**Social media plan – Fashion Revolution Week**

**Overview:**

Fashion Revolution (FR) is a global campaign that was launched on 24 April in 2014, following the Rana Plaza catastrophe on 24th April 2013, in which 1133 people were killed and over 2500 were injured after the factory complex collapsed in Dhaka, Bangladesh. Social and environmental catastrophes in our fashion supply chains continue.

Fashion Revolution wants to see a more open and connected fashion industry. This year the campaign will for the first time take a whole week, commencing on 18 April. This year we will be amplifying the message of FRW on social media whilst bringing up the impact of Fairtrade on cotton farmers and raising awareness of Fairtrade fashion brands.

**Our objectives**

* Position Fairtrade organisations and campaigners as supporters of Fashion Revolution
* Engage our audiences in the dialogue about the need for transparency and fair prices for cotton farmers and garment workers - FR is a brilliant opportunity, and one in very few, we can raise the profile FT cotton in 'a cool' way (FT cotton is one of the core categories)
* Raise awareness about our Fairtrade cotton farmers and the impact of Fairtrade for them

**Activities:**

- The Fairtrade Foundation supports Fashion Revolution so we will be using their social media assets

- We will have four blogs on our website – 1. on how to join Twitter chat with Safia Minney ( up on the weekend prior to FR) 2. by the co-founder of FR; 3. on how to shop responsibly, encouraging buying Fairtrade fashion brands, among others; 4. meet Fairtrade farmer (awaiting more info from Subindu/ FT India)

- We will have one blog on GSB in cooperation with Fairtrade Germany

- We will hold a Twitter chat with Safia Minney founder of People Tree and pioneer of Fairtrade on Wednesday 20 April at 9:30am, to:

* be part of the dialog about transparency and big up Fairtrade as one of solutions
* raise the profile of People Tree and Fairtrade cotton
* strengthen engagement with the public and the industry

**Fashion Revolution's call to action**

Post a photograph on social media, tag the brand they’re wearing and ask the question #whomademyclothes

**Useful hashtags/ links:** [@SafiaMinney](https://twitter.com/SafiaMinney) [@Fash\_Rev](https://twitter.com/Fash_Rev) or [#FashRev](https://twitter.com/hashtag/FashRev?src=hash) #whomademyclothes #Fairtrade #cotton

<http://www.fairtrade.org.uk/en/buying-fairtrade/cotton> [www.fashionrevolution.org](http://www.fashionrevolution.org)

**Social media planner**

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| **SATURDAY 16th / SUNDAY 17th** | **MONDAY 18TH** | **TUESDAY 19TH** | **WEDNESDAY 20TH** | **THURSDAY 21ST** | **FRIDAY 22ND** | **SATURDAY 23RD** | **SUNDAY 24TH** |
| **Theme** | **It’s time for a Fashion Revolution** | **How to be a Fashion Revolutionary**  Better ways to buy, wear and dispose of fashion | **Let’s be transparent**  Looking at how brands are performing with supply chain transparency | **Meet the maker**  Stories from the people who make our clothes | **Ones to watch**  Celebrating the best of sustainable/ethical fashion and new designers | **Love story** | **Do something** |
| Promote Twitter chat with Safia, #Fairtrade fashion pioneer and a link to a blog about the Chat | FRW launch!  “Fast fashion isn’t free. Someone somewhere is paying” — Lucy Siegle  Blog by Cary Somers asking when the industry start taking responsibility for its action  Promote Twitter Q&A with Safia, #Fairtrade pioneer | Promote FT brands:  @PeopleTree @Epona Clothing  [@ArthurandHenry](https://twitter.com/ArthurandHenry)  Promote Twitter Q&A with Safia, #Fairtrade pioneer | **9:30am**  Twitter Chat with Safia, #Fairtrade pioneer on transparency and importance of Fairtrade  **11am** Launch of transparency index | Blog: Meet Fairtrade cotton farmer  **Fairtrade facts and images of cotton farmers:**   * They are now 26 Fairtrade certified cotton producer organisations representing 60,000 farmers * Many cotton farmers live below the poverty line; with Fairtrade they get a viable price and FT Premium | Promote #FT brands  Media coverage | Share the story behind the clothes you love  #whomademycloths  Tweet blog about Fairtrade farmers again | Remember Rana Plaza  2013  Tweet Cary's blog once again  Tweet the most interesting media coverage piece |
|  | **1pm** Fashion Question Time at House of Commons. Aim to get #FQT trending | Blog on how to shop responsibly | Sharing best case studies and examples of transparent brands - media coverage | Tweet photos from Subindu visiting Fairtrade garment workers - live from India |  |  |  |