

# High Impact eAdvocacy

## Talking Social Media NeighborWorks America

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# Introductions

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- Nonprofit Technology Specialist

# Our Goals

- ▶ Explore the importance of social media in reaching online audiences and their appropriate uses
- ▶ Demonstrate a process framework for coordinating social media
- ▶ Discuss sample social media policies

# Today's Agenda

- ▶ We're going to talk about how your organization can use:
  - Social Media
  - Social Media Policy
  - Publishing Matrix
- ▶ Most importantly, answer your questions

# First Things

- ▶ This training is envisioned as a dialogue
- ▶ Please ask questions early & often
  - Especially if and when we use technical jargon
- ▶ It will be only as valuable for you as you make it!

# Limitations of Online Organizing

- ▶ Digital divides
  - Never forget who is 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

# What is Social Media?

- ▶ Online platforms that enable users to communicate, share, and collaborate with friends, friends of friends, even strangers
  - Social Media (Youtube, Flickr, Blog) = sharing digital content
  - Social Networks (Facebook, Twitter, LinkedIn) = having conversations
  - The lines blur :^)
- ▶ Blogs are the original social media

# What is Social Media today?

- ▶ Conversations with people online
- ▶ Made for people to people, not organizations
- ▶ Not your virtual megaphone



# Pros of Social Media

## ▶ Get Relevant News

- Allows you to receive curated news from other people in your issue space

## ▶ Increase Exposure

- Gives you easy access to new networks of people through sharing

## ▶ Generate Conversation & Feedback

- Allows two-way conversations

# 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?

# Twitter

twitter 

Search  Have an account? [Sign in](#)

**she led. So can you.**  
510.4283939 | 1970 Broadway, Oakland, CA | [ellabakercenter.org](http://ellabakercenter.org)  
[/ellabakercenter](http://ellabakercenter.org) | [facebook.com/ellabakercenter](https://facebook.com/ellabakercenter) | [action.ellabakercenter.org](https://action.ellabakercenter.org)  
ve rights only as long as we're willing to struggle for them." - Miss Ella Jo Baker



## Ella Baker Center

[@ellabakercenter](#)  
*The Ella Baker Center for Human Rights organizes people-powered campaigns to transform California and inspire the world. Follow our ED @jakada\_imani.*  
Oakland, California · <http://www.ellabakercenter.org>

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991 FOLLOWING

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### Tweets

-  **Occupify Wall Street** [@OccupyWallStNYC](#) 3h  
Dear Corporate America: Today is #TaxDay. Don't forget to not pay your taxes! Love, #OWS  
 Retweeted by Ella Baker Center
-  **BoccaPura** [@BoccaJim](#) 19h  
PLS HELP KIDS! Thank U Act now to end the shameful solitary confinement of kids #BooksNotBars [bit.ly/lqwewf](http://bit.ly/lqwewf) via [@ellabakercenter](#)  
 Retweeted by Ella Baker Center
-  **Ella Baker Center** [@ellabakercenter](#) 16 Apr  
Wow, TY [@Angie\\_Coiro](#). Hadn't heard but I'm sharing our program staff. Shout out to [@ACLUMT](#) for the win against solitary confinement.
-  **Ella Baker Center** [@ellabakercenter](#) 13 Apr  
RT [@katie\\_d](#): CA's cap/trade money can & must be spent helping BOTH people and the planet: [bit.ly/HEIATO](http://bit.ly/HEIATO)

### Tweets

- Tweets** >
- Following >
- Followers >
- Favorites >
- Lists >
- Recent images >

# Facebook

facebook Search Matt Garcia Home

**The Humane Society of the United States**  
1,299,082 likes · 18,607 talking about this

Non-Profit Organization  
Official Page of The Humane Society of the United States (HSUS) – the nation’s largest and most effective animal welfare organization. Please abide by our

About Photos Protect Polar Bears... All Animals Magaz... Protect Seals

Highlights

Post Photo / Video  
Write something...

The Humane Society of the United States shared a link.  
7 hours ago

Our latest undercover investigation shines a light on animal suffering at a battery cage facility in Pennsylvania. Click the link below to see the video and then take action to improve conditions for egg laying hens.

