

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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Learning Goals

- ▶ Define “Social Network”
- ▶ Compare the most popular SN sites
- ▶ Discuss potential uses of Social Networks
- ▶ Consider an SN success story
- ▶ Considered simple publishing strategy
- ▶ Learn appropriate reliance on external sites
- ▶ Contrast “pure” social vs content-driven SN's
- ▶ 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 communications channels to email
- A venue for specialized audiences
- A dangerous precedent, both in terms of privacy and control

Social Networks - Examples

► Facebook

- Most popular among young adults, fast growing

► Myspace

- More target at teens; owned by Murdoch

► LinkedIn

- For “professional” networking

► 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

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

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

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

- ▶ Some social networks center on media types
 - Flickr – Networking around pictures
 - YouTube et al – Networking around videos
 - Digg et al – Networking around bookmarks/links
- ▶ Great ways to engage your base
 - Supporters upload pix from events/campaign
 - Upload video and have supporters propagate
 - Post important pages and have supporters “digg”

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
- ▶ 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 concerns with SN's

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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