



# How to make a compelling post

Never Again Action Boston | 09/?/2020 | Adapted from Jimmy Rothschild



# First of all, compelling to who?

1. What information does our audience already have?
2. What are our audience's values?
3. What are their interests?
4. What emotions does this topic or the language we're using provoke?
5. What is the context on the platform? Are people seeing this post in between fashion photography, or a #BLM Blackout? Is this the first time they're hearing about an issue, or is it everywhere?



# What does Never Again Boston's audience look like?

- How many people are actually in Boston vs. people who are supportive but live elsewhere?
- What are our followers political affiliation?
- How many followers do they have/are they following?
  - Will they actually see & share our posts?
  - Are we following them back?
- What role are we playing for that audience?
- What is their relationship to us? Are they in the Boston chapter? Are they friends with people involved or do they just happen to follow us?

## Who else do we want to bring in?

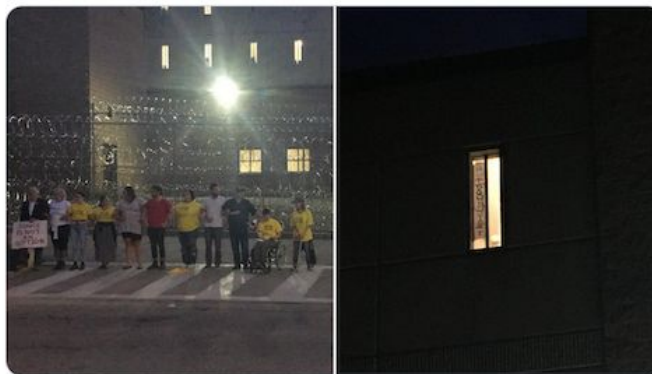


## What is the goal of this post? Do you want people who see it to...

- Take a certain action?
- Learn something?
- Look at something differently?
- Feel a certain way? **Not just sad!**



As we shut down the Wyatt Detention Center, the people locked up inside are watching, listening, and showing their support with homemade signs that say 'Shut Down Wyatt'



8:25 PM · Aug 14, 2019 · [TweetDeck](#)

|| View Tweet activity

160 Retweets 8 Quote Tweets 730 Likes



Remember the Wyatt ICE detention center in RI? The one where the guards ran us over with a truck & pepper sprayed us, and the town it's in has been trying to shut it down for a year?

The Wyatt board cancelled tonight's meeting to hide from our protest. Won't work, we'll be back.

 **Ian Donnis**  @lanDon · Sep 9, 2019

Statement from @NeverAgainActn on delay in Wyatt meeting

**9. PROVIDENCE, R.I.**—The board of the Central Falls Detention Facility (CFDC), which oversees the Wyatt Center, canceled their scheduled meeting to discuss the possibility of a planned protest by Never Again Prisoners. The board is likely to reschedule the meeting.

the meeting, which is available to the  
vote on an updated forbearance  
the Wyatt's bondholders. We have every  
this agreement would double down on  
act with Immigration and Customs  
to serve as a detention facility for

the meeting's cancellation, Never Again Island issued the following statement:

ute cancellation of today's meeting by the  
nd its handlers at UMB Bank shows that  
is making a difference. Our community  
to prevent business as usual at the Wyatt  
chieved our goal to shut this violent facility  
ICE out of Rhode Island. If they  
s attempted vote, we'll be there.

now that we must stand up when the state neighbors. We will continue to fight against Trump's policy of dehumanization and family separation when we say, 'Never again,' we mean it."

4:53 PM · Sep 9, 2019 · [Twitter for iPhone](#)

|| View Tweet activity

637 Retweets 10 Quote Tweets 1.5K Likes

# Modeling a journey



**Gabrielle Blair** @designmom · Jun 8

This is how I, a 45-year-old white woman and mother of 6, currently at her peak Karen power, went from assuming police work was a necessary part of functional communities, to becoming a passionate advocate for [#abolishthepolice](#) [#defundthepolice](#), over the course of one week.

1/x



559



26.3K



56.5K



**Gabrielle Blair** @designmom · Jun 8

And until the other day, if you had asked me if I'd ever had a bad encounter with the police, I would have said no and considered myself lucky.

11/x



4



144



4K



**Gabrielle Blair** @designmom · Jun 8

Think about that for a minute. If I believe my police encounters haven't been bad, that means I think having an unpredictable, shame-inducing, traumatic encounter — that can happen at any time, is out of my control, and at the hands of someone with a gun — is NORMAL.

