# TOOLS AND TIPS FOR EFFECTIVE E-ACTIVISM

Amnesty International 2009

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# JOIN E-ACTIVISM

## WHAT DOES IT MEAN TO BE AN E-ACTIVIST?

This pack has plenty of ideas on how you, an e-activist, can campaign and take action effectively. It includes all the information you need in order to join Amnesty International's campaigns, get involved and encourage others to do the same.

YOU have a voice. Your voice matters.

YOU can use your influence online to protect and promote human rights.

YOU can help Amnesty International to rally governments in support of human rights.

YOU can make a difference.

### As an e-activist, you will have access to:

- toolkits related to Amnesty International campaigns;
- up-to-date information;
- banners, videos, photos, widgets and other digital campaigning tools; and
- our support!

**E-ACTIVIST**

An Amnesty International **e-activist** is an individual who uses information and communication tools such as mobile phones, blogs, emails or social networking sites to act for human rights. He or she may also organize, mobilize and inspire online communities of individuals to take action for human rights.

## WHAT CAN I DO?

### If you have 10 minutes a week…

Sign a petition.
Display a banner or a widget.

### If you have 30 minutes a week…

Use emails for activism.
Write a letter.
Use Amnesty International's social networking sites.
Take and upload photos.

### If you have one hour a week…

Create your own blogs.
Shoot and upload videos.

### If you have two or more hours a week for 3 months…

Become a volunteer:

- Organize a local event.
- Influence and engage people about human rights issues.
- Translate human rights issues into your local language.
- Moderate online communities.
- Welcome and help new activists become familiar with the online community.

This toolkit gives you information and tips on how to do all these things.

Remember – everything that you do counts. When you talk, people listen.

Use your influence and your voice to bring change – be as involved as you can in e-activism.

## HOW CAN I INFLUENCE OPINIONS AND ENGAGE WITH PEOPLE ONLINE?

You can become an Online Ambassador.

**ONLINE AMBASSADOR**

An **Online Ambassador** is a person who uses online spaces to engage and interact with people with the aim of changing the state of human rights in the world for the better. This could mean changing people's attitudes, influencing the debate on human rights or helping to increase activism.

- Tell people about Amnesty International's campaigns.
- Share your knowledge with others.
- Answer people's questions as clearly as you can.

■ Create an interest by presenting the issues in an engaging and relevant manner.

■ Direct people to www.amnesty.org for more information.

■ Encourage people to share information with their friends and contacts.

■ Remember that as an e-member of Amnesty International, or as an activist working on Amnesty International's campaigns, you do not officially represent Amnesty International. You must not tell people that you do.

## Keep us posted…

Whatever you are doing, please let us know about it.

Please write to online.communities@amnesty.org with details of your activities.

We really want to hear about your online activism for human rights, and we may even be able to help publicize your actions among Amnesty International members and e-activists.

If you have photos or videos, have started a blog or a website, or you have been campaigning via email or letter, please don't forget to tell us all about it.

### ONLINE COMMUNITIES

An **online community** is a space where you can interact and connect with other activists; propose, organize and take action, either online or in your local community; and engage in debate and comment on the issues that are important to you.

# SIGN A PETITION

## WHY SIGN PETITIONS?

Petitions are one of the ways in which we can take action together to ensure that human rights are respected, protected and fulfilled. It is a simple way to take part and add your voice to those of other Amnesty International supporters and members and human rights defenders around the world.

Your signature, together with the signatures of countless others, can help put pressure on governments and decision-makers around the world. Together we can influence change and help to stop human rights abuses.

Amnesty International has produced a video that shows how powerful your signature can be. You can watch it on www.youtube.com/watch?v=m7kTr8EG_nQ

## AMNESTY INTERNATIONAL'S PETITIONS

There are many examples of how petitions can bring change. For instance, Amnesty International organized a petition as part of its Obama 100 Days campaign. The petition called on US President Barack Obama to close the Guantánamo US detention centre, ban torture and open an independent enquiry into human rights violations committed in the context of the US-led "war on terror".

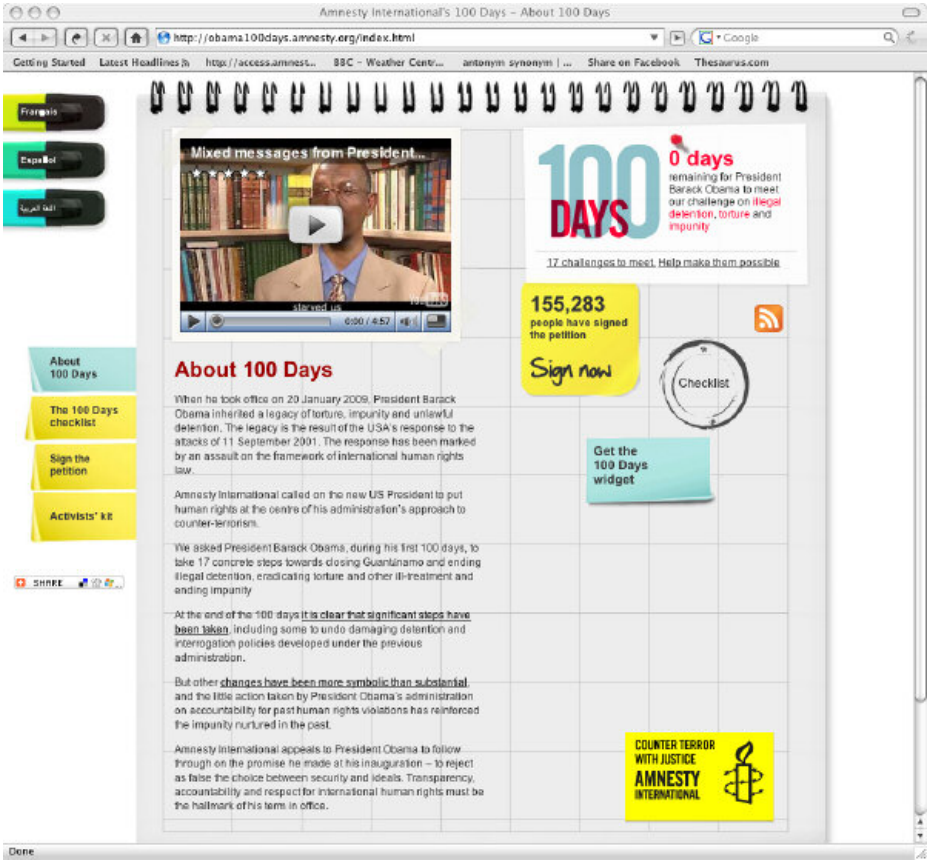
You can read more about the campaign and the petition on http://obama100days.amnesty.org/

