

Online Advocacy

Listening Online to Inform Campaigns

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

Agenda

- ▶ What is a listening online?
- ▶ How can it be useful for your organization?
- ▶ What tools can help?
- ▶ How can it inform your messaging?

First Things

- ▶ This training is envisioned as a dialogue
- ▶ Please ask questions early and often
- ▶ It will only be as valuable for you as you make it!

Four Processes

**Audience
Assessment**



**Publishing
Matrix**



**Message
Calendar**



**Tracking &
Metrics**



What is Social Media Today?

- ▶ Conversations with people online
 - ▶ Social media
- ▶ Made for people, not organizations
 - ▶ It's not going to work perfectly
- ▶ Not your virtual megaphone



Basics of Listening

- ▶ Why do I need tools to listen online?
 - ▶ To be notified when keywords of interest are mentioned on the internet

Benefits to Listening

- ▶ How is it valuable?
 - ▶ Be part of the conversation
 - ▶ Save \$\$\$
 - ▶ Less guessing

Engage in Online Conversations



Your Online Listening Garden



Who are your stakeholders?

- ▶ Allies are people you want to mobilize AND support
- ▶ Neutral Parties are people you want to educate
- ▶ Opponents are people you want to counter

In a listening context

- ▶ Allies, listen for opportunities to **amplify** their key messages in through your own social media network (what goes around comes around)
- ▶ Neutral Parties, how are they viewing your issue? What is **relevant** to them?
- ▶ Opponents, how do they **frame** your issue? What is their lens?

Activity

- ▶ Who are your:
 - ▶ Allies
 - ▶ Neutral Parties
 - ▶ Opponents

How to search

- ▶ Identify Keywords to search with
 - ▶ I.E, sex worker vs prostitute
- ▶ Using Google Advanced Search
 - ▶ http://www.google.com/advanced_search

What to look for:

- ▶ Names of:
 - ▶ organization(s) involved
 - ▶ key leader(s) of the campaign
 - ▶ an Executive Director or CEO
 - ▶ any spokespeople for or against the issue
 - ▶ campaigns, propositions, or programs that you support
- ▶ Any events or protests that you've been a part of
- ▶ Any #hashtags you've created or used frequently to contribute to online dialogue about your cause

Activity:



What are Your Search Terms?

