

Using Social Media to Advance Your Issues

CCLHDN Conference
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Session Facilitator

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Session Overview

- Social networking and social media 101
- Process points for online effectiveness
- Housekeeping 2.0: Getting things in order
- Understanding the roles of different channels
- 4 Essential processes for online impact

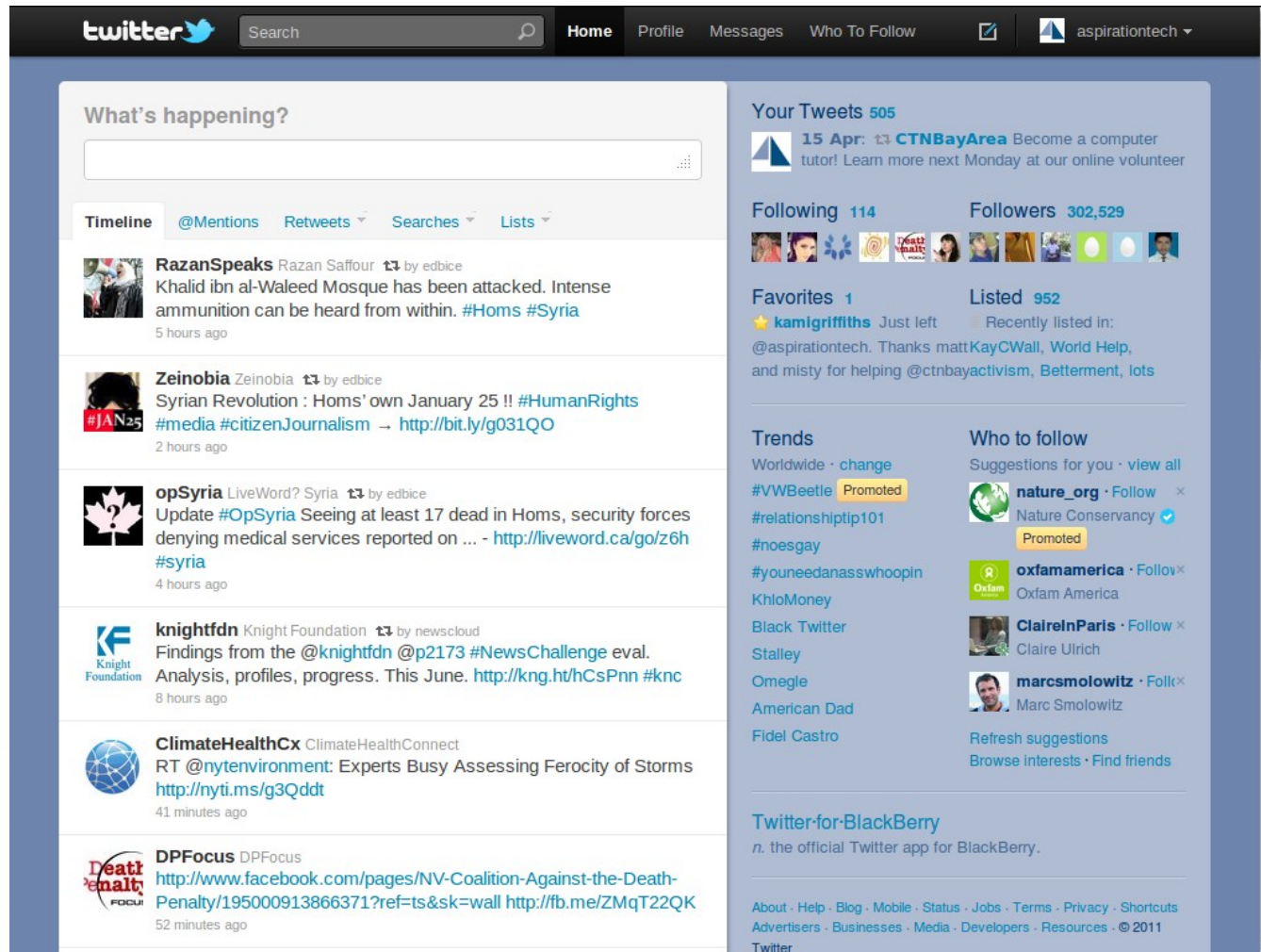
Let's Get Interactive!

