



## Coordinated Social Media by the Interfaith Working Group on Foreign Assistance

(Prepared by Faith in Foreign Assistance)

On August 5, 2020, The Interfaith Working Group on Foreign Assistance (IWGFA) engaged in a targeted Twitterstorm campaign to urge Congress to appropriate no less than \$20 billion in foreign assistance to fight the COVID-19 pandemic globally.

Twitter has become a fast and effective way to communicate with Congress as most Members closely monitor their Twitter accounts. The campaign occurred from 3:00 pm to 5:00 pm EDT and included more than 100 organizations, including IWFGA members Bread for the World, CWS, ADRA, Faith in Foreign Assistance, Faiths for Safe Water, CMMB, the Evangelical Lutheran Church in America, the United Methodist Church, the Presbyterian Church (USA), and the Mennonite Central Committee. The non-partisan membership group InterAction provided unbranded graphics for everyone's use, and IWFGA provided strategic text messages to enable users to copy and paste easily. This Twitterstorm, while small by commercial standards, shows the effectiveness of coordinated action. Many organizations who tweeted have accounts with more than 2,000 followers, thus ensuring that the message was amplified exponentially. In addition, the original tweets were re-tweeted for at least 6 days after the original campaign.

The most popular tweet used was the message:

[#COVID19](#) knows no borders, and neither should our compassion. [#Congress](#) must invest at least \$20 billion in humanitarian aid to fight the pandemic globally & help us locally. [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#)

This message utilizes many effective strategies: use of the hashtags "COVID19" and "Congress;" and direct links to the accounts of specific Congressional leaders. The IWFGA also provided well-planned text for individuals' use, since many of the groups are member organizations. One example is below:

I'm asking (*add your 3 members of congress*) to call on Congressional leadership to pass at least \$20 billion in supplemental funding for America's global emergency & humanitarian response to fight #COVID19. Compassion & recovery depend on it. [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#)

In addition, IWFGA provided text for people of faith to express themselves:

#COVID19 could push an add'l 130 million people to starvation. As a person of faith, I request at least \$20 billion in supplemental funding for America's global emergency & humanitarian response [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#)

Finally, and most importantly, NGO communications experts have found that it is far better to use a positive tone rather than a negative one, i.e. praising Members of Congress or other leaders for their work. An excellent tweet provided by IWFGA underscores this tactic:

Thank you [@NitaLowey](#) [@RepHalRogers](#) for proposing strong funding to fight #COVID19 globally. America's health & economic recovery calls for at least \$20 billion in supplemental funding for effective int'l response. [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#)

Highlighted tweets from IWFGA Co-chairs are below, offering a nice contrast to a single, visually striking tweet and a steady stream of recurring tweets with slightly different texts:



**Bread for the World** @bread4theworld · Aug 5

Thank you [@NitaLowey](#) [@RepHalRogers](#) for proposing strong funding to fight #COVID19 globally. America's health & economic recovery calls for at least \$20 billion in supplemental **funding for** an effective international response. [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#)



The Bread for the World account has almost 20,000 followers.



**CWS** @CWS\_global · Aug 5

Thanks to [#Congress](#) for understanding that America's health & economy can't recover without int'l supplemental funding of at least \$20 billion for America's global humanitarian response. [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#)



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**CWS** @CWS\_global · Aug 5

[#COVID19](#) could push an add'l 130 million people to starvation. As a person of faith, I request at least \$20 billion in supplemental funding for America's global emergency & humanitarian response [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#)



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**CWS** @CWS\_global · Aug 5

[#COVID19](#) knows no borders, and neither should our compassion. [#Congress](#) must invest at least \$20 billion in humanitarian aid to fight the pandemic globally & help us locally. [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#)



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**CWS** @CWS\_global · Aug 5

Thank you [@NitaLowey](#) [@RepHalRogers](#) for proposing strong funding to fight [#COVID19](#) globally. America's health & economic recovery calls for at least \$20 billion in supplemental funding for effective int'l response. [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#)



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**CWS** @CWS\_global · Aug 5

Effectively fighting [#COVID19](#) is in America's health & economic interests. I urge [@senatemajldr](#) [@SenSchumer](#) [@SpeakerPelosi](#) [@GOPLeader](#) to support at least \$20 billion in supplemental funding for America's global emergency & humanitarian response.

The CWS account has 13,000 followers.

Some more selected tweets from other organizations are below:

 **USGLC** @USGLC · Aug 5  
As we've learned from #COVID19, a disease threat anywhere is a disease threat everywhere. We call on Congress to provide \$20 billion in the next aid package for a #USGlobalResponse to this pandemic – it's the only way to ensure a full recovery for America and the world.