This petition was a great success. More than 24,000 people signed it within the first 30 days. In January 2009, President Barack Obama issued executive orders to close Guantánamo and to ban torture within his first week in office.

## WHERE CAN I FIND AMNESTY INTERNATIONAL'S PETITIONS?

Amnesty International has many petitions, on various issues, which you can sign online. Simply go to www.amnesty.org/en/appeals-for-action

***right*: This Amnesty International online petition called on US President Barack Obama to act on critical human rights issues within the first 100 days of taking office.**


Amnesty International's 100 Days – About 100 Days
http://obama100days.amnesty.org/index.html
Français
Español
Mixed messages from President...
100 DAYS
0 days
remaining for President Barack Obama to meet our challenge on illegal detention, torture and impunity
17 challenges to meet. Help make them possible
155,283
people have signed the petition
Sign now
Checklist
Get the 100 Days widget
About 100 Days
The 100 Days checklist
Sign the petition
Activists' kit
SHARE
About 100 Days
When he took office on 20 January 2009, President Barack Obama inherited a legacy of torture, impunity and unlawful detention. The legacy is the result of the USA's response to the attacks of 11 September 2001. The response has been marked by an assault on the framework of international human rights law.
Amnesty International called on the new US President to put human rights at the centre of his administration's approach to counter-terrorism.
We asked President Barack Obama, during his first 100 days, to take 17 concrete steps towards closing Guantánamo and ending illegal detention, eradicating torture and other ill-treatment and ending impunity.
At the end of the 100 days it is clear that significant steps have been taken, including some to undo damaging detention and interrogation policies developed under the previous administration.
But other changes have been more symbolic than substantial, and the little action taken by President Obama's administration on accountability for past human rights violations has reinforced the impunity nurtured in the past.
Amnesty International appeals to President Obama to follow through on the promise he made at his inauguration – to reject as false the choice between security and ideals. Transparency, accountability and respect for international human rights must be the hallmark of his term in office.
COUNTER TERROR WITH JUSTICE
AMNESTY INTERNATIONAL
Done

# DISPLAY BANNERS OR WIDGETS

## WHY USE BANNERS/WIDGETS?

If you have a website, banner ads and widgets are great ways to associate with Amnesty International's campaigns.

Banners and widgets let you express your solidarity or support for a cause or a campaign.

They allow people to click through to the website.

They constantly remind people of the campaign, and do not move down the blog thread, which means that they are always clearly visible.

If you are a webmaster, or have your own personal website or social networking profile, you can show your support by placing an Amnesty International campaign banner or widget on your website, or on your social media profile on MySpace, Facebook, Bebo, Friendster, Blogger, Typepad, to name a few. The banners and widgets update automatically.

For the 60th Anniversary of the Universal Declaration of Human Rights, Amnesty International created banners that were made available on its website.

See www.amnesty.org/en/universal-declaration-human-rights-anniversary/fire-up-banners

**BANNERS/WIDGETS**

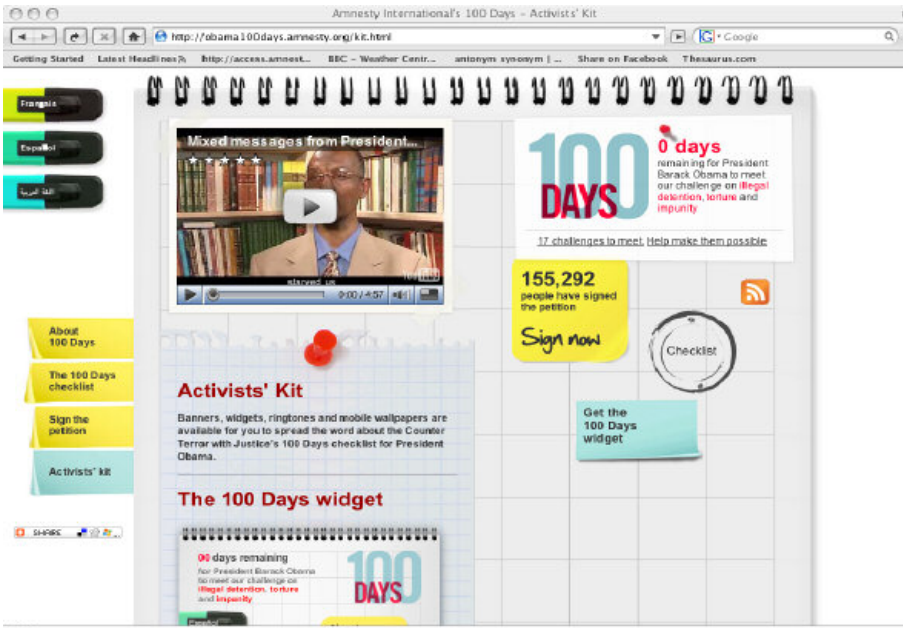
**Banners** are a type of online advert that can be embedded into any webpage. They are usually placed at the top of a webpage and are designed to allow people to click through to a secondary website.

