eAdvocacy Capacity Building

Overview

Introductions

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- Aspiration
  - http://aspirationtech.org
  - Nonprofit
  - Help social justice orgs use technology better for their missions

Activity:

Controversial Table Discussions

Controversial Table Discussion:

I'm excited about social media for my agency's work

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Controversial Table Discussion:

The benefits of online communication and social media are worth the time it takes my program

Our Goals

► Discuss Essential Processes for sustainable eAdvocacy

► Go away with usable tools to facilitate online community building at your organization

► Most importantly, answer your questions

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Caveats of Social Media

- ► Can take a lot of time
  - ▪ Time = Money

- ► Big corporations who want your data
  - ▪ You are the product
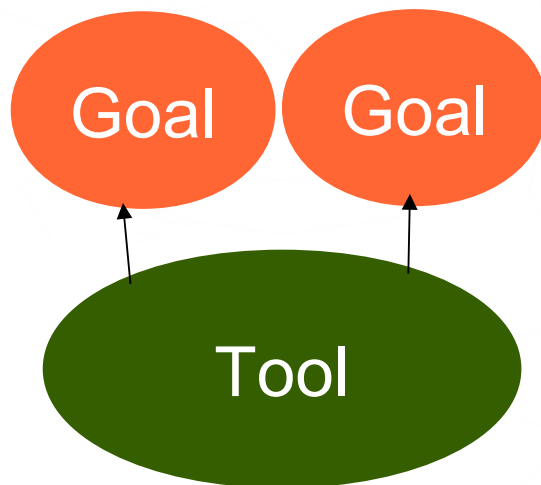
- ► There are billion of tools
  - ▪ Which ones do we need?
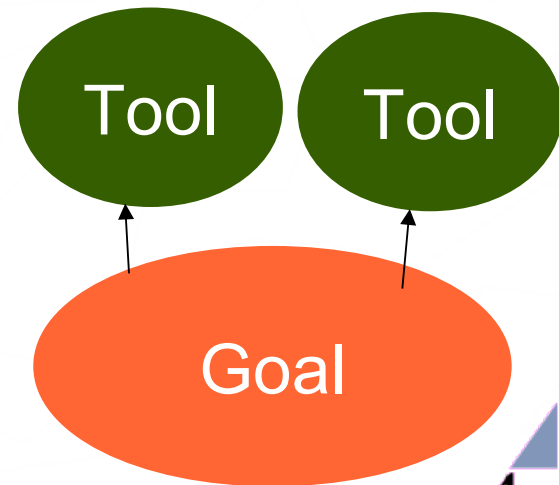
- ► Tools change EVERY. SINGLE. DAY.
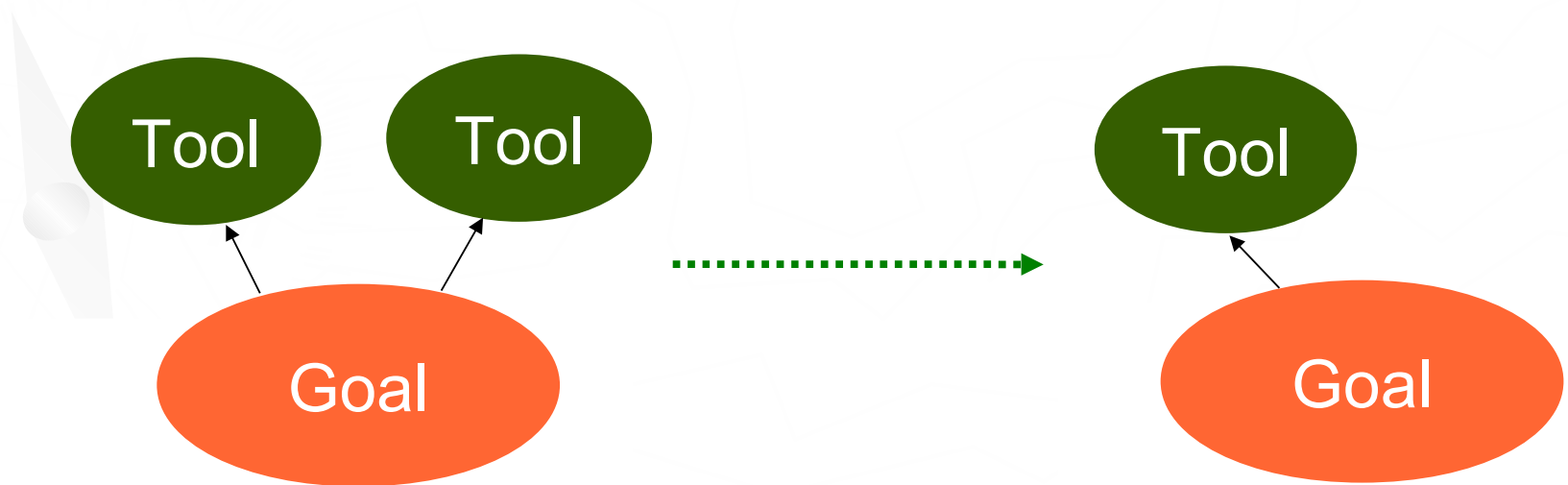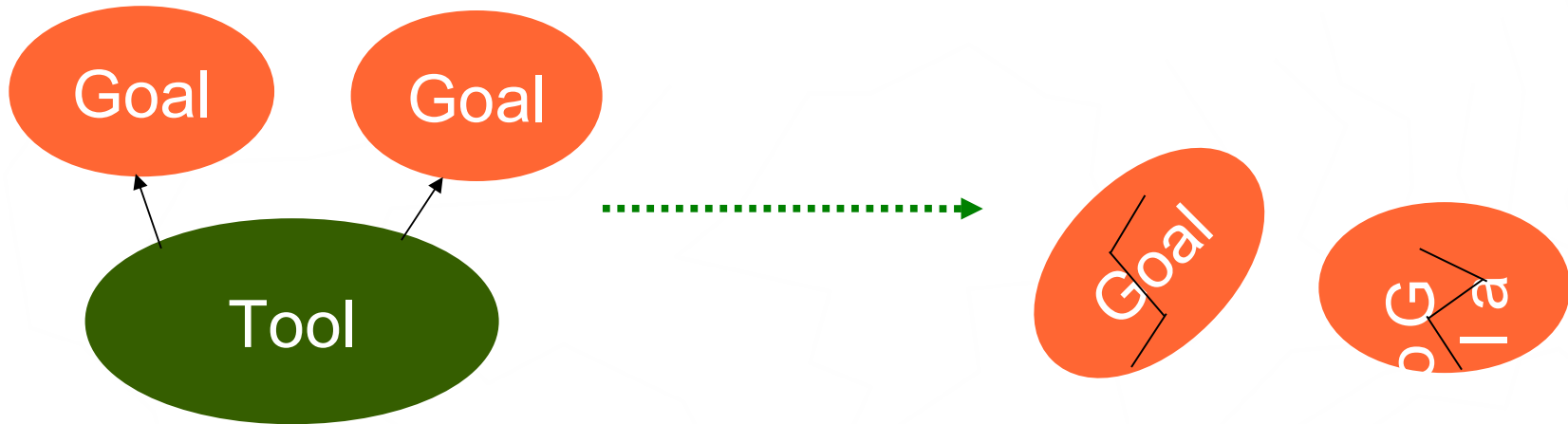 - ▪ How can we keep up?

