

Top 2017 Tools & Tactics to Bump up Your Online Organizing Game and the Strategy glue to hold it together



Kansas Health Foundation
April 7, 2017

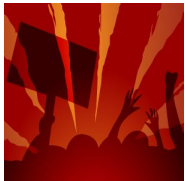


Questions

1. What are you using to email?
2. Are you using petitions to build your email list?
3. How is Twitter helping you reach your mission?

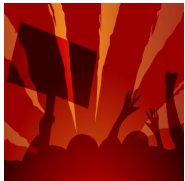
Tools:

1. ActionNetwork (\$8/month version) – emailing, petitions, fundraising pages
2. ActionSprout (free version fine)- capturing emails on Facebook
3. Canva.com to design
4. Tweepi to grow Twitter account quickly



Key Questions

1. What defines success in your online organizing? Is that where you're putting your time & \$\$?
2. What do your targets pay attention to? Are you using it? Twitter?
3. What does your funnel look like? How building the base, how moving people up the engagement ladder?
4. Resources: \$\$ for training, FB ads, tools (CRM?, Tweepi)
5. Effective online/offline fundraising combo?

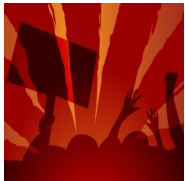


Who we are

a non-profit, movement partner
Online organizing strategy, training and staffing
to engage members and win campaigns

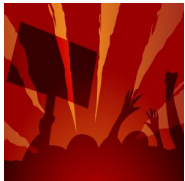


Hannah Roditi, SMT Executive Director
15 Staff Partners across country



Ask questions!

Tweet!
Hashtag
@socialmovetech



Orchestrate your multi-channel campaign strategy

1. Define success.

Communications vs. organizing.

“page Fans” vs. pressure on target

2. Orchestrate a variety of social media channels to produce results, given goals, resources, landscape, time.

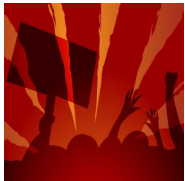
- Decide which you will use.
- Use the strengths of each channel
 - Email
 - Facebook
 - Twitter
 - Mobile texting
 - Instagram, others

3. Evaluate and adjust



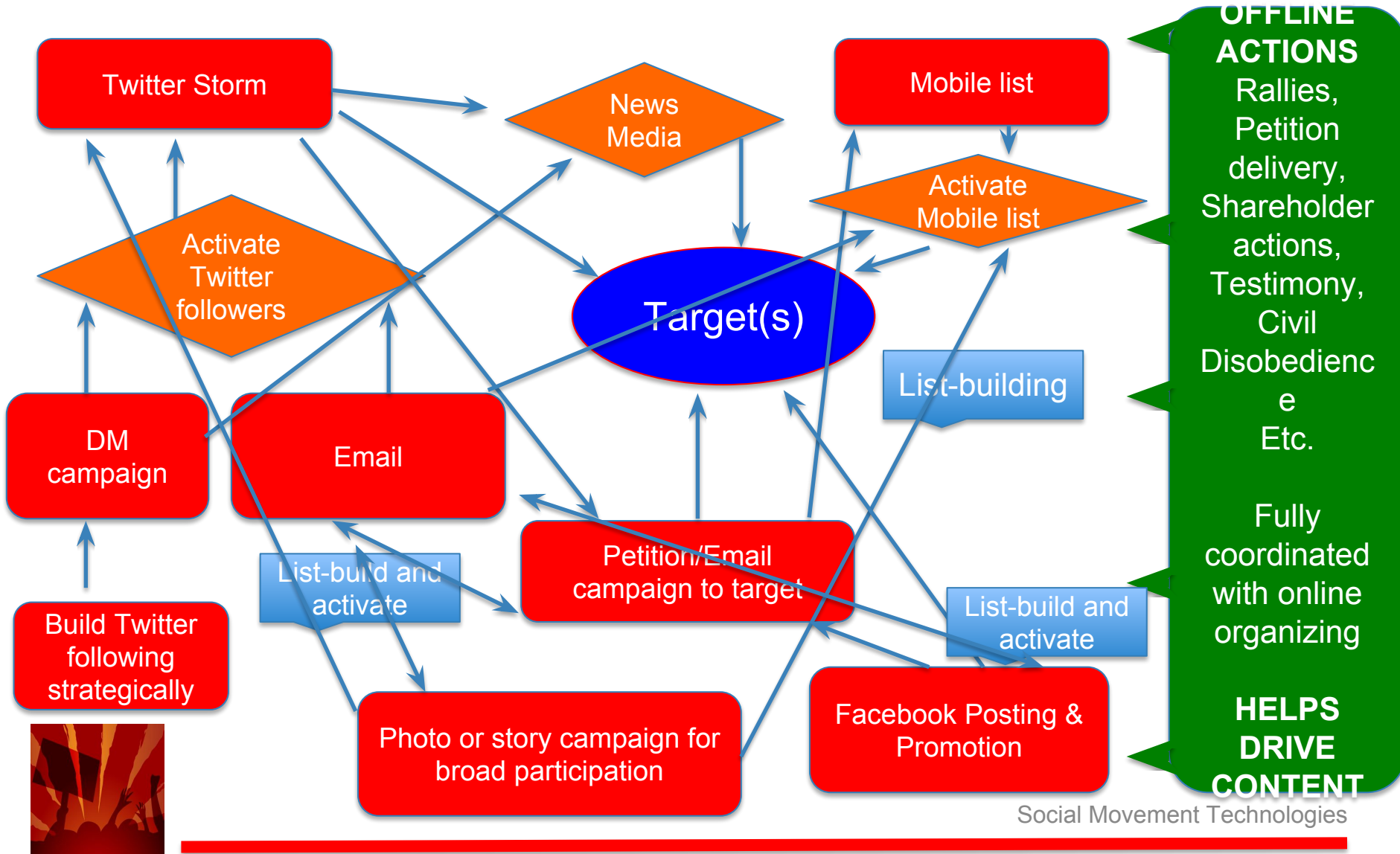
"Tactics without strategy is the noise before defeat."

