

# Online Communications

## Building Online Advocates



These training materials have been  
prepared by Aspiration.



# Who is Aspiration?

- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as **ally, coach, strategist, mentor** and **facilitator** to those trying to make more impactful use of information technology in their social change efforts.
- ▶ [www.aspirationtech.org/services](http://www.aspirationtech.org/services)

# First Things

- ▶ This webinar is envisioned as a dialog
  - ▶ We want your input as much as possible
- ▶ Please ask questions early and often
  - ▶ Especially if and when we use technical jargon, terminology and concepts you don't know
- ▶ It will only be as valuable for you as you make it!

# Goals

- ▶ Review the limitations and caveats of online organizing
- ▶ Discuss tangible ways to engage and sustain online advocates
- ▶ Share engagement asks and tactics
- ▶ Most importantly, answer your questions

# Limitations of Online Organizing

- ▶ Never forget who is left out by online strategies
- ▶ Trust relationships are best built in person
  - ▶ Online organizing is most effective when it leverages established social networks and communities
- ▶ Each community and campaign is different
  - ▶ Your mileage will vary

# Caveats of Online Tools

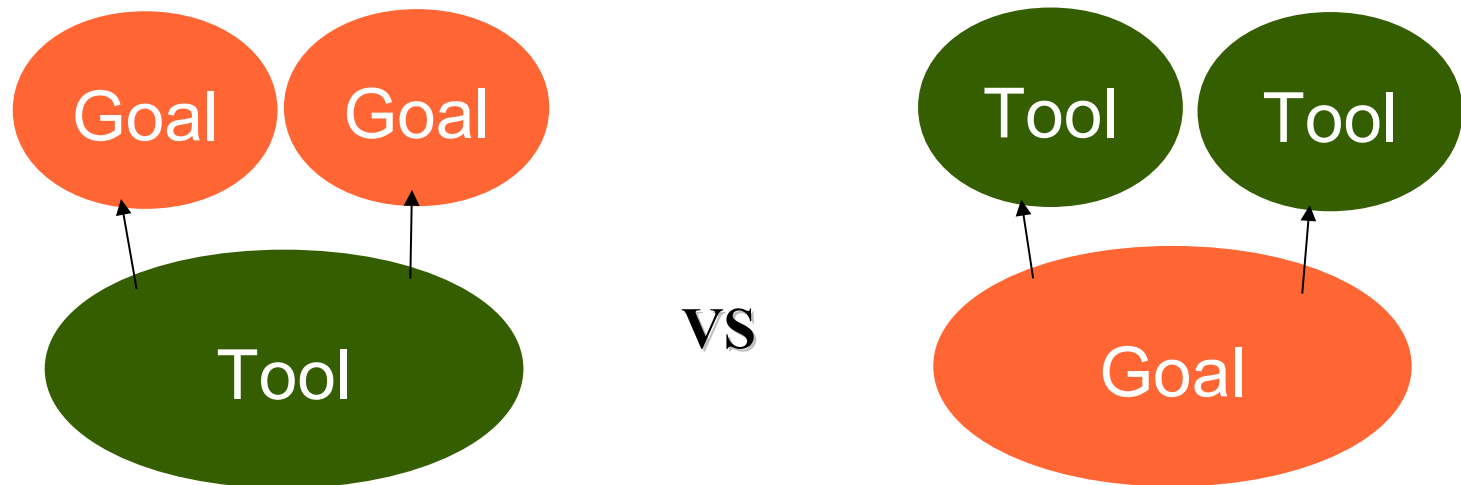
- ▶ Can take a lot of time
  - ▶ Time = Money
- ▶ Big corporations want your data
  - ▶ You are the product
- ▶ There are billion of tools
  - ▶ Which ones do we need?
- ▶ Tools change **EVERY. SINGLE. DAY.**
  - ▶ How can we keep up?

