

New Social Media Toolkit Training

May 6th, 2026

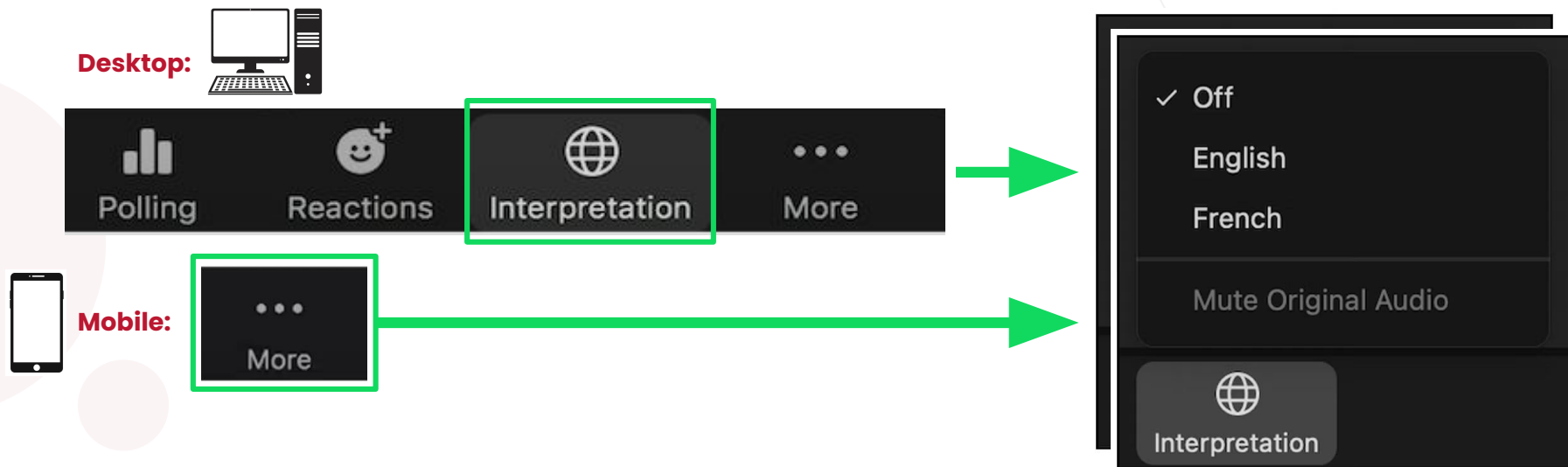


Interpretation

English: Interpretation Instructions

Russian: инструкции по переводу

Spanish: instrucciones de interpretación



The background features a collage of images: a string of colorful beads at the top left, a large grey balloon at the top right, a grid of red dots on the right side, and a close-up of hands working with orange clay at the bottom right. A white rounded rectangle is centered on the page, containing the main text.

**Welcome and
thank you for joining!**

Agenda


01. Introduction: Why this toolkit?
02. Quick Recap: About the campaign
03. Role of Social Media for advocacy
04. Inspiration: Successful campaigns
05. Using the Toolkit (live demo)
06. Open Conversation: Challenges
07. Before you go: Key takeaways

Session Overview

What you will learn today



By the end of this session, you will be able to:

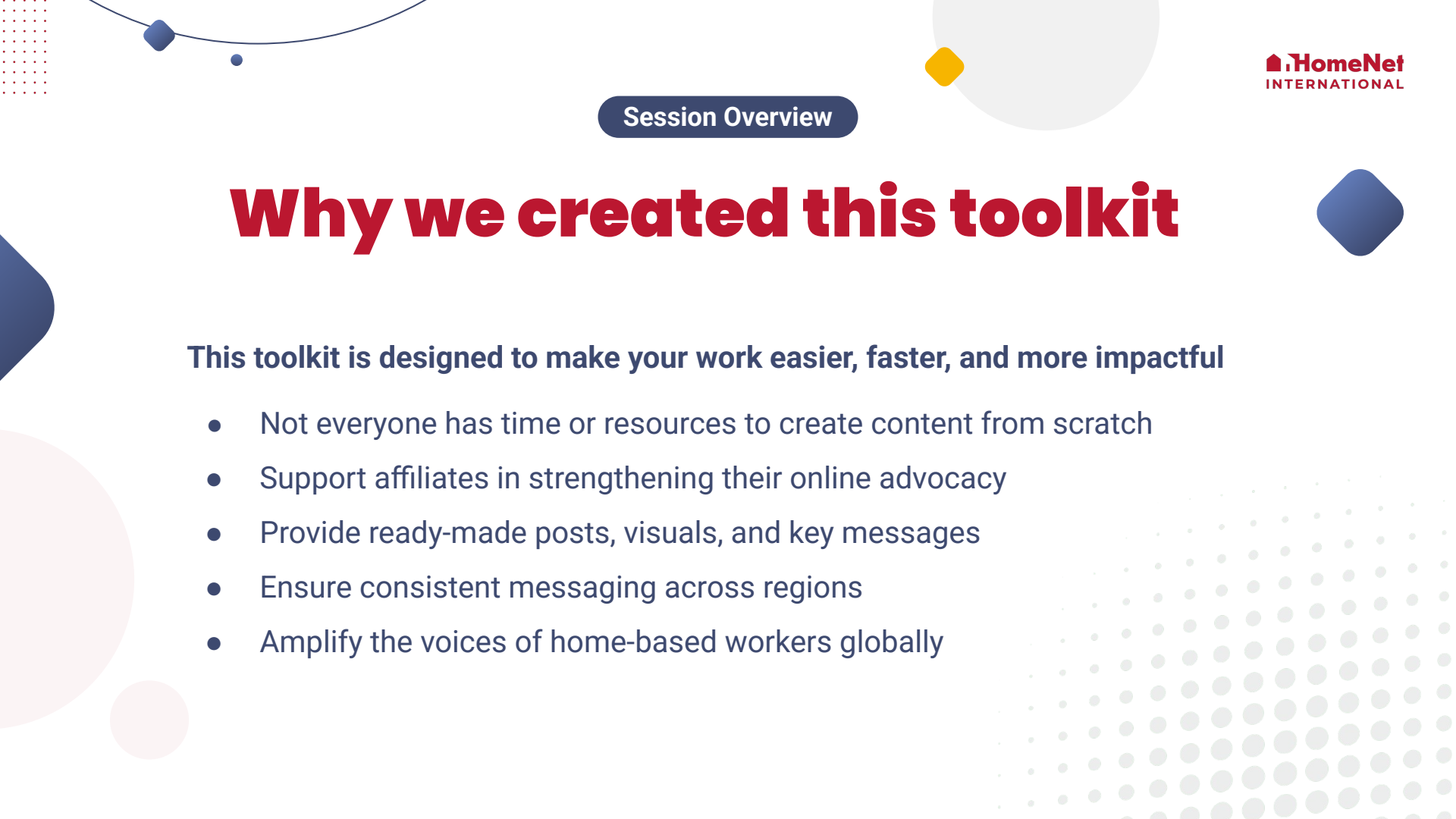
- Understand how social media can strengthen your advocacy efforts
 - Use HNI's Social Media Toolkit in a practical and simple way
 - Create clear, engaging posts using ready-made content
 - Adapt messages to your local context and audience
 - Feel confident sharing your work and amplifying workers' voices online
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Session Overview

Why we created this toolkit



This toolkit is designed to make your work easier, faster, and more impactful

- Not everyone has time or resources to create content from scratch
 - Support affiliates in strengthening their online advocacy
 - Provide ready-made posts, visuals, and key messages
 - Ensure consistent messaging across regions
 - Amplify the voices of home-based workers globally
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Recap

About the campaign

"HOME-BASED WORKERS UNITED TOWARDS RATIFICATION OF ILO C177,
LABOUR RIGHTS, SOCIAL PROTECTION AND DECENT WORK"

Campaign Goals:

1. Ratification of ILO C177
2. Development of policies for home-based workers, irrespective of ILO C177
3. Improvement of an existing policy that a country already has
4. Creation of guidelines or rules

Recap

Campaign hub

Access the hub to access key resources such as explainer videos, toolkits, booklets and more.