Campaign Listening Template

Campaign Listening Matrix – Example

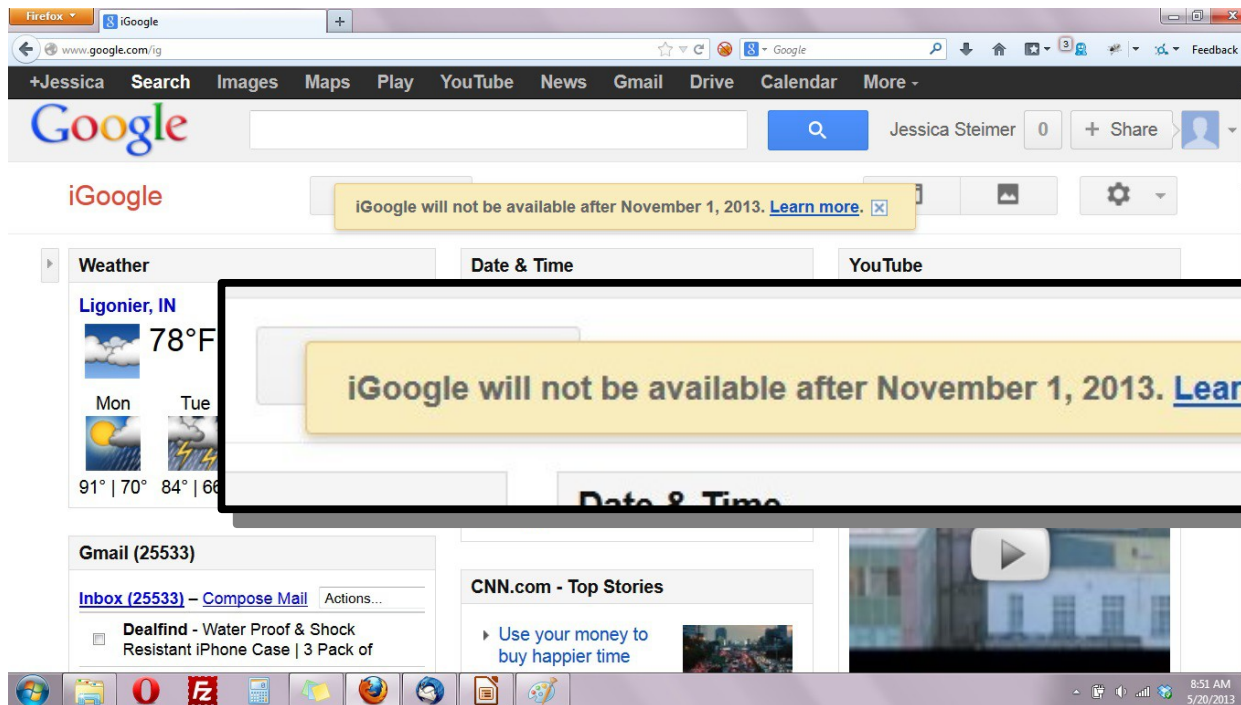
| | | | | | | |
|--------------|---|-----------------------|------------------|---------------|---------------------------------------|----------------------------------|
| Organization | Org name | Pro-Wall Paper People | Campaign Names | Campaign #1 | Ethical Removal | |
| | #orghashtag | #wallpaper4ever | | Campaign #2 | Sophisticated Patterns | |
| | | | | Campaign #3 | | |
| People | Executive Director | Jemima Sticks | Events | Event #1 | #wallpaperrocks | |
| | Staff | | | Event #2 | #morewallpaper | |
| | Staff | | | #eventhashtag | #wallpaperborders | |
| Issue #1 | Allies | | Neutral | | Opponents | |
| | Removing wallpaper in a manner which preserves its integrity. | | | | | |
| | Ally #1 | Ally #2 | Neutral #1 | Neutral #2 | Opponent #1 | Opponent #2 |
| | Paste Producers of America | Wallpaper Everlasting | Walls Everywhere | | New Homeowners Association of America | Paint Producers of North America |
| | Term #1 | "peeling" | "covering" | "steaming" | "scouring", "stripping" | "scrapping", "dissolving" |
| | Term #2 | | | | | |

Detective Work

- ▶ So if you have identified new stakeholders, you'll want to do more detective work about where they are online, and again look to see:
 - ▶ Do they have a Twitter feed?
 - ▶ Are they a Facebook user?
 - ▶ Do they use blogs or online forums?
- ▶ It's also helpful to think about who influences your stakeholders and who they follow online.
 - ▶ Where do they get their news and information from?
 - ▶ Whose information are they sharing?
 - ▶ What #hashtags are they using and responding to?

Online Listening Dashboards

- ▶ Check ONE place for notifications about when keywords of interest are mentioned on the internet



Building a Listening Dashboard

- ▶ What do I need to know to build a Dashboard?
 - ▶ What are RSS Feeds
 - ▶ How to find RSS feeds
 - ▶ Choosing a RSS Reader

RSS



- ▶ RSS: Really Simple Syndication
 - ▶ Web page content is “syndicated” or broadcast out using RSS

- ▶ RSS “feeds” allow people to see when there is new content on a web page by “subscribing”
 - ▶ e.g. blog posts