# Develop Campaign Goals

- ▶ Influence Decision Makers
- ▶ Mobilize for an Event
- ▶ Educate
- ▶ Raise Funds
- ▶ Increase Volunteers

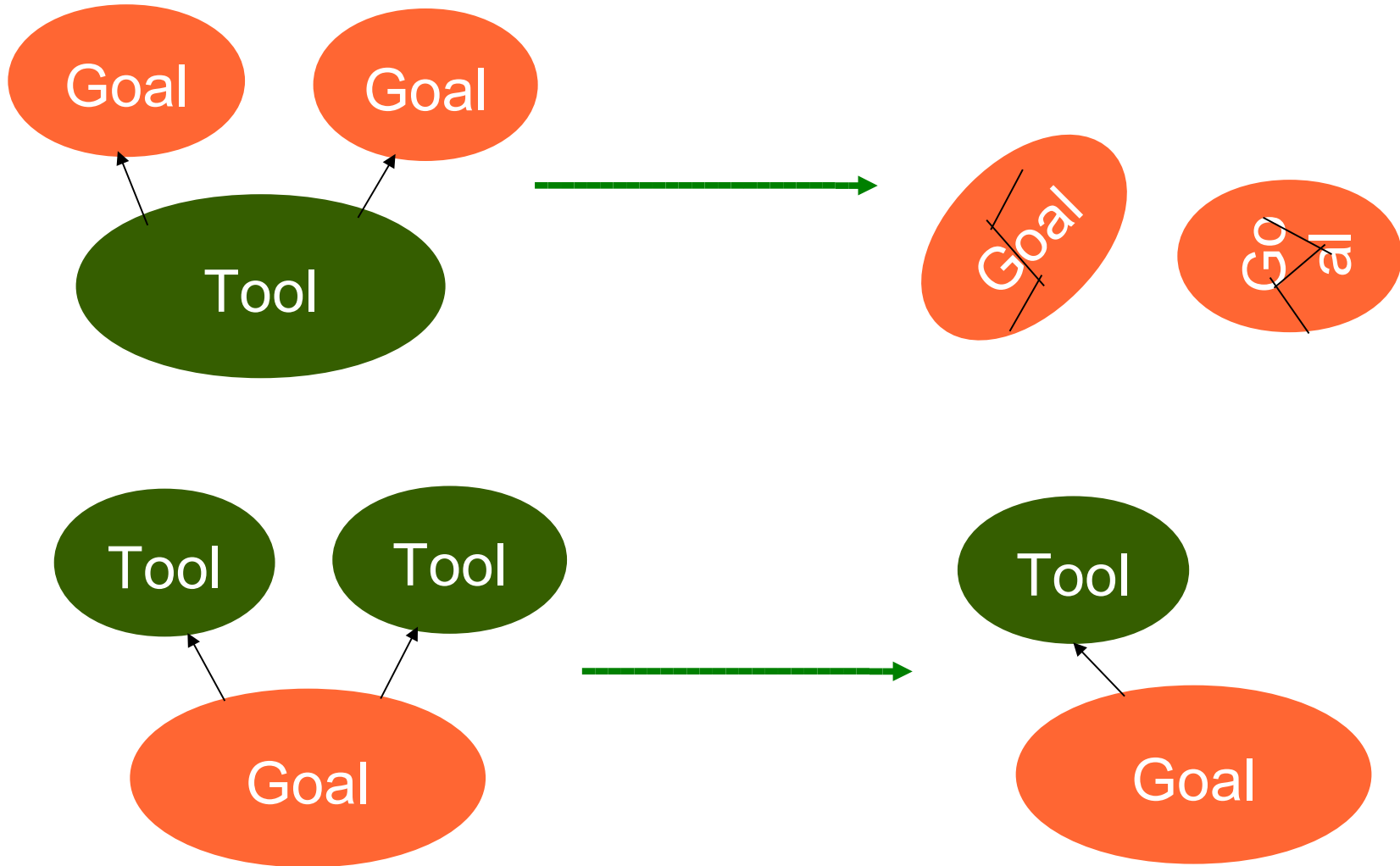
# What are your goals?

- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
  - ▶ Make sure your communications plan stays in tact when the tool you are using fails you





# Tool Agnostic?



# Identify Your Audience

- ▶ Who supports your cause?
- ▶ Who chooses to respond to your requests?
- ▶ Who views you as a trusted source?
- ▶ Who shares things you care about online?

# Develop Tactics for Your Goals


- ▶ A tactic is a plan, procedure, or move you can take to help achieve your goal
- ▶ Your tactics depend on who you are trying to reach and what you are trying to do
- ▶ Let's take a look at some online "moves"...

# Online Tactics

- ▶ Meet people where they are at
  - ▶ Create appropriate messages for different platforms




## Congregations Building Community


**Congregations Building C...**
Biografia ▾
 Ahora ▾

Publicar
 Foto / video

Escribe algo....


**Congregations Building Community**  
 3 de Julio a través de su celular

\*\*\*\* Important immigration meeting today \*\*\*\*

Hoy tendremos una junta importante de inmigración

:Join us for bill updates and next action steps .

:Acompañenos para mas información sobre el bill y para próximos pasos

5pm at CBC office  
850 16th St Modesto CA

### uge step forward for the movement to keep families united

y 16, 2013 1:28 PM / Leave a Comment / Congregations Building Community

uge step forward for the movement to keep families united as the California State Assembly passing the "Trust Act" this morning which would limit local police agencies cooperation with federal immigration authorities. We want to recognize and thank the Contra Costa Assembly members Chanan, Frazier, Skinner and Bonilla who all voted unanimously in favor of the "Trust Act."

<http://m.utsandiego.com/news/2013/may/16/assembly-passes-trust-act-to-make-it-deportation/>

isted in: Community News

### BC Leaders join Bakersfield Action

y 16, 2013 12:14 PM / Leave a Comment / Congregations Building Community

er 75 leaders travel to Bakersfield sat 11. We are continuously praying for our families and for an immigration reform .


isted in: Community News

### ur 3rd Annual Leadership Banquet Recap!


October 2, 2012 12:00 PM / Leave a Comment / Congregations Building Community

### Facebook

Find us on Facebook


**Congregations Building Community**  
 Like You like this.

You and 141 others like Congregations Building Community.



### Categories

Community News (20)

### Meta

Register

Log in

Entries RSS

Comments RSS

# Online Tactics

- Mobilize established networks





# Online Tactics

## ► Get Creative

**Pathways to Education Canada**  
11 de febrero

We need your help! For each person that clicks through, National Bank will donate \$4 to Pathways to Education. The answer this week is 24! Link: [https://www.facebook.com/nationalbanknetworks/app\\_125124097644937](https://www.facebook.com/nationalbanknetworks/app_125124097644937)



**CLICKED 4 TIMES**

**DONATED 4 DOLLARS**

Me gusta · Comentar · Compartir

50 12

We've been seeing a lot of late night Facebook updates and Tweets from students about midterm season! This one's for you. Hang in there! You can do it!



