

# High Impact eAdvocacy

## Listening Online to Message More Effectively

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# Agenda

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

# Introductions

- ▶ Jessica Steimer,
  - ▶ [jessica@aspirationtech.org](mailto:jessica@aspirationtech.org)
  - ▶ Training & Support Manager
- ▶ Dirk Slater,
  - ▶ [dirk@fabriders.net](mailto:dirk@fabriders.net)
  - ▶ Founder, Fabriders

# First Things

- ▶ This training is envisioned as a dialog
- ▶ 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



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**BETTER  
TOOLS  
FOR A  
BETTER  
WORLD**

# 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](http://www.google.com/advanced_search)

# What to look for:

- ▶ names of
  - ▶ organisation(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

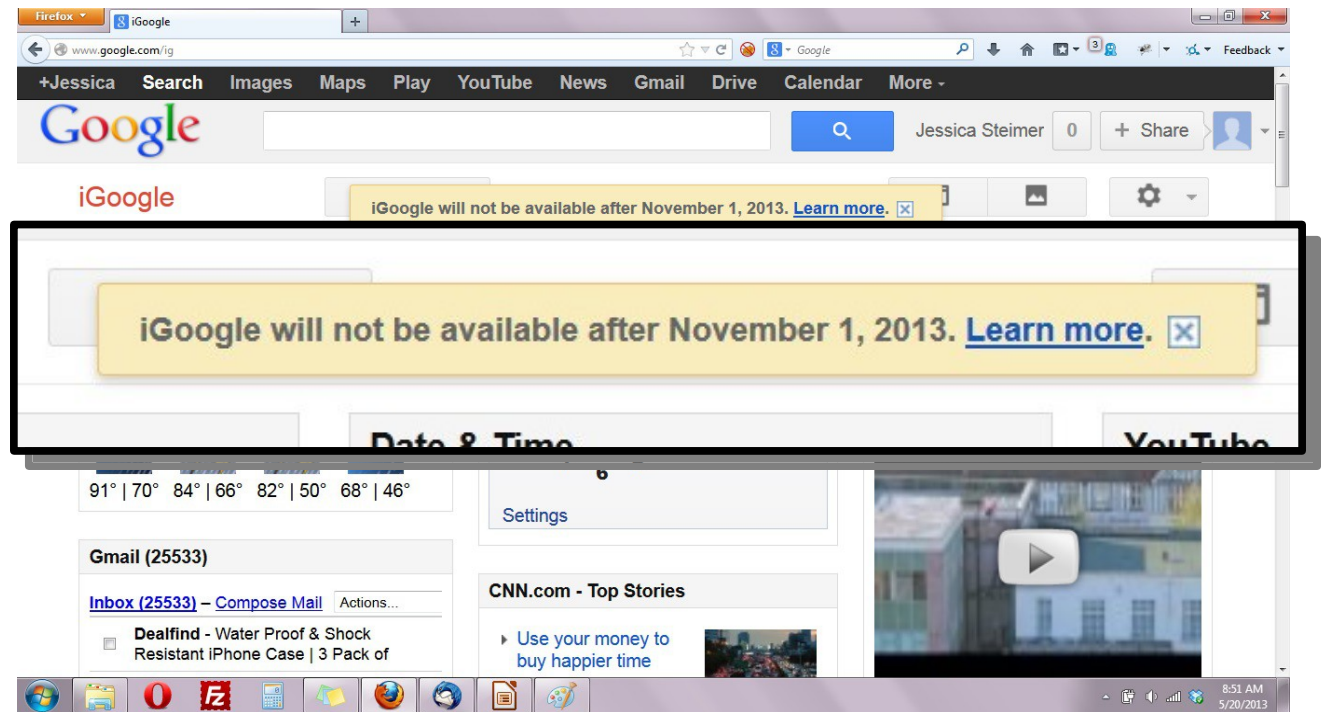
Organization	Org name	Pro-Wall Paper People	Campaign Names	Campaign #1	Ethical Removal	
	#orghashtag	#wallpaper4ever		Campaign #2	Sophisticated Patterns	
				Campaign #3		
People	Executive Director	Jemima Sticks	Events	Event #1	#wallpaperrocks	
	Staff			Event #2	#morewallpaper	
	Staff			#eventhashtag	#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?
  - ▶ Who's 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

