FABRIDERS

# Online Advocacy

# Listening Online to Inform Campaigns

ASPIRATION

These training materials have been prepared by Aspiration & Fabriders.

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# 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.aspiriationtech.org/services

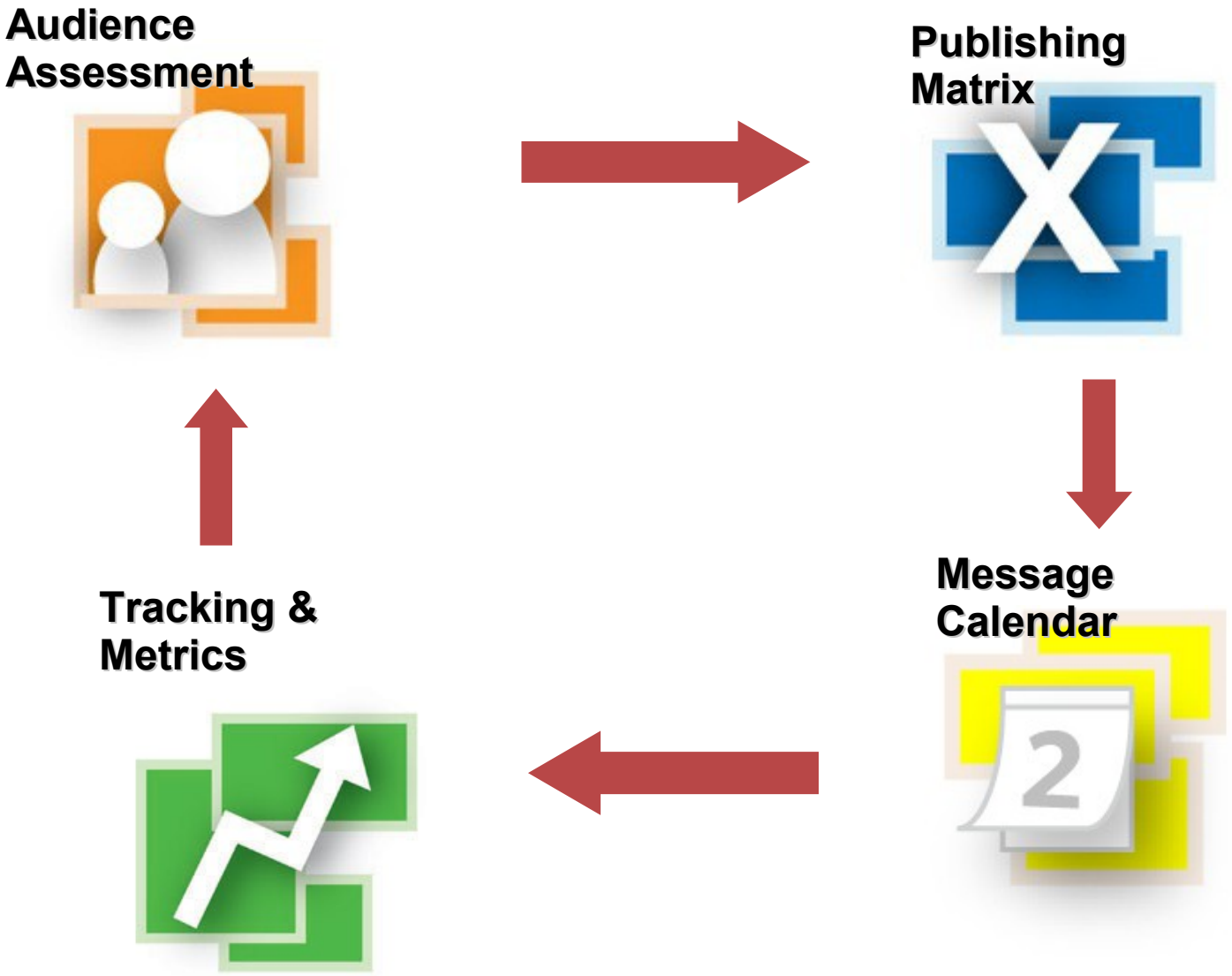
# Agenda

- 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



# 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

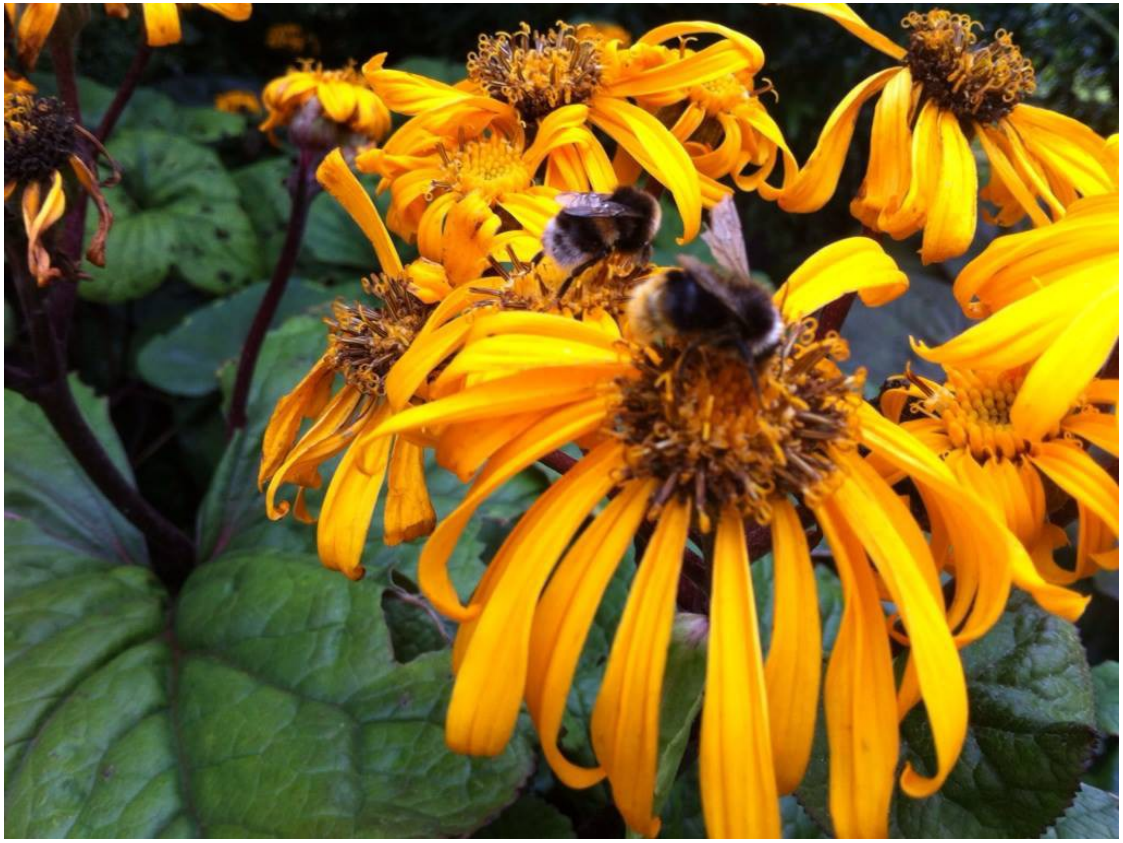
- Why do I need tools to listen online?
  - To be notified when keywords of interest are mentioned on the internet

# 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 |
| | *#orghashtag* | #wallpaper4ever |

| | | |
|---|---|---|
| **Campaign Names** | *Campaign #1* | Ethical Removal |
| | *Campaign #2* | Sophisticated Patterns |
| | *Campaign #3* | |

| | | |
|---|---|---|
| **People** | *Executive Director* | Jemima Sticks |
| | *Staff* | |
| | *Staff* | |

| | | |
|---|---|---|
| **Events** | *Event #1* | #wallpaperrocks |
| | *Event #2* | #morewallpaper |
| | *#eventhashtag* | #wallpaperborders |