- Probabilistically speaking, the audience knows more than the speaker every time
- Let's test that theory!
- The ground rules
 - Interpret the statement whoever you like
 - Make only 1 (ONE) point when speaking
 - No spectators
- Now let's get started...

First Things – Definitions

- Social Networking
 - Online platforms that enable users to communicate and collaborate with friends, friends of friends, even strangers
 - Examples: Twitter, Facebook, LinkedIn
- Social Media
 - Platforms that support social networking around digital content
 - Examples: Blogging, YouTube, Flickr
- The lines blur :^)

Twitter



The screenshot shows the Twitter homepage with a dark navigation bar at the top containing the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The main content area is divided into two columns. The left column, titled 'What's happening?', features a 'Timeline' tab and a list of tweets. The right column contains sections for 'Your Tweets', 'Following', 'Followers', 'Favorites', 'Listed', 'Trends', 'Who to follow', and 'Twitter-for-BlackBerry'. A large, faint watermark of a pen nib is visible on the left side of the image.

twitter Search Home Profile Messages Who To Follow aspiriontech

What's happening?

Timeline @Mentions Retweets Searches Lists

RazanSpeaks Razan Saffour **13** by edbice
Khalid ibn al-Waleed Mosque has been attacked. Intense ammunition can be heard from within. [#Homs](#) [#Syria](#)
5 hours ago

Zeinobia Zeinobia **13** by edbice
Syrian Revolution : Homs' own January 25 !! [#HumanRights](#) [#media](#) [#citizenJournalism](#) → <http://bit.ly/g031QO>
2 hours ago

opSyria LiveWord? Syria **13** by edbice
Update [#OpSyria](#) Seeing at least 17 dead in Homs, security forces denying medical services reported on ... - <http://liveword.ca/go/z6h> [#syria](#)
4 hours ago

knightfdn Knight Foundation **13** by newscloud
Findings from the [@knightfdn](#) [@p2173](#) [#NewsChallenge](#) eval. Analysis, profiles, progress. This June. [#knc](http://kng.ht/hCsPnn)
8 hours ago

ClimateHealthCx ClimateHealthConnect
RT [@nytenvironment](#): Experts Busy Assessing Ferocity of Storms <http://nyti.ms/g3Qddt>
41 minutes ago

DPFocus DPFocus
<http://www.facebook.com/pages/NV-Coalition-Against-the-Death-Penalty/195000913866371?ref=ts&sk=wall> <http://fb.me/ZMqT22QK>
52 minutes ago

Your Tweets 505
15 Apr: **CTNBayArea** Become a computer tutor! Learn more next Monday at our online volunteer

Following 114 **Followers 302,529**

Favorites 1 **Listed 952**
★ **kamigriffiths** Just left Recently listed in:
[@aspirationtech](#). Thanks matt [KayCWall](#), [World Help](#), and misty for helping [@ctnbayactivism](#), [Betterment](#), lots

Trends Worldwide · change
[#VWBettle](#) Promoted
[#relationshiptip101](#)
[#noesgay](#)
[#youneedanasswhoopin](#)
[KhloMoney](#)
[Black Twitter](#)
[Stalley](#)
[Omegle](#)
[American Dad](#)
[Fidel Castro](#)

Who to follow Suggestions for you · view all
[nature_org](#) · Follow ×
Nature Conservancy
Promoted
[oxfamamerica](#) · Follow ×
Oxfam America
[ClaireInParis](#) · Follow ×
Claire Ulrich
[marcsmolowitz](#) · Follow ×
Marc Smolowitz
Refresh suggestions
Browse interests · Find friends

Twitter-for-BlackBerry
n. the official Twitter app for BlackBerry.