Subscribe to RSS Feeds

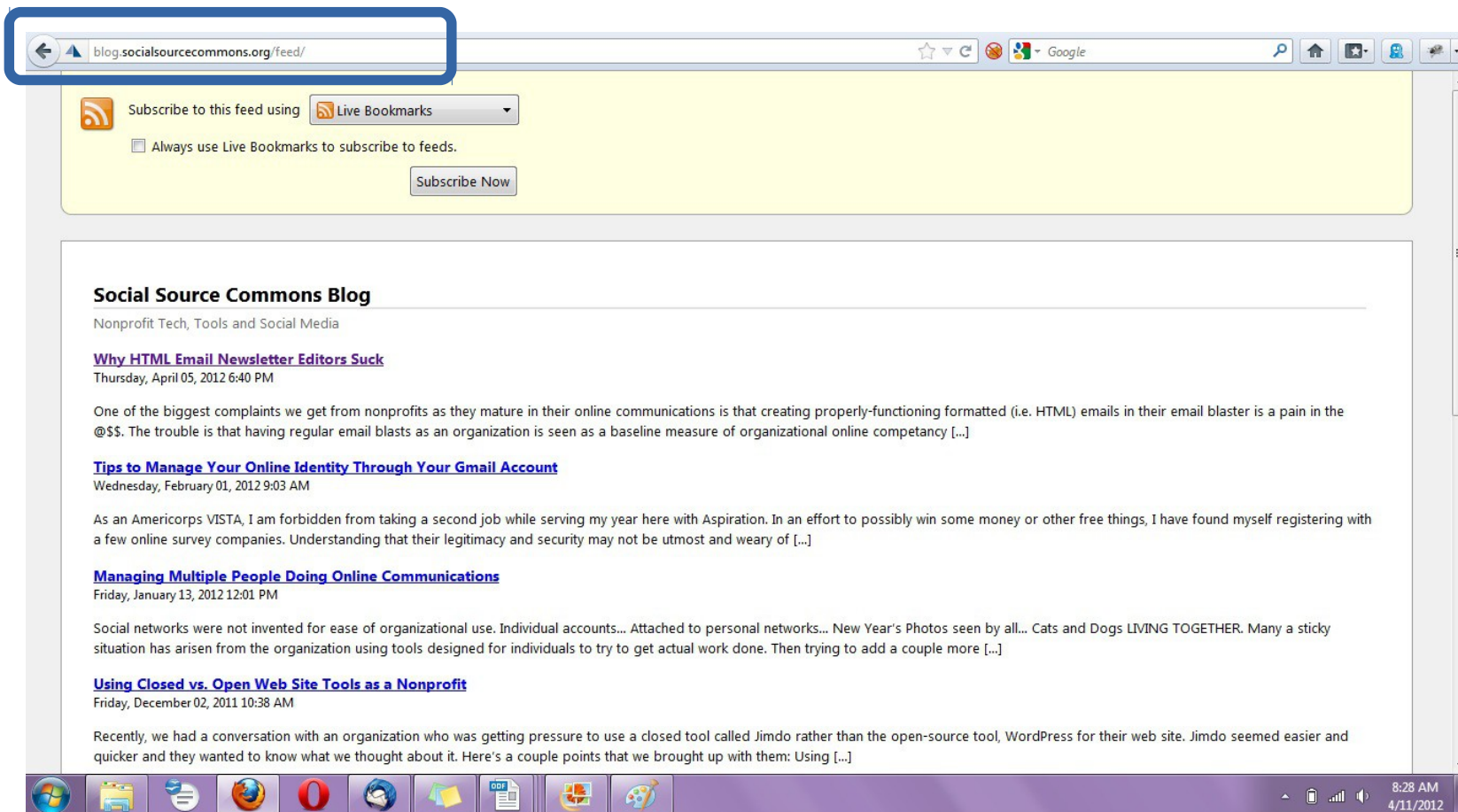


Find & Click the RSS Icon



The screenshot shows a web browser window displaying the 'Social Source Commons Blog'. The page has a blue header with the site's name and tagline 'Nonprofit Tech, Tools and Social Media'. A navigation bar includes links for Home, About, Best Practices, Social Media, Social Source Commons, and Toolboxes. The main content area features an article titled 'Why HTML Email Newsletter Editors Suck' by Matt, dated April 5, 2012. To the right of the article, there is a 'Connect with SSC' section containing icons for RSS, Twitter, and Facebook. Below these icons is a search bar with a 'Go!' button. Further down, a 'Featured SSC Blog Posts' section lists several