**Widgets** can also be embedded into any webpage. They are more interactive than banners, they let you navigate around different parts of the application and can give people the opportunity to take action and share it with others.

There are no graphics to download, only an HTML code for you to insert in your homepage where you want the banner to show up. That's all there is to it – the banners are housed on the Amnesty International server, so they do not add any extra load to your website.

All you have to do is copy and paste the HTML code into your homepage or blog wherever you would like the banner to appear.

You can find new banners on www.amnesty.org related to specific campaigns or e-actions.




**Amnesty International's Fire-up banner (*top*) and widget for the Obama 100 Days campaign (*above*).**

# USE EMAILS FOR YOUR ACTIVISM

## WHY EMAIL?

Emails allow you to reach individuals and decision-makers directly. It is a cheap and quick way to spread your message and build awareness. With a click of a button, you can send an email to a large number of people, who can then pass it on to others just as easily.

## TIPS FOR EFFECTIVE EMAILING

### The structure of your email

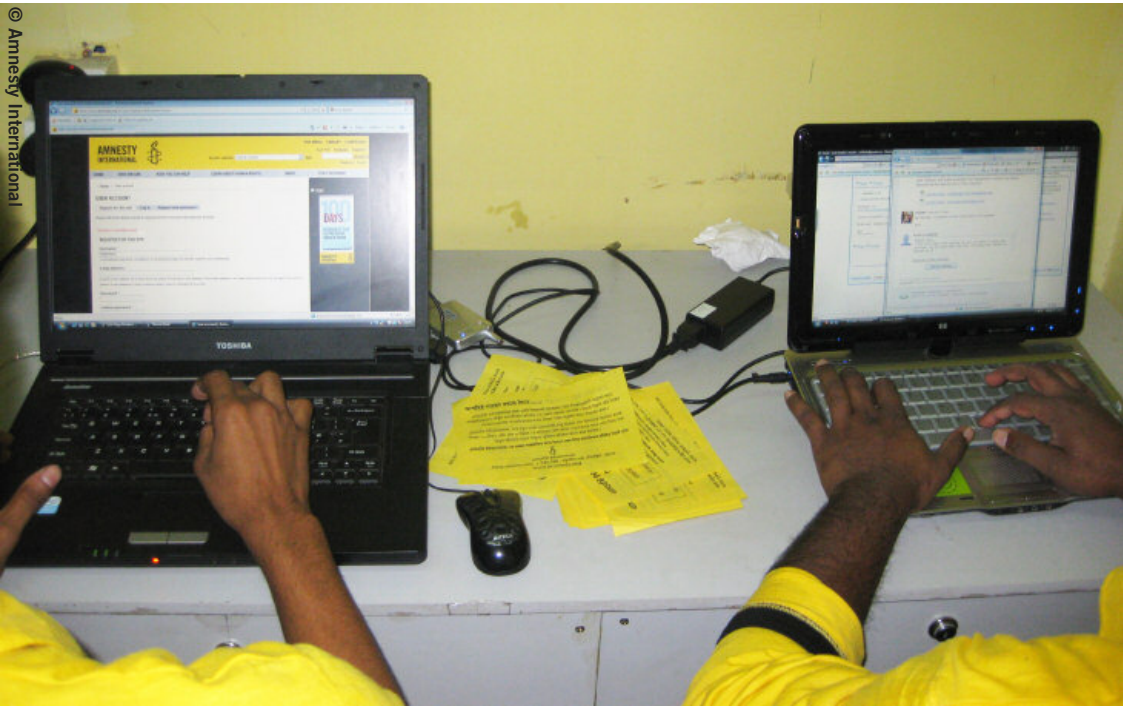
- Write compelling subject lines. These lines determine whether or not people actually read your email.
- Put your main points in the first few lines of the email. This is the part that people are most likely to read.
- Break your email into short paragraphs, no longer than four lines each.

### The content of your email

- Clearly mention Amnesty International in relation to the issue you are addressing.
- Personalize your emails. Change the wording and content to suit your various audiences. Personalize your greeting line and use people's names.
- Use language that your audience can understand and respond to.
- Always provide links for more information. Provide a way for people to learn more or get involved.
- Keep it simple. Do not send large images or attachments. Try to send links to files instead.

### Call for action

- Let your recipients know what action you like them to take and include the key dates. Mention your call for action twice: early on the email and at the end.
- Ask your recipients to forward your email on but ask them to send it only to friends and appropriate contacts.




© Amnesty International

**Visitors sign up up as e-members at the Ekushe Book Fair, Bangladesh, 15 February 2009. Attendees were told about this event via an email campaign. In the space of a week, over 1,000 people signed up as International Members.**

## Sending your email

■ Protect the privacy of your recipients. Do not show all recipients in the "to" box, and use the "bcc" line instead. This way no one can copy the email addresses and misuse them.

■ Keep the list of your email addresses private and secure. Do not share them with anyone.

■ Build a list of supporters/contacts. Always ask people for their email addresses and let them know what you will use them for. Only include people who have agreed to receive emails from you.

■ Send a test email. Check that it is formatted correctly and that all the links work before you send it out.

