

2013 CTA Region 1 All Staff Meeting

Effective Online Communications for Organizing

These training materials have been prepared by Aspiration

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



eAdvocacy Capacity Building

Overview

These training materials have been prepared by Aspiration

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



Introductions

▶ Jessica Steimer

- Training & Support Manager, Aspiration
- jessica@aspirationtech.org

▶ Aspiration

- <http://aspirationtech.org>
- Nonprofit
- Help social justice orgs use technology better for their missions

Our Goals

- ▶ Discuss Essential Processes for sustainable eAdvocacy
- ▶ Go away with usable tools to facilitate online community building at your organization
- ▶ Most importantly, answer your questions

Activity:

Controversial Discussions



Controversial Discussions:

Online Communications is worth the time it takes.

Controversial Discussions:

Social Media is the most effective way for organizers to reach new audiences.

Controversial Discussions:

Reaching the media is more important than reaching members.

Aspiration's eAdvocacy Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy Capacity-Building Trainings, Webinars, and Materials

www.aspirationtech.org

Aspiration's eAdvocacy Initiative

- ▶ blog.socialsourcecommons.org

Nonprofit Tech, Tools & Social Media

- ▶ eAdvocacy Office Hours

 - Thursday, 12pm – pm

 - aspirationtech.org/officehours

Caveats of Social Media

- ▶ Can take a lot of time

- Time = Money



- ▶ Big corporations who 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?

Limitations of Online Organizing

- ▶ Digital divides
 - Never forget who's left out by “e” 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

Bottom Line

► Online tools aren't a magic bullet

- You need
 - An achievable campaign goal
 - A compelling message
 - Effective tactics to realize goal
 - A plan for engaging supporters and well-defined ways for them to plug in
- eAdvocacy is more about organizing and organizational challenges than tech challenges

Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



End Of Section

- ▶ Questions?
- ▶ Comments?



Thank You!

These training materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0

