High Impact eAdvocacy

Mobile Advocacy

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

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Learning Goals

► Distinguish Types of mobile devices
► Enumerate mobile applications
► Understand SMS and SMS Applications
► Define and discuss applications of “smartphones”
► Describe web/mobile tools, including Twitter
► Explain basic mobile tactics
► Learn from you!
What is a mobile phone good for?

- Calling/receiving calls from “anywhere”
- Sending/receiving text messages (SMS)
- Storing data (numbers, address, calendar...)
- Accessing the internet (“Smartphones”)
- GPS and navigation (“Smartphones”)
- Pictures and movies (multimedia phones)
Types of Mobile Devices

► Basic cell phone
  ▪ May nor may not support text msgs, most do
  ▪ Based on range of carrier technologies (CDMA, GSM, etc)

► “Smartphone”
  ▪ Cell and internet functionality in 1 device
  ▪ iPhone, gPhone, etc
  ▪ Important issue is support for 802.11 wireless
Application of Mobile Devices

- SMS broadcast and capture and systems
  - FrontlineSMS, RapidSMS
- Mobile crisis & event reporting tools
  - Ushahidi, VoteReport
- Helmet-cam mobile phones and wearable NetBook video broadcast system
- “Smart phone” apps
  - Sky is the limit, but bandwidth is an issue
SMS Basics

► SMS = Short Message Service
► Messages are limited to 160 characters
► To do bulk SMS, you need a “short code”
  ▪ You can acquire one directly (hard, painful) or use an existing one (TextMarks, Twitter, etc)
► SMS services enable Announcement List, Discussion List
Mobile SMS in the US

The United States has a relatively poor SMS system

- SMS delivery is dealt with per-provider
- US lags behind other countries in general

No general gateway for sending bulk SMS messages without using an SMS provider

- Generally charge a per message fee for custom solution or to pass messages directly into the SMS gateway
Mobile SMS in the US

- Fortunately there are several free services on the web
- Supported by different business models so that you do not need to pay a fee for the message delivery
- These include Twitter, TextMarks, UPOC
Text Services require user opt in

- In general you can not “load numbers in”
- Users will need to subscribe to the services from their phone
  - Confirmation usually required
- Many services offer ability to invite users asking them to join a list
- They do not work with all carriers.
  - Low cost carriers such as MetroPCS don't support
Issues with SMS

► There can be delays in message delivery
  ▪ Messages delivery can be throttled
  ▪ Delays can be non-trivial

► There are daily delivery limits
  ▪ If you send out a lot of messages in one day your account may get turned off for the day
  ▪ Most of these limits are not published but exist
  ▪ If you are planning a mass mobilization you may consider contacting providers
Issues with SMS

► All messages and subscription should be considered public
  ▪ Services will save and store all messages that you send out
  ▪ There have been cases of law enforcement subpoenaing records so do not send out any message you don’t want to be public
  ▪ Participation in SMS lists can be tracked via cell phone number
Twitter – What Is It?

- Extremely popular web-based SMS community
- Social network with its own conventions
- Messages on Twitter are “tweets”
- Users “follow” on another
- Great way to send bulk SMS for free
- Frustrating because it breaks often
- www.twitter.com
Twitter – Getting Started

► Click on Sign Up Now

► Fill out the sign-up form
  ▪ Keep in mind that your user name will be the keyword that users will use to follow you
  ▪ If you already have a Twitter account you will need to use a different email for a work account
  ▪ A cell phone number can only be associated with one account at a time
Twitter

► Either invite people from your email address book to follow you
  ▪ Or skip this step :^)

► Activate your phone by clicking the link under item number 3
  ▪ Sub-point 2

► Tweet away!
Mobile Tactics

- The Obama SMS VP announcement
  - Political milestone; media worthy
  - Smart acquisition strategy for cell numbers

- Ring tones
  - TXTPower, Not Your Soldier

- Network watchdogs with cell phone cameras
  - SFT and Olympic torch in SF
Mobile Operating Systems

- Symbian
- Android
- iPhone
- Windows Mobile
- J2ME
Summary

► Distinguish smartphones vs older devices
► Good tools available, and more every day
► Carrier market in the US makes mobile tough
► SMS is the killer mobile tactic for now
► Smartphones are changing the game quickly
► Twitter is a free SMS blasting tool for web
► Experiment!
End Of Section

▶ Questions?
▶ Comments?

Thank You!

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