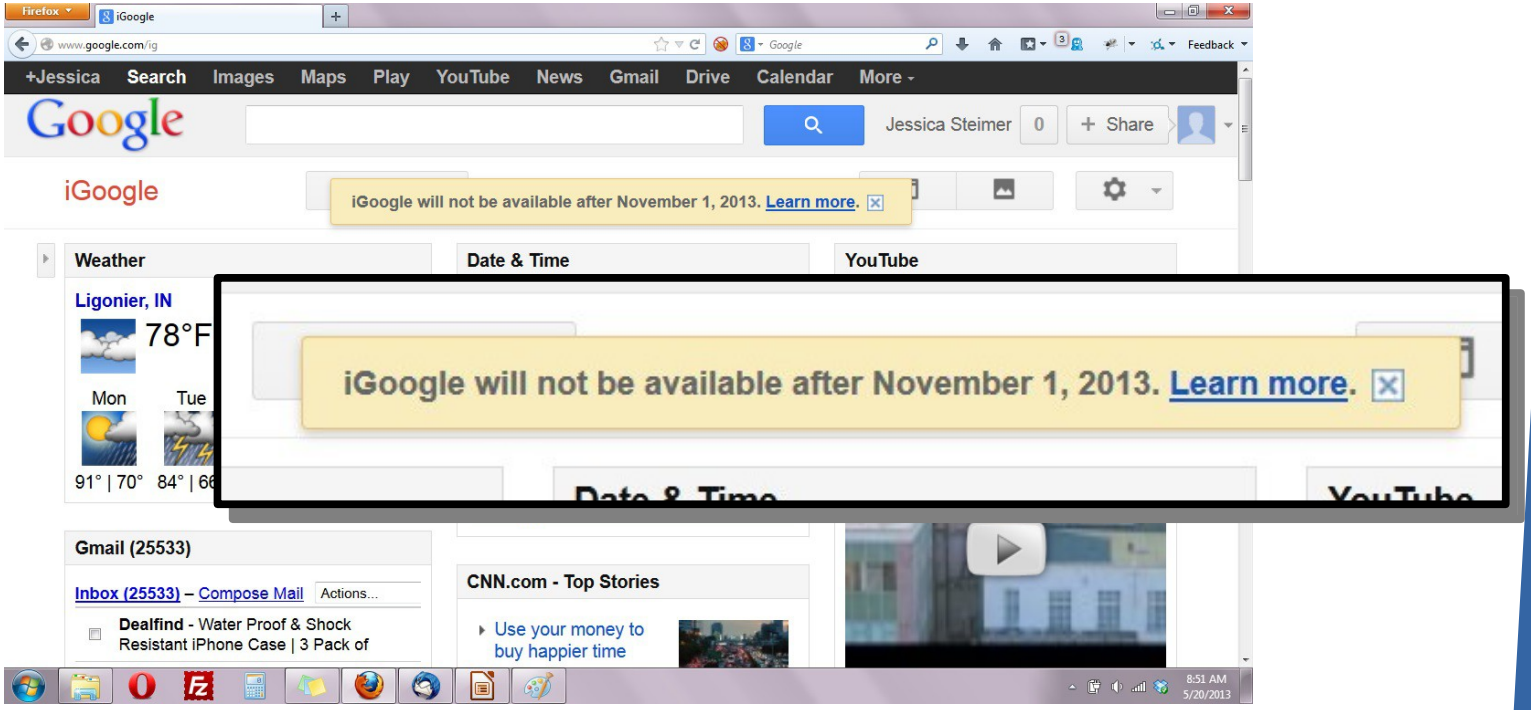
| | Allies | | Neutral | | Opponents | |
|---|---|---|---|---|---|---|
| **Issue #1** | Removing wallpaper in a manner which preserves its integrity. | | | | | |
| | Ally #1 | *Ally #2* | *Neutral #1* | *Neutral #2* | *Opponent #1* | *Opponent #2* |
| | Paste Producers of America | Wallpaper Everlasting | 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

