

Social Media for Inquest Advocacy

The role of social media

Social media has become a daily activity for many of us. We use it every day to interact with family, friends and colleagues, to access news and to gather information. Organizations often use social media to promote their cause and garner support, as well as share resources.

Social media and inquest advocacy

- You will need to decide if you will be taking a supporting role by using/promoting social media content developed by others, taking a lead role by developing your own content, or both. This may depend on your role with the inquest, as well as your organizational capacity to engage in social media advocacy.

Tips for social media and inquest advocacy

- Know your audience – the audience for posting on social media about an inquest is unique. Research the key players involved in the inquest (media assigned to inquest, government officials affected by inquest recommendations/outcomes, experts who testified at the inquest, feminist law and policy reform organizations involved or following the inquest, etc.)
- Know what social media platforms to use – Twitter was very active during the CWK Inquest
- Collaborate with others participating or involved in the inquest. Search for and join their social media campaigns
- Research and follow those experts who will be participating in the inquest ahead of time if possible and share their posts
- Be consistent with posting/engaging with others (this shows that you are interested in and an advocate of the inquest).
- Maintain a singular voice across platforms
- Use hashtags already created by the inquest rather than making up your own

Example

In June of 2022, journalist Sarah Boesveld reported on the inquest into the deaths of Carol Culleton, Nathalie Warmerdam, and Anastasia Kuzyk. She was very active on Twitter throughout the inquest and, in fact, on June 28th, the day the jury delivered its verdict, tweeted more than 100 times (86 recommendations). By following Sarah, one could not only follow the inquest, but feel a part of the process and engage with it by liking, retweeting with or without a comment.