articles, including 'Facebook vs. Twitter', 'Cross Posting on Facebook Org Pages', and 'Keeping Your Privacy Online'. The browser's address bar shows 'blog.socialsourcecommons.org', and the Windows taskbar at the bottom indicates the time is 8:28 AM on 4/11/2012.

RSS Subscribe Page



RSS from Online Searches

- ▶ So RSS can monitor social media searches for you and update when someone mentions something you care about:
 - ▶ Keywords from your Listening Matrix
 - Organization name,
 - Exec. Dir. name,
 - Relevant issue keywords,
 - Important people,
 - Propositions, etc.



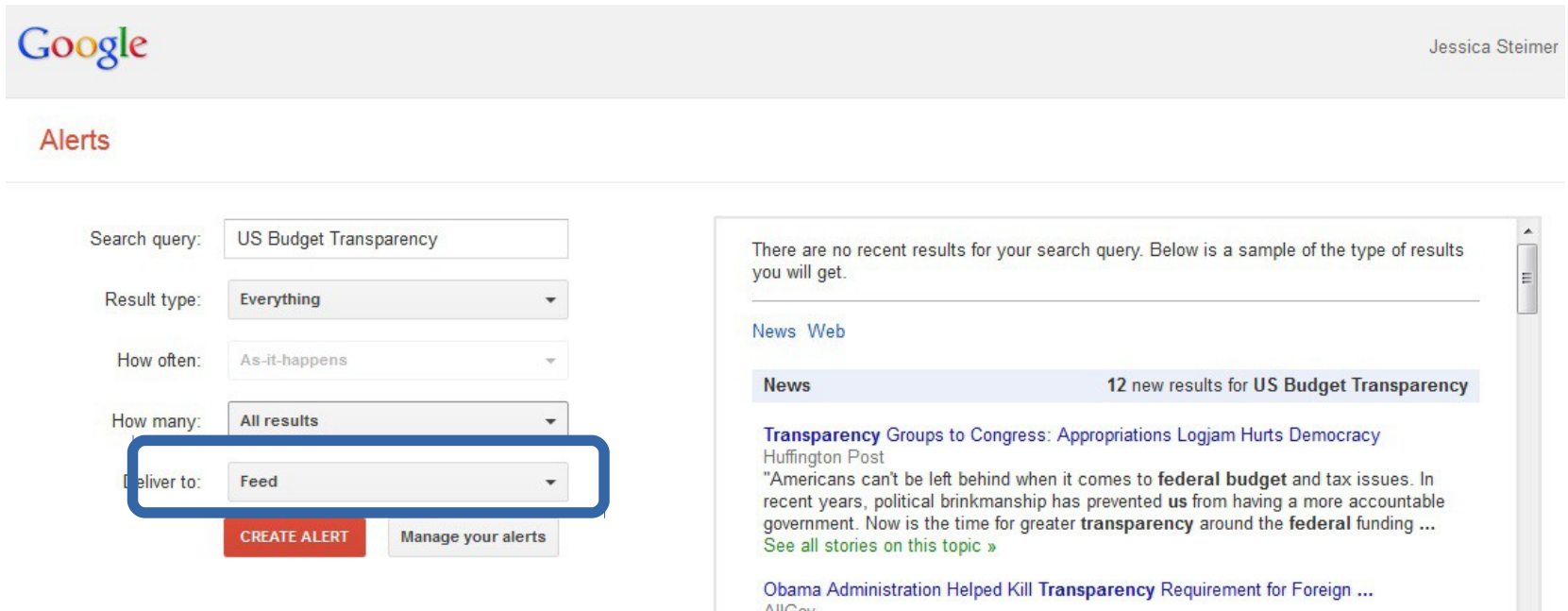
New Content Feeds

- ▶ Search for a person or keyword, then subscribe to the feed of the search results page
 - ▶ Google Alerts



