Web Sites For Advocacy and Community Organizing:
Basics, Essentials, and Best Practices

Web Site Audiences and Goals

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Learning Goals

► Understand your site audience(s) and their goals
► Understand your goals for your web site
► Understand your goals for your audiences
► Define “click paths” and “frames”
► Introduce “information architecture”
► Complete audience identification exercise
► Review sample audience click paths
Web Sites are for Users

- Websites are about providing information to your users that they want or need.
- Users will not make a regular habit of visiting your website if their needs are not being met.
- You have different users with different needs.
- Presume that new users do not understand your issue(s) or your organization.
  - Create “frames” for understanding your issues.
Know Your Goals

What are the goals of your website?

- Educate and inform
- Create organizational identity
- Increase your base, mobilize your supporters
- Media outreach and engagement
- Campaign, Influence Decision Makers
- Trusted News Source
- Serve specialized data
Know Who Your Users Are

Who are the users of your web site?

- Supporters/members/base
- First time visitors
- Press
- Funder (small donors, foundations)
- Other organizers and activists
- Opponents, targets of your campaigns
- Decision makers
Know Who Your Users Are

Who is each user demographically?

- Education
- Age
- Gender
- Race
- Ability
Know Your User's Goals

- What is the user's goals
  - What are they trying to find or do?
  - What information or resources can you offer?

- How did the user get to you?
  - Can be useful in understanding their goals

- How do their goals for your site differ from your goals for them?
Know Your Goals for Users

► What are your goals for each user?
  ▪ What do you want them to learn or do?

► Try and keep the basic goals limited
  ▪ Stick to a key message or action that you want each type of user to take away

► Design to balance user needs and goals with your own needs and goals
Designing for User Audiences

Create your Information Architecture (IA)

- Identify your audiences
- Identify your goals
- Create "frames" for each audience
- Create a "click path" for each audience
Designing for User Audiences

Design a “frame” that will help each audience understand your issue

- A “frame” is the way you tell your story
  - In terms of geography, personal narrative, tactics, ...
  - Proper framing resonates

Your understanding of your issue is going to be different than your user's

- Describing the issue in terms of your campaign strategy may not work with those who aren't already supporters
Designing for User Audiences

Create a “click path” for each core user group

- A click path is the set of links that you want each user to click on and follow
- Click paths allow multiple audiences to have their needs met with one page design
- You want each path to be based on a melding of the users goals and your goals for the user
Audience Definition Exercise

► Find a partner who you don't know, and interview each other about the following questions
  ▪ You'll report back on your partner's answers

► Who are your audiences?
  ▪ Name them and rank their importance
  ▪ Describe demographically
  ▪ Name three other sites they use regularly
Audience Definition Exercise

► For your highest-priority audiences
  ▪ What do you want them to learn or do?
  ▪ How do they get to your site?
  ▪ What are they trying to find?
  ▪ Where do they click on the front page?
  ▪ What do they do next?
Audience Path Examples

► First Time Visitor
  - **Your Goal**: Educate about issue before converting to take action
  - **How they get there**: Google, Blog Link, via Friend, News Coverage
  - **They are looking for**: “What is this all about”
  - **They click on**: *What is the Issue, About Us*
  - **Next Step**: Easy way to take action after education
Supporter

Your Goals: Get them to take action & recruit others, show them how their actions matter

How they get there: Email link, Bookmark, RSS

They are looking for: Campaign Progress, Ways to get involved, Ongoing Education

They click on: Take Action, Campaign Updates

Next Steps: Continued Engagement: thank them, convert them to super activists or donors
Audience Path Examples

► Media

- **Your Goal:** Get media to cover your issue
- **How they get there:** Google, PR, RSS
- **They are looking for:** Material for their story, domain experts, something new and exciting, other media coverage of issue
- **They click on:** Press Room, Campaign Updates, About Us
- **Next Steps:** Contact them to follow up on coverage (good and bad)