12/x



14



878



8.5K





## Parts of a compelling post

1. Characters (who)
2. Drama (what)
3. Stake (why should I care?)
4. Visual

# Characters



Never Again Action  
@NeverAgainActn

Last week, Carlos became the first person to die in ICE detention from COVID. He lived in the U.S. for 40 years; he fled here at age 18 after his brother was murdered in a civil war that the U.S. helped start.

[theguardian.com/us-news/2020/m...](https://theguardian.com/us-news/2020/m...)



1:54 PM · May 15, 2020 · [Twitter Web App](#)

[View Tweet activity](#)

1K Retweets 17 Quote Tweets 2.4K Likes



Never Again Action  
@NeverAgainActn

Hey. I'm Ben, I write a lot of Never Again's tweets, and I never put my name on them.

Today is different. I'm crying, and as a human being I need everyone to know what ICE started doing yesterday, so we can stop them.

ICE calls it 'binary choice'. Really, it's Sophie's Choice.

1:54 PM · May 15, 2020 · [Twitter Web App](#)

[View Tweet activity](#)

7.1K Retweets 10.8K Likes 798 Quote Tweets



Never Again Action  
@NeverAgainActn

Tonight we observe Yom HaShoah, the Jewish holiday of Holocaust remembrance.

We hold in our hearts & thoughts all those murdered and victimized by the Nazis.

We mourn the deaths of 6 million Jews, and the love, wisdom, and care that was stolen from our families and our world.

5:31 PM · Apr 20, 2020 · [TweetDeck](#)

[View Tweet activity](#)

299 Retweets 754 Likes 8 Quote Tweets



# Characters 2



**Notorious Jewish Ba(n)ker**  
@Pale\_Ontologist

My grandmother's family died in gas chambers, because the US government limited the number of refugees it was accepting from Europe for fear that they'd be a burden on public resources.

Happy **#HolocaustMemorialDay** from the US Government 🙄

**Greg Stohr** @GregStohr · Jan 27

BREAKING: On 5-4 vote, Supreme Court lets Trump administration start enforcing new immigrant wealth test, designed to screen out green card applicants seen as being at risk of becoming "public charges".

1:12 PM · Jan 27, 2020 · [Twitter for Android](#)

||| View Tweet activity

**7.1K** Retweets and comments **17.1K** Likes



**Never Again Action**  
@NeverAgainActn

Border Patrol are the biggest anti-vaxxers out there, and people are dying as a result.

The CDC wants Border Patrol to give flu vaccines, but they refuse.

MD's from [@Doc4CampClosure](#) have showed up with flu vaccines to give, and been turned away.

RIP Carlos Hernandez Vasquez

**Eric Umansky** @ericuman · Dec 5, 2019

A 16-yr-old boy died in Border Patrol custody. He had the flu

They didn't take him to the hospital  
They didn't release him  
They didn't even seem to check on him as he was dying on the floor of his cell, contrary to the govt's account

We have the video

[propublica.org/article/inside...](#)

[Show this thread](#)

3:36 PM · Dec 5, 2019 · [TweetDeck](#)

||| View Tweet activity

**776** Retweets **1.3K** Likes **34** Quote Tweets



# Categories of posting

- Share and discuss articles
- Boost urgent calls to action
- Boost or promote events
- Report from the ground at actions
- Audience engagement
- Educational posts



## Parts of a compelling post

1. Characters (who)
2. Drama (what)
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# Share articles

- Quote from the article
- Add your framing
- Explain what the stakes are



**Never Again Action**  
@NeverAgainActn

We are also American Jews.

We are profoundly outraged by the existence of concentration camps.

We are profoundly outraged by the entire detention and deportation machine.

We are profoundly outraged by Stephen Miller.



**FoxNewsSunday** @FoxNewsSunday · Jul 21, 2019

Stephen Miller, Senior White House Policy Adviser on Fox News Sunday for an Exclusive interview with Chris Wallace tells Chris "As an American Jew I am profoundly outraged by the comments from Ocasio-Cortez" #FNS

2:38 PM · Jul 21, 2019 · [Twitter for iPhone](#)

View Tweet activity

**5.9K** Retweets **23.8K** Likes **135** Quote Tweets



**Never Again Action**  
@NeverAgainActn



**FASCISM ALERT**

ICE is training for "urban combat", literally preparing for war w/ the targets of the government. Today, that's our immigrant neighbors. Tomorrow, it may be people facing homelessness, & next year it might be you.

