

# eAdvocacy: Basics, Best Practices and New Tools

## Social Networks

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

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**radicalDESIGNS**

  
**ZERO DIVIDE**  
*Infinite Possibilities*

  
**ASPIRATION**

**BETTER  
TOOLS  
FOR A  
BETTER  
WORLD**

# 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

Search

Applications

edit

- Photos
- Video
- Groups
- Events
- Notes

more

Welcome Angus Beefheart! [edit my name](#)

You're now ready to explore Facebook.



Find Friends

Finding your friends makes your Facebook experience better. You can search for classmates or coworkers or look for friends by name.



View and edit your profile

Fill in details and upload a profile picture to help your friends recognize you.

Close

News Feed

News Feed highlights what's happening in your social circles on Facebook. It updates a personalized list of news stories throughout the day. Whenever you log in, you'll get the latest headlines generated by the activity of your friends and social groups.

We don't currently have any news feed stories for you.

Preferences

Status Updates

[see all](#)



What are you doing right now?

Invite Your Friends



Invite friends to join Facebook.



Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Top Friends
- FunWall

more

Free Obama Bumper Sticker



MoveOn is giving away 1 million "Obama '08" bumper stickers this week. Free. No strings attached. Get yours today.

More Ads | Advertise

You have 2 friend suggestions.



Brent Maness

You have 21 friends in common.

Add as Friend Ignore Send Message

This friend was suggested by Celeste Faison.



Jack Aponte (Swarthmore)

You have 3 friends in common.

Add as Friend Ignore Send Message

This friend was suggested by Amanda Bee.

You have 18 friend requests.



Milena Bokova

You have 6 friends in common.

Add to a Friend List

Confirm Ignore Send Message



Michael Phillips (Yankee Candle)

You have 12 friends in common.

Requests ignore all

- 2 friend suggestions
- 18 friend requests
- 2 friend detail requests
- 5 event invitations
- 67 group invitations
- 4 zombies requests
- 2 zombie invitations
- 4 mob wars invitations
- 1 special guns request
- 12 pet pupz invitations
- 1 aljazeera english ne invitation
- 1 no dirty coal plant! invitation
- 63 cause invitations
- 2 donation requests
- 12 cause invitations
- 8 food fling! requests
- 1 likeness quiz invitation
- 1 egg from tom request
- 5 anarchist gifts requests
- 4 good karma from tom



# 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

Crisis Alert: Cyclone rips through Myanmar. Help Now

ignore

Search

Applications

edit

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- Marketplace
- Top Friends
- FunWall

more

Flat: 599k



Listed by Katy Dinner. 415-863-5289

More Ads | Advertise

Causes Home | Find Causes ▾ | Your Causes ▾

Account | About | Help

Causes

+ Start a Cause

### Tibetan Freedom Movement

Students for a Free Tibet (SFT) works in solidarity with the Tibetan people in their struggle for freedom and independence.

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



See Extended Info

17,506 MEMBERS

Invite

\$121,895 DONATED

Donate

How big is this cause?



Message Friends in Cause

Invite

Donate

Ask Friends to Donate

View Members

View Past Announcements

Share +

How You Are Helping

1 member recruited


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


-  **Students for a Free Tibet**  
413 recruits
-  **Guzmán Rodríguez**  
181 recruits


#### Donors


- 1. Giving Challenge**  
\$34,000 donated
-  **2. Kathy Cannon**  
\$2,335

#### Fundraisers

-  **1. Kalaya'an Mendoza**  
\$600 raised
-  **2. Tenzin Choesang Dhenub**  
\$570 raised

 **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 [see all](#)

 **Adrian Wilson**  
Rank: #44  
18 recruits

 **Jia-Ching Chen**  
Rank: #148  
8 recruits

 **Genevieve Raymond**  
Rank: #220  
6 recruits

 **Han Shan**  
Rank: #297  
5 recruits

# 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



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## Death Penalty Focus

Global

### Information

#### Basic Info

Type: Organizations – Non-Profit Organizations

Description: Founded in 1988, Death Penalty Focus is a non-profit organization dedicated to the abolition of capital punishment through grassroots organizing, research, and the dissemination of information about the death penalty and its alternatives.

We believe that the death penalty is an ineffective and brutally simplistic response to the serious and complex problem of violent crime. By diverting attention and financial resources away from preventative measures that would actually increase personal safety, the death penalty causes more violence in society. We are convinced that when the public is informed about the inherent racism, injustice, and the true human and financial cost associated with the death penalty, the United States will join the growing community of nations throughout the world who have already abolished capital punishment.

#### Contact Info

Email: [information@deathpenalty.org](mailto:information@deathpenalty.org)

Website: <http://www.deathpenalty.org>

Location: 870 Market St. Ste. 859

### Photos

Displaying 4 of 6 photos [See All](#)



[View Discussion Board](#)

[Join this Group](#)

Share [+](#)

### Related Groups

- Amnesty International**  
Organizations – Advocacy Organizations
- ACLU of Northern California**  
Organizations – Non-Profit Organizations
- Amnesty International: The America I Believe In**  
Organizations – Advocacy Organizations
- Together for California's Future**  
Organizations – Political Organizations
- Six Degrees Of Separation – The Experiment**  
Just for Fun – Facebook Classics

### Group Type

This is an open group. Anyone can join and invite others to join.



# 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

The image displays three screenshots of content-centric networks. The top screenshot is a Flickr page for 'Official Cultural Night 005', showing a photo of a man and a sidebar with related content. The middle screenshot is a YouTube page for the video 'Where The Hell is Matt's Girlfriend?', featuring a video player and a description. The bottom screenshot is a Digg page showing a list of recommended items, including a photo of water and a news article from the New York Times.

# 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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