eAdvocacy: Basics, Best Practices and New Tools

Social Networks

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Learning Goals

- ► Define "Social Network" (SN)
- ► Enumerate key SN features
- Compare the most popular SN sites
- Discuss potential uses of Social Networks
- Consider an SN success story
- Explain simple publishing strategy
- Learn appropriate reliance on external sites
- Gain awareness of privacy concerns with SN's





Social Networks

- ► What are they?
 - Online communities with new models for connecting and collaborating
 - The latest fad (but with some staying power)
 - Alternative communication channel to email
 - A venue for specialized audiences
 - A dangerous precedent, both in terms of privacy and control







Social Networks - Examples

- ► Facebook
 - Popular with young adults, fast growing
- Myspace
 - More targeted at teens; owned by Murdoch
- LinkedIn
 - For "professional" networking, less social
- Change.org
 - Networking around progressive issues





How Do They Work?

- Establish an account: Sign Up/By Invitation
 - Provide as much personal data as you're willing
 - "Everyone" can see your basic data (name/pic)
- You "friend" other members to build your SN
 - Online handshake confirms you know each other
 - "Friends" can see your full profile, interact
 - You can then send messages and engage with your network







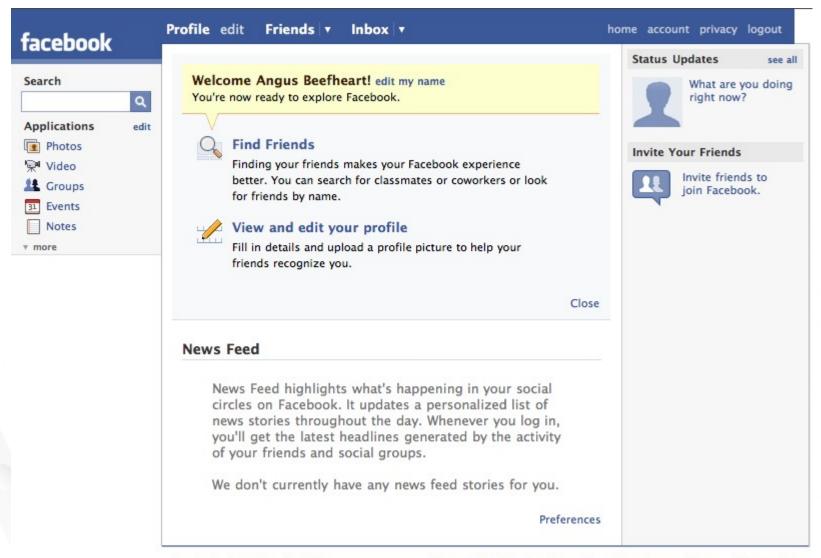
Social Networks

- Basic features
 - User profile
 - Search system to find friends, and link to them
 - Messages between friends (distinct from email)
 - "Status" message, which is pushed to all friends
 - Picture and video sharing
 - Group and event capabilities









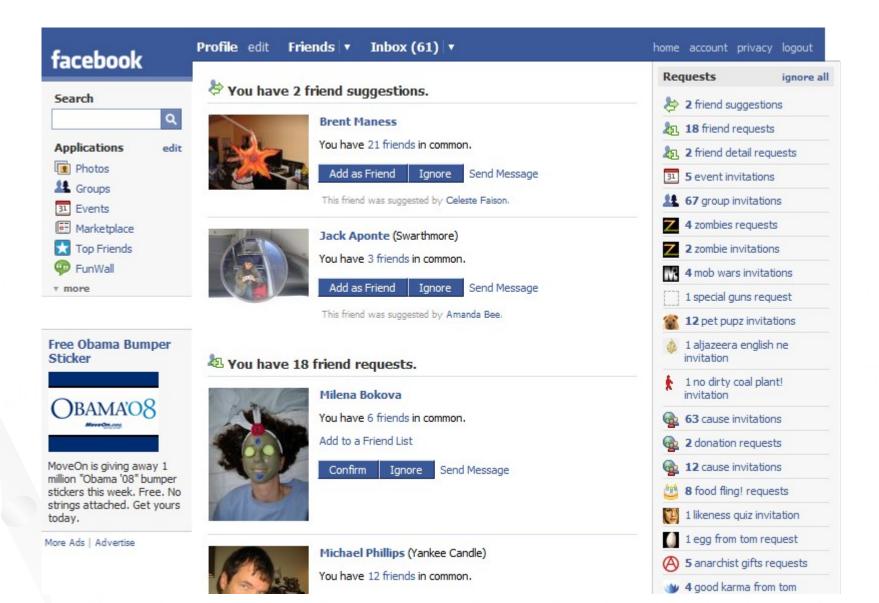
Facebook © 2008 | English ▼

About Find Friends Advertising Developers Terms Privacy Help















How Do They Work?

- Social Knowledge Aggregation
 - Find out what your friends and their friends are thinking/doing/reading/watching/friending
- ► Why should you care?
 - Leverage supporter's networks to promote your goals, raise awareness and strengthen brand
 - Many people are using it for primary communication medium, instead of email





Success Story

- ► In early 2008, Students for Free Tibet raised 35% of their annual budget in Facebook Causes Challenge
 - Core SFT staff and allies spammed their networks, drove lots of new Facebook signups
- Additional Outcomes
 - Extreme boost to visibility for org and issue
 - Newfound communication channel







Flat: 599k

v more



Listed by Katy Dinner. 415-863-5289

More Ads | Advertise

Beneficiary: Donations to the cause benefit:



Students for a Free Tibet, Inc. A 501(c)(3) nonprofit

Positions:

- 1. Tibetan people's right to self determination.
- Ending China's brutal occupation and oppressive colonization of Tibet and the Tibetan people.
- Through education, grassroots organizing, and non-violent direct action, we campaign for Tibetans' fundamental right to political freedom.