New Battery Cage Investigation Highlights  
Watch for Federal Meat Bill

4 Friends  
Like The Humane Society of the United States

Chloe Fae posted about The Humane Society of the United States in her link.  
February 3

This is so ridiculous!

Undercover video footage reveals animal cruelty

Sponsored

Gorgeous Tuscan Home  
soldbylisajakub.com  
Have you been searching for the perfect custom home with amazing finishes and incredible views? Click here to find your dream home!

FREE Comic Book Day!  
@Flying Colors, Sat. May 5, 11-7. Meet Zack WHEDON & Georges JEANTY, 1000s of free comics, Cosplay, our biggest party of 2012! Be here!

Must-See Dance!  
sfballet.org  
Ballet lovers: don't miss Balanchine! Apr 12-18

# Social Media Housekeeping

- ▶ Lock down your virtual real estate
  - Reserve any accounts you could envision using now or in the future
    - Facebook, Twitter, Youtube, Flickr
- ▶ Set them up to look like a family
  - Strive for name consistency, usually an organizational domain name

# But what tool is right for me?

- ▶ It depends...
  - Who are you trying to reach?
  - Where do they hang out online?
- ▶ It also depends...
  - What are you trying to get done?
  - What value or benefit can you offer?
- ▶ Overall you need a communications strategy before worrying about social media tools to use

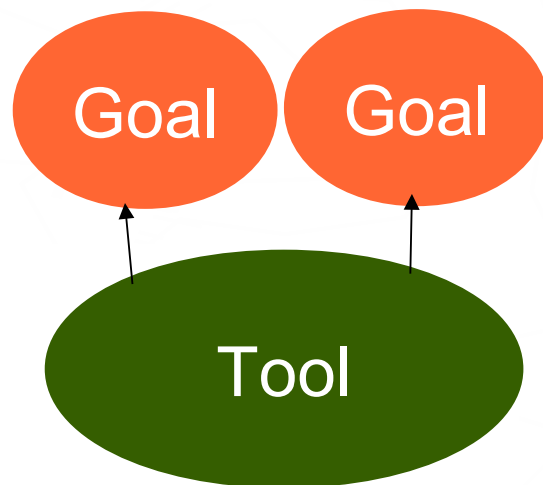
# Know Your Audience

- ▶ Who are you trying to reach?

