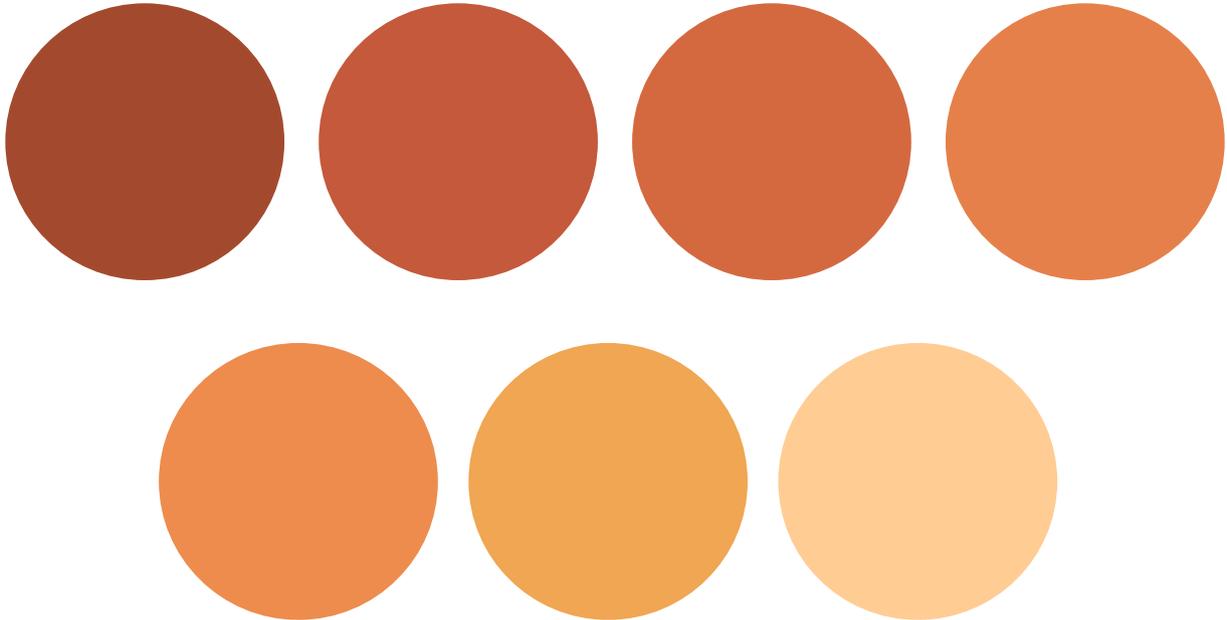
**Aa** Montserrat  
Light Regular *Italics* **Bold Black**

**Aa** Montserrat  
Alternates  
Light Regular *Italics* Medium  
**Bold Bold Italics Black**

The institutional font of Talitha Kum is called **Montserrat**. This font has a wide range of weights, but the ones that are used by the organisation are the listed ones.

The font **Montserrat Alternates** is only used for social media related content. Usual weights are listed above.

## USE of TALITHA KUM's LOGO and COLORS



Talitha Kum's colour palette is **monochromatic**, composed of **seven different gradations of orange**.

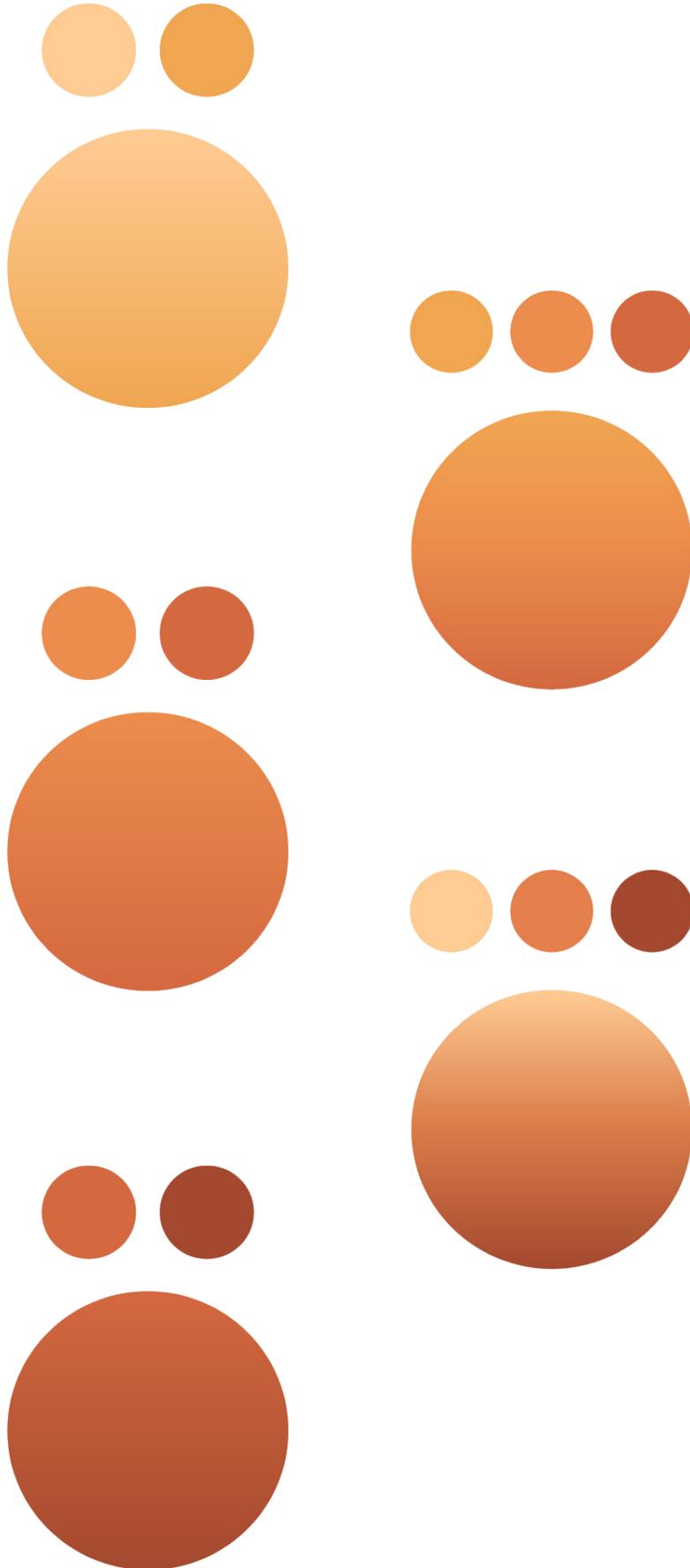
Each color can be combined in a specific order to create gradients.