About · Help · Blog · Mobile · Status · Jobs · Terms · Privacy · Shortcuts
Advertisers · Businesses · Media · Developers · Resources · © 2011
Twitter

Facebook

The screenshot shows the Facebook homepage layout from 2011. At the top is a blue navigation bar with the Facebook logo, a search bar, and links to Home, Profile, and Account. The left sidebar contains a user profile for Allen Gunn, a 'News Feed' section with links to Messages (524), Events (11), and Friends (172), and a 'Friends on Chat' section with a grid of 16 small profile pictures. The main content area is titled 'News Feed' and includes a 'Share' box with options for Status, Question, Photo, Link, and Video. Below this are several posts: a post by Jack Hecker about Meatloaf, a post by Evelyn Namara and Manal Bahey El-Din Hassan, and a post by Thomas Kriese. The right sidebar features 'Upcoming Events' (including 'April 20, 2011: Day of Action'), 'People You May Know' (listing Steve Tieman and 曹漢雄), a 'Sponsored' section with a 'Grow your business' ad, and a 'Pokes' section listing several users. At the bottom right is a 'Chat (72)' button.

But which tool is best for me?

- ▶ It depends...
 - Who are you trying to reach?
 - Where do they hang out online?
- ▶ It also depends...
 - What are your goals?
 - What value or benefit can you offer?
- ▶ Overall you need a strategy, and processes to support that strategy...

First Things – Process Points

- You need an overall communications strategy and process
 - Know how you describe org and work
 - Know what you're trying to achieve
 - Have well-defined processes for creating and posting online content
- Use social media plan in that context
 - Define concrete goals for online engagement, overall and per-program

First Things – Process Points

- Online communications are most effective when viewed as serving specific audiences
 - They are not virtual megaphones
- Initial social media strategies are best framed as supporting existing channels
 - Dip metaphorical toe in virtual agua
 - Grow from there based on results
- Respond to audience interest and support

First Things – Process Points

- Consider social media tools in terms of program and organizational goals
 - What are you trying to get done at the local level?
 - Who is online at the local level and what are they using?
 - How can SM deliver value to these people that supports your programmatic work?
 - Let your **audiences** tell **you**

First Things – Housekeeping

- Lock down your virtual real estate
 - Reserve any accounts you could envision using now or in the future
 - Facebook, Twitter, Flickr, YouTube, MySpace
 - Log in every 60-90 days to keep accounts live
 - Don't forget about domain names
 - Set them up to look like a family
 - Use consistent branding: images & language
 - Strive for naming consistency, usually based on organizational domain name

You have accounts, then what?

- Consider which online audiences you are trying to reach
 - Which channels seem most appropriate?
 - Initially focus on one or two
 - Integrate into publishing workflow
- Measure growth and response
 - Keep metrics on followers, fans, etc
 - Over time, where do audiences respond?
 - What propagates?

How to Track All These Accounts?

- Keep an inventory of online venues
 - Accounts & organizational “owner”
 - Domain names
 - Renewal dates where relevant
- Don't associate contact info with individual staff addresses, use aliases
 - e.g. twitter@aspirationtech.org
 - Have aliases go to more than 1 staff
 - e.g. operations manager + ...

Linking between accounts and site

- Set up links in both directions
 - On each social media account, specify organizational URL to link to “main” site
 - Update web site page template(s) to link to social media channels
 - Best practice: with email signup, above “fold”
 - Also to link to appropriate accounts (Facebook, Twitter) from contact page
 - *Potentially* link from staff pages

Advertise on All Pages



Follow Us On



Stay Informed!