■ Send your email in plain text format. This format is more personal than HTML and is less likely to be screened out as spam. Do not use wide margins – the formatting will not look right in people's inboxes.

■ Don't Spam. Don't send out unsolicited mass mailings and don't add people to your lists without their permission.

## Following-up on your email

■ Plan your strategy. Be prepared to answer people's questions and queries. Consider what you can do about those who did not respond to your email.

■ Don't bombard people with information; email only when necessary and appropriate.

**HTML**

**HTML** stands for Hypertext Mark Up Language. It is the main language used to describe and create what you can see on a webpage. It allows you to place links on a webpage, and structure any text-based webpage.

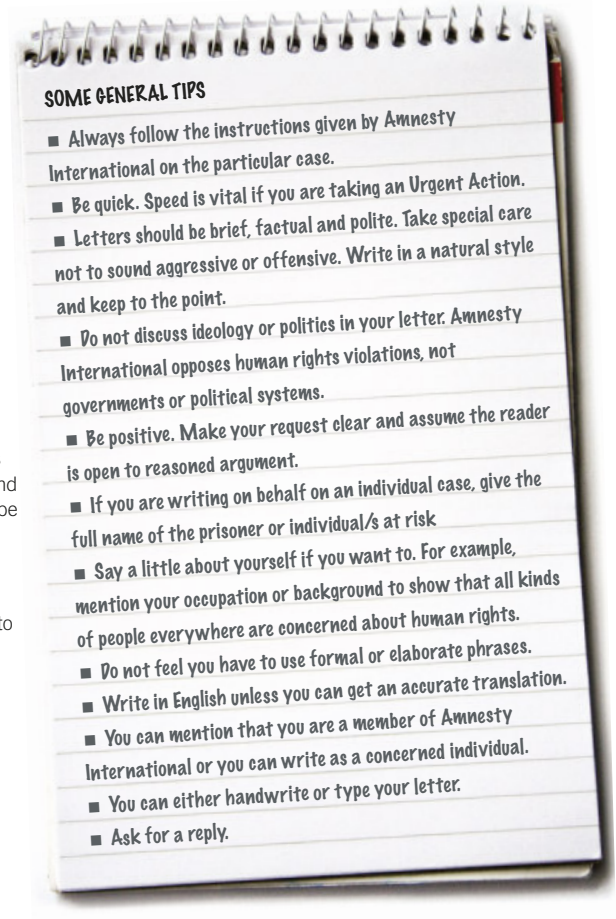
*Some of the information in this section was taken from Tactical Technology's "Message-in-a-box" resource: www.messageinabox.tacticaltech.org/*

# WRITE A LETTER

Hundreds of thousands of Amnesty International activists and members around the world are challenging cruelty and injustice by writing letters.

Letters don't have to be long or detailed. Amnesty International appeal cases always include details of who you could write to and what points you should make, so you can be as clear and concise as possible.

For specific cases of human rights abuses and information on what to include in your letter and to whom you can address it, go to www.amnesty.org/en/how-you-can-help



© Amnesty International

## OPENING YOUR LETTER

You can usually start by identifying yourself, or Amnesty International, or by referring to the particular case. Here is an example:

> *I am writing as a member of Amnesty International, which is an impartial organization working on behalf of prisoners of conscience, against the death penalty, torture, political killings and enforcced disappearances.*

Always give your name and address. This shows that the letter is genuine and personal. It also shows the open nature of Amnesty International's activities.

## MAKING YOUR REQUEST

The central part of your letter should make a specific request to the person you are writing to. For example:

> *Please use your influence and authority to ensure the prompt release of [name], whom Amnesty International considers a prisoner of conscience, because she is a newspaper journalist and has not committed any offence.*

Repeat what Amnesty International is asking for. For example, if the organization is calling for a death sentence to be commuted, do not call instead for a pardon.

## ENDING YOUR LETTER

Examples:

- I look forward to hearing from you on this important matter.
- I would be grateful if you could confirm that your government does indeed oppose such practices.

Try to include a phrase that encourages a reply. Make sure your name is clearly legible – printing in capitals helps. "Yours respectfully" or "Yours sincerely" are the best endings.

## IS IT RISKY FOR ME TO SIGN MY LETTERS?

Thousands of Amnesty International members sign their letters without experiencing any problems. However, if you have business or other close links with a country and have any concerns, then you may prefer to choose another appeal case.

***left*: A letter-writing marathon for Amnesty International, South Korea, December 2006. At the end of the event, participants lit candles for prisoners of conscience and victims of human rights abuses.**

### Following up on your letter

Once in a while you may get a reply! If the reply is positive, send a positive letter back. However, your letter may get no response at all. Do not despair. Someone has read your letter, and if it is one of hundreds or thousands of others it will have an impact.

If you get a response, please send a copy to Amnesty International.

Updates on cases, where available, are given on www.amnesty.org

### SOCIAL NETWORKING SITES

**Social Networking Sites** are online spaces where people can share interests, activities and information within an interactive community. If used correctly, they can be extremely useful for activism and campaigning for human rights impact.

**Facebook** users can join networks organized by location or interest, and can keep in touch and build relationships with people by sharing photos, links and videos.

**MySpace** users can share photos, articles and interests with each other. You can keep in touch with old friends, meet new ones and participate in a community.

**Twitter** allows people to keep in touch and share interests very quickly. A Twitter message cannot be longer than a text message (140 characters), but you can post links to longer items.

These sites and many other social networking sites have extremely important implications for human rights activism. Using these sites, we can grow as a community and spread human rights messages and calls for action among a very large audience.