CAMPAIGN HUB


HNI has developed a range of materials and resources to support members throughout the campaign. Explore our Campaign Hub to access videos, guides, advocacy tools, and other resources designed to help you take action and drive change.

[Access Now](#)



Introduction

Role of Social Media for Advocacy


1. Raises visibility of workers' realities and demands
 2. Helps influence policymakers and public opinion
 3. Builds solidarity across countries and regions
 4. Creates opportunities for engagement and dialogue
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- The slide features a white background with several decorative elements: a blue curved line with a diamond and a dot at the top left; a yellow diamond and a grey circle at the top right; a blue diamond on the right side; a blue triangle on the left side; a pink circle at the bottom left; and a pattern of grey dots of varying sizes in the bottom right corner.

Inspiration

What successful advocacy looks like

1. Campaigns that tell real stories of workers
2. Posts that connect daily life to workers' rights
3. Clear and simple messages that people understand quickly
4. Consistent posting over time

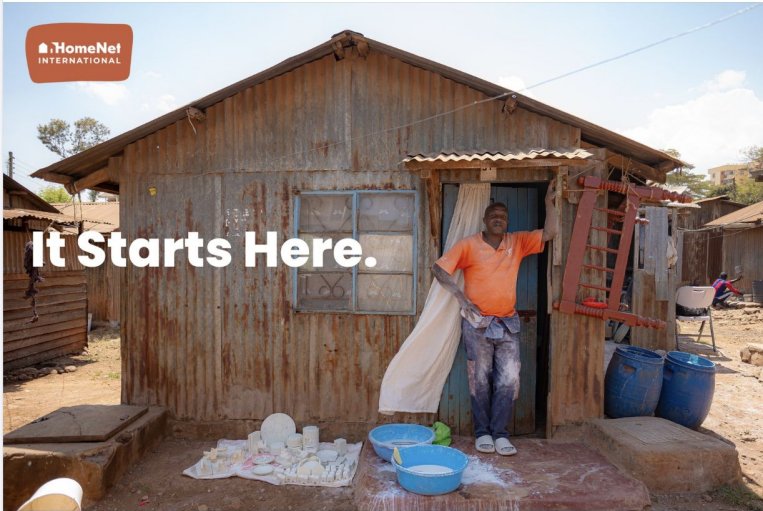
2. Posts that connect daily life to workers' rights


 HomeNet International
Published by Buffer · April 20 at 3:01AM · 🌐

Before they reach the market, mini soapstone sculptures, shoes, bags, garments, and countless handmade crafts begin their production inside the homes of millions of home-based workers.

They turn skills into income in spaces rarely recognized as workplaces. But homes are workplaces too, and basic rights must reach these workers where they are.

👉 Join HNI in making #DecentWork a reality for home-based workers:
<https://buff.ly/YkCANU3>

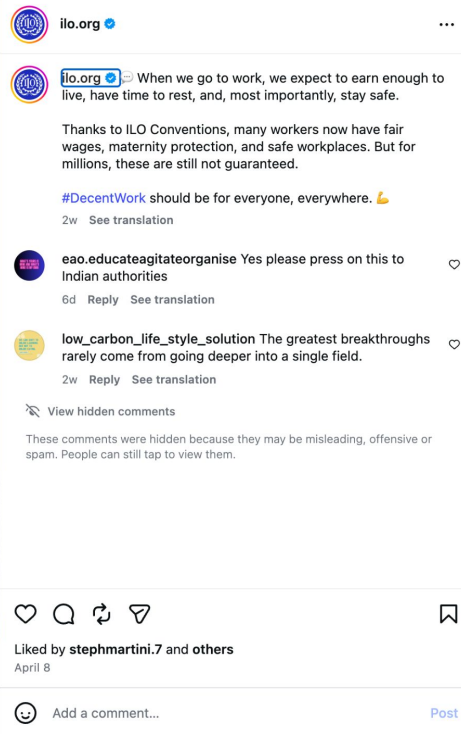


 HomeNet INTERNATIONAL

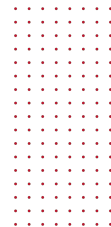
It Starts Here.