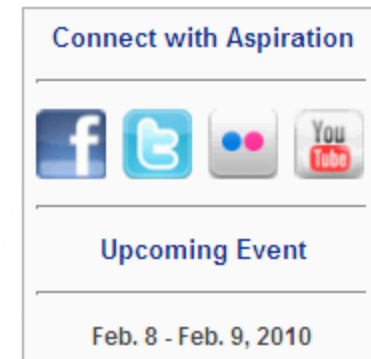
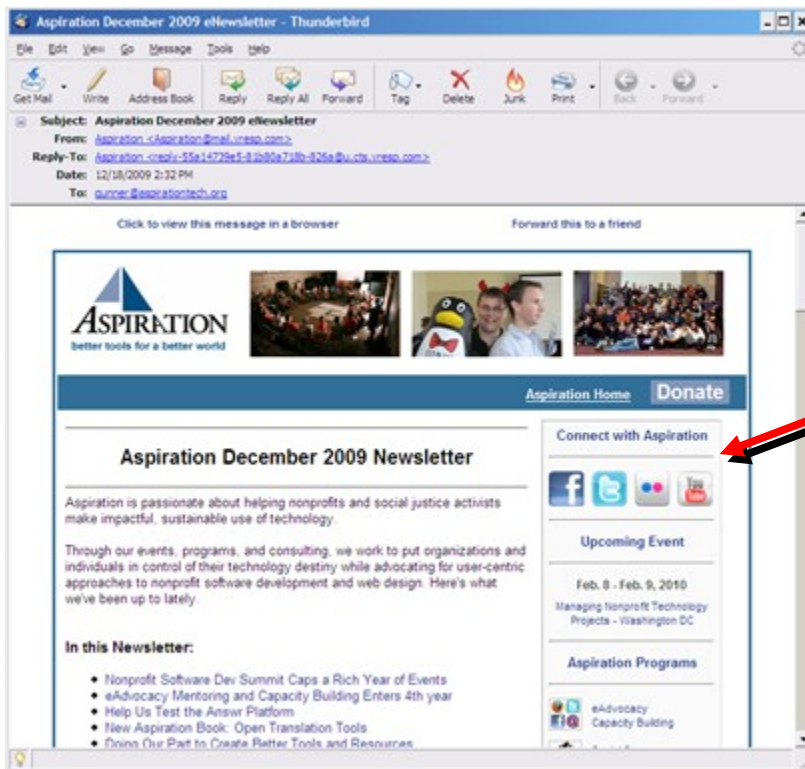
Let us keep you informed about our upcoming events, projects and news!

Email Address:

[SIGN UP](#)