New Content Feeds

► Google Alerts to RSS Feed



The screenshot shows the Google Alerts setup page. The search query is "US Budget Transparency". The "Result type" is set to "Everything", "How often" to "As-it-happens", and "How many" to "All results". The "Deliver to" dropdown menu is open, and the "Feed" option is highlighted with a blue box. Below the dropdown are two buttons: "CREATE ALERT" (red) and "Manage your alerts" (grey). On the right, a sample of results is shown, including a news article from Huffington Post titled "Transparency Groups to Congress: Appropriations Logjam Hurts Democracy".

Google

Jessica Steimer

Alerts

Search query: US Budget Transparency

Result type: Everything

How often: As-it-happens

How many: All results

Deliver to: Feed

CREATE ALERT Manage your alerts

There are no recent results for your search query. Below is a sample of the type of results you will get.

News Web

News 12 new results for US Budget Transparency

Transparency Groups to Congress: Appropriations Logjam Hurts Democracy
Huffington Post
"Americans can't be left behind when it comes to **federal budget** and tax issues. In recent years, political brinkmanship has prevented **us** from having a more accountable government. Now is the time for greater **transparency** around the **federal** funding ...
[See all stories on this topic »](#)

Obama Administration Helped Kill **Transparency** Requirement for Foreign ...
AllGov