Text NEVER to 83224



ICE is building a "state-of-the-art" "urban warfare" training facility to simulate...  
"These hyper-realistic devices will allow the teams to have those experiences in real-world conditions without the real-world casualties," a document ...  
[newsweek.com](#)

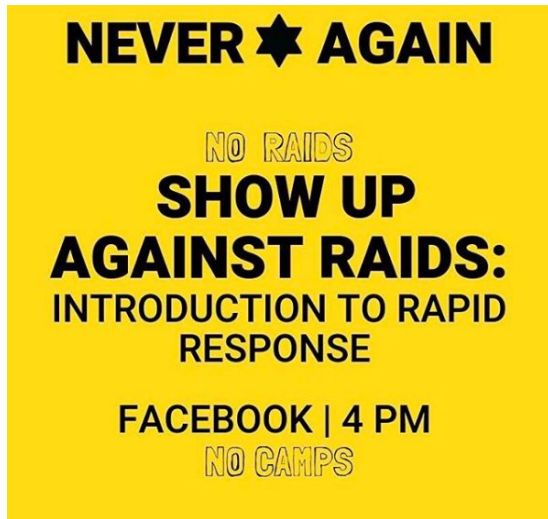
5:46 PM · Sep 11, 2019 · [Twitter for iPhone](#)

View Tweet activity

**2.2K** Retweets **2.6K** Likes **149** Quote Tweets

## Boost or promote events

- Get others to actions you're putting on or sponsoring
- Laying the groundwork for the action
- Chance to show off your Canva skills
- On FB, link the event, on insta put in bio
- Use a tinyurl or bit.ly!



[never\\_again\\_action](#) T-minus 30 minutes until our Facebook Live event "Rapid Response to Raids 101" You know ICE raids are happening this weekend, but don't know what to do about it? Get educated on how to defend your community against ICE raids. [#neveragain](#) [#abolishice](#) [#communitydefense](#)

59w

# Tweeting from actions

- Some of the most powerful tweeting comes from on-the-ground actions
- You're not a reporter—share what's happening but editorialize
- Pictures and videos are great—but avoid faces if things are spicy
- Make sure to use the right hashtags and @ the organizers



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**Stephanie Guedalia** @stephthesteve · Jul 2, 2019

Welp. It's me getting arrested.



**raf** @rafaelshimunov · Jul 1, 2019

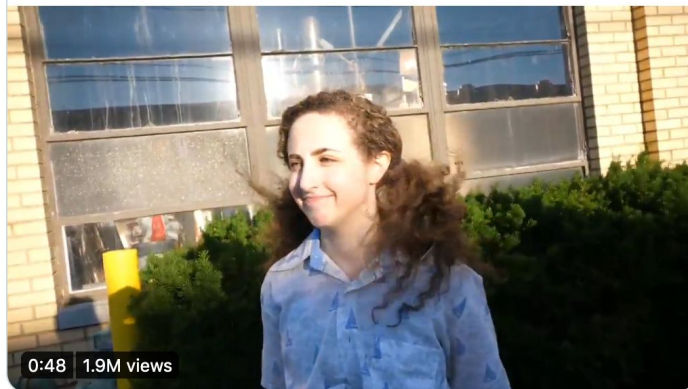
She was the first on the blockade

And the last arrested for shutting down staff access in and out of the ICE concentration camp

She told me how proud her Jewish partisan #jewishresistance family would be of her

Follow @NeverAgainActn #NeverAgainMeans her

[Show this thread](#)



0:48 1.9M views

891

9.6K

78.3K



## Engage in digital actions

- Digital actions can be a powerful way to get a message out and drive people to take further action
- Make a graphic!





# Boost urgent calls to action

- The real-time nature of Twitter makes it extremely powerful for things that need a quick response



**Never Again Action** @NeverAgainActn · Feb 6

If you're in New York City and can make it to Borough Park Brooklyn, please go to Maimonides Medical Center! ICE is trying to deport the two unarmed people they shot this morning.

Please RT, this is not a drill!

Maimonides Medical Center  
4802 10th Ave, Brooklyn, NY 11219.

**Molly Crabapple** @mollycrabapple · Feb 6

I'm at Maimonides Medical Center in Borough Park, where a man who ICE just shot in the face is in critical condition. His undocumented brother is with him, and ICE vehicles are waiting outside.

@newsanctuarynyc is asking people to come down NOW

[Show this thread](#)



10

675

562





**Never Again Action** @NeverAgainActn · May 26

For two weeks, ICE has sprayed this chemical 100 times a day at the Adelanto Detention Center outside Los Angeles.

