

# High Impact eAdvocacy

## Talking Social Media

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# Introductions

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# Today's Agenda

- ▶ We're going to:
  - Discuss Social Media for Organizations
  - Create a Publishing Matrix
  - Build a Social Media Dashboard
- ▶ 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

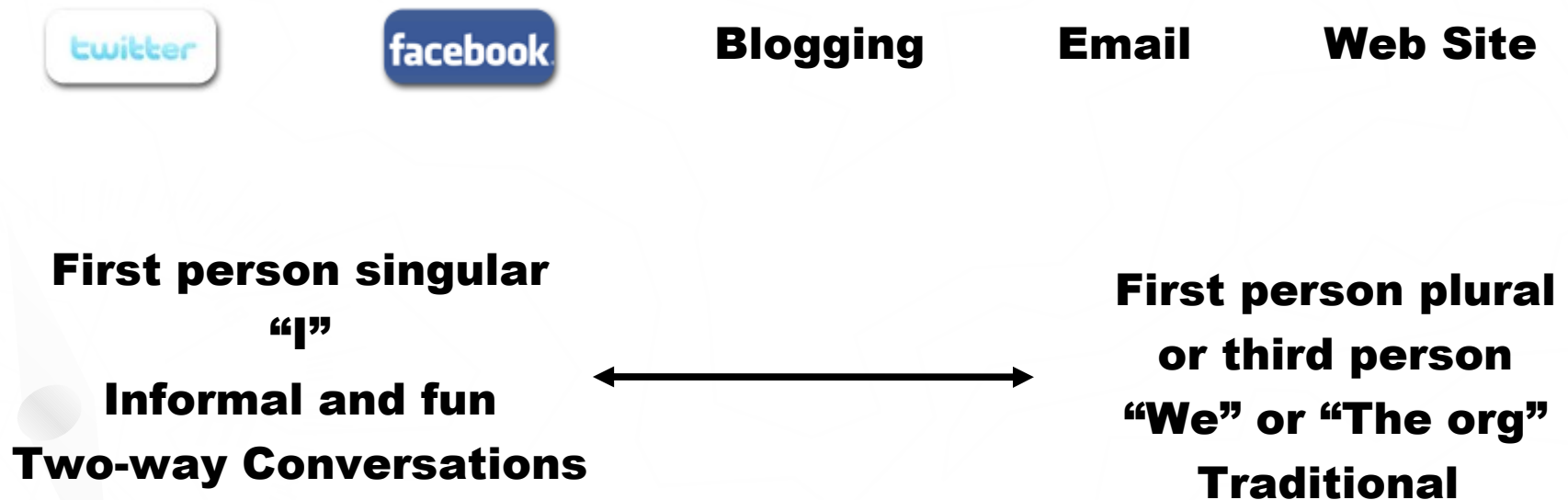
# Limitations of Online Organizing

- ▶ 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 to communicate, share, and collaborate with friends, friends of friends, even strangers
  - Made for people to people, not organizations
- ▶ Blogs are the original social media

# Spectrum of Engagement



# Pros of Social Media

- ▶ **Get Relevant News**
  - Allows you to receive curated news
- ▶ **Increase Exposure**
  - Gives you easy access to new networks of people
- ▶ **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.**

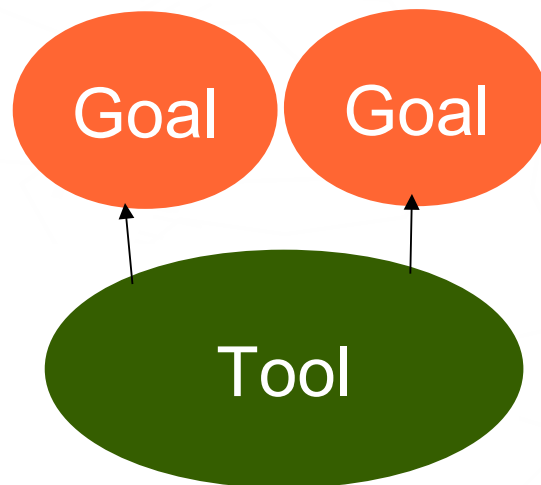
- How can we keep up?