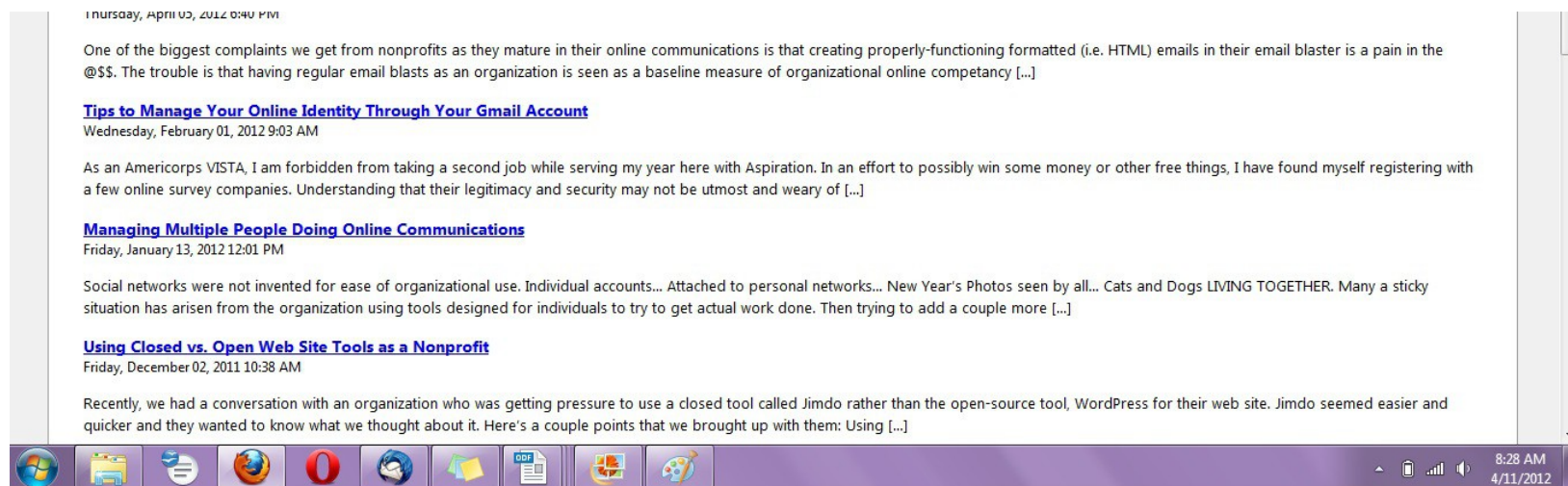
New Content Feeds

► Add RSS Feed to Dashboard



► Copy the feed URL

► paste it into dashboard

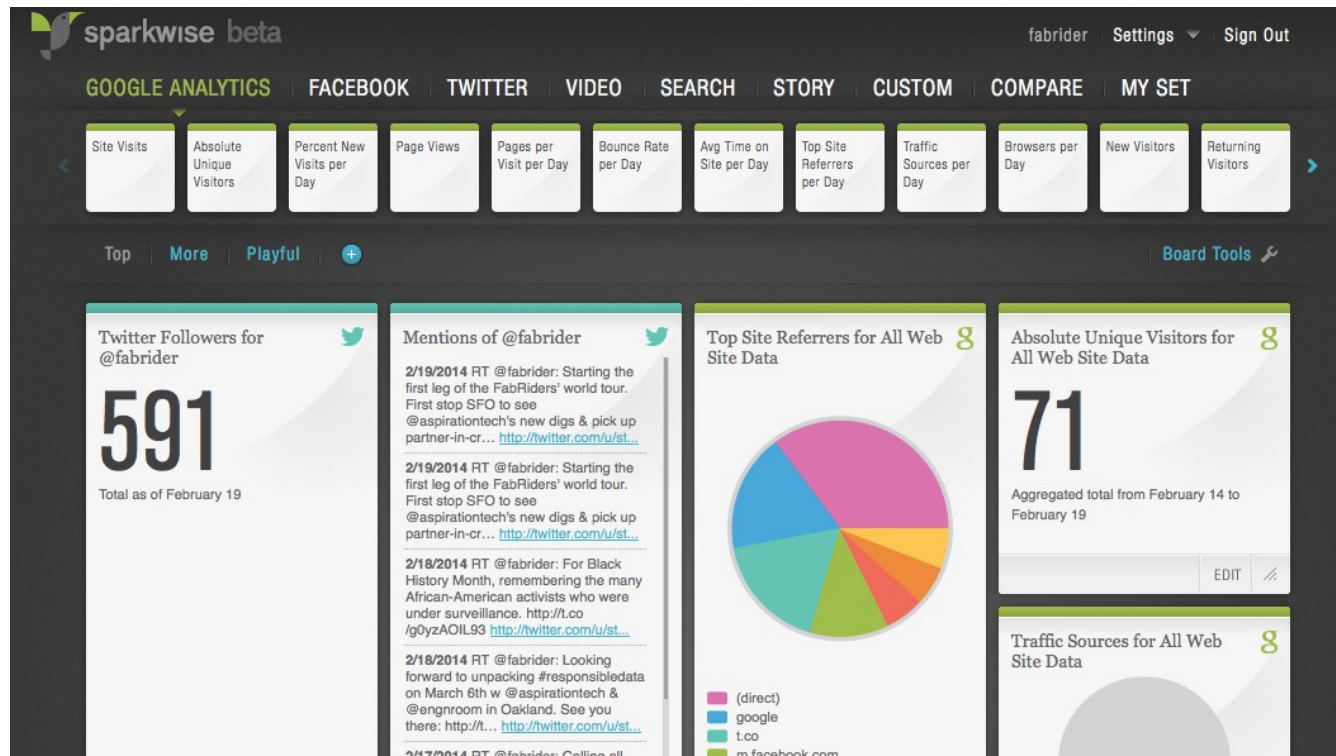


Other Searches for New Content Feeds

- ▶ Google Blog Search
 - ▶ google.com/blogsearch
- ▶ Bing Search
 - ▶ "&format=rss" to the end of the URL
- ▶ Message/Discussion Boards
 - ▶ BoardReader.com
- ▶ Digital Photos - Flickr
 - ▶ <http://flickr.com/photos/tags/searchterm>