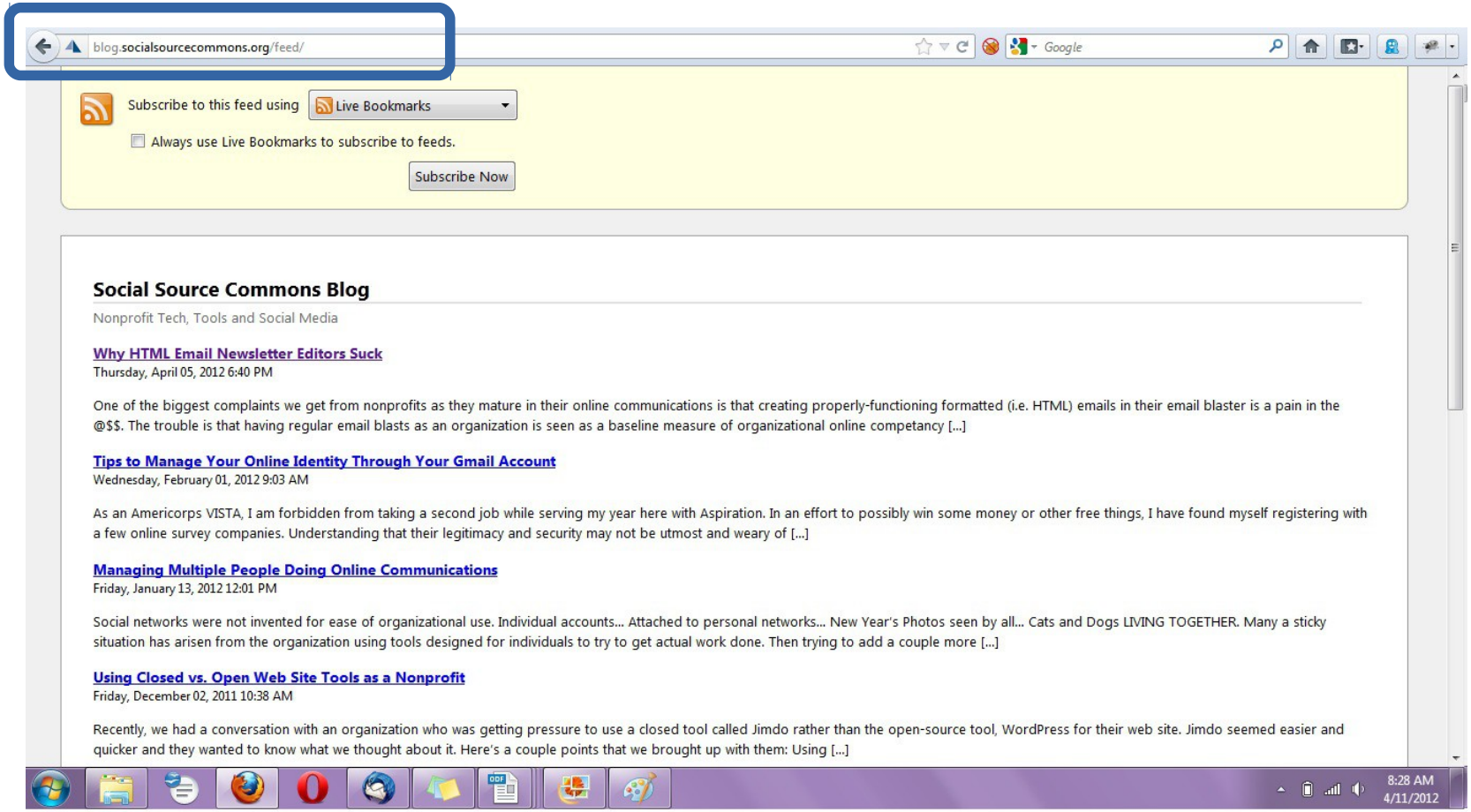
- RSS: Really Simple Syndication
  - Web page content is “syndicated” or broadcast out using RSS