Both gradients and flat colours can be used as backgrounds for posts, videos, stories and text. These are also the colours that should be used in official invitations, posters and advertisements of any kind.

If you must pair them with other colours, please be mindful of what can **combine well with orange** and earthy colours.

Please have a look at Talitha Kum's website and social media channels to see the correct use of colour combination with both images and graphics.

USE of TALITHA KUM's LOGO and COLORS



# IMPORTANCE of SHOWING the NETWORK

**Showing the network** serves to build a **strong image** of Talitha Kum's engagement in the fight against human trafficking. Using social media to spread awareness of the network can **strengthen and expand** it all around the globe, thanks to the borderless field of the internet.

Using more specific terms, taking into consideration the use of social media by Talitha Kum you can see that **network is key** for a number of tech-y reasons, especially community building.

Showing Talitha Kum's network online has proven the following benefits for our accounts:

- the creation of a **sense of belonging** among users who follow us;
- **betterment of our engagement** with both users who know our content and users who don't;
- **the algorithm likes it.** This part is important to keep our posts to show up on homepages and search pages, as Meta, the company behind most social media platforms, prefers content that shows people and human presence instead of landscapes, objects or drawings.

# BASIC USE of the SMARTPHONE CAMERA

When you wish to share an important moment of your network with us through photos, please **be mindful of how you are taking your pictures**.

There are different photo and video formats: **square** (1:1), **rectangular** (3:4 and 9:16) and **full screen**.

Depending on the kind of content you want to share, we advise to use **square pictures for posts** and **rectangular or full screen ones for stories**, which must be vertical.

If you check your camera settings, you should be able to turn on three specific tools: **scene optimiser**, **video stabilisation** and **grid lines**. This way, even if you don't have a steady hand, you'll be able to take straight pictures.

Please feel free to look for our tutorial for Android phones attached to this handybook.

Try these tips for better photos:

- find a spot with **natural lighting** or a soft and clear light;
- **avoid taking pictures at noon** as the sun casts shadows that are too strong and unappealing;
- put the **subject of the picture in favor of light** or with light coming from one side;
- **align subject and background** to the camera grid.

# PHOTOGRAPHY SUGGESTIONS



Have a look at some photographs from our channels, taken with **cameras and smartphones** from **both members of our network and professional photographers**.

The photos show people together in their entirety or just through details. We suggest you take pictures of **people actively doing things and not just posing**.

## ABOUT VICTIMS OF HUMAN TRAFFICKING

If you'd like to **photograph victims of human trafficking** specifically, be sure to ask them if they feel comfortable to face a camera or even just showing their backs at one.

Most people might wish to **remain anonymous**, and rightfully so, but still agree to take photos. In this case you can easily avoid showing their face by taking **pictures of details or zoom in**. You can take a close up photo of them holding an object they care about, or when they are working in a group. You can take a picture of them from the side and from the neck down while cooking, writing, crafting, tending crops, playing.

A **key image** for Talitha Kum is **hands**. The hand is not only in our logo but holds a positive, proactive meaning. Hands can be very expressive and easily a good subject for any picture.

**By portraying rescued victims during daily activities, you are portraying them as human beings again. This can be part of the healing process, and can help restore their dignity.**

# VIDEOMAKING

## for TALITHA KUM

Video formats are just as important as picture formats. With the rise of channels such as TikTok, **more and more content is consumed under video form.**

For good results on social media, you should take **vertical videos** if you want to post on **TikTok, Instagram or Facebook** using reels and stories. If you wish to upload your videos on platforms such as **YouTube and Vimeo**, you should take **horizontal videos**.

Video length varies from platform to platform too: **TikTok and Instagram boost shorter videos**, meaning they should last around **15 seconds**; **longer videos that last 10 minutes** on average **perform well on YouTube and Vimeo**.

# HOW to BUILD a VIDEO INTERVIEW

Depending on the platform you have chosen to post on, here are a few tips for video interviews. Aside from **good lighting and a good background**, you should:

## for SHORT INTERVIEWS

- **ask brief questions** and for answers in **keywords**;
- **cut long pauses** from the final video;
- **make the first three seconds catchy**, as the average user is very impatient;
- **put subtitles** on the video if you can.

## for LONG INTERVIEWS

- **delve deeper into the topic**;
- **let the subject speak freely** and make connections on their own or **accompany them in their train of thought**;
- **ask specific and targeted questions** that can lead to longer answers.

## COMMUNICATION and SOCIAL MEDIA

We hope this handybook will be useful to everyone working with Talitha Kum. Thank you for your engagement, passion and hard labour put in everything you do.

We'd like to thank the communication agency Materia Talk as well for their help and assistance.

Feel free to follow us on social media!



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