Online Listening Dashboards

► www.sparkwi.se

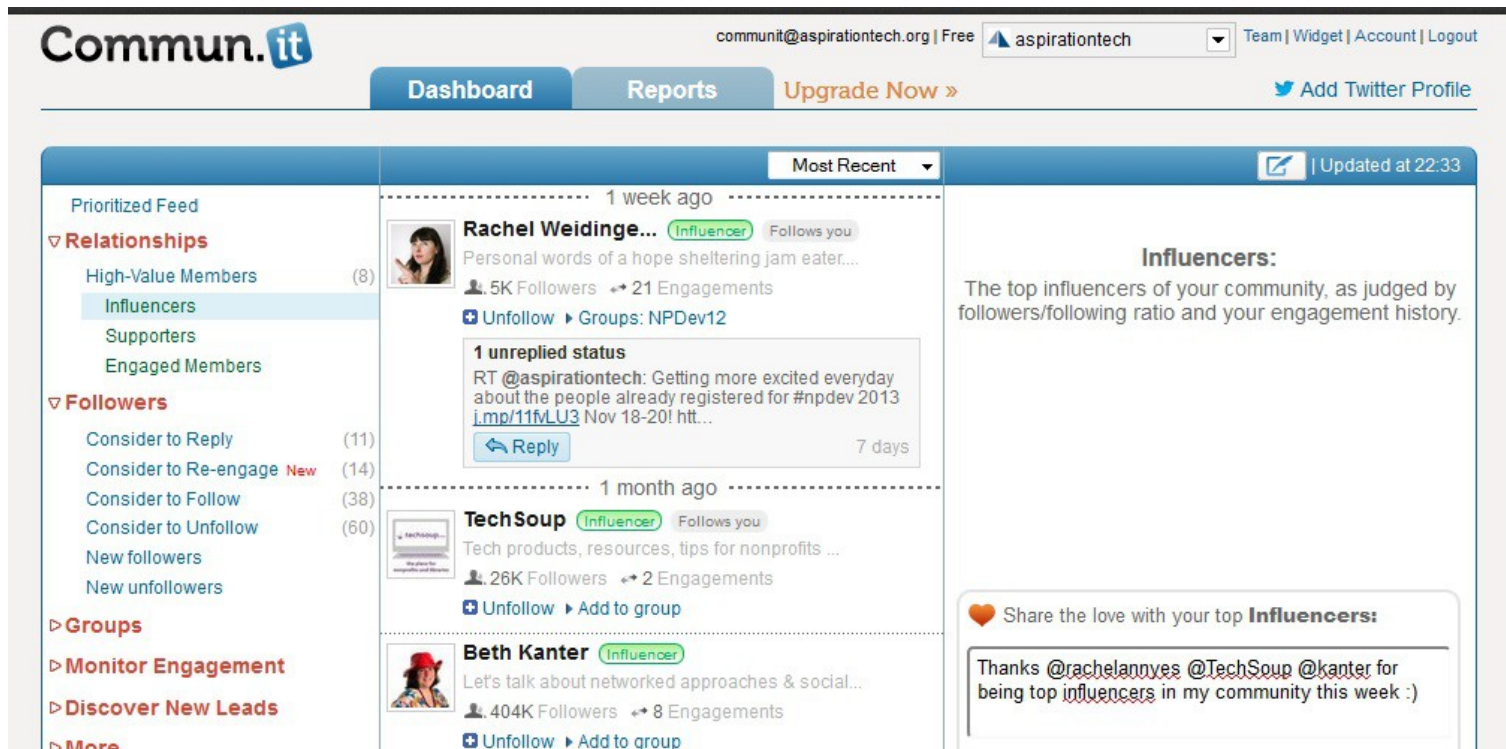


Other Online Listening Dashboards

- ▶ Check ONE place for notifications about when keywords of interest are mentioned on the internet
 - ▶ Netvibes
 - ▶ Storify

