

# Web Sites For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

## Web Site Audiences and Goals

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# Learning Goals

- ▶ Understand your site audience(s) and their goals
- ▶ Understand your goals for your web site
- ▶ Understand your goals for your audiences
- ▶ Define “click paths” and “frames”
- ▶ Introduce “information architecture”
- ▶ Complete audience identification exercise
- ▶ Review sample audience click paths

# Web Sites are for Users

- ▶ Websites are about providing information to your users that they want or need
- ▶ Users will not make a regular habit of visiting your website if their needs are not being met
- ▶ You have different users with different needs
- ▶ Presume that new users do not understand your issue(s) or your organization
  - Create “frames” for understanding your issues

# Know Your Goals

- ▶ What are the goals of your website?
  - Educate and inform
  - Create organizational identity
  - Increase your base, mobilize your supporters
  - Media outreach and engagement
  - Campaign, Influence Decision Makers
  - Trusted News Source
  - Serve specialized data

# Know Who Your Users Are

- ▶ Who are the users of your web site?
  - Supporters/members/base
  - First time visitors
  - Press
  - Funder (small donors, foundations)
  - Other organizers and activists
  - Opponents, targets of your campaigns
  - Decision makers

# Know Who Your Users Are

- ▶ Who is each user demographically?
  - Education
  - Age
  - Gender
  - Race
  - Ability

# Know Your User's Goals

- ▶ What is the user's goals
  - What are they trying to find or do?
  - What information or resources can you offer?
- ▶ How did the user get to you?
  - Can be useful in understanding their goals
- ▶ How do their goals for your site differ from your goals for them?

# Know Your Goals for Users

- ▶ What are your goals for each user?
  - What do you want them to learn or do?
- ▶ Try and keep the basic goals limited
  - Stick to a key message or action that you want each type of user to take away
- ▶ Design to balance user needs and goals with your own needs and goals



# Designing for User Audiences

- ▶ Create your Information Architecture (IA)
  - Identify your audiences
  - Identify your goals
  - Create “frames” for each audience
  - Create a “click path” for each audience

# Designing for User Audiences

- ▶ Design a “frame” that will help each audience understand your issue
  - A “frame” is the way you tell your story
    - In terms of geography, personal narrative, tactics, ...
  - Proper framing resonates
- ▶ Your understanding of your issue is going to be different than your user's
  - Describing the issue in terms of your campaign strategy may not work with those who aren't already supporters

# Designing for User Audiences

- ▶ Create a “click path” for each core user group
  - A click path is the set of links that you want each user to click on and follow
  - Click paths allow multiple audiences to have their needs met with one page design
  - You want each path to be based on a melding of the users goals and your goals for the user

# Audience Definition Exercise

- ▶ Find a partner who you **don't** know, and interview each other about the following questions
  - You'll report back on your partner's answers
- ▶ Who are your audiences?
  - Name them and rank their importance
  - Describe demographically
  - Name three other sites they use regularly

# Audience Definition Exercise

- ▶ For your highest-priority audiences
  - What do you want them to learn or do?
  - How do they get to your site?
  - What are they trying to find?
  - Where do they click on the front page?
  - What do they do next?

# Audience Path Examples

## ► First Time Visitor

- **Your Goal:** Educate about issue before converting to take action
- **How they get there:** Google, Blog Link, via Friend, News Coverage
- **They are looking for:** “What is this all about”
- **They click on:** *What is the Issue, About Us*
- **Next Step:** Easy way to take action after education

# Audience Path Examples

## ► Supporter

- **Your Goals:** Get them to take action & recruit others, show them how their actions matter
- **How they get there:** Email link, Bookmark, RSS
- **They are looking for:** Campaign Progress, Ways to get involved, Ongoing Education
- **They click on:** *Take Action, Campaign Updates*
- **Next Steps:** Continued Engagement: thank them, convert them to super activists or donors

# Audience Path Examples

## ► Media

- **Your Goal:** Get media to cover your issue
- **How they get there:** Google, PR, RSS
- **They are looking for:** Material for their story, domain experts, something new and exciting, other media coverage of issue
- **They click on:** *Press Room, Campaign Updates, About Us*
- **Next Steps:** Contact them to follow up on coverage (good and bad)



# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!

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