**--Sun Tzu
*The Art of War***

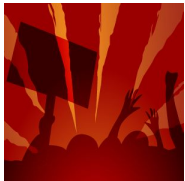
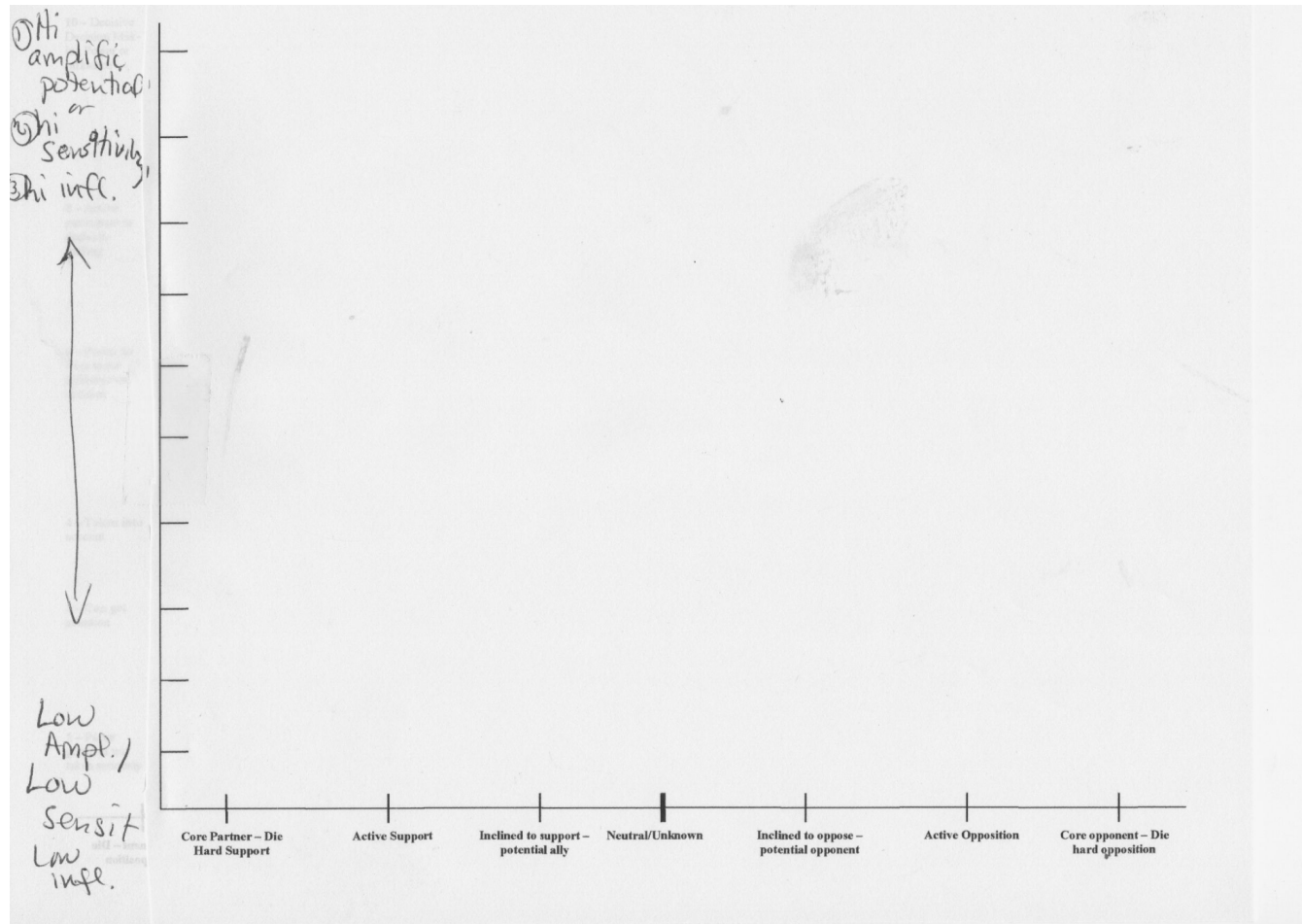