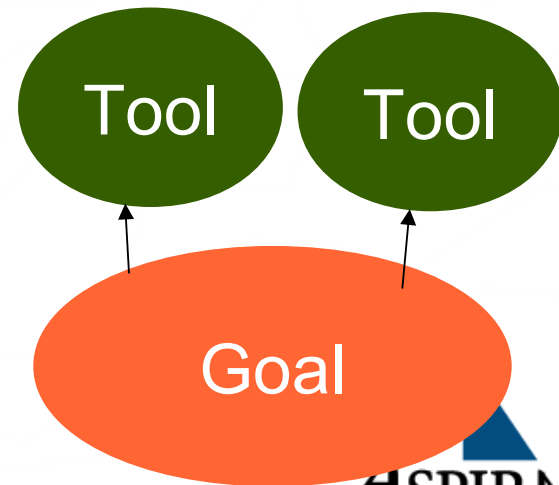


# What are your goals?

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

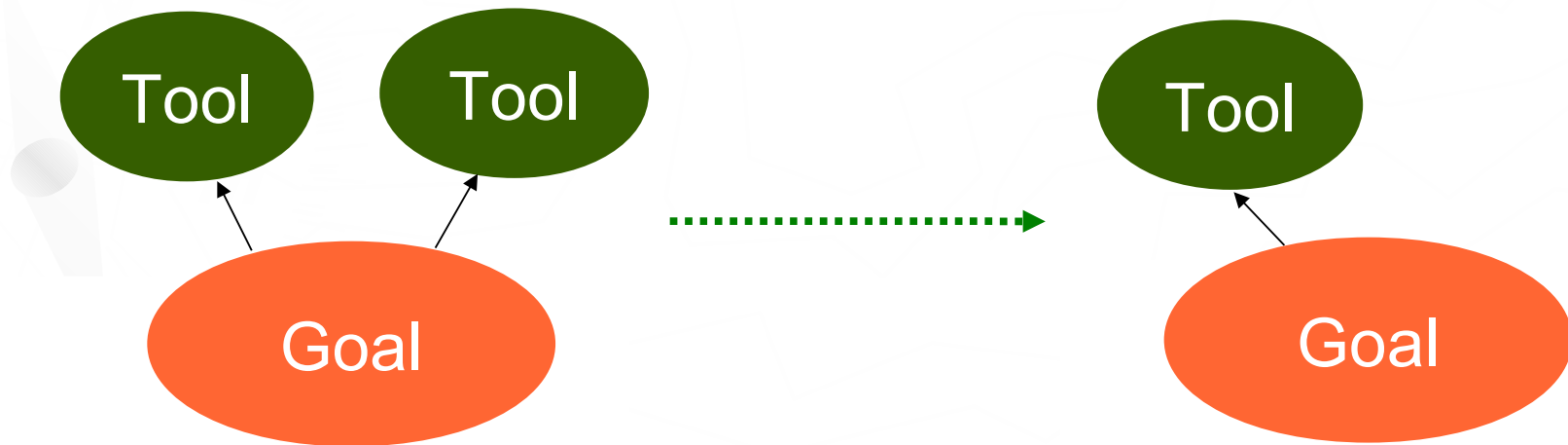
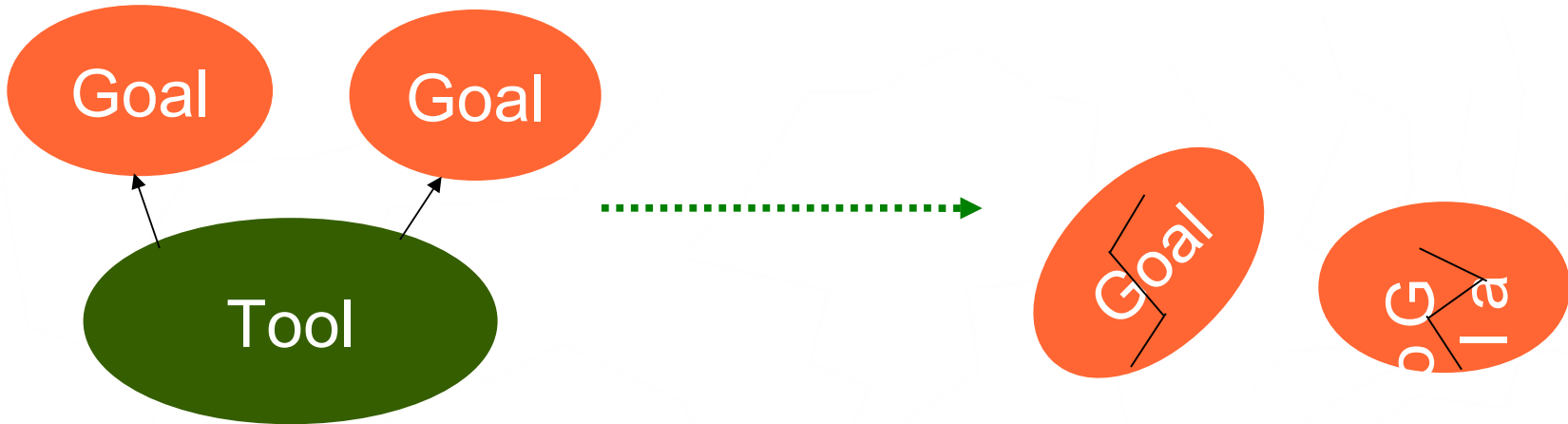


VS





# Tool Agnostic?



# Example Goal

Goal	Measurability	What does success look like?	Tools
Increase attendees at annual event through social media efforts	<ul style="list-style-type: none"><li>• Compare this year's attendance to last year's</li><li>• Have a "How'd You Hear" place on registration</li></ul>	10% increase in attendance from last year	<ul style="list-style-type: none"><li>• Twitter</li><li>• Texting</li><li>• Facebook</li><li>• LinkedIn</li></ul>

