

Windsor Polyamory a Social Media Campaign Abstract

by: Charity Smith

Abstract

Windsor Polyamory is a local community organization based in Windsor, Canada. Which has set out to create a community and space for polyamorists in Windsor as well as creating international connections. Using the logical framework methodology the Windsor Polyamory community decided to use Facebook and Twitter as a means of education and advocacy related to polyamory and non-monogamy. The community set four primary goals related to their overall desire for education and advocacy two of which are based solely on Twitter and Facebook engagement and two focused on moving online engagement into offline community advocacy activities. The social media campaign has been seen as successful by the community as the use of both Twitter and Facebook have grown substantially and both offline events; the annual poly picnic and marching in the pride parade had fantastic attendance.