

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

Reaching and Educating Audiences

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

- ▶ Explore several approaches for reaching and educating your intended audiences
- ▶ Illustrate “Culture Jamming”
- ▶ Appreciate the power of rich multimedia
- ▶ Understand the potential of viral marketing to spread your message beyond your traditional audience
- ▶ Define “wiki” collaborative tools

Reaching & Educating Audiences

- ▶ The internet provides a range of techniques and avenues for reaching and educating your intended audiences
- ▶ We'll cover four popular approaches
 - “Culture jamming”
 - Rich multimedia
 - “Viral” marketing
 - “Wiki” web sites

Reaching & Educating Audiences

- ▶ Culture and brand jamming
 - Plays off the importance of the branding process of a target to pressure them
 - Turns brand value on its head
 - The most important asset that a corporate target has is brand recognition and value
 - Can get attention much faster than traditional tactics

Reaching & Educating Audiences

- ▶ Culture and brand jamming tactics
 - Create look-alike sites that spoof “real” sites
 - Use google rankings to target and educate
 - Victoria’s Dirty Secret: www.victoriasdirtysecret.net
 - Use of “close” domain name
 - The Yes Men and GATT.org
 - microso0ft.com

OVER 836,399 UNIQUE VISITORS HAVE UNCOVERED VICTORIA'S DIRTY SECRET

WE'RE BACK TO SCHOOLING VICTORIA'S SECRET.



THE ONE MILLION CATALOGS PRODUCED BY VICTORIA'S SECRET ARE DESTROYING FORESTS --SO WE'RE TEACHING THEM A LESSON.

NOW THEY'RE CONSIDERING A MORE ENVIRONMENTALLY FRIENDLY CATALOG PAPER. SEND AN E-MAIL TO THE GEO.

NEWS FROM THE CAMPAIGN Including Our New Blog



We schooled Victoria's Secret this weekend -- 9/18/06
Schooling Victoria's Secret at Union Square -- 9/16/06
City What? -- 9/14/06

[more >>](#)



THE *Truth* BEHIND THE COVER

A five-part series on the destructive legacy of the Victoria's Secret catalog



Web [Images](#) [Video](#)^{New!} [News](#) [Maps](#) [more »](#)

Victoria's Secret

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of 10

[Victoria's Secret](#)

Spo

www.VictoriasSecret.com Special offer: Save \$15 on a \$100 order w/code. See site for details.

[VictoriasSecret.com: The Official Site of Victoria's Secret](#)

Victoria's Secret - Shop the world's most glamorous bras, sexy sleepwear, lingerie and swimwear. Women's fashion clothing and apparel, shoes, cosmetics, ...

www.victoriassecret.com/ - 14k - Sep 19, 2006 - [Cached](#) - [Similar pages](#)

[Victoria's Secret - Wikipedia, the free encyclopedia](#)

Victoria's Secret is a retail marketer of women's clothing and beauty products, ... A **Victoria's Secret** promotion in England during the spring of 1998. ...

en.wikipedia.org/wiki/Victoria's_Secret - 25k - [Cached](#) - [Similar pages](#)

[CBS.com | Victorias Secret](#)

THE **VICTORIA'S SECRET** FASHION SHOW, featuring some of the world's leading supermodels, will mark the final "**Victoria's Secret** Fashion Show" appearance for ...

www.cbs.com/specials/victorias_secret/ - 10k - [Cached](#) - [Similar pages](#)

[Victoria's Dirty Secret](#)

Victoria's Secret is no angel. Click here to uncover **Victoria's Dirty Secret**.

www.victoriasdirtysecret.net/ - 11k - [Cached](#) - [Similar pages](#)