# Twitter

Home @ Connect # Discover Search

 **CANFIT**  
CANFIT @CANFIT

Following 



Don't forget about CANFIT's Zero Carbon Footprint Gala on Nov 31st! Leave your dancing shoes at home and support! :)  
[po.vresp.com/NPwo0A](http://po.vresp.com/NPwo0A)

8:08 AM - 14 Nov 11 via web · Embed this Tweet

 Reply  Retweet  Favorite

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# Facebook


facebook    Me

**CANFIT** Canfit Nonprofit **Biografía** **2011** **Lo más destacado**


**CANFIT** Canfit Nonprofit compartió un enlace.  
29 de noviembre de 2011

CANFIT Executive Director Arnell Hinkle featured in UC Berkeley CNR Alumni Spotlight!

Ver traducción


 **Breakthroughs Magazine - Alumni Spotlight - shar.es**

As the founding executive director of Community Adolescent Nutrition and Fitness (CANFIT), an 18-year-old national nonprofit, Hinkle works with community-based organizations and private and

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**Eduardo Alarcon** compartió un enlace.  
7 de noviembre de 2011


Worthy Cause Grant


 **Miami Based Marketing Company Launches Nationwide Grants Program for Nonprofits - Yahoo! Finance**  
finance.yahoo.com

MIAMI, Oct. 12, 2011 /PRNewswire/ -- Cause Populi,

**CANFIT** Canfit Nonprofit  
14 de noviembre de 2011


Join our Gala! :)

 **CANFIT's Zero Carbon Footprint GALA - Nov 31st!**  
El miércoles, 30 de noviembre de 2011 a la(s) 18:00

Me gusta · Comentar · Compartir  1

**CANFIT** Canfit Nonprofit compartió un enlace.  
14 de noviembre de 2011

Attend CANFIT's Zero Carbon Footprint Gala on Nov 31st! Leave your dancing shoes at home! :) <http://p0.vresp.com/NPwo0A>

 **CANFIT's Zero Carbon Footprint Gala on Nov 31!**  
p0.vresp.com

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# LinkedIn

## Penguin Day San Francisco

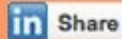
### When?

Friday, April 6th, 2012  
9am - 5pm

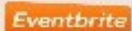
### Where?

The Women's Building  
3543 18th St  
San Francisco, CA 94110

**Register**



LinkedIn



### Penguin Day San Francisco

[penguindaysf2012.eventbrite.com](http://penguindaysf2012.eventbrite.com)

Penguin Day San Francisco April 6th, 2012 The Women's Building 3543 18th St. San Francisco, CA 94110 Open Source, Nonprofit, Technology We'll be posting further information as it is confirmed but be prepared for an awesome... [Edit](#)

Post to updates

Comment optional



visible to: anyone ▾

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# Different Roles for Different Channels

- ▶ Model your online channels as a spectrum of communications options
  - Target Audience
  - Tone and Voice
  - Control of Message and Brand
  - Frequency of Messages
- ▶ Let's take a look --->

# Spectrum – Target Audience



**Blogging**

**Email**

**Web Site**

**Know you; want  
constant information  
and details  
about your work.**



**Potential supporters,  
learning about  
your work  
and organization**

# Spectrum – Tone and Voice



**Blogging**

**Email**

**Web Site**

**First person singular**

**“I”**

**Informal and fun**



**First person plural**

**or third person**

**“We” or “The org”**



# Control of Message and Brand



**Blogging**

**Email**

**Web Site**

**Shared with  
Audience**



**“Traditional”  
org control**

# Frequency of Messaging



**Blogging**

**Email**

**Web Site**

**Frequent – can be  
daily or more often**



**Less frequent -  
Weekly to monthly**

# Bottom Line

- ▶ Online tools aren't a magic bullet
- ▶ You need:
  - An measurable goal
  - A compelling message
  - Effective tactics to realize your 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

# Aspiration's eAdvocacy Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ Aspiration eAdvocacy Capacity-Building Trainings
  - Webinars
  - Seminars
  - Training Materials
- ▶ SSC Blog
  - <http://blog.socialsourcecommons.org>



# End Of Section

- ▶ Questions?
- ▶ Comments?



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