- 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

# RSS Subscribe Page



# RSS from Online Searches

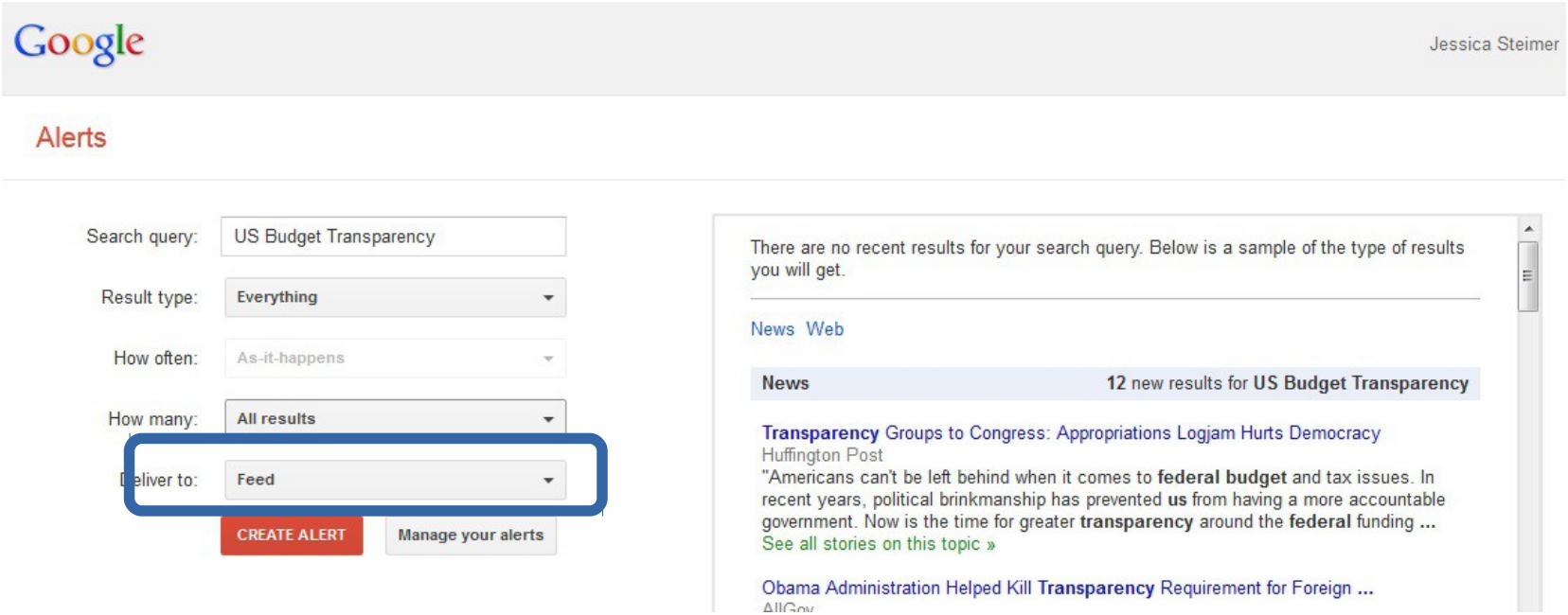
- So RSS can monitor social media searches for you and update when someone mentions something you care about:
  - Keywords from your Listening Matrix
    - Organization name,
    - Exec. Dir. name,
    - Relevant issue keywords,
    - Important people,
    - Propositions, etc.