Online Organizing Power Map

(partial, to illustrate multi-channel relationships, coordination)

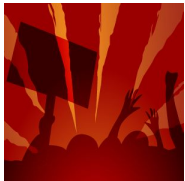


Online Power mapping



7 Wise ways to save time on routine social media tasks so you have more time for what matters

1. Have an online-offline organizing strategy
2. Reduce frequency you don't need
3. Use Twitter short-cuts for quickly curating great content:
 1. "#hashtag min_retweets:100"
 2. Use a Daily Watch List of great sources of content on your issues
4. Use Facebook tools for quickly curating great content:
 1. ActionSprout –free
5. Use Tweepi to grow Twitter account \$25/month Super-efficiency tool
6. BUFFER to schedule tweets instead of Hootsuite (free)
7. Use templates for creating Facebook and Twitter images w/logo all set to go in Canva.



Are your supporters getting your emails?

5 Key ways to curate your list and design your emails to ensure maximum deliverability

1. Design for opens with excellent subject line.

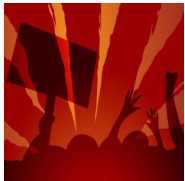
Brainstorm [Upworthy "The Sweet Science of Virality"](#)

- Elicits curiosity
- Short
- To the point
- Variety



2. Design for action-taking

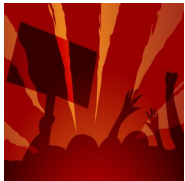
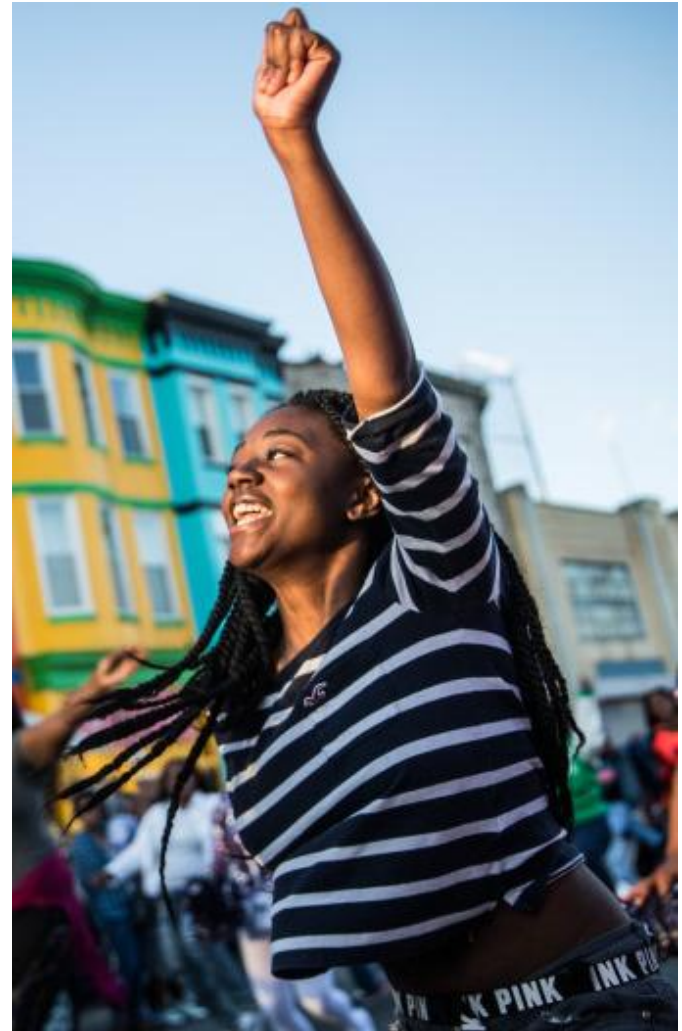
- Short, to the point sentences and paragraphs (think mobile access)
- Image linked to call to action
- Indented calls to action—two spaced evenly, towards top, and towards bottom
- One (at most two, with second being less important) call to action per email (second could be share post/tweet)
- NO OTHER LINKS—unless it's a newsletter type update format



