**Social Media Pack**

**Independent Advocacy Awareness Week (April 24-28)**

**Overview**

Organised by the SIAA membership, the ‘Independent Advocacy Awareness Week’ aims to promote independent advocacy in Scotland and highlight the difference it makes in people’s lives.

Key messages:

* Raising awareness of what independent advocacy is
* Highlighting the work of independent advocacy organisations across Scotland
* Sharing powerful stories

**Social media posts**

**Twitter tag:** SIAA is only on Twitter, please tag us on your posts @siaa\_voice

**Hashtags:** #IndependentAdvocacy #PowerfulStories

**Suggested posts:** please see below some suggested tweets for the week. Each day has a particular theme, the posts are intended to be for multiple platforms (please feel free to edit as needed). You can share as many as you’d like, depending on your organisation, certain tweets might be more relevant than others. You can also create your own!

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| **Day & theme** | **Suggested post** |
| **Monday April 24: ‘Introduction to Independent Advocacy’** | **Text:**  #IndependentAdvocacy is about:  ▫️ Everyone having the right to a voice 🗣️  ▫️ Addressing barriers and imbalances of power ⚖️  ▫️ Ensuring that an individual’s human rights are recognised, respected, and secured 📢  #PowerfulStories  Find an advocate here: bit.ly/3NMTJ6C  -----------------------------------------------------------------------------------------------------  **Text:**  Myth Busting – #IndependentAdvocacy is not:  ❌Making decisions for an advocacy partner or group  ❌Giving advice or telling an advocacy partner or group what to do  ❌ Solving all someone’s problems for them  ❌ Creating a dependency    Find out more 👇  bit.ly/40k8O5R  -----------------------------------------------------------------------------------------------------  **Text:**  ❓Who provides #IndependentAdvocacy?  An independent advocacy organisation only provides independent advocacy. All the activities it undertakes are about providing, promoting, supporting and defending independent advocacy.  Learn more  bit.ly/3MQqKlH |
| **Tuesday April 25: ‘Independent Advocates’** | **Text:**  Independent advocates provide #IndependentAdvocacy 📢  ✅They help you to gather information, think about choices and to have your say  ❌They do not give advice  ❌They are not legal representatives  🔍Find an advocate: bit.ly/3NMTJ6C  -----------------------------------------------------------------------------------------------------  **Text:**  Independent advocates are human rights defenders.  #IndependentAdvocacy plays a key role in helping to ensure that an individual’s human rights are respected by offering access to justice on an equal and non-discriminatory basis with others. ⚖️  [bit.ly/41ClQgc](http://siaa.org.uk/what-is-independent-advocacy/independent-advocacy-and-human-rights/)  -----------------------------------------------------------------------------------------------------  **Text:**  #IndependentAdvocacy enables better understanding of rights📢  Independent advocates are an important source of education and information about rights and can provide individuals with in-depth information about their rights when they have a problem.  bit.ly/3NMTJ6C |
| **Wednesday April 26: ‘Models of Independent Advocacy’** | **Text:**  Individual advocacy is a model of #IndependentAdvocacy where an advocate supports an individual to represent their own interests or represents the views of an individual if the person is unable to do so. 💬 #PowerfulStories  Learn more 👇 [bit.ly/3Lbj1NH/](http://siaa.org.uk/what-is-independent-advocacy/types-of-independent-advocacy/) -----------------------------------------------------------------------------------------------------  **Text:**  Collective advocacy is a model of #IndependentAdvocacy that creates spaces for people to find a stronger voice, to campaign and influence the agendas and decisions that shape and affect their lives.  #PowerfulStories    Find out more ⬇️  bit.ly/3Lbj1NH/  -----------------------------------------------------------------------------------------------------  **Text:**  📢Citizen advocacy is a model of individual #IndependentAdvocacy that occurs when an ordinary citizen is encouraged to become involved with a person who might need support in the community. The citizen advocate is not paid.    Learn more ⬇️  bit.ly/3Lbj1NH/ |
| **Thursday April 27: ‘Powerful Stories’** | **Text:**  'Until Amanda met Jane she felt that she was always facing things alone. Having Jane there helped Amanda stand up for herself and empowered her to self advocate.' #PowerfulStories  ➡️Find out how #IndependentAdvocacy supported Amanda (page 169) ⬇️  bit.ly/36G8rwJ  -----------------------------------------------------------------------------------------------------  **Text:**  #IndependentAdvocacy supported a 15-year-old girl in hospital on a community treatment order (CTO), to appeal it and continued working with her to achieve a number of other positive outcomes. 📢  Read #PowerfulStories ⬇️  https://bit.ly/3pVo8pF  -----------------------------------------------------------------------------------------------------  **Text:**  #IndependentAdvocacy enabled people with mental health diagnoses living in supported accommodation to take action and bring about meaningful change, through collective advocacy. 🗣️    Read #PowerfulStories ⬇️  https://bit.ly/3pRsrSJ |
| **Friday April 28: ‘Get involved’** | **Text:**  New to #IndependentAdvocacy?🤔  ▫️ Explore the 'Independent Advocacy Principles, Standards and Code of Best Practice' - the key foundational document for IA in Scotland https://bit.ly/3Lt9H5J  ▫️ Sign up to the SIAA bulletin for weekly IA news 📢 https://bit.ly/3KnFovF  -----------------------------------------------------------------------------------------------------  **Text:**  #IndependentAdvocacy  ▫️ Supports people to navigate systems and acts as a catalyst for change in a situation  ▫️ Helps individuals and groups being supported to develop the skills, confidence and understanding to advocate for themselves  Find an advocate: bit.ly/3NMTJ6C  -----------------------------------------------------------------------------------------------------  **Text:**  ❓Do you or someone you know need #IndependentAdvocacy?  📢Independent Advocacy organisations across Scotland help people to have their voices heard in decisions that affect their lives.  #PowerfulStories  🔍Find an advocate: bit.ly/3KWtFa2/ |