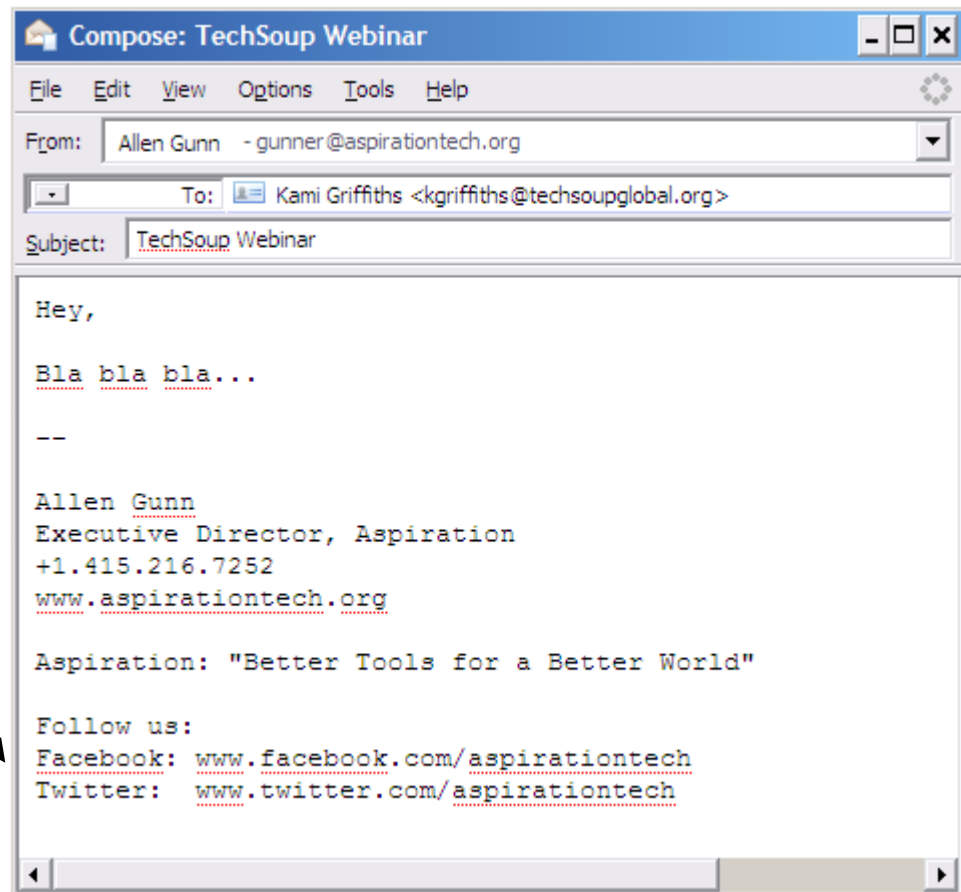
Add to Other Templates

- Email newsletter



Other Email Best Practices

- Add to signatures



Basics done, now what?

- You can start slowly and ramp up your use of/dependence on social media from...
 - Announcement service to...
 - Lightweight communications channel to...
 - Collaborative hub to...
 - Immersive community engagement sphere

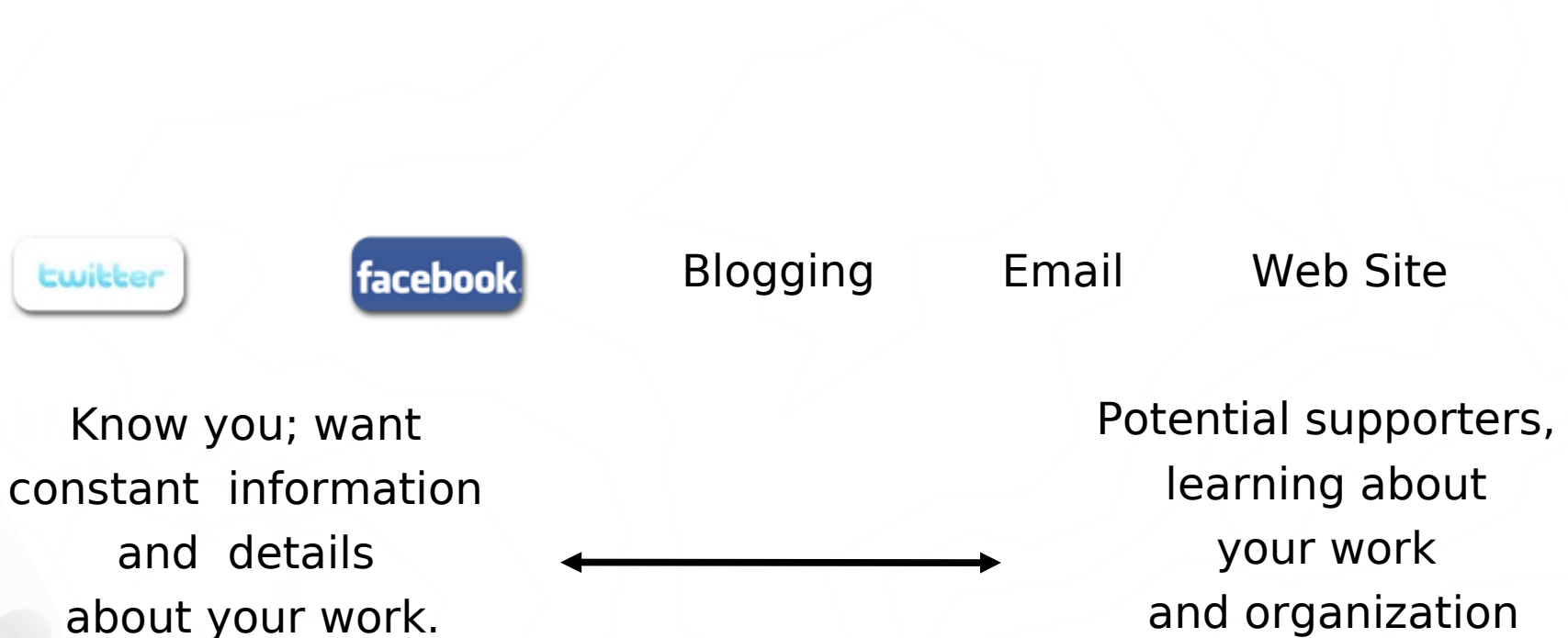
Basics done, now what?