America's health and economy **cannot recover** without supplemental funding of at least \$20 billion for **global humanitarian response.**

 **AFSC** @afsc\_org · Aug 5  
Thank you @NitaLowey @RepHalRogers for proposing strong funding to fight #COVID19 globally. America's health & economic recovery calls for at least \$20 billion in supplemental **funding for** effective int'l response. @senatemajldr @SenSchumer @SpeakerPelosi @GOPLeader

 **Heartland Alliance International** @heartlandintl\_ · Aug 7  
#COVID19 knows no borders, and neither should our compassion. #Congress must invest at least \$20 billion in humanitarian aid to fight the pandemic globally & help us locally. @InterActionOrg

Congress must invest at least \$20 billion in humanitarian aid to **fight the pandemic globally and help us locally.**

 **Global Water 2020** @GlobalWater2020 · Aug 5  
Effectively fighting #COVID19 is **in America's** health & economic interests. We urge @senatemajldr @SenSchumer @SpeakerPelosi @GOPLeader to support at least \$20 billion in **supplemental funding for America's global emergency & humanitarian response.**

 **Adotei Akwei** @AAkwei · Aug 5  
I'm asking @senatemajldr @SenSchumer @SpeakerPelosi to call on Congressional leadership to pass at least \$20 billion in **supplemental funding for America's global emergency & humanitarian response** to fight #COVID19. Compassion & recovery depend on it. @GOPLeader

 **Natl Advocacy Center - Sisters / the Good Shepherd** @NA... · Aug 5  
We are asking @ChrisVanHollen to call on Congressional leadership to pass at least \$20 billion in **supplemental funding for America's global emergency & humanitarian response** to fight #COVID19. Compassion & recovery depend on it. @senatemajldr @SenSchumer @SpeakerPelosi @GOPLeader



**Please pass at least \$20 billion in supplemental funding for America's global emergency & humanitarian response to fight #COVID19.**



SISTERS OF THE GOOD SHEPHERD  
NATIONAL ADVOCACY CENTER

 **Water for South Sudan** @WaterforSoSudan · Aug 5  
Replying to @WaterforSoSudan  
#COVID19 knows no borders, and neither should our compassion. #Congress must invest at least \$20 billion in **humanitarian** aid to fight the pandemic globally & help us locally. @senatemajldr @SenSchumer @SpeakerPelosi @GOPLeader

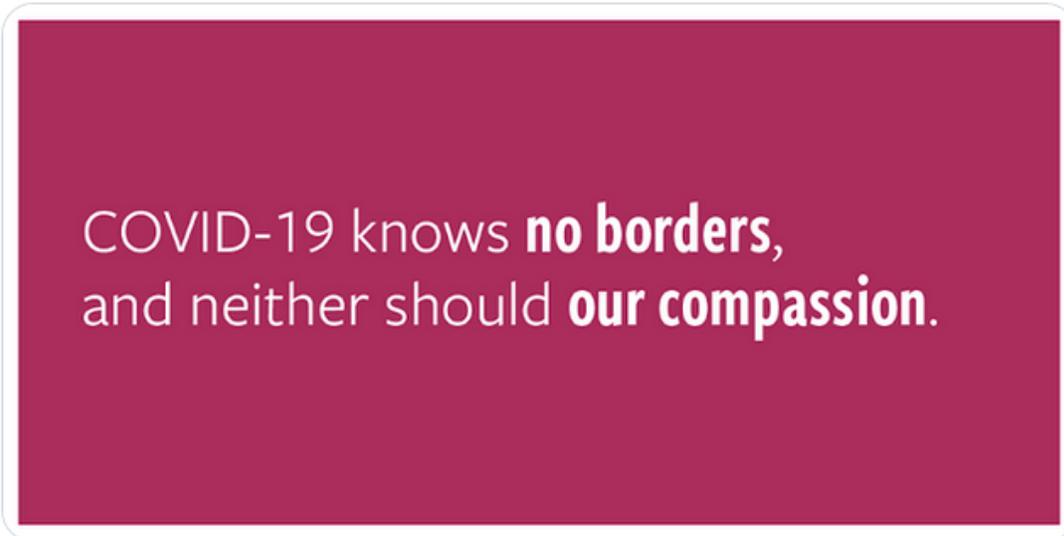
Effectively fighting COVID-19 is **in America's health and economic interests.**



**Global Citizen Impact**  @GlbCtznImpact · Aug 11



**#COVID19 knows no borders, and neither should our compassion.**  
#Congress must invest at least \$20 billion in humanitarian aid to fight the pandemic globally & help us locally. @senatemajldr @SenSchumer @SpeakerPelosi @GOPLeader



The Global Citizen Impact account has almost 100,000 followers.