# USE AMNESTY INTERNATIONAL'S SOCIAL NETWORKING SITES

We have a variety of social networking profiles on Facebook, MySpace and Twitter, where we help our members and activists to engage with each other.

You can use these spaces in various different ways, for example, to receive campaign and news updates and get information on ways to participate. However, the most important thing about these sites is the opportunities they give members to interact with each other. Here you can debate and comment on the issues that are important to you and reach out to other human rights activists in your community.

It is a space where you can be as creative as you like. You can, for example,

- write a poem and post it to the online community;
- record a song and add it to our MySpace pages;
- record a video and share it with the community;
- write about human rights issues in your country;
- post a link to Amnesty International campaigns in a forum;
- post or respond to a discussion topic;
- comment on videos, songs, photos and discussions; and
- use the space to organize an off-line event such as a letter-writing marathon in your local community.

## WHAT'S ON OFFER?

To participate, just log onto one of the online communities below and add your voice.

- African Online Community in Facebook: http://facebook.dj/amnestyaoc/
- African Online Community in MySpace: http://www.myspace.com/aiaoc

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**Volunteers at the Ekushe Book Fair who met and received training via the Bangla Online Community on Facebook, Bangladesh, 15 February 2009.**

- AmnestyOnline Twitter Feed in English: http://twitter.com/AmnestyOnline
- Bangla Online Community: http://groups.to/aiboc/
- Comunidad Online Latinoamericana on Facebook: http://facebook.dj/amnistiacola/
- Comunidad Online Latinoamericana in MySpace: http://www.myspace.com/aicola
- AmnistiaOnline Twitter Feed in Spanish: http://twitter.com/AmnistiaOnline
- Asia Pacific Youth Network: http://www.apyouth.net/

Read the terms and conditions for user-generated content on http://amnestyonline.pbwiki.com/browse/#view=ViewAllFiles

For more information on how to use social networking sites for activism, go to http://www.digiactive.org for their guides on how to use Facebook and Twitter for activism:

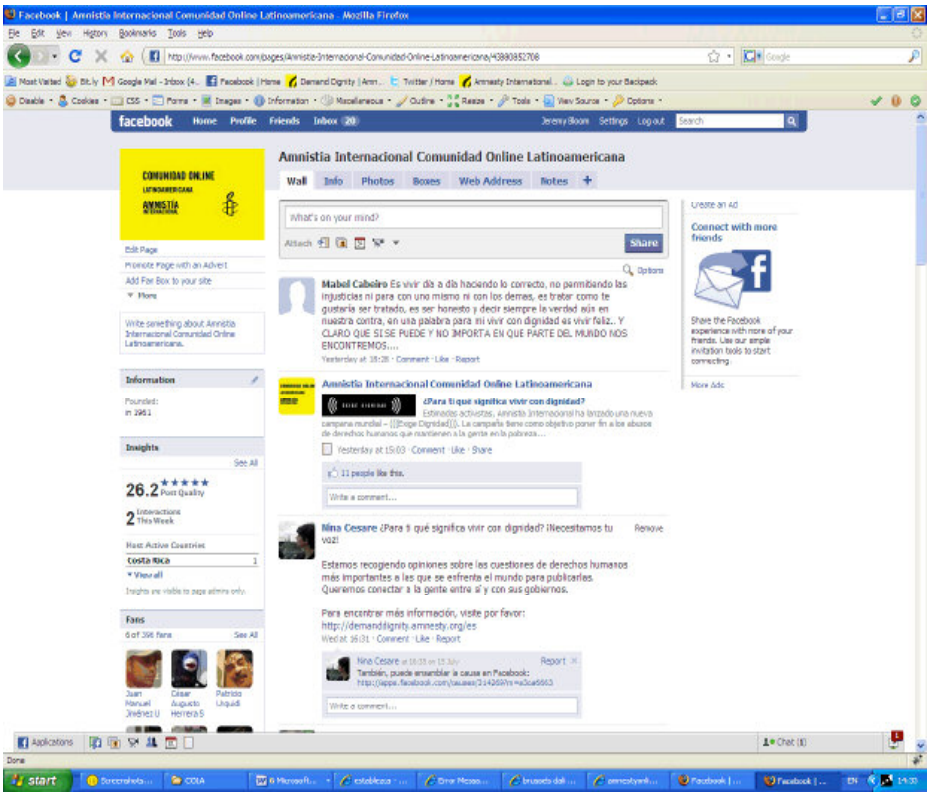
- http://www.digiactive.org/wp-content/uploads/digiactive_twitter_guide_v1-0.pdf
- http://www.digiactive.org/wp-content/uploads/digiactive_facebook_activism.pdf

## DID YOU KNOW?

You can also use your mobile phone as a tool for activism.