Twitter Listening

► www.commun.it



The screenshot shows the Commun.it dashboard for the 'aspirationtech' community. The interface includes a top navigation bar with the Commun.it logo, user information (communit@aspirationtech.org), and links for Team, Widget, Account, and Logout. Below this is a secondary navigation bar with Dashboard, Reports, and an Upgrade Now button. The main content area is divided into three columns. The left column contains a 'Prioritized Feed' with sections for Relationships (High-Value Members, Influencers, Supporters, Engaged Members) and Followers (Consider to Reply, Consider to Re-engage, Consider to Follow, Consider to Unfollow, New followers, New unfollowers). The middle column displays a feed of tweets, with the most recent tweet from Rachel Weidinge (Influencer) highlighted. The right column features an 'Influencers' section, which lists the top influencers of the community, including TechSoup and Beth Kanter, and provides a summary of their followers and engagement. A 'Share the love' section at the bottom right encourages users to share their appreciation for top influencers.

Commun.it | aspirationtech | Team | Widget | Account | Logout

Dashboard | **Reports** | Upgrade Now »

Prioritized Feed | Most Recent | Updated at 22:33

Relationships

- High-Value Members (8)
- Influencers**
- Supporters
- Engaged Members

Followers

- Consider to Reply (11)
- Consider to Re-engage New (14)
- Consider to Follow (38)
- Consider to Unfollow (60)
- New followers
- New unfollowers

Groups

- Monitor Engagement
- Discover New Leads
- More

1 week ago

Rachel Weidinge... (Influencer) Follows you

Personal words of a hope sheltering jam eater...

5K Followers ↔ 21 Engagements

Unfollow Groups: NPDev12

1 unreplied status

RT @aspirationtech: Getting more excited everyday about the people already registered for #npdev 2013 i.mp/11fLU3 Nov 18-20! htt...

Reply 7 days

1 month ago

TechSoup (Influencer) Follows you

Tech products, resources, tips for nonprofits ...

26K Followers ↔ 2 Engagements

Unfollow Add to group

Beth Kanter (Influencer)

Let's talk about networked approaches & social...

404K Followers ↔ 8 Engagements

Unfollow Add to group

Influencers:

The top influencers of your community, as judged by followers/following ratio and your engagement history.

Share the love with your top **Influencers:**

Thanks @rachelannves @TechSoup @kanter for being top influencers in my community this week :)

Other Twitter Listening

- ▶ Stand-alone tools that connect with your Twitter account
 - ▶ Hootsuite
 - ▶ Topsy
 - ▶ Followerwonk
 - ▶ Tweetlevel
 - ▶ Twopcharts
- ▶ *Special Thanks to Susan Tenby (@suzboop) & Upwell (@upwell) for sharing useful tools.*

Tools to Listen

- ▶ New Content Feeds (RSS)
 - ▶ Google Alerts
- ▶ Online Listening Dashboards
 - ▶ Sparkwi.se
- ▶ Twitter Listening
 - ▶ Commun.it

Building Listening Into your Process

▶ Listen Online

▶ Identify Opportunities

▶ WHAT?

- What topics are people talking about along with your issue?
- What are people saying about your organization? Your people? Your issue?
- What vocabulary are people using? How does it differ?

▶ WHO?

- Who is talking about your issue?
- Who is connecting with you?

THEN...

Building Listening Into your Process

- ▶ Incorporate into your Messaging
 - ▶ Pain, Passion, Fun, Fame
- ▶ Track the Impact
- ▶ Practice & Improve

*BIG THANK YOU to Upwell for sharing their
Big Listening Campaign Lifecycle*

Thank You!

- ▶ Questions?
- ▶ Comments?

FABRIDERS



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www.aspirationtech.org/attribute

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Questions? Email us info@aspirationtech.org



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