Email Deliverability, continued

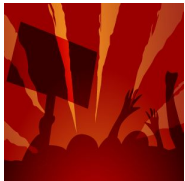
3. Clear out dead weight (curate) - does your CRM make this easy? Mail only to:

- openers/clickers in last x months/year, plus
- signups (tagged) in last x months/year, plus
- records created in last x months/year
- action takers in last x months/year...make a query that includes all these, exclude bad emails and those who don't want to be emailed



Email Deliverability, continued

4. Is it Goodbye? email --last they'll get/ or opt-in. *Handle donors differently*
5. Segment, but only if list large enough to warrant time/or if escalating on an issue & need higher level action



6 Best Practices of Facebook post design that many groups miss and the 10-fold difference it can make

1. Superimpose text on image/bottom (Word text boxes easiest)—that arouses emotion--shocking, timely, informative
2. Invite affinity/identity by sharing ([Labor Campaign](#), [ATU text block](#) examples)
3. Links, photos, and video--upload photo first then add link, if link first, can switch in best photo
4. All text images with link can do very well (Walmart post)
5. 20% rule, making your images flexible for promotion—[20% grid tool](#)
6. Hashtags and key words in text if hot news item will result in more reach (Labor – Religion Pope post)



Testimonials as a special type [Plumbers Union](#)



Labor Campaign for Single Payer

Published by Hannah Roditi [?] · October 14, 2014 ·

Obamacare was a start. Now it's time to finish the job. Join unions and labor activists taking leadership!: [#1u](http://bit.ly/FinishTheJob)

**Walmart slashes health insurance to
30K workers, stealing \$Millions\$
more for Walton Billionaires.
Obamacare isn't enough.
Time to finish the job. Time for corporations to
pay their fair share. All in, nobody out.**



**SHARE THIS if you're pro-union
and you agree.**

15,464 people reached

Boost Post

91 Likes 14 Comments 808 Shares



Like



Comment



Share



Hootlet



Buffer

15,464 People Reached

1,657 Likes, Comments & Shares

735

Likes

91

On Post

644

On Shares

103

Comments

14

On Post

89

On Shares

819

Shares

808

On Post

11

On Shares

1,614 Post Clicks

384

Photo Views

14

Link Clicks

1,216

Other Clicks

NEGATIVE FEEDBACK

41 Hide Post

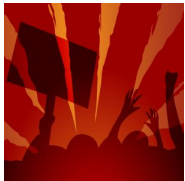
4 Hide All Posts

0 Report as Spam

0 Unlike Page



Walmart CEO Mike Duke makes
1,034 times MORE than
the median Walmart worker.



Shocking. Informative. Timely. Shared.

Social Movement Technologies

Original link post



Labor Campaign for Single Payer
Published by Jon Flanders [?] · December 4, 2014 ·

He believes Congress should have enacted "single-payer right from the get-go or at least put a public option would have simplified a lot."
<http://www.pnhp.org/.../tom-harkin-says-that-congress-should-...>

Tom Harkin says that Congress should have enacted single payer | Physicians for a National...

Sen. Tom Harkin, one of the co-authors of the Affordable Care Act, now thinks Democrats may...

PNHP.ORG

511 people reached [Boost Post](#)

Like Comment Share Buffer Hootlet

Merri Burman, Lucy White and 10 others like this.