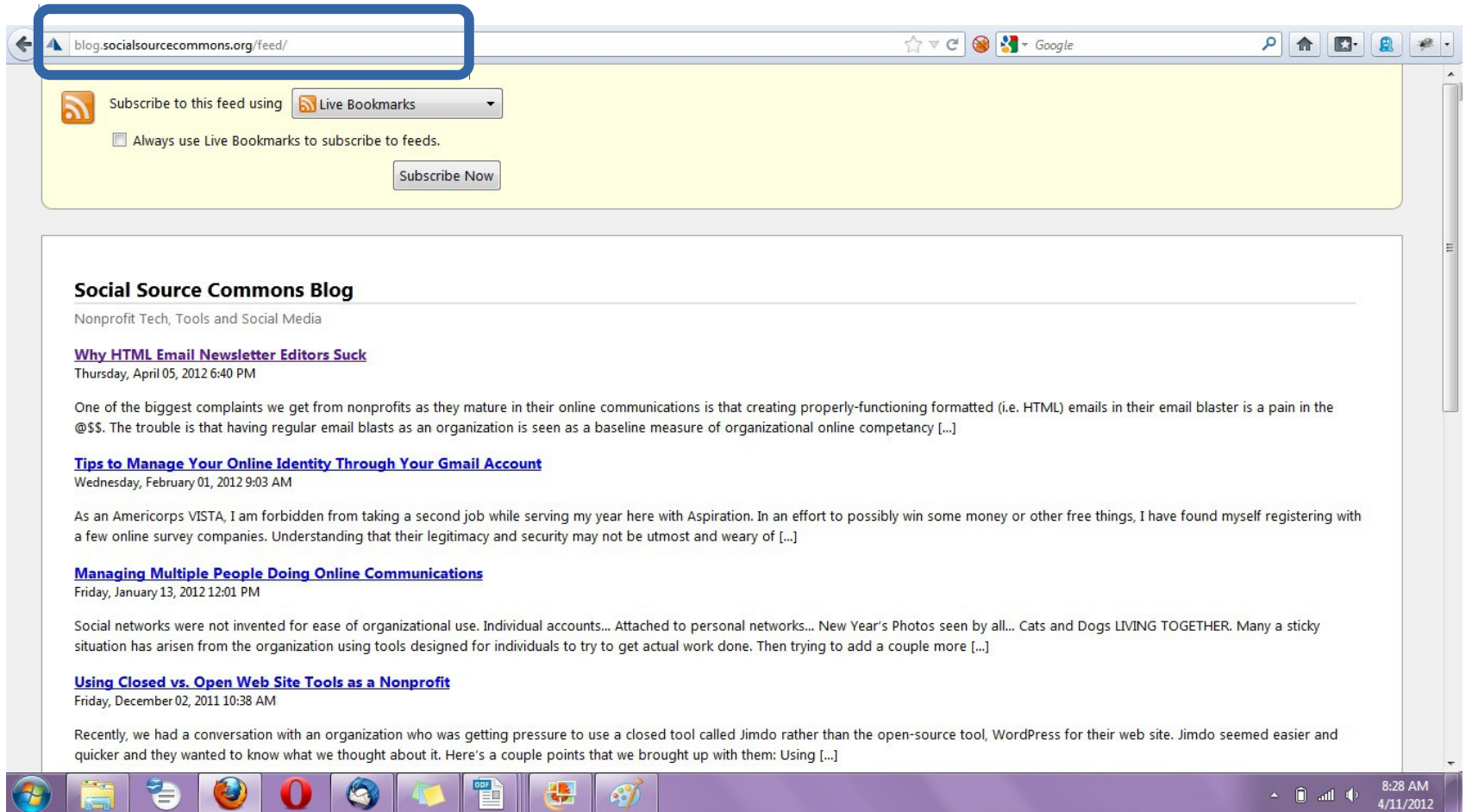
# Subscribe to RSS Feeds



# Find & Click the RSS Icon

The screenshot shows a web browser window with the address bar displaying `blog.socialsourcecommons.org`. The page title is "Social Source Commons Blog" with the subtitle "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. The article discusses the challenges of creating properly formatted HTML emails. To the right of the article, there is a "Connect with SSC" section with icons for RSS, Twitter, and Facebook. Below this is a search bar with a "Go!" button. Further down is a "Featured SSC Blog Posts" section listing articles like "Facebook vs. Twitter", "Cross Posting on Facebook Org Pages", and "Keeping Your Privacy Online". In the top right corner, there is a purple box with the text "AddThis Disqus Google Analytics". The Windows taskbar at the bottom shows various application icons and the system clock indicating 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 interface. At the top, the Google logo is on the left and the name 'Jessica Steimer' is on the right. Below the logo, the word 'Alerts' is displayed in red. The main section contains several input fields for configuring an alert: 'Search query:' with the text 'US Budget Transparency', 'Result type:' with a dropdown menu set to 'Everything', 'How often:' with a dropdown menu set to 'As-it-happens', and 'How many:' with a dropdown menu set to 'All results'. The 'Deliver to:' dropdown menu is highlighted with a blue border and set to 'Feed'. Below these fields are two buttons: 'CREATE ALERT' in red and 'Manage your alerts' in grey. To the right of the input fields, there is a text box stating 'There are no recent results for your search query. Below is a sample of the type of results you will get.' Below this text, there are links for 'News' and 'Web'. A section titled 'News' shows '12 new results for US Budget Transparency'. The first result is from the 'Huffington Post' with the headline 'Transparency Groups to Congress: Appropriations Logjam Hurts Democracy'. The text of the article snippet reads: '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 ...'. There is a link 'See all stories on this topic »'. Below this, another result is partially visible with the headline 'Obama Administration Helped Kill Transparency Requirement for Foreign ...'.

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

Nonprofit Tech, Tools and Social Media

### [Why HTML Email Newsletter Editors Suck](#)

Thursday, April 05, 2012 6:40 PM

One of the biggest complaints we get from nonprofits as they mature in their online communications is that creating properly-functioning formatted (i.e. HTML) emails in their email blaster is a pain in the @\$\$.

### [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 Multiple People Doing Online Communications](#)

Friday, January 13, 2012 12:01 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 02, 2011 10:38 AM