Reaching & Educating Audiences

▶ Catchy videos and flash animations

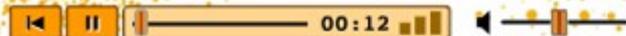
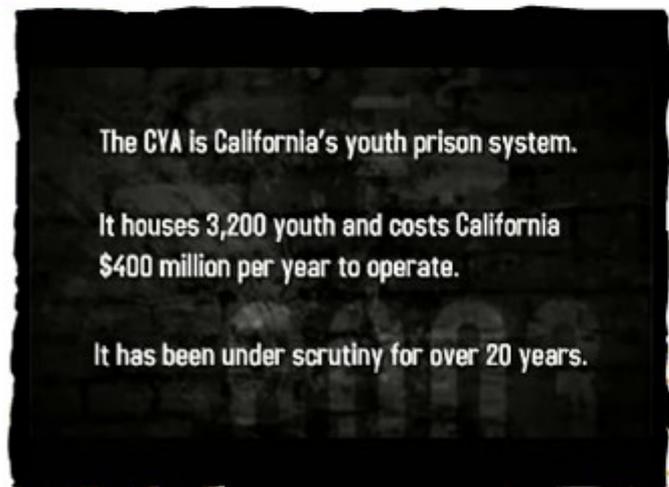
- Use multimedia to attract attention to your issue and drive traffic to your site
- Examples
 - www.thematrix.com
 - Jams on The Matrix
 - www.notyoursoldier.org
 - Leverages popular artist / genre
 - heroes.booksnotbars.org
 - Jams on Arnold movie roles

Reaching & Educating Audiences

- ▶ Catchy videos and flash animations
 - Watch how much money you invest in the production
 - It can get expensive
 - Balance budget with an outreach plan
 - Otherwise multimedia money is wasted
 - Target the production to the audience you wish to reach

Watch/Listen: Our Multimedia Page

Welcome to **Watch/Listen**, EllaBakerCenter.org's multimedia page. You can find all our online videos, music and podcasts here. Just choose from the dropdown menu below to find what you're looking for.



Alternatives for Youth
Length: 11.00



Silence the Violence Day
Length: 14.43



Growing Oakland Green
Length: 5.53

MAKE A DONATION



SIGN UP FOR EMAIL UPDATES

your e-mail here

SIGN ME UP

Most Recent BLOG Posts:



Ten Years Ago Today ...

We started out in the back of the Lawyer's Committee for Civil Rights. My office was literally an empty closet.

Reaching & Educating Audiences

▶ Video tool survey

- YouTube.com
- blip.tv
- Google videos
- Archive.org

Reaching & Educating Audiences

- ▶ “Viral activism”: creating a vehicle to get others to spread your message exponentially
- ▶ Best viral practices
 - Have a promotion plan
 - Simply putting it out there will not make it go viral
 - Keep it short
 - Never produce a trailer or quick item that is longer than 3 minutes
 - Relate it to current events or pop culture

Reaching & Educating Audiences

▶ Best viral practices

- Make sure to have an ask
 - Use it a list building opportunity
 - Having a gimmick with no plan for involvement or an excuse to get contact information is a waste
- Make sure your ask is compelling
- Make it easy for people to sign up



HOME	WHY COUNTER RECRUITMENT?	WHO ARE WE?	TAKE THE PLEDGE	TELL YOUR FRIENDS	SIRI NO SIR	LINKS
------	--------------------------	-------------	-----------------	-------------------	-------------	-------

TAKE THE NOT YOUR SOLDIER PLEDGE

SEE THE MOVIE

TELL YOUR FRIENDS

WATCH AGAIN

DOWNLOAD RINGTONES

ONLINE STORE

Now it's time to get busy
Sign the Not Your Soldier Pledge and get a free ringtone

Learn more about 'Sir No Sir' the revolutionary documentary and the troops that said NO!

Brought to you by Ruckus Productions
animation by townandplanet.com

Why did the name change?

Reaching & Educating Audiences

- ▶ Viral Activism - "Kearns Questions"
 - Does the message really motivate the desired change in behavior? Can it spread?
 - Is this a "remarkable" communication or campaign effort?
 - Would I really tell my brother, sister or roommate about the campaign?
 - Could they explain the campaign after being 2 steps away from the source?
 - How does this strategy connect people to each other?

Reaching & Educating Audiences

► Wikis

- Wikis are collaboratively edited websites
- Enable large amount of information to be searched and edited by a large number of people
- Wikipedia is the classic example
 - Make links in wikipedia to help spread your message or increase your google ranking

Reaching & Educating Audiences

► Wikis

- Examples

- congresspedia.org
- prwatch.org

- Tools

- MediaWiki
- MoinMoin
- SocialText
- PBWiki (simple hosted wiki)

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