# New Content Feeds

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

# New Content Feeds

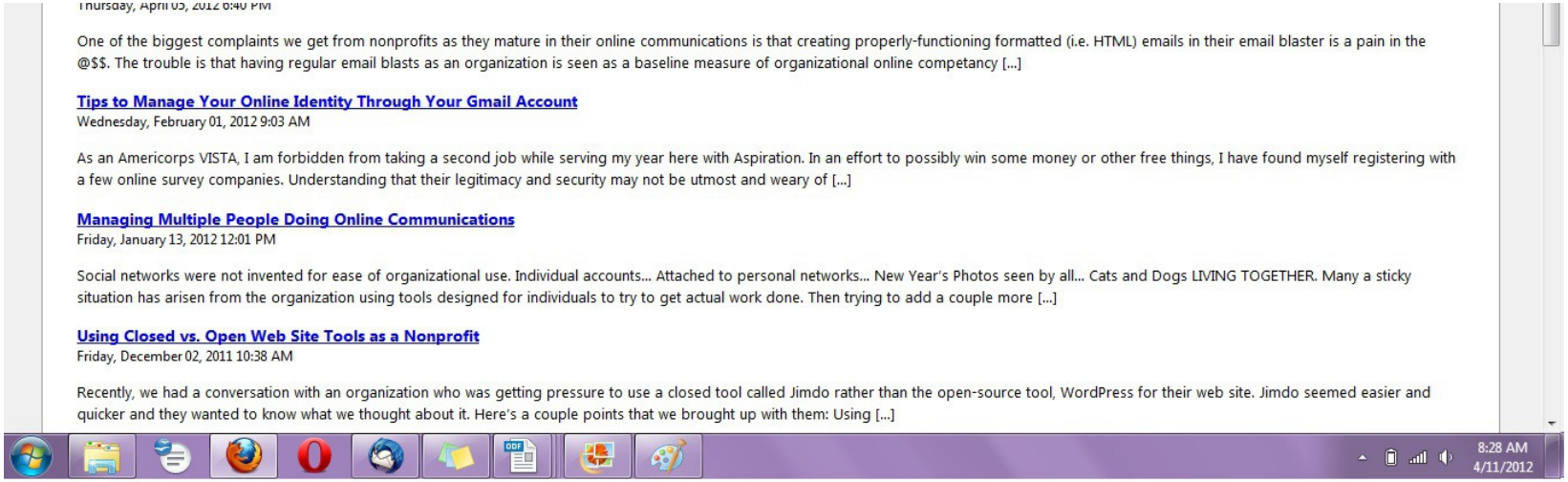
- Google Alerts to RSS Feed



# New Content Feeds

- Add RSS Feed to Dashboard

- Copy the feed URL
- paste it into dashboard

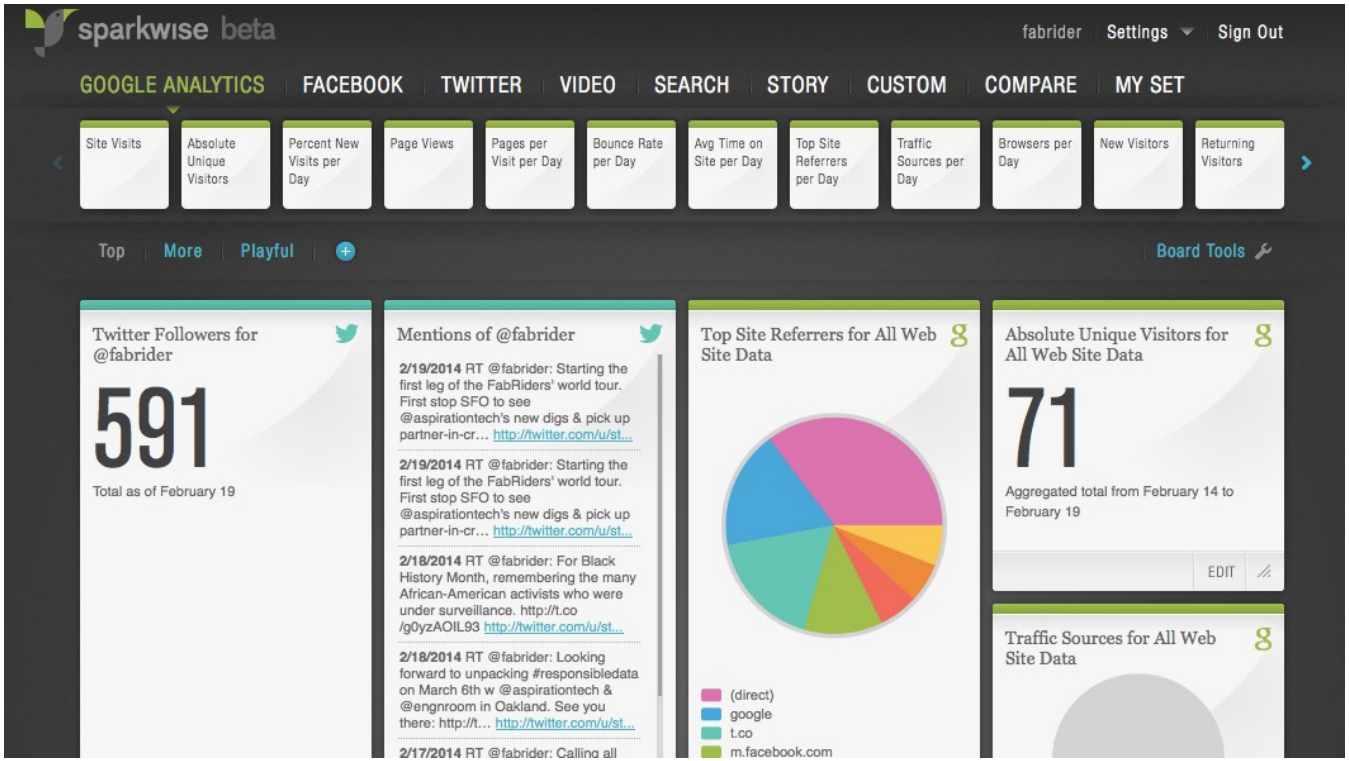


# Other Searches for New Content Feeds

- 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