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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

Tool Agnostic?

Example WIC Agency Goals

Goal?	Measurability	What does success look like?	Tools
Increase Case Loads Coming from Online Efforts	• Can ask people how they heard • Have links in online messaging to an online form	500 Cases this year	• Web Site • Twitter
Increase Breastfeeding Education	• Track downloads of Breastfeeding resources	Double the rate of downloads for breastfeeding resources	• Texting • Twitter

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Twitter

Facebook

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

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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

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Aspiration's eAdvocacy Initiative

► Goal: Organizational self-sufficiency online

► eAdvocacy Capacity-Building Trainings, Webinars, and Materials

► SocialSourceCommons.org

  ▪ Inventory of available tools

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4 Processes for Sustainability

► Audience Assessment

- Do you really know who you are talking to?

► Publishing Matrix

- Do you have a model for when to use what tool?

► Message Calendaring

- Is all online messaging on a unified calendar?

► Social Media "Dashboarding"

- Do you know where you're mentioned online?

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End Of Section

▶Questions?

▶Comments?

Thank You!

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High Impact Online Communications

Spectrums of Engagement

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Spectrums of Online Engagement

Target Audience

twitter   facebook   Blogging   Email   Web Site

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

← →

Potential supporters,
learning about
your work
and organization

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Spectrums of Online Engagement

Tone and Voice

twitter facebook Blogging Email Web Site

First person singular   First person plural

"I"   ←——————————→   or third person

Informal and fun   "We" or "The org"

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Spectrums of Online Engagement

Frequency of Message

twitter   facebook   Blogging   Email   Web Site

Frequent – can be   Less frequent -
daily or more often   ⟵————————⟶   Weekly to monthly

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Spectrums of Online Engagement

Matching Tools to Message

twitter   facebook   Blogging   Email   Web Site

Late-breaking news,

Real-time updates,

Teasers, Flirts

Opportunistic asks

Planned messaging,

measured narrative

Urgent alerts,

Intentional asks

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Spectrums of Online Engagement

Control of Message and Brand

twitter   facebook   Blogging   Email   Web Site

Shared with
Audience

⟵⟶

"Traditional"
org control

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Time/Labor Investment

twitter   facebook   Blogging   Email   Web Site

Substantial, tending towards 24/7   ←——————————→   Manageable, based on past patterns

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Spectrums of Online Engagement

Return on Investment

  Blogging   Email   Web Site

TBD; uneven,   "Knowable", based
subject to change   ←————————→   on past patterns

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End of Section

▶Questions?

▶Comments?

Thank You!

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