



## Introduction

There's never been an easier time to get the pro-life message out into the market-place, but social media can be a bit overwhelming. We ask ourselves a lot of questions:

- ❖ Which platform is the most effective?
- ❖ What if I'm targeted by trolls?
- ❖ Won't this take up too much of my time?

Or maybe you have developed a love-hate relationship with technology and are thinking about going back to nature and dusting off your copy of Theroux.

Never fear! Social media is the pro-lifer's friend and I'd like to make it easy for you to get the message out there.

I've taken the 6 most popular social media platforms and given a couple of tips for using each one. Don't worry if you aren't active on all

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six platforms; just choose the one/s that you're most comfortable with and start getting the message out there! Here are some general tips to get you started:

- ❖ Use a free app like [canva](#) to create your own pro-life graphics. For a speedy 15 minute meme, use a plain background and a quote you've saved. (See below)
- ❖ Collect quotes: spend 15 minutes gathering relevant quotes to share, from pro-life leaders, abortion providers, medical sites, post-abortive mothers etc. Keep them in a google doc for easy reference.
- ❖ Collect stats and keep in a file to have ready for an online debate. 15 minutes on the website of a pro-life organisation should yield good results. A great resource to have on hand is Family Life International's *Truth Packs*: [click here](#) for more information.
- ❖ Use a scheduling service like buffer or hootsuite to schedule posts promoting a local pregnancy centre. Bookmark their site and schedule a week's worth of posts, once a week. Should take about 15 minutes.

Now, onto the social media channels:



## Instagram

- ❖ Follow pro-life organisations and reshare their posts: you will need to take screenshots then upload to Instagram to repost.
- ❖ Take beautiful pictures of your family and add the hashtags #prolife #prolifegen #praytoendabortion #familyfirst to your other tags. Instagram is one place where you can use lots of hashtags and where beauty is valued. Why not use it to promote parenting and the natural family?





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Pinterest

- ❖ Join pro-life community boards and share new content there. There are some huge Christian and pro-life group boards on Pinterest.
- ❖ Create your own pro-life, pro-family boards and pin there daily: eg “motherhood” “home-education” “pro-life legislation”.
- ❖ Spend 15 minutes a day scrolling through your pinterest feed and repinning. More than about 5 repins in one session clutters up your followers’ feeds.



Tumblr

- ❖ This social channel is notoriously pro-abortion and generally liberal. Create your own pro-life tumblog and post pro-life graphics or statements daily.



## Facebook

- ❖ Save articles from pro-life news sources and share with your own introduction, possibly asking a question.
- ❖ Make a point of regularly sharing posts from your favourite pro-life, pro-family organisations. Remember, they are relying on your support to spread their message without having to rely on paid advertising
- ❖ Promote your local pregnancy help centres - you never know who might need their services and see it in their feed due to your simple effort.
- ❖ Try to be involved with some pro-life Facebook groups. There are groups that focus on sidewalk counselling, activism, social media etc.



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Twitter

- ❖ There are also lots of great pro-life accounts on twitter. Place them into a group and make sure to retweet to give them some exposure. You might like to break this into 3 x 5 minute sessions.
- ❖ When you share an interesting article from a pro-life news site, don't forget to add hashtags, such as #abortion, #prolife, #euthanasia. Learn which tags your local journalists use, eg #springst, #auspol etc. 3-4 tags is best for Twitter. In 15 minutes, you should be able to read 2 or 3 articles and share them.
- ❖ New to twitter and feeling a bit nervous? Try tweeting this to build your confidence:

"It is for freedom that Christ has set us free." Galatians 5:1  
#TheFreedomsProject

[\(Tweet this!\)](#)



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YouTube

- ❖ Set aside 15 minutes to watch a pro-life video then share it around your channels. Create a folder in your Youtube account for pro-life, pro-family videos.
- ❖ If video is a medium you feel comfortable with, you might even want to create your own short video giving a personal testimony about why you are pro-life. Send a link to The Freedoms Project and we will share it for you!



Email

- ❖ Remember good old email? You probably know plenty of people, especially from the older generations, who use email as their primary form of online communication. Why not send them the link to a pro-life news story, or forward them an e-newsletter from your favourite pro-life organisation?

Well, I hope you've gained some ideas and confidence about using social media from my 20 simple activities. There are so many facets to pro-life education: explaining foetal development, sharing news stories, promoting motherhood and fatherhood, alerting others to legislative changes, exposing the abortion industry and a whole lot more.

I'm going to add one more idea that you can use if you are a blogger or run your own website: create a page advertising your local, or even national, pregnancy support services and *get the message out there!* It doesn't matter if your site doesn't have a pro-life theme - you can hide the page from your menu, but share it on social media, and link back to it that way. [Here is an example](#) from one of my sites of a pregnancy support page, and [here is an article](#) explaining how to promote a page like this on Twitter.

Thanks for reading my ebook,

For freedom, for Christ,

*Kathy*

