

eAdvocacy Capacity Building

Online Tools and Social Media Metrics Workshop 1

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Introductions

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- Help social justice orgs use technology better for their missions

First Things

- ▶ This training is envisioned as a discussion
- ▶ Please ask questions early and often
 - Especially if and when we use technical jargon, terminology and concepts you don't know
- ▶ It will only be as valuable for you as you make it!

Activity:

What's useful for you?

Our Goals

- ▶ Figure out where we are at; Introduce using online tools sustainably
- ▶ Go away with usable tools to facilitate online community building at your organization
- ▶ Most importantly, answer your questions

Limitations of Online Organizing

- ▶ Digital divides
 - Never forget who's left out by “e” strategies
- ▶ Trust relationships are best built in person
 - Online organizing is most effective when it leverages established social networks and communities
- ▶ Each community and campaign is different
 - Your mileage will vary

Caveats of Social Media

▶ Can take a lot of time

- Time = Money



▶ Big corporations who want your data

- You are the product



▶ There are billion of tools



- Which ones do we need?

▶ Tools change **EVERY. SINGLE. DAY.**

- How can we keep up?

Framing and Disclaimers

- ▶ Organizing vs. eOrganizing
 - What is meant by “eOrganizing”/”eAdvocacy”?
 - You need a strategy before the “e” matters
- ▶ Tools are not solutions
 - Tools support good strategies
 - “Less is more”
- ▶ “e” has been oversold
 - BUT the tools are powerful and worth learning to apply

First Things

- ▶ eOrganizing = New Tools for Base Building
 - Grow relationships, achieve trust
 - Mobilize base
- ▶ eAdvocacy = New Tools for Extending Reach
 - Project message, engage media, influence decision makers and campaign targets
 - Connect with new allies and supporters

First Things

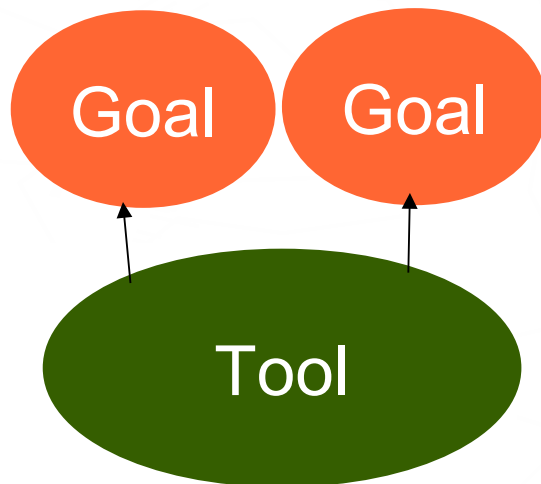
- ▶ Outcomes of successful online efforts
 - Engaging and building your base
 - Educating the public about your cause
 - Fundraising from individuals and institutions
 - Communicating with the press
 - Influencing decision makers
 - Organizing or mobilizing for an event or campaign

What Are Your Goals?

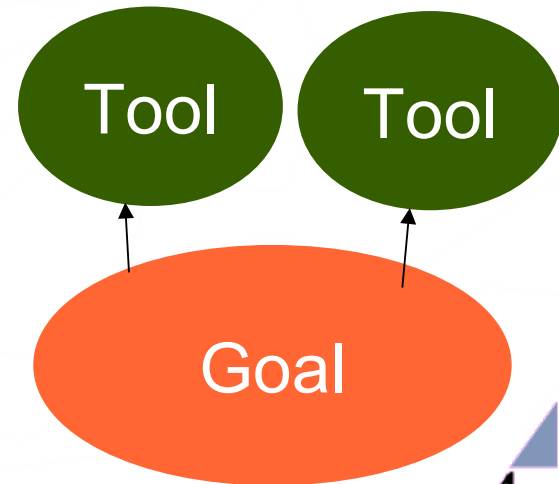
- ▶ Measurable
- ▶ Tool Agnostic
- ▶ What does success look like?
 - Make sure your communications plan stays intact when the tool you're using fails you

What are your goals?