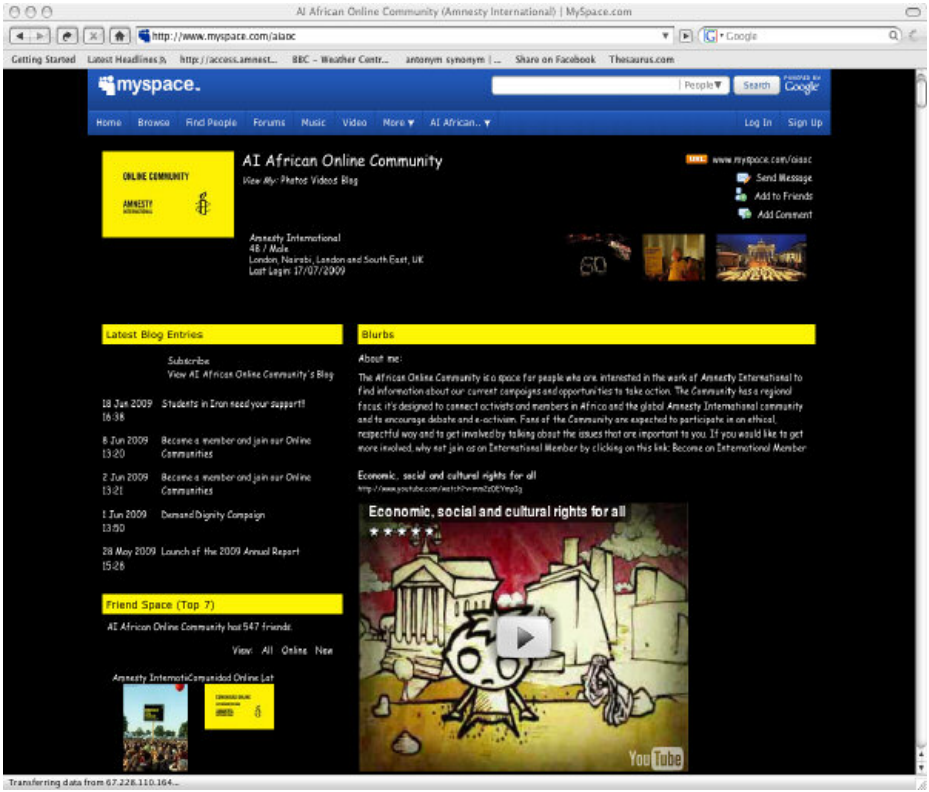
You can update your Twitter profile via your mobile phone, which can be very useful for activism and campaigning. A student sent a message to his Twitter profile when he was arrested for reporting on an anti-government protest in Egypt. Within seconds, friends and colleagues were aware of his predicament and were able to campaign for his release and obtain a lawyer for him.

Amnesty International's Demand Dignity campaign was set up so that people can contribute their view on what living with dignity means to them via SMS. In Kenya, individuals who live in slums were able to send a free SMS answering the question "What Does living with dignity mean to You?" Their messages, and many others', are being stored on the Demand Dignity website, and will be used to put pressure on governments to end the human rights abuses that keep people in poverty.




**Amnista International Comunidad online Latinoamericana on Facebook**

**AmnestyOnline Twitter feeds**




**Amnesty International African Online Community on Myspace**

# CREATE YOUR OWN BLOG

## WHY BLOG?

Your blog can help you to promote campaigns, engage with others and recruit support for your cause. Blogs are easy to update and are interactive, which means readers can add their comments, thoughts and links.

A blog can be easily maintained and set up. These are some of the sites that host blogs:

- http://wordpress.com/
- http://www.tumblr.com/
- http://www.blogger.com/
- http://www.msnspaces.com/

Blogs are published chronologically with the latest post appearing first, which makes them easy to navigate. You can also use categories, tags and keywords to make it easy for you and your readers to find material on your blog.

**BLOG**

A **blog** is a type of website which is usually maintained by an individual, a small group or an organization. Blogs can contain news and commentary, and are often used as a kind of online diary. Blogs can feature text, images, audio, video and links to external webpages.

## BLOGGING TIPS

### Content and design

- Choose a name for your blog carefully. It should reflect the purpose of the blog and should be easy to find with a search engine.

- Be clear on the purpose of your blog: Campaign for change? Report and inform on the work of Amnesty International? Raise awareness about human rights?

■ Keep your design simple. Do not clutter your blog; choose a layout that is easy to follow. Focus on content.

■ Keep posts short and focus on impact, but post often to increase the likelihood that people will read your posts.

## Blog as part of a community

■ Identify your allies. Identify organizations and groups that are able and willing to support you.

■ Read and comment on other people's blogs. This way you will increase your visibility online and help to build a human rights activism community.

■ Use comment moderation sparingly. Delete comments that are offensive or inappropriate but not ones that you simply don't agree with. Your blog must be participatory.

## Tools

■ Utilize categories and tags. Assign subject headings or "categories" to each post. "Tags" are keywords that you can freely add, and are used to help searches and inform people about the content of your post.

■ Use blog directories to publicize your blog. These sites draw together communities of bloggers around issues of concern and interest. Please see the Useful Links section for some examples.

■ Use RSS feeds. When people subscribe to your blog, they will receive automatic notification that your blog has been updated.

■ Use Online Media Storage sites. They allow you to store, share and view a range of media such as digital photographs, audio files and videos. Follow our list of useful links in this toolkit.

■ Increase traffic to your blog. Find out more info on www.copyblogger.com/increase-web-traffic/

■ Use aggregators. These are sites that automatically check for new posts from blogs and list these in real time as they are posted. Some are topic related; others are regional or issue-based. Please see the useful links page for details.

■ Use Online Social Bookmarking. It allows you to save blog or webpages that you feel will be useful to you at a later date and which you want to share with others. Please see the Useful Links section for details.

**BLOG DIRECTORY**

A **blog directory** is an internet search engine for user-generated content. You can use them to search for keywords in blogs, and any items tagged with those keywords on social networking sites.

### RSS FEED

An **RSS feed** publishes and allows subscribers to view regular updates. These updates could be related to a blog, news headlines, audio or video.

### SOCIAL BOOKMARKING

**Social Bookmarking** sites allow people to save links that they want keep in mind or share with others. By saving a link and tagging it with keywords, other people can search via this keyword and find the webpage you have saved. The more people tag a page with a particular keyword, the more visible that page will become when people search using that keyword.

