Web Advocacy Training for Campaigners

Creating Passionate Online Activists

These training materials have been prepared by Aspiration and Radical Designs

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Learning Goals

▶ Compare definitions of "Online Activist"

▶ Characterize online activist behavior

▶ Review online activist engagement cycle

▶ Enumerate modes of engagement

▶ Consider eAdvocacy as both conversation and narrative

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What is an Online Activist?

► A supporter of your cause

► Responds to your requests

► Views you as a trusted sources on an issue

► Promotes your issue/cause using online tools

What Do Online Activists Do?

▶ Read emails

▶ Take online actions

▶ Tell others about your message

▶ Attend Events

▶ Create Content

▶ Organize Local Events and Meetings

Activist Engagement Cycle

► Get their email address

- Send "welcome cycle emails"

► Alert them to actions and progress

► Track activity and deepen engagement

- Target more active activists with more campaigns

- Target active online activists to do field organizing

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Frames of Engagement

► Engaging Online

- Provide opportunities for focused action
  - User takes action to effect change online through tools you provide
- Encourage viral activity
  - User promotes your issue online through other online venues or to their online social networks

Online Activist Engagement

► Contact Decision/Influence Makers

- Letter to Congress, Editor, Company

► Pledge Support

- Endorsements, Petitions

► Donate Money

Online Activist Engagement

► Shape Campaign Decisions

  ▪ Poll, Voting, Discussion Forum

► Recruit Others/ Spread Message

  ▪ Tell a Friend, Social Networks

  ▪ Site Badges

  ▪ Blogs

  ▪ Web 2.0 Sites

  ▪ Merchandise

Frames of Engagement

▶ Offline Activist: an on-the-ground activist you can count on to organize local events and to be local leaders

▶ Engaging Offline

- Provide opportunities to attend or organize real world action using online tools that you provide

- Coordinate organizing or research tasks in a decentralized manner though online tools

Offline Activist Engagement

► Events
 - ▪ Day of Action, Movie Screenings, House Parties, Vigils, Flyer Days

► Local Groups and Chapters
 - ▪ Start/Find, Volunteer Management, Updates

► Gather Information and Research

► Phone Banking Voter Recruitment and Outreach

eAdvocacy is an Ongoing Conversation

▶ Primary goal should be to establish trust relationships with your audiences

- Trust empowers mobilization

▶ Too many orgs use online tools to "blast" their audiences: "THE SKY IS FALLING AGAIN TODAY"

- e-messages you send are ongoing narrative
- Review the narrative, review tone and trajectory

eAdvocacy is an Ongoing Conversation

- ▶ Arguably the most important part of electronic outreach is managing responses
  - Reply to replies
- ▶ Don't let eAdvocacy tools prevent you from picking up old-fashioned phones
  - Email is efficient but "chilly", voice is warm
- ▶ Consider where technology is going
  - The cell phone is the tool of the future

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Section Summary

- Definitions of "Online Activist" vary
- Online activism takes a range of form
- Engaging online activists is a cycle
- Consider modes of engagement
- Your eAdvocacy should be modeled as both a conversation and an ongoing narrative

End Of Section

▶Questions?

▶Comments?

Thank You!

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