

# IAMAW eAdvocacy Training

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# Overview

- ▶ First things
  - Who are these guys?
  - Where can I find these materials?
- ▶ Framing things
  - Some bad news and some good news
  - Reflections on value, participation, and narrative
- ▶ Overview things
  - Topics to be covered
  - How to get the most out of today

# Facilitators

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# Training Materials

- ▶ These materials are available online
  - [aspirationtech.org/training/eadvocacy/iamaw/2011](http://aspirationtech.org/training/eadvocacy/iamaw/2011)
- ▶ All material are “open licensed”
  - Copy, reuse, modify, share
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- ▶ We are happy to advise on their use
  - For free. Really.

# The Bad News

- ▶ Mobilizing and activating stakeholders in any online network is really hard
  - It's a new paradigm to many
  - Not everyone is online
  - There is extreme competition for attention

# The Good News

- ▶ There are ways to maximize engagement...
- ▶ Deliver Value
  - Have answers to “What's in it for them?”
- ▶ Drive Participation
  - Provide ways for them to do more than watch
  - Share ownership and control
- ▶ Build Narrative
  - Weave your stakeholders into the plot
  - Focus on sustaining the story

# Reflections on Value

- ▶ People engage in things that bring them value
  - Discerning and maximizing value are skills
- ▶ “Just telling them” is not a value proposition
  - Humility and listening are essential skills
- ▶ Participation informs where value lies
  - What do people respond to?
  - Where do they contribute?

# Value You Can Deliver Online

- ▶ Strategic updates - News they can use
- ▶ Community - A sense of belonging
- ▶ Friendships and relationships - Human connections and collaboration
- ▶ Acknowledgement - Efforts lauded by peers
- ▶ Skills development - Learning=value
- ▶ Leadership development - Self esteem=value



# Participation

- ▶ Online strategies don't succeed unless they give audience members meaningful ways to:
  - Know “what's going on”
  - Get actively involved
  - Shape “what happens”
  - Develop and demonstrate leadership
  - Establish and/or build reputation
  - Collaborate “laterally”, with peers

# Participation Motivators

- ▶ Specific things motivate people to participate:
  - Pain - How can this make my life better?
  - Passion - How can I apply mine?
  - Fame - How will I be recognized and respected?
  - Fun - Will I have a good time?
  - Profit - Does doing this put me in a better place?

# Narrative

- ▶ Storytelling is an age-old skill
  - More relevant than ever in the online arena
- ▶ Does your online messaging advance a story with a good plot and compelling characters?
  - Does it pick up where it left off, advance the story, foreshadow the future?
  - Does it have good guys, bad guys, mythology?
  - Does it weave the recipient into the story?

# Overview of the Day

- ▶ Basic definitions and Q&A
  - Facebook, Twitter, Blogging, you name it
- ▶ Spectrums of Engagement
  - Envisioning your online channels as a whole
- ▶ Managing channels with a Publishing Matrix
  - Maximizing value and reach of what you post
- ▶ Social Media Dashboarding
  - Knowing where, how you are mentioned online
- ▶ Where from here?

# Getting the Most Out of Today

- ▶ Believe you can
  - We know you can do this stuff. Really.
- ▶ Challenge our thinking
  - Only you know your reality and your people
- ▶ Ask questions
  - Especially if we drop jargon bombs!
- ▶ Try stuff soon
  - Start by watching, learn by trying and doing

# That's All!

- ▶ Questions?
- ▶ Comments?

# Thank You!

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