Donate

Ask Friends to Donate

View Members

View Past Announcements

Share +

How You Are Helping

a member recruited

▼ See Extended Info

17,506 MEMBERS

Invite

\$121,895 DONATED

Donate









Donate



Donor Matches

Create a Donor Match | See All

How People Are Helping





Pemba Gurung joined the cause. 9:46pm





Tenzing Pela joined the cause. 9:43pm





Ricardo Gaztelumendi joined the cause. 9:02pm





Daniel Altamore joined the cause. 8:51pm





Brian Houghton joined the cause. 8:14pm

Hall of Fame

See All

Recruiters



1. Students for a Free Tibet 413 recruits



Donors

1.Giving Challenge \$34,000

Fundraisers



Kalaya'an Mendoza \$600 raised



Choesang Dhenub

1 member recruited



\$10 donated



\$0 raised

Go to Your Action Center

Your Fundraising Pledge

You do not have a personal fundraising pledge.

Pledge to Raise

Your Friends in the Cause



Adrian Wilson Rank: #44 18 recruits



Jia-Ching Chen Rank: #148 8 recruits



Genevieve Raymond

Rank: #220 6 recruits



Han Shan Rank: #297





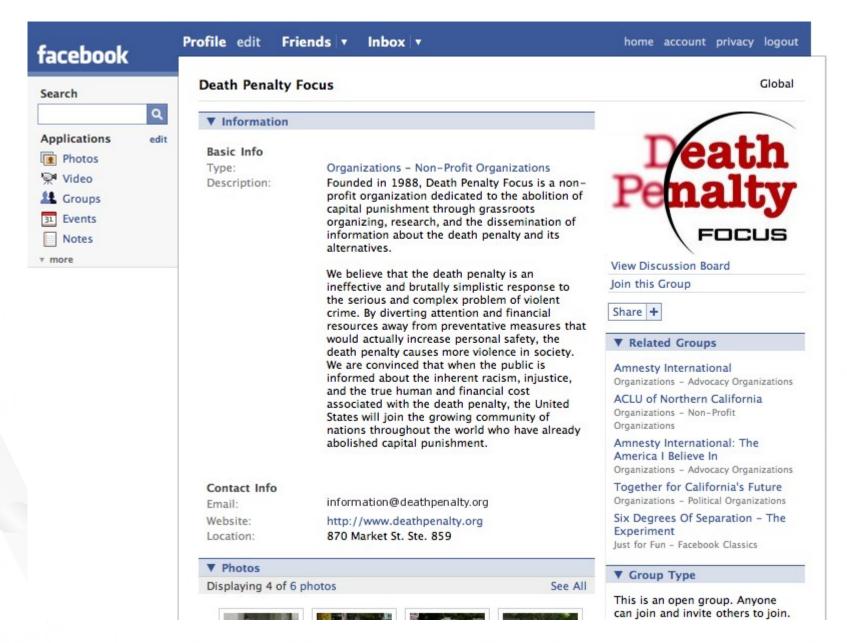


Simple Publishing Strategy

- Establish Facebook and/or MySpace pages
 - Which ones depends on audiences
 - Post core mission and contact info
- Republish key web content
 - Events and volunteer opportunities
 - Action alerts and breaking news
- Goal: publish stuff people will pass on
 - Drive extended networks to your own site











Social Network Infrastructure

- ► SN identities are becoming domain-like
 - More MySpace accounts existed in 2007 than domain names (100m vs 97m)
- BUT you don't control the infrastructure
 - Treat SN's as "secondary": They can "go away"
 - Attempt to steer "friends" to web site, mailing list
- Substantial turnover: Facebook today, but...
 - Remember Friendster?





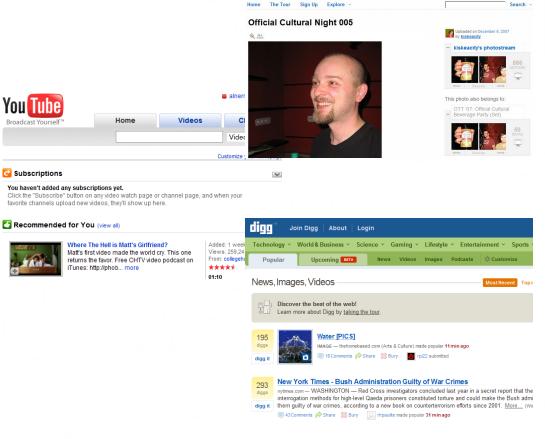
Content-Centric Networks

Networking around media types

Flickr – pictures

YouTube et al –videos

Digg et al –bookmarks/links







Content-Centric Networks

- Enable tactics to engage your base
 - Supporters upload and tag pix from events/campaign
 - Flickr, Picasa, Facebook group, etc.
 - Upload video and have supporters propagate
 - YouTube, Blip.TV, hub.witness.org, etc.
 - Post important pages and have supporters "digg"
 - Digg, del.icio.us, Reddit, Furl, etc.







Privacy

- Social Networks are not benevolent offerings
 - They want as much data as possible on you
 - Rupert Murdoch bought MySpace for a reason
- ► Be mindful of what you post in these venues
 - Treat it as a permanent record
- Consider the privacy of your friends/allies
 - It's not just your data you're playing with
 - Consider the Facebook purchases story





Summary

- Defined "Social Network"
- Compared popular SN sites
- Enumerated key features
- Discussed potential uses of Social Networks
- Considered simple publishing strategy
- Learned risks of reliance on external sites
- Contrasted social vs content-driven SN's
- Raised awareness of privacy issues with SN's





End Of Section

- Questions?
- ► Comments?

Thank You!

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