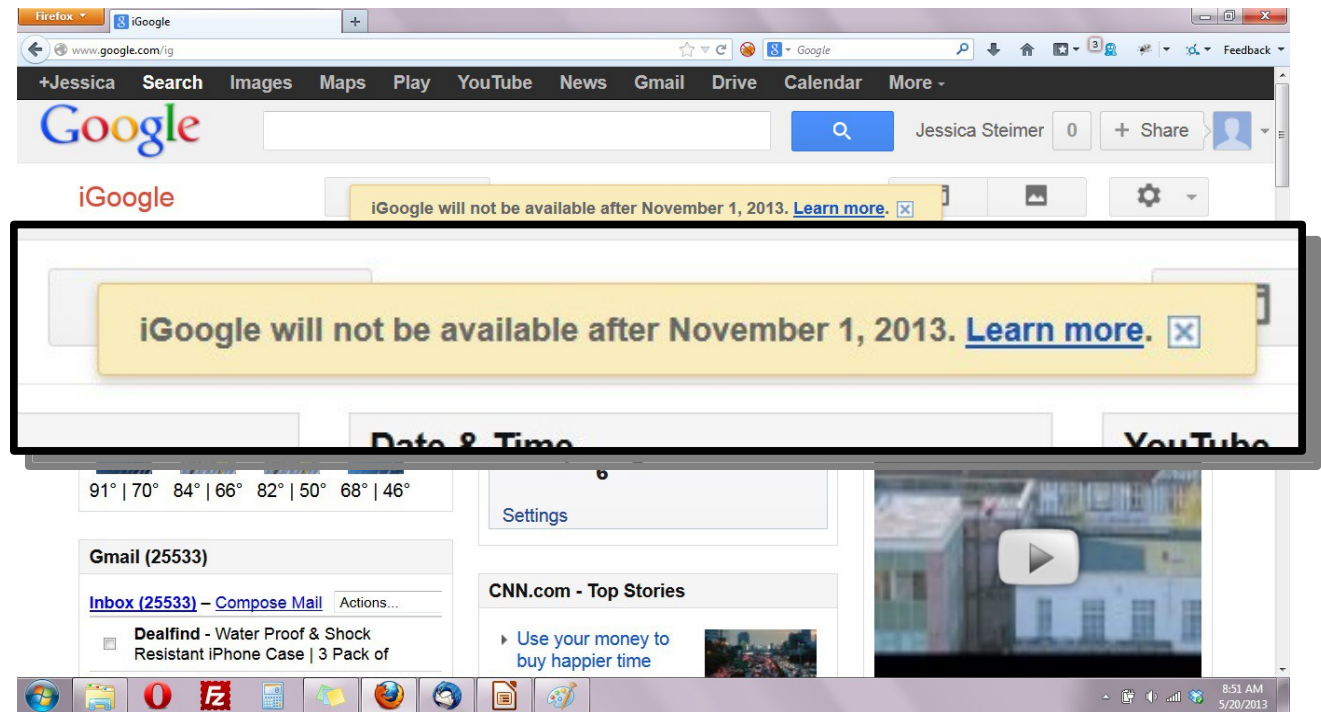
# Other Searches for New Content Feeds



- ▶ Google Blog Search
  - ▶ [google.com/blogsearch](http://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>