- How does one coordinate the different channels to maximize traffic?
 - Understand the role of each channel
 - Put processes in place to complement efforts across channels
 - Track and assess results and reach
 - Rinse and repeat

Different Roles for Different Channels

- Do you model your online channels as a spectrum of communications options?
 - Appropriateness of message to channel
 - Frequency of message
 - Tone and voice
 - Time and labor investment vs ROI

Spectrum - Target Audience



Spectrum – Tone and Voice



Blogging

Email

Web Site

First person singular

"I"

Informal and fun

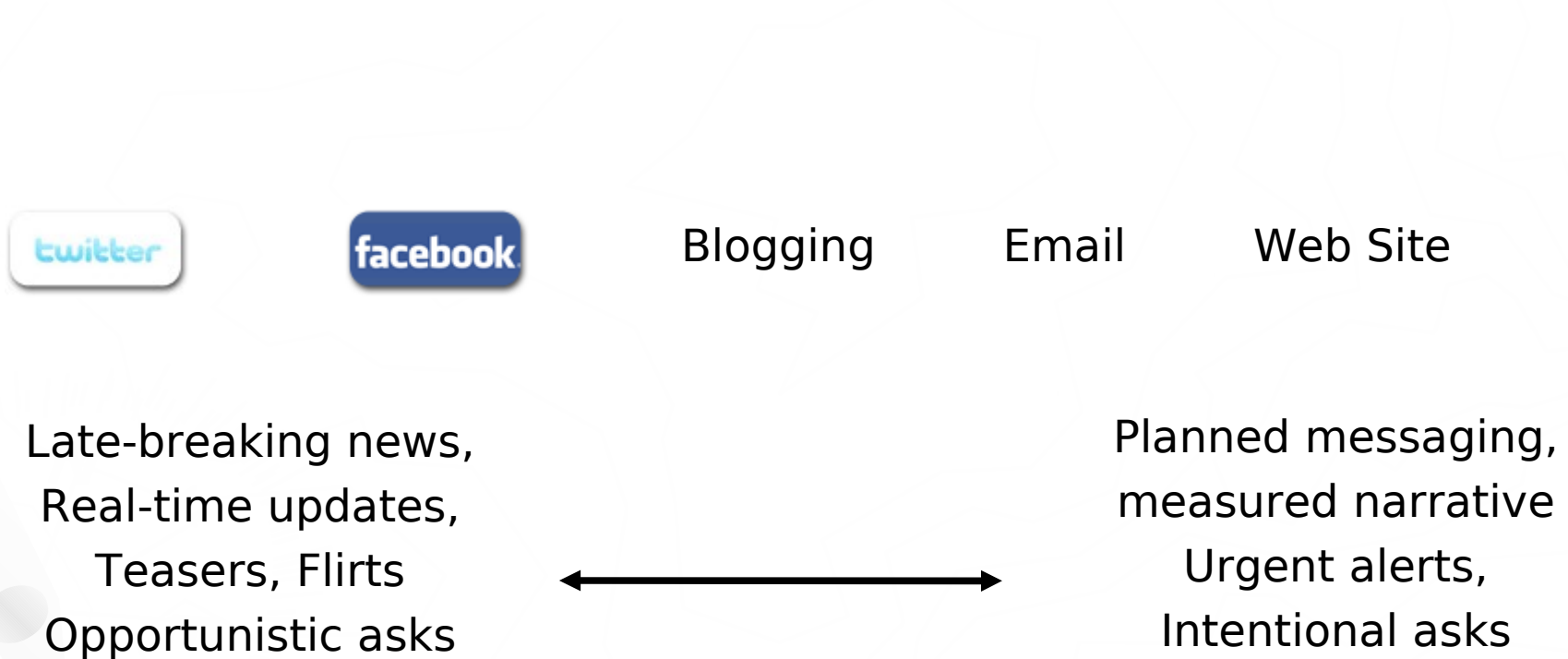


First person plural

or third person

"We" or "The org"

Matching Tools to Message



Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience



“Traditional”
org control

Frequency of Messaging



Blogging

Email

Web Site

Frequent – can be
daily or more often



Less frequent –
Weekly to monthly

Time and Labor Investment

twitter

facebook

Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Return on Investment (ROI)



Blogging

Email

Web Site

TBD; uneven,
subject to change



“Knowable”, based
on past patterns

4 Processes for Sustainability

- ▶ Audience Assessment
 - Do you really know who you are talking to?
- ▶ Message Calendaring
 - Is all online messaging on a unified calendar?
- ▶ Publishing Matrix
 - Do you have a model for when to use what tool?
- ▶ Social Media “Dashboarding”
 - Do you know where you're mentioned online?
- ▶ Survey: Who uses all these?

Message Calendaring

- Organizational Questions:
 - Do you preschedule online messages?
 - How far in advance?
 - Do you message within narrative arcs?
- Message calendars enable you to
 - Track messaging arcs
 - Sustain consistent messaging
 - Coordinate internal processes/projects
 - Avoid list fatigue


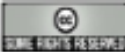
Publishing Matrix

- Organizational Questions
 - Do you have an integrated way for deciding which messages go to which online channels?
 - e.g. What's tweet-worthy, what is “just” web content?
 - Do you think intentionally about the different types of content you publish?