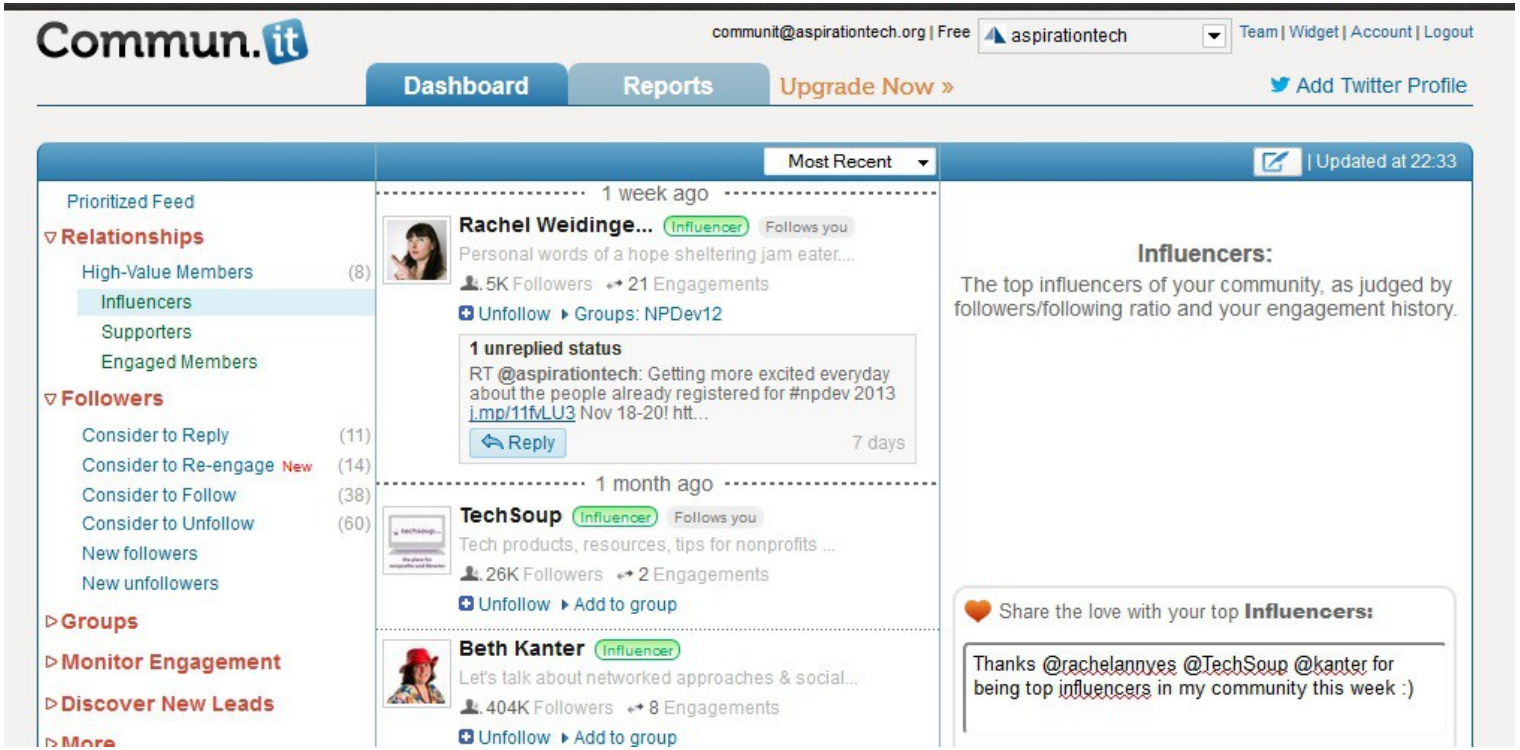


# Other Online Listening Dashboards

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

# Twitter Listening

- www.commun.it



# 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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# Contact Us

aspirationtech.org/training/support

info@aspirationtech.org

+1-415-839-6456

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