[See insights](#) [Create ad](#)

3. Clear and simple messages that people understand quickly



4. Consistent posting over time



Live Demo

HNI Social Media Toolkit

1. How to open and navigate the document
2. How to copy and paste captions
3. How to download and save images
4. How to adapt content to local context

Live Demo

HNI Social Media Toolkit



Poll

Which platform do you use most?

1. LinkedIn
2. Twitter/X
3. Facebook
4. Instagram
5. Other

Open Conversation

What are the challenges you face when trying to post online?

IG-FB linked. Even with hashtags, we can't reach many people.

If the content is too long or confusing, the audience may quickly lose interest.

It's harder to get proper reach without paying money to boost the post.

No translation of toolkit to PT

wht type of audience do u follow, that also effect to reach

Posts aren't reaching many people due to changes in the algorithm or low engagement

Having few "likes" on a post can affect campaign's visibility

Open Conversation

Which platform would you chose to post 1st and why?

Marilyn: Facebook

Titin: Facebook and
whatsapp, Tiktok

Gloria: Facebook

Edna: in Brazil, for us
Instagram has more
engagement

Estefania: Facebook
and Tiktok

Tahajud: 1st choice to
post on FB, in our
country, FB has its
visibility and also we
use FB from our earlier
age when we get
involve in 1st time

Prabha: Facebook
bc most members
are there

Questions About Demo

Before You Go

Key Takeaways

1. **Keep it simple**

You don't need to create everything from scratch.. Use what's already available.

2. **Use the toolkit**

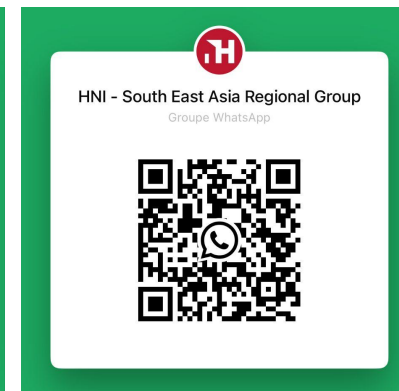
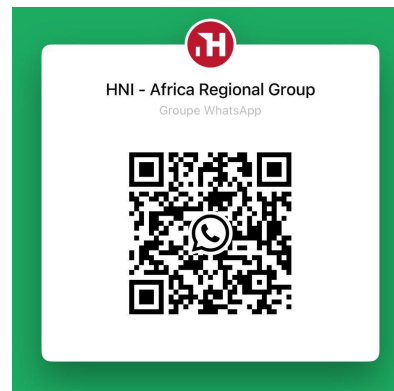
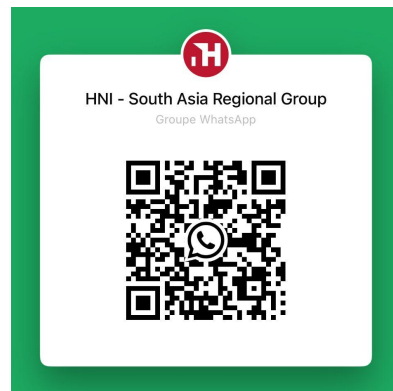
Explore it, adapt it, and start posting. The more you use it, the easier it becomes.

3. **Your voice matters**

Your work, your stories, and your context are super important! Do share them!

Stay Tuned

Whatsapp QR Codes



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THANK YOU

For joining!