## SECURITY

- Blog anonymously if necessary. Consider whether the content of your blog could put you at risk of human rights abuses.
- See these guides from Global Voices Online and the Tactical Technology Collective for more information on how to maintain your security online:

http://advocacy.globalvoicesonline.org/projects/guide/

http://security.ngoinabox.org/

*Some of the information in this section was taken from Tactical Technology's "Message-in-a-box" resource. www.messageinabox.tacticaltech.org/*

**Livewire, Amnesty International's blog, is on http://livewire.amnesty.org/**

# TAKE AND UPLOAD PHOTOS

## WHY PHOTOS?

■ Photos are a powerful, eye-catching way to relay an event to an audience.

■ A photo can say a thousand words.

■ Photos can be easily shared with others.

## TAKING PHOTOS OF AMNESTY INTERNATIONAL ACTIONS

■ Set the camera to its largest image size and finest quality.

■ Go to the location before the event (at the same time of day that the photo is going to be taken) so you can identify any competing lights in the surrounding area that may work against you; the best frame for the shot; and where to position the subject within the shot.

## SUBMITTING YOUR PHOTOS

Please try to email your photos to us within three hours of the event so we can make them available to the media as quickly as possible.

■ Choose your best pictures (maximum of 10).

■ Email your images to: online.communities@amnesty.org

■ Send one image per email, do not resize them.

■ Indicate the name of the action in the subject line of the email.

■ In the body of the email, write a caption for the image in the following format: [Name of Action] _[Town/City]_[Country]_[Date] e.g. Fire Up_New Delhi_India_10Dec08

## COPYRIGHT

All photos taken by Amnesty International staff, members or volunteers are copyrighted ©Amnesty International.

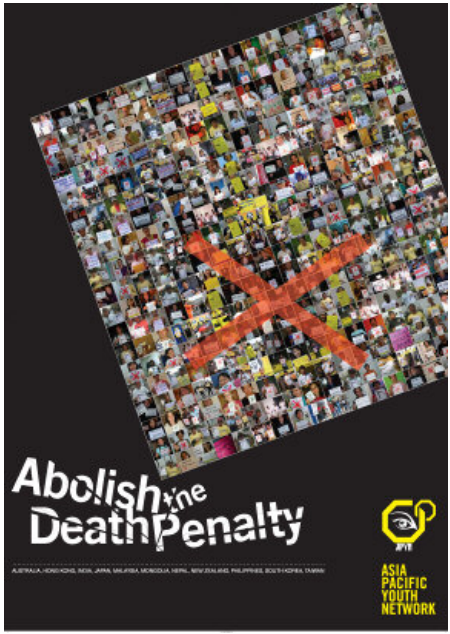
## Not an Amnesty International staff, member or volunteer?

You will remain the copyright holder of the image and there are no restrictions on your use of the image. We ask that you do not use the photos in any way that may compromise the security of the subjects.

Please remember to include the required copyright credit after the caption in the body of your email.

If you submit an image, you do so in accordance with Amnesty International's Terms and Conditions:

- The image must be your own original work. By sending an image to Amnesty International you agree to grant us a royalty-free, non-exclusive, indefinite license to use the image in any way, in any media worldwide.
- Amnesty International reserves the right to allow use of your image by the media and other external organizations/individuals (for example, NGOs) in connection with its work on human rights.




© Amnesty International

***right*: Participants at the Fire-up campaign for the 60th Anniversary of the Universal Declaration of Human Rights, Jalpaiguri District, West Bengal, India, 10 December 2008. Photos of people showing their support for the UDHR were posted on Flickr from Amnesty International members from all over the world.**

***above*: A photo petition by the Asia Pacific Youth Network. Over 300 members sent their photos in to put pressure on governments in the Asia-Pacific region for International Death Penalty Abolition Day.**

© Amnesty International

# SHOOT AND UPLOAD VIDEOS

## WHY VIDEO?

Video is a powerful medium. It conveys emotions and personal struggles very well. Video production and distribution is becoming easier and more accessible. You can record your video on your mobile phone, a USB camera, a digital camera or a digital camcorder.

Make sure you check out Amnesty International's YouTube channel:
www.youtube.com/amnestyinternational

## TIPS ON USING VIDEO

■ Consider the security and safety issues associated with filming and distributing video footage, either for you, the person who has filmed the footage or the people featured in the video. People testifying on video to human rights abuses may be put at risk.

■ Go to www.witness.org for tools and resources to help you plan and shoot your video and to ensure that you maintain your own safety and security and that of your subjects.

■ Disseminate the same video on multiple platforms. You can share your video on platforms such as Archive.org, EngageMedia, The Hub, WITNESS Human Rights Video, and Politube as well as Facebook, MySpace and other social networks. From these platforms they can be linked to websites and email campaigns to encourage signing petitions, pledges and statements of support.

■ When video sharing platforms are blocked, you can send videos to mobile phones for free, using Bluetooth connections.

■ You may need to compress your video (reduce the file size) so people can upload and download it more easily, and encode it into a format that is viewable online. Go to www.videohelp.com for advice on this.

■ YouTube has very clear instructions on how to embed videos stored on the site elsewhere. See www.youtube.com/sharing

## BEST FORMATS FOR UPLOADING VIDEOS

YouTube can accept almost any video format for upload, but for most users we have found that the following settings give the best results.