# But what tool is right for me?

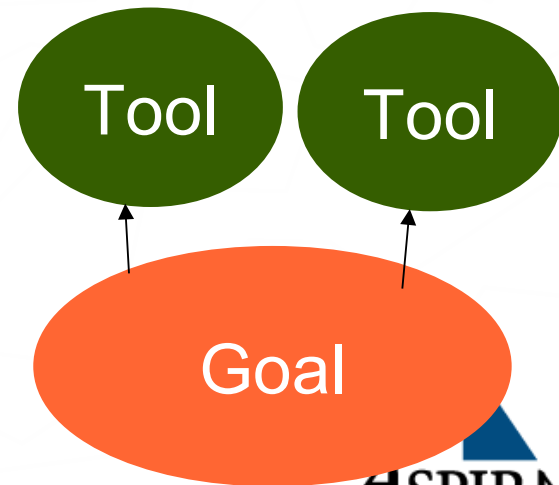
- ▶ It depends...
  - Who are you trying to reach?
- ▶ It also depends...
  - What are you trying to get done?
- ▶ You need a communications strategy before worrying about social media tools to use

# What are your goals?

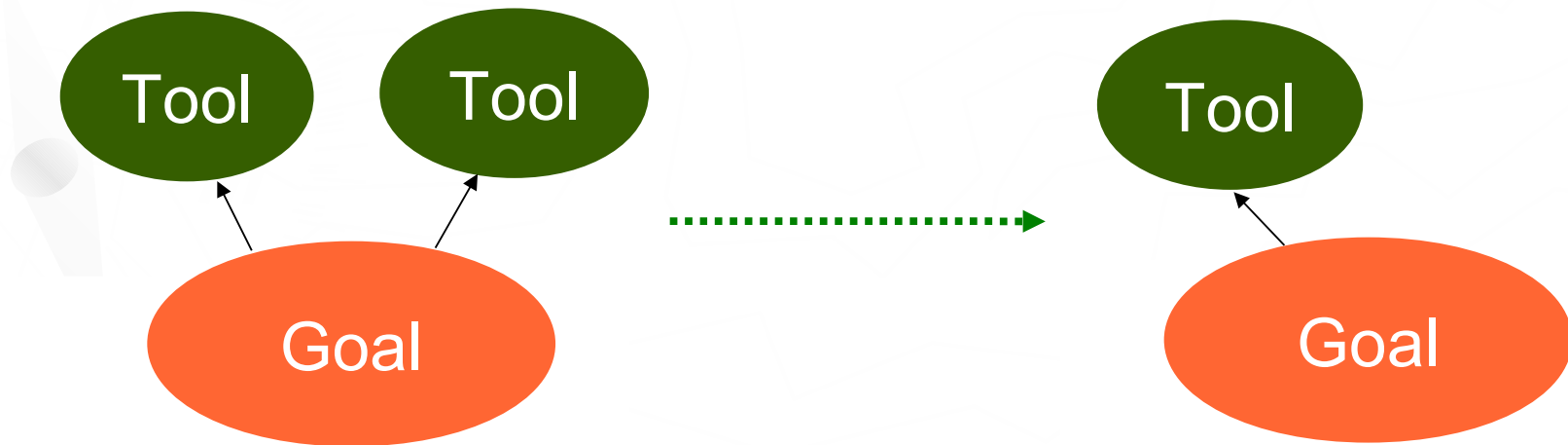
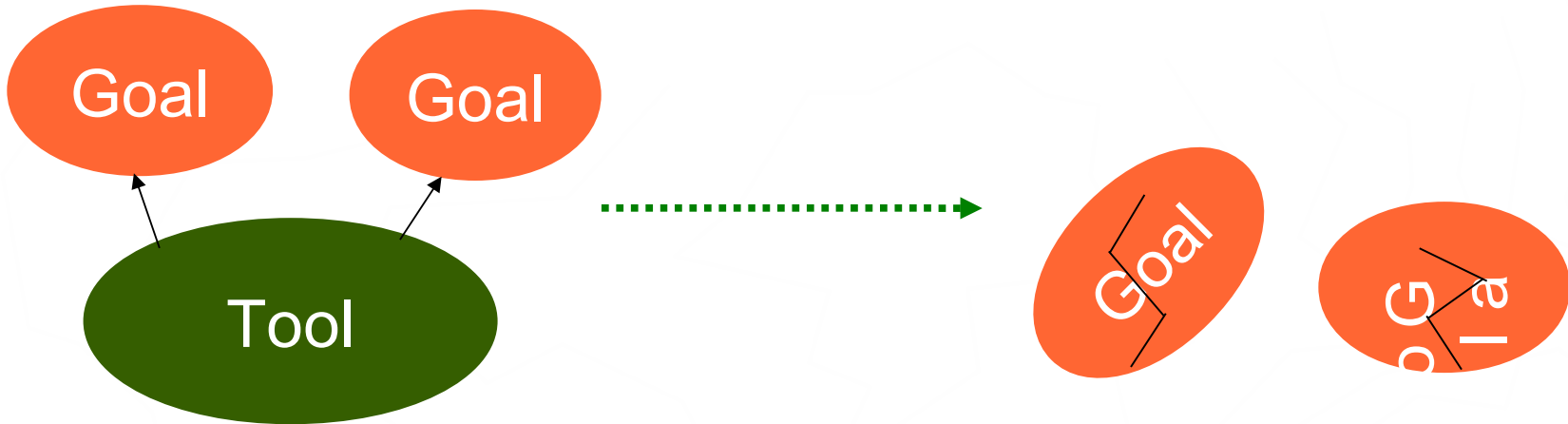
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
  - Make sure your communications plan stays in tact when the tool you are using fails you