 - Press releases, newsletters, events, blog post...

Publishing Matrix

- Build a publishing matrix
 - Each row is a type of content
 - Press release, newsletter, event, blog post
 - Each column is an online channel
 - Web site, email list, blog, Facebook, Twitter
 - For each type of content, which channels do you use?
 - Aspiration Example
 - www.aspirationtech.org/training/eadvocacy/templates/publishingmatrix

Publishing Matrix

| | | | | | | | | | | | |
|---|-----------------------|---|-----|-------|--|--|-------|---------------------------|---|----------|------|
|  | | Aspiration Publishing | | | | | | * indicates "Conditional" | | | |
| | | Matrix Sept. 2009 | | | | These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0 | | |  | | |
| | | Twitter Tweet | | | Blog Post | | | | | LinkedIn | |
| | | www | SSC | Answr | www | SSC | Answr | SFNTC | Pub (tab 2) | Gunner | Matt |
| Content Type | Asp. Event | X | X | X | X | X | X | X | X | X | X |
| | | Come join RT @aspirationtech | | | | Aspiration, SSC's mama organization is hosting the <event title><relate t | | | | | |
| | SFNTC Event | X | | | X | | | X | | X | X |
| | | Interested in <event topic>? Stop by the SFNTC for... | | | | | | | | | |
| | Asp. Web Site Update | X | * | * | X | | | | | | |
| | | | | | | | | | | | |
| | SSC Web Site Update | | X | | | X | | | | | |
| | | | | | | | | | | | |
| | Answr Web Site Update | | | X | | | X | | | | |
| | | | | | | | | | | | |
| | Aspiration Blog Post | X | | | X | | | | | | |
| | | | | | | | | | | | |
| | SSC Blog Post | X | X | | | X | | | | | |
| | | | | | | | | | | | |
| | Answr Blog Post | X | | X | | | X | | | | |
| | | | | | | | | | | | |
| New Publication | X | X | X | X | X | X | X | X | X | X | |
| | | | | | SSC's mar Answr's mama organization, Aspiration, has just published <p | | | | | | |
| Press Release | X | * | * | X | * | * | X | | X | X | |
| | | | | | | | | | | | |
| New Staff/Board Member | | | | X | | | | | | | |
| | | | | | Aspiration would like to welcome our newest employee/volunteer/whatever <perso | | | | | | |
| Asp. eNewsletter | X | | | | | | | | | X | |

