Online Advocacy

Listening Online to Inform Campaigns

These training materials have been prepared by Aspiration & Fabriders.
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

Tracking & Metrics → Message Calendar

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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

<table>
<thead>
<tr>
<th>Organization</th>
<th>Campaign Names</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Org name</strong></td>
<td><strong>Campaign #1</strong></td>
</tr>
<tr>
<td>Pro-Wall Paper People</td>
<td>Ethical Removal</td>
</tr>
<tr>
<td>#orghashtag</td>
<td><strong>Campaign #2</strong></td>
</tr>
<tr>
<td>#wallpaper4ever</td>
<td>Sophisticated Patterns</td>
</tr>
<tr>
<td></td>
<td><strong>Campaign #3</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>People</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Executive Director</strong></td>
<td><strong>Event #1</strong></td>
</tr>
<tr>
<td>Jamima Sticks</td>
<td>#wallpaperrocks</td>
</tr>
<tr>
<td>Staff</td>
<td><strong>Event #2</strong></td>
</tr>
<tr>
<td></td>
<td>#morewallpaper</td>
</tr>
<tr>
<td>Staff</td>
<td><strong>Event hashtag</strong></td>
</tr>
<tr>
<td></td>
<td>#wallpaperborders</td>
</tr>
</tbody>
</table>

## Issue #1

Removing wallpaper in a manner which preserves its integrity.

<table>
<thead>
<tr>
<th>Allies</th>
<th>Neutral</th>
<th>Opponents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ally #1</td>
<td>Ally #2</td>
<td>Neutral #1</td>
</tr>
<tr>
<td>Ally #3</td>
<td>Neutral #2</td>
<td>Opponent #1</td>
</tr>
<tr>
<td>Ally #4</td>
<td>Opponent #2</td>
<td></td>
</tr>
</tbody>
</table>

**Paste Producers of America**

**Wallpaper Everlasting**

**Walls Everywhere**

**New Homeowners Association of America**

**Paint Producers of North America**

**“peeling”**

**“covering”**

**“steaming”**

**“scouring”, “stripping”**

**“scrappling”, “dissolving”**
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

Social Source Commons Blog
Nonprofit Tech, Tools and Social Media

Why HTML Email Newsletter Editors Suck
By Matt on April 5, 2012

One of the biggest complaints we get from nonprofits as they mature in their online communications is that creating properly functioning (i.e., HTML) emails in their email blaster is a pain in the @$$$. The trouble is that having regular email blasts as an organization is seen as a baseline measure of organizational online competency after having a web site. So it’s important to at least know what’s going on and what’s going wrong when you’re sending out your email blasts.

WYSIWYGs Suck
When you’re putting together an email in your email blaster with images, links and formatting, you’re really writing a piece of HTML code (“gasp”).

Editors in blastlers like VerticalResponse or MailChimp use what are known as “WYSIWYG” (What You See Is What You Get) editors so that instead of having to know how to code something to, say, look bold in HTML, they can just highlight some text and click a bold button. Anytime you see buttons like “bold” “italic” “left align” font size, etc, like you would in Microsoft Word or Open Office, you’re most likely using a WYSIWYG editor. So why is this even an issue to bring up?
RSS Subscribe Page

Social Source Commons Blog
Nonprofit Tech, Tools and Social Media

Why HTML Email Newsletter Editors Suck
Thursday, April 05, 2012 8:46 PM

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Tips to Manage Your Online Identity Through Your Gmail Account
Wednesday, February 01, 2012 9:03 AM

As an Americorps VISTA, I am forbidden from taking a second job while serving my year here with Aspiration. In an effort to possibly win some money or other free things, I have found myself registering with a few online survey companies. Understanding that their legitimacy and security may not be utmost and weary of [...]  

Managing Multiples People Doing Online Communications
Friday, January 13, 2012 12:31 PM

Social networks were not invented for ease of organizational use, individual accounts... Attached to personal networks... New Year’s Photos seen by all... Cats and Dogs LIVING TOGETHER. Many a sticky situation has arisen from the organization using tools designed for individuals to try to get actual work done. Then trying to add a couple more [...]  

Using Closed vs. Open Web Site Tools as a Nonprofit
Friday, December 09, 2011 10:38 AM

Recently, we had a conversation with an organization who was getting pressure to use a closed tool called Jimdo rather than the open-source tool, WordPress for their web site. Jimdo seemed easier and quicker and they wanted to know what we thought about it. Here’s a couple points that we brought up with them: Using [...]
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

Alerts

Search query: US Budget Transparency
Result type: Everything
How often: As-it-happens
How many: All results
Deliver to: Feed

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

News

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...
New Content Feeds

- Add RSS Feed to Dashboard
- Copy the feed URL
- Paste it into dashboard

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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
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?
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