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><li>• Email</li></ul>

# Bottom Line

- ▶ Online tools aren't a magic bullet
- ▶ You need:
  - A 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?



## Thank You!

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ve rights only as long as we're willing to struggle for them." - Miss Ella Jo Baker



## Ella Baker Center

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### Tweets

 **Occuppy 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)



# Twitter

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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)

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# CommunityWaterCenter

**@CWaterC** 311 w. Murray, Visalia, CA  
*The Community Water Center is a non-profit, environmental justice organization in Visalia, CA ...because clean water is a human right, NOT a privilege.*  
<http://www.facebook.com/pages/Visalia-CA/Community-Water-Center/116669441734084>

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CWC is looking for a new Policy Advocate. Interested? Click the link to view our job description.  
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Water delivery backers thanked [visaliatimesdelta.com/article/201106...](http://visaliatimesdelta.com/article/201106...)  
13 Jun



**CWaterC** CommunityWaterCenter  
VIDEO: Water distributions in the Valley, and how you can help  
[blogs.vidaenelvalle.com/health/2011/06...](http://blogs.vidaenelvalle.com/health/2011/06...)  
7 Jun



**CWaterC** CommunityWaterCenter  
Check this video out – WaterDistribution  
[youtube.com/watch?v=zCkk4z...](http://youtube.com/watch?v=zCkk4z...) via @youtube  
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**Greenlining** GreenliningInstitute  
 Getting a presentation on Google+ for businesses. Hangouts sound like a great tool! You can vid chat with up to 10 ppl! #AspCohort #Google  
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**tereflores88** Teresa Flores  
 Great time at the eAdvocacy Cohort training, always fun to talk to other communications folks in the non-profit world :) #AspCohort  
 1 hour ago



**liverealnoworg** Live Real  
 #AspCohort #eadvocacy w/ @CANFIT & others: stories, yr-end fundraising, Google+ for #nonprofits #socialchange #foodjustice  
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**Greenlining** GreenliningInstitute  
 Talking online #communications with the #AspCohort  
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**CANFIT** CANFIT  
 Hangin w @liverealnoworg and others at the e-advocacy cohort training! #aspcohort #sittingaroundw/peoplew/computersiscool  
 3 hours ago

Trends: Sacramento trends · [change](#)

- #WorldAIDSDay Promoted
- #ButThatsJustMe
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- Grammy
- McNabb
- National Kiss Day
- CP3
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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

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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 Man Bill

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Like The Humane Society of the United States

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

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

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 **Canfit Nonprofit** **Biografía** ▾ **2011** ▾ **Lo más destacado** ▾ Te gusta

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 **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 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

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 **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!**  
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