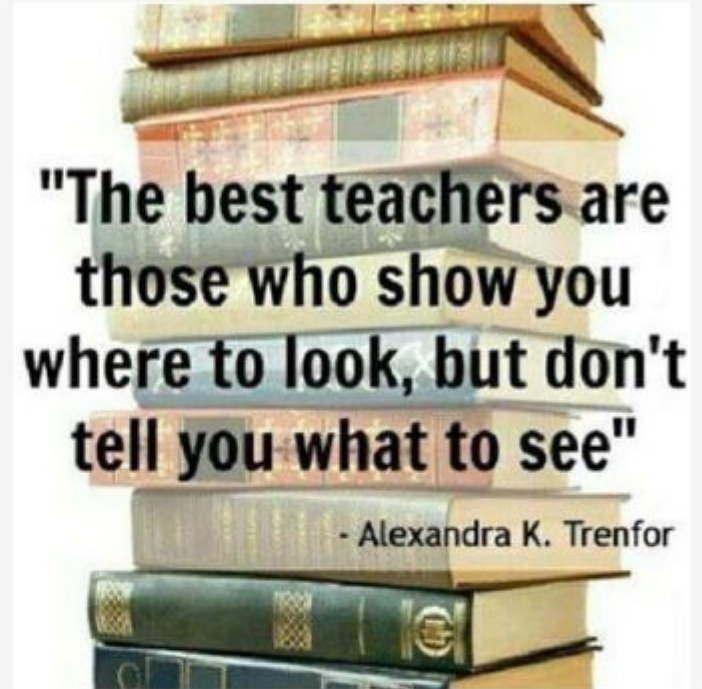
**ONE DOES NOT SIMPLY**

**SLEEP DURING MIDTERMS WEEK**

Me gusta · Comentar · Compartir

6

11 compartidos



on Canada  
te teacher and how did they make a difference in your

Compartir · 23 de mayo

gusta esto.

Album: Fotos de la b  
Foto compartida con  
Abrir el visor de foto  
Descargar  
Denunciar

# Bottom Line

- ▶ Online tools aren't a magic bullet
- ▶ You need:
  - ▶ An measurable goal
  - ▶ A compelling message
  - ▶ Effective tactics to realize your goal
  - ▶ A plan for engaging supporters and well-defined ways for them to plug in

# Online Organizing is an Ongoing Conversation

- ▶ Establish Trust with your audiences.
  - ▶ Trust empowers mobilization.
- ▶ Too many orgs use online to BLAST their audiences "THE SKY IS FALLING TODAY"
- ▶ Review the narrative over time, not just the "Asks"



# Online Engagement Asks

## ► Encourage Action

- Make it the “easy choice” to get involved
- Reduce barriers for participation
  - Decrease the # of clicks to action
  - Give fame for getting involved
  - Remove login or memberships
  - Use accessible language
  - Create clearly defined asks

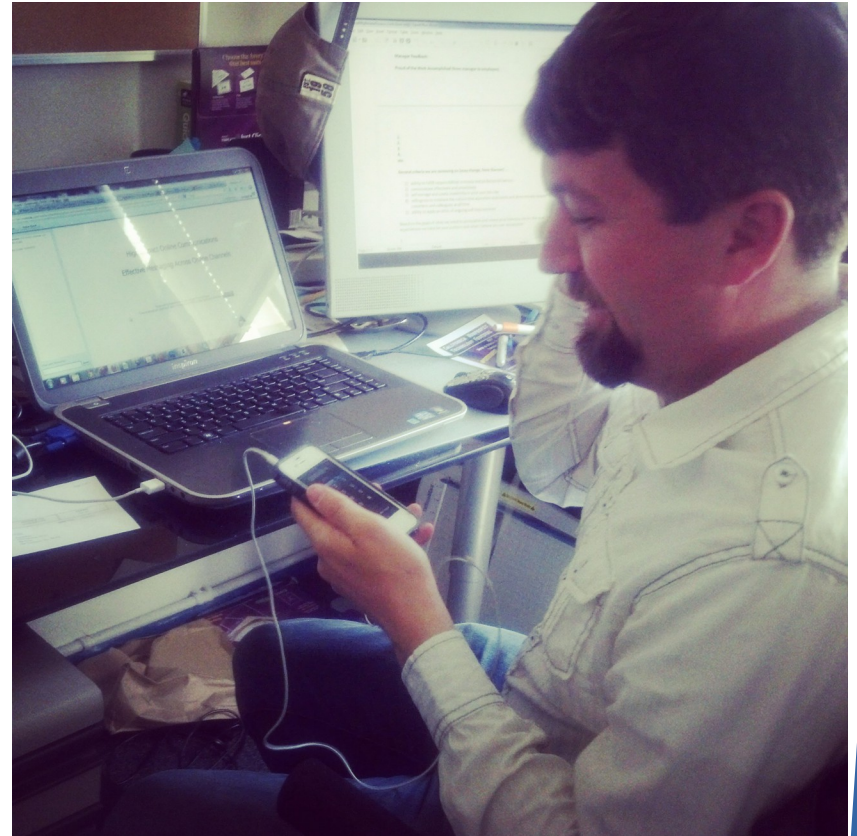
# Online Engagement Asks

- ▶ Your role is to define ways for your different audiences to plug in
- ▶ How are you engaging strangers? fans? funders?
- ▶ Prep work is key.
- ▶ Define your lists of "Asks" when you plan your messaging.