People inside are bleeding, their eyes are burning, and they can't get away for even a minute.

They're being poisoned.

[laist.com/2020/05/22/adv...](http://laist.com/2020/05/22/adv...)



82 6K 5.2K



**Never Again Action** @NeverAgainActn · May 26

Replying to @NeverAgainActn

So, in an ICE detention center an hour outside of Los Angeles, people are being poisoned all day with toxic chemicals that make their noses bleed & their eyes burn.

We have to stop it.

PLEASE tell everyone you know in LA: we need people to show up by the HUNDREDS on Thursday.



5 550 770

# Adding a call to action



**Never Again Action** @NeverAgainActn

If you're Jewish and you call them concentration camps, quote tweet this and tell the world why. We'll RT you.

Let's join together and stand up as one to say:

[#NeverAgainIsNow](https://twitter.com/neveragainnow)

3:06 PM · Jul 25, 2019 · Twitter for iPhone

View Tweet activity

730 Retweets 874 Quote Tweets 2.3K Likes



**Never Again Action** @NeverAgainActn · Jul 25, 2019

Replying to @NeverAgainActn

Thank you so much to the hundreds, maybe thousands of people who've poured your hearts out in response. We're signing off for a few hours, honored to have given an opportunity for all of you to speak your truths.

Please keep speaking, and also acting!



Never Again Action  
[neveragainaction.com](https://neveragainaction.com)

7 62 337

# Opportunistic



UPDATE:

Thank you to the thousands of people who "applied" as part of #FloodICE!



We successfully overwhelmed ICE's "Citizens Academy" application process, burying any real applications submitted in the final 3 days before the application deadline!

To find out about future campaigns as they're announced, [sign up here](#).

Please take 30 seconds to email the ICE office in San Antonio and tell them to free Nelly Portillo, a DACA-eligible cancer survivor who's been in the U.S. since 1993 and is facing deportation on Tuesday: [SanAntonio.outreach@ice.dhs.gov](mailto:SanAntonio.outreach@ice.dhs.gov).



# Engaging the audience



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@NeverAgainActn

If you're Jewish and you call them concentration camps, quote tweet this and tell the world why. We'll RT you.

Let's join together and stand up as one to say:  
[#NeverAgainIsNow](#)

3:06 PM · Jul 25, 2019 · [Twitter for iPhone](#)

 View Tweet activity

**730** Retweets **874** Quote Tweets **2.3K** Likes



**Never Again Action**   
@NeverAgainActn

We need to submit about 10,000 fake applications to ICE's Citizen Academy by Thursday.

Serious question: does anyone know how we get in touch with the [#kpop](#) stans?



**Never Again Action**  @NeverAgainActn · Jul 28

ICE is asking the public to apply to be part of their armed vigilante "Citizens Academy".

Well, let's give them what they asked for: thousands of applications!

Except our applications are going to be... a little different.

Time to #FloodICE.

[NeverAgainAction.com/FloodICE](#)

[Show this thread](#)

3:02 PM · Jul 28, 2020 · [TweetDeck](#)

 View Tweet activity

**710** Retweets **42** Quote Tweets **1.1K** Likes

# Educational posts



Never Again Action  
@NeverAgainActn

The scenes in Portland are incredibly dystopian. Faceless agents attacking protesters, grabbing people off the street & throwing them in vans.

The agency carrying all this out? Border Patrol. And that's not a coincidence.

A brief history thread:

(content warning | violence)



2:51 PM · Jul 23, 2020 · [TweetDeck](#)

[View Tweet activity](#)

1.6K Retweets 2.2K Likes 114 Quote Tweets



Never Again Action  
@NeverAgainActn

Today is May 1st, [#MayDay2020](#).

And tomorrow, May 2nd, is also an important day in labor history. Not in a good way.

On May 2nd, 1933, the Nazis stormed the offices of every German labor union in Germany, shut them down permanently, and put their leaders in concentration camps.



5:40 PM · May 1, 2020 · [Twitter Web App](#)

[View Tweet activity](#)

401 Retweets 38 Quote Tweets 674 Likes



## Using a powerful frame

- Stay rooted in your core values. Be explicit about them
- Use nuance and complexity, but always come back to simple truths
- Think about
  - What message you're trying to send
  - Whom you're sending it to
  - What you want them to do, feel, or think
  - How you can outline the characters for them