- Video Format: H.264, MPEG-2 or MPEG-4 preferred
- Aspect Ratio: Native aspect ratio without letterboxing (examples: 4:3, 16:9)
- Resolution: 640 x 360 (16:9) or 480 x 360 (4:3) recommended
- Audio Format: MP3 or AAC preferred
- Frames per second: 30
- Maximum length: 10 minutes (we recommend 2-3 minutes)
- Maximum file size: 1 GB

For step by step instructions on how to upload a video to YouTube, please go to http://amnestyonline.pbworks.com/How-to-Upload-a-Video-onto-YouTube#view=page

Don't forget to send a link to your video to online.communities@amnesty.org

**Amnesty International's You Tube Channel is on www.youtube.com/amnestyinternational**

*Some of the information in this section was taken from Tactical Technology's "Message-in-a-box" resource. http://www.messageinabox.tacticaltech.org/*

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**Kenyan Online Community Volunteers talking to the public at a street action in Nairobi, January 2009. The SMS campaign encouraged people to sign a petition related to the Counter Terror With Justice Campaign by sending a free SMS message.**

# BECOME AN ONLINE VOLUNTEER

Join Amnesty International's community of human rights activists and become an Online Community Volunteer!

There are five different ways in which you can participate as a volunteer:

**Online Ambassador**: promote a specific campaign in online spaces, inform people and encourage them to take action.

**Events Organizer**: organize campaign actions and events in your local community, and report back to the online communities.

**Greeter on Social Networking Sites**: welcome newcomers and encourage people to join and participate actively in the online communities.

**Moderator on Social Networking Sites**: create and respond to debates. Moderate discussions and ensure they reflect the human rights concerns of online community members.

**Translator**: translate Amnesty International materials from English into other online community languages to help raise awareness of human rights.

**ONLINE COMMUNITY VOLUNTEER**

An **Online Community Volunteer** is a member of Amnesty International who wants to become more active and work on a voluntary basis to improve the state of human rights both within their community and globally.

All Online Community volunteers are supported by the Online Communities Team and are included on a peer-to-peer email list of Online Community Volunteers. Volunteers are given the opportunity to attend a training webinar and will receive materials relating to Amnesty International's campaigns and e-actions.

Check out the full role descriptions and the Code of Conduct for Online Community Volunteers: http://amnestyonline.pbworks.com/Online-Community-Volunteer-Roles

If you would like to know when we are next recruiting for volunteers, please write to online.communities@amnesty.org

# USEFUL LINKS

## AMNESTY INTERNATIONAL WEBSITE LINKS

The Amnesty International main website:
www.amnesty.org/

To join Amnesty International:
www.amnesty.org/en/join

Take Action:
http://www.amnesty.org/en/how-you-can-help

Donate:
http://www.amnesty.org/donate

Human rights issues by country/topic:
http://www.amnesty.org/en/human-rights

## AMNESTY INTERNATIONAL ONLINE COMMUNITIES ON SOCIAL NETWORKING SITES

African Online Community on Facebook
http://facebook.dj/amnestyaoc/

African Online Community on MySpace
http://facebook.dj/amnestyaoc/

AmnestyOnline Twitter Feed in English
http://twitter.com/AmnestyOnline

Bangla Online Community
http://groups.to/aiboc/

Comunidad Online Latinoamericana on Facebook
http://facebook.dj/amnistiacola/

Comunidad Online Latinoamericana on MySpace
http://www.myspace.com/aicola

AmnistiaOnline Twitter Feed in Spanish
http://twitter.com/AmnistiaOnline

Asia Pacific Youth Network
http://www.facebook.com/group.php?gid=18204093501&ref=ts

Amnesty International YouTube channel
http://www.youtube.com/amnestyinternational

## ONLINE COMMUNITIES STORAGE SPACE FOR DOCUMENTS

http://amnestyonline.pbwiki.com/browse/#view=ViewAllFiles

## CREATE YOUR OWN BLOG

http://wordpress.com/

http://www.tumblr.com/

http://www.blogger.com/

http://www.msnspaces.com/

## BLOG DIRECTORIES

http://www.technorati.com

http://www.blogdigger.com

http://www.blogpulse.com

## ONLINE SOCIAL BOOKMARKING TOOLS

http://del.icio.us/

http://www.blogmarks.net

http://www.furl.net/

http://www.simpy.com/

## ONLINE MEDIA STORAGE SITES:

http://www.Flickr.com

http://www.radio4all.net

http://ourmedia.org

## BLOGGING ANONYMOUSLY:

http://advocacy.globalvoicesonline.org/projects/guide/

http://w2.eff.org/Privacy/Anonymity/blog-anonymously.php

## INCREASING TRAFFIC TO YOUR BLOG

http://www.copyblogger.com/increase-web-traffic/

## VIDEO-SHARING SITES

http://www.archive.org/

http://engagemedia.org/

http://hub.witness.org/

http://www.politube.org/

http://www.wsftv.net/

## USING SOCIAL NETWORKING SITES FOR ACTIVISM

http://www.digiactive.org/wp-content/uploads/digiactive_twitter_guide_v1-0.pdf

http://www.digiactive.org/wp-content/uploads/digiactive_facebook_activism.pdf

## E-ACTIVIST TOOLKIT RESOURCES

http://www.tacticaltech.org/

http://www.digiactive.org

http://j-learning.org/

http://www.witness.org/

# NOTES

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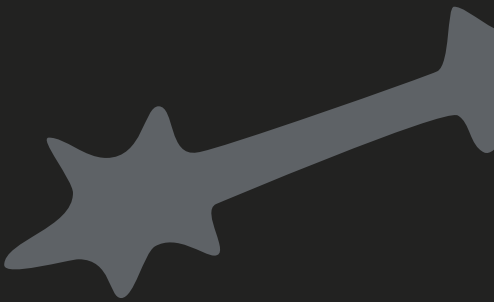
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