# Online Engagement Asks

- ▶ Pledge Support
  - ▶ (Petitions, Endorsements)
- ▶ Donate Money
- ▶ Contribute to an Art project
- ▶ Join an Online Contest
- ▶ Volunteer



# Online Engagement Asks

- ▶ Influence Campaign Decisions
  - ▶ (Polls, Voting, Discussion Forum, Letters to the Editor)
- ▶ Recruit Others
  - ▶ Social Networks
  - ▶ Shout Outs
  - ▶ Guest Blogs





# Offline Engagement Asks

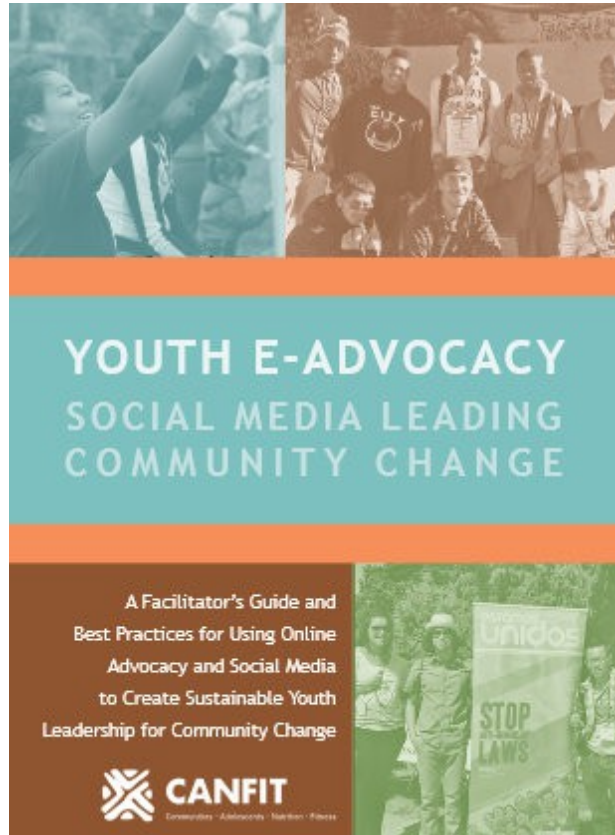
- ▶ Gather Info or Research
- ▶ Host or Attend Events
  - ▶ Day of Action
  - ▶ Movie Screenings
  - ▶ House Gatherings
- ▶ Start local groups/chapters
  - ▶ Volunteer Management



# Organizing Youth Online

- ▶ Who: Organized group of young people in Richmond, CA
- ▶ What: How can activated young people use online advocacy to support their on-the-ground community efforts?
- ▶ Partners: <http://www.canfit.org>;  
<http://www.rysecenter.org>;

# Organizing Youth Online



► “I can talk about my community work online and not just my personal life.” “in my voice, in my story without the usual filters.”

- *youth participant*

# Learnings:

## Organizing Youth Online

- ▶ Maintain principles of youth development
- ▶ Move away from assumptions about youth and social networks, and create a strategy with goals and tactics
- ▶ Organizing people takes time, online and offline



# Learnings:

## Youth eAdvocacy Video



# Thank You!

- ▶ Questions?
- ▶ Comments?



# Use, Modify & Attribute

[www.aspirationtech.org/attribute](http://www.aspirationtech.org/attribute)

Aspiration distributes these materials under a **Creative Commons Attribution-ShareAlike license**.

We encourage re-use, modification, and re-distribution in any situation where they may be useful.

We love to hear about how you are improving and remixing what we've done.

Questions? Email us [info@aspirationtech.org](mailto:info@aspirationtech.org)



# Contact Us

[aspirationtech.org/training/support](http://aspirationtech.org/training/support)

[info@aspirationtech.org](mailto:info@aspirationtech.org)

+1-415-839-6456