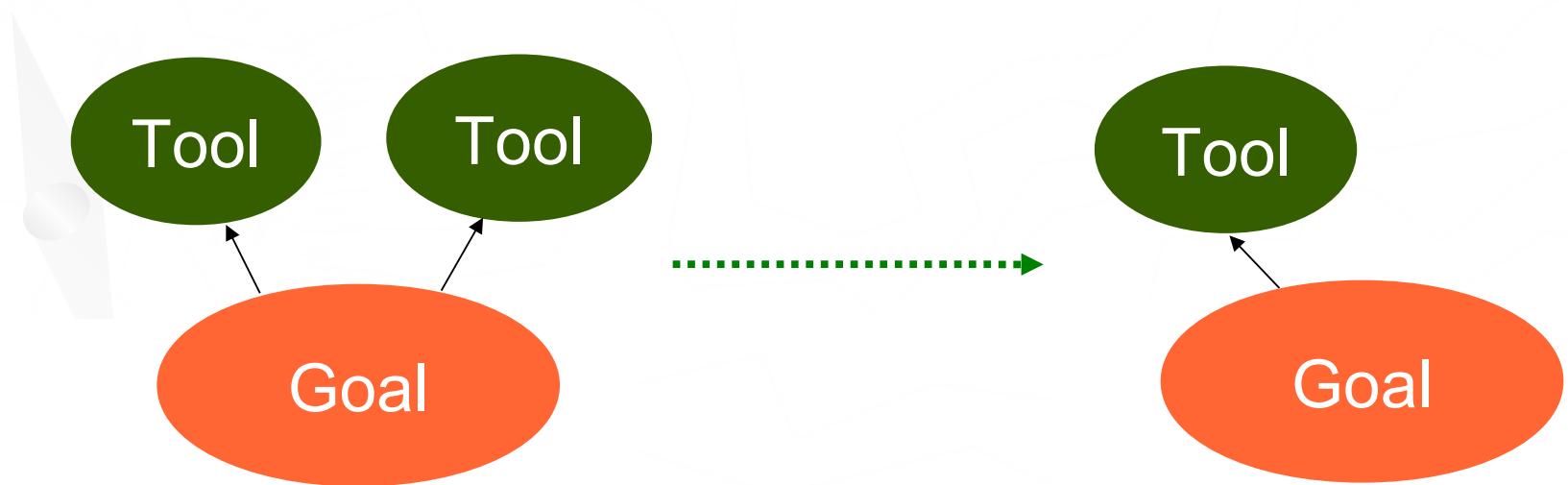
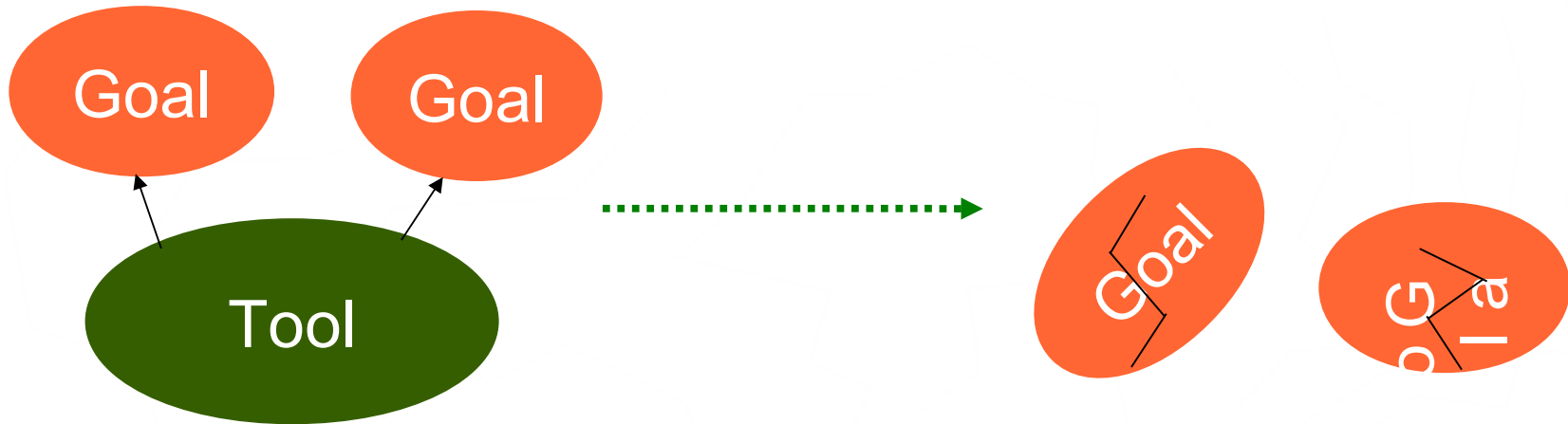
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you are using fails you



VS



Tool Agnostic?



Example BHC Goal

Goal?	Measurability	What does success look like?	Channels
Increase Youth Involvement in BHC Community Planning Meetings	<ul style="list-style-type: none">• Can ask people how they heard at the meeting• Track the attendees	5 Youth Organizations Attended	<ul style="list-style-type: none">• Web Site• Twitter• Text• Flyers

Activity:

**What are your measurable
communications goals?**

Bottom Line

- ▶ Online tools aren't a magic bullet
 - You need
 - An achievable campaign goal
 - A compelling message
 - Effective tactics to realize goal
 - A plan for engaging supporters and well-defined ways for them to plug in
 - eAdvocacy is more about organizing and organizational challenges than tech challenges

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

These training materials have been prepared by Aspiration in partnership with Radical Designs

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Aspiration's eAdvocacy Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy Capacity-Building Trainings
- ▶ Answer.net
 - Best practices for online communications
- ▶ SocialSourceCommons.org
 - Inventory of available tools

Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



Publishing Matrix

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter					
Event Announce					
Action Alert					
Fundraising Appeal					
Blog Post					
Press Release					
New Staff					

Publishing Matrix

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	X
Event Announce	X			X	X
Action Alert		X		X	X
Fundraising Appeal		X			
Blog Post			X		X
Press Release	X			X	X
New Staff	X		X	X	X