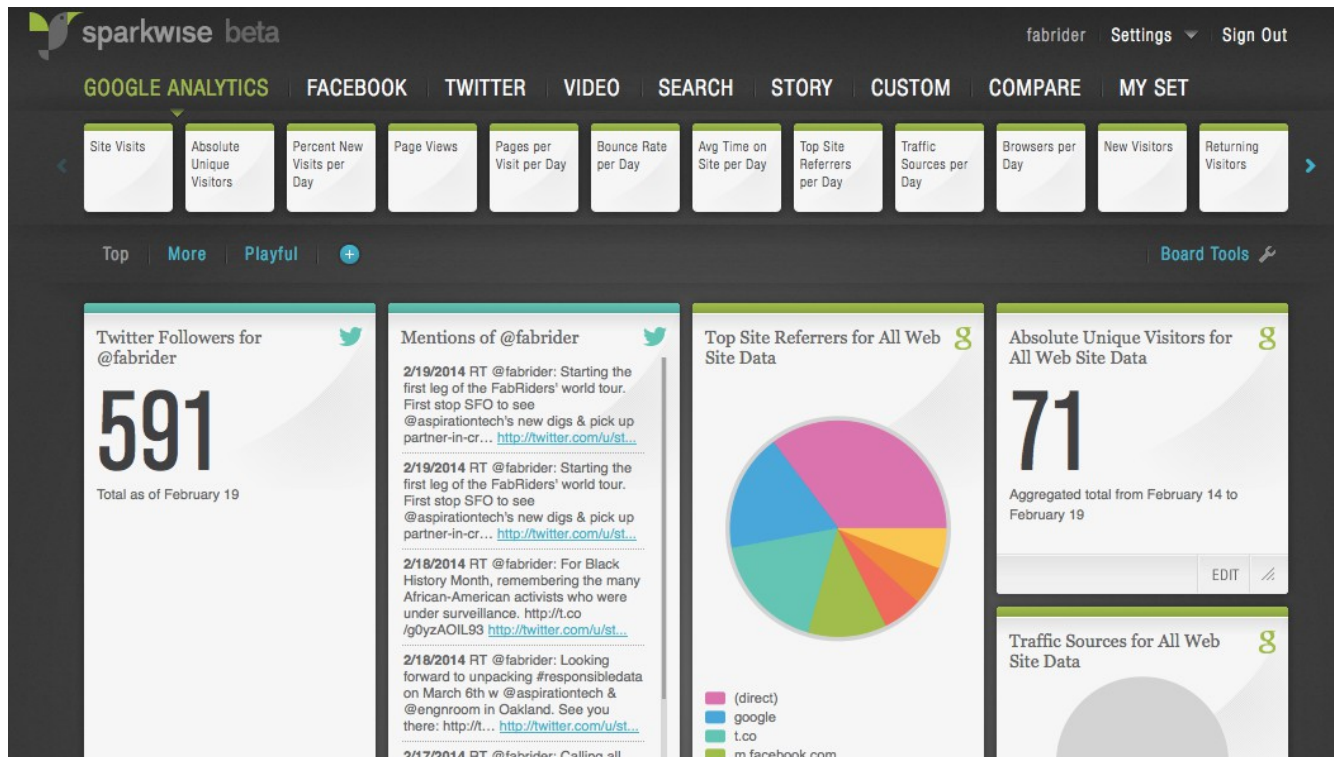
# Online Listening Dashboards

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



# Online Listening Dashboards

► [www.sparkwi.se](http://www.sparkwi.se)



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# 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 displays the Commun.it dashboard interface. At the top, the header includes the Commun.it logo, a user profile for 'communit@aspirationtech.org', and navigation links for 'Team', 'Widget', 'Account', and 'Logout'. Below the header, there are tabs for 'Dashboard', 'Reports', and 'Upgrade Now'. 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 shows a list of influencers, including Rachel Weidinge (5K Followers, 21 Engagements) and TechSoup (26K Followers, 2 Engagements). The right column features an 'Influencers' section with a description of the top influencers and a 'Share the love with your top Influencers' section with a list of influencers to follow.

Commun.it

communit@aspirationtech.org | Free aspirationtech Team | Widget | Account | Logout

Dashboard Reports Upgrade Now »

Add Twitter Profile

Most Recent | Updated at 22:33

Prioritized Feed

▼ 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 :)

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# 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?*

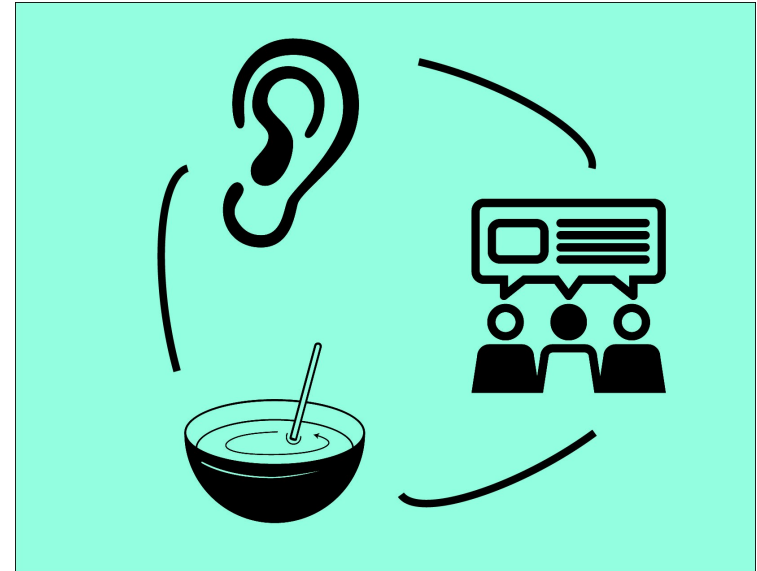
- Who is talking about your issue?
- Who is connecting with you?

THEN...

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# 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

# End Of Section

- ▶ Questions?
- ▶ Comments?



## Thank You!

These training materials have been prepared by Aspiration in partnership with Radical Designs

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