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

Organizational Web Publishing

These training materials have been prepared by Aspiration in partnership with Radical Designs
Funded by the Community Technology Foundation of California
These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5
Learning Goals

► Identify range of stakeholders in site content
► Enumerate stakeholder interests and needs
► Consider web content publishing as a process that involves all stakeholders
► Appreciate the need to define a transparent workflow for publishing
► Explore other considerations, including “open” content and copyright issues
Site Content Stakeholders

Who in your organization has information that needs to go on your site?

- Communications staff
- Program staff
- Campaigners
- Issue expert
- Fundraiser
- Executive staff
Site Content Stakeholders

Campaigner

- Targets/ Action Alerts
- Events
- Action Report Backs
- Coalition Partners/Endorsements
Site Content Stakeholders

- **Issue Expert**
  - Background Summary
  - Reports
  - Photos
  - Verify Claims made by Campaigner
Site Content Stakeholders

► Communications Staff
  - Press Releases
  - Media Coverage
  - Overall Framing and Message Integration
Site Content Stakeholders

► Fundraiser
  ▪ Donation Information
  ▪ Fundraising events
  ▪ Fundraising campaign updates

► Executive Staff
  ▪ Letter from Director
  ▪ Overall organization messaging and branding
Web Content Process

► What is the decision making process to add content to your website?
► Who needs to give approval of changes and at what level of detail do items need approval?
  ▪ ED approves everything
  ▪ Anyone can post
  ▪ Myriad other publishing process models exist
Web Content Process

- Who edits and integrates content?
  - Need to have consistent tone
  - Specific style for web usability
  - Maintain structural integrity and user paths for website
  - Don't let it just be the “techie”!
Web Content Process

► Who physically adds content to the website?
  ▪ Technical web person / IT staff
  ▪ Designated program staff member for all content
  ▪ Stakeholders responsible for respective sections

► Other people involved in web process
  ▪ Graphic designer
  ▪ Developer
  ▪ IT staff/consultants
Web Content Process

► Identify a workflow and pipeline for content publishing
  ▪ Sets an expectation and process
  ▪ Lets all stakeholders have input
  ▪ Maintains site consistency and tone and best practices for web content

► Have a defined editorial process
  ▪ Who gets to push the “publish” button?
Open publishing

“Open publishing” means enabling users to post content to your site.

This can be in the form of:

- Comments to existing content (e.g., blog entries)
- User supplied content (e.g., wikipedia.org)
- RSS feeds, aggregated and then re-published

Know the risks – your users can post content that is at odds with organizational messaging.
Other content considerations

- Copyright issues
  - Decide how you will license your site content
  - Learn about Creative Commons licenses
    - www.creativecommons.org

- Images and Artwork
  - Repositories of free visual content exist

- Link exchanges
  - Consider carefully who you will link to
End Of Section

► Questions?
► Comments?

Thank You!

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

Funded by the Community Technology Foundation of California

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5