Social Media Dashboard

- A range of tools exist to let you track how you're being seen online
 - iGoogle, NetVibes, Radian6, etc
- Use a dashboard to track keywords
 - Organizational name and acronym
 - Campaign/issue keywords, staff names
 - Targets, opponents, decision-makers
- Is your messaging propagating?
 - What are the reactions?

Social Media Dashboard

The screenshot shows a Mozilla Firefox browser window displaying the 'Aspiration's Social Media Dashboard'. The address bar shows the URL <http://www.netvibes.com/aspirationtech#Aspiration>. The dashboard is organized into several sections:

- Aspiration's Social Media Dashbo...**: A navigation bar with tabs for Aspiration, Social Source Commons, SSC Blog, Fundraising, and NP Tech Blogs.
- aspirationtech - Twitter Search**: A list of tweets from @aspirationtech, including announcements about hiring and mobile micro-volunteering platforms.
- BackTweets link search for "aspirationtech.org"**: A list of tweets mentioning the website, including links to manage nonprofit technology projects.
- aspiration tech - Google Blog Search**: A list of blog posts from Aspiration, including newsletters and reports on managing nonprofit technology projects.
- Technorati Search for aspirationtech**: A message indicating the feed is not valid or currently not responding.
- Delicious/tag/aspirationtech**: A message indicating the feed is not valid or currently not responding.
- allen guns - Twitter Search**: A message indicating the feed is not valid or currently not responding.
- np tech - Twitter Search**: A list of tweets from #np tech, including links to social media strategy handbooks and roundtables.
- Google Alerts - "Allen Gunn" Aspiration**: A message indicating the feed is not valid or currently not responding.
- Comment Search for "aspirationtech"**: A message indicating the feed is not valid or currently not responding.
- Aspiration Facebook**: A section showing Aspiration's Facebook profile, including a post about Flickr vs. Facebook and a photo of Matt Aspiration.

Anything Else?

- Control your data!
 - Unity: Know your data universe, treat as such
 - Redundancy: Have a complete and sustainable backup process
 - Control: Take steps to avoid losing access
 - Portability: Confirm your migration options in advance
 - Privacy: Honor “theirs”, assert “yours”

Obligatory Admonitions

- Control and unify your online identity
 - Route as much engagement as possible through domain name(s) you control
 - Presume Facebook and Twitter will die violently or fade to dust
 - See: “Friendster”
 - Specific case: Blogs
 - OurBlog.typepad.com is a bad idea

Resources

- Aspiration publishing matrix sample
 - www.aspirationtech.org/training/eadvocacy/templates/publishingmatrix
- Aspiration's public dashboard
 - www.netvibes.com/aspirationtech
- Online Organizer's Almanac
 - www.organizersalmanac.org

Summary

- Have an overall communications plan before worrying about social media
 - Focus on delivering value to audiences
- Housekeeping 2.0: Get things in order
 - Reserve the real estate, fluff the pillows
 - Configure your channels to link, advertise
- Have an incremental plan
 - Start social media stuff slowly at first
 - Respond to interactions

Summary

- Know purpose and norms per channel
 - Audience
 - Tone and voice
 - Frequency
- Follow best-practice processes
 - Calendaring
 - Publishing matrix
 - Social media dashboard

Summary

- ▶ At the end of the day, it's all about the data, not the tools and channels
- ▶ Control your identity and your data
 - Take control of your online destiny
 - Your data is your digital power and your path to online success

That's All!

- ▶ Questions?
- ▶ Comments?

Thank You!

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