13 shares




Post with image created



Labor Campaign for Single Payer
Published by Hannah Roditi [?] · December 4, 2014 ·

Democrats starting to realize ACA isn't going to do it. Here's what Senator Tom Harkin is saying. What do you think? Join unions taking leadership! Take the pledge here: <http://www.laborforsinglepayer.org/>

 **Democrats should have pursued "single-payer right from the get-go or at least put a public option...We had the power to do it in a way that would have simplified health care, made it more efficient and made it less costly, and we didn't do it. What we did is we muddle[d] through and we got a system that is complex, convoluted, needs probably some corrections and still rewards the insurance companies extensively."**

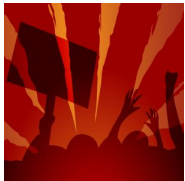
—Senator Tom Harkin, 12/3/14 Washington Post

15,552 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#) [Buffer](#) [Hootlet](#)

Labor Campaign for Single Payer, Myung Kyu Nam, Merri Burman, Lucy White and 31 others like this.

348 shares





Fight For The Future shared a link.

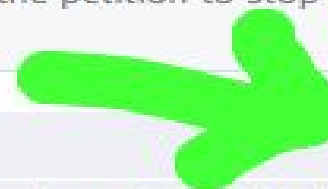
April 17

CISPA will go to a vote as early as this afternoon. Every pro-privacy amendment (even simple ones with bi-partisan support) has been voted down. This bill is worse than it was last year. Practically every civil liberties group and privacy group in the country has come out against it. Get ready for a fight, folks.



CISPA is back.
cms.fightforthefuture.org

It's official. CISPA is back. It's a law that violates your most basic right – privacy. Sign the petition to stop it in its tracks.



Like · Comment · Share

39

Paul Joseph, Nathan D. Linn, Jacob Fehr and 40 others like this.

View 2 more comments



**Privacy laws?
LOL**

Fight For The Future
April 25

Worried that... shows that its re... work for what the... government has already... doing. Take a... <http://CISPAisback.org/>

Source... it's an article on CNET... com/8301-13578_3-57581161-38/u.s.-gives-big-secret-push-to-internet-surveillance/

Tag Photo Add Location Edit

Like Comment Share Edit

Casey Riordan, Ron Shoemaker, Ray Domo Rivera and 1,094 others like this.

3,207 shares

Fight For The Future Mary Manning

Write a comment...

What's different with this post?

- 82 X as many shares as the simple link, **over 3,000 in one day**
- ~~Link to take action is in image description --> drives traffic to page.~~

Useful Tools

Tweepi

ActionSprout

CrowdTangle

Meltwater

Audiense



Facebook Paid Promotion

When you DON'T need Facebook ads:

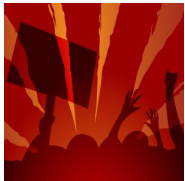
1. Your issue is HOT
2. You are very SMART online w/framing, message and images.
3. ONLINE CONSTITUENCY that is motivated and knows how to amplify.



6 Powerful ways to use Facebook ads that every campaign should explore—and most haven't.

1. Test a message/framing of an issue/image
2. Build your fan base for (1) social proofing and (2) so you can target this self-selected group
3. Engage your email list on Facebook--especially non-openers -- by uploading email list and creating a custom audience
4. Reach out to website visitors (embed Facebook pixel code on your website and create a custom audience)
5. Build pressure on targets by promoting to their Facebook fans (if there are enough of them), or to the zipcode where HQ is, or where many execs live. Unions promote surveys to workers.
6. Get a message to a particular demographic group. Use Power Editor to save these experiments.
e.g. UA Local 393, Labor - Religion Coalition of NYS

Boosting posts: Wait to see if post is getting engagement, then put \$\$ beyond it--to target group



Who uses Twitter?

Of all US web users, % that use Twitter

- 28% Hispanic
- 27% African Americans
- 14% White

Between 2010 and 2013 usage across all age groups except 65+ more than doubled.

- Journalists, bloggers (breaking news)
- Businesses, for marketing (people will follow)
- Elected officials (people will follow)

US Twitter Users, by Demographic, May 2013

% of internet users

Gender

| | |
|--------|-----|
| Male | 18% |
| Female | 17% |

Age

| | |
|-------|-----|
| 18-29 | 30% |
| 30-49 | 17% |
| 50-64 | 13% |
| 65+ | 5% |

Race/ethnicity

| | |
|---------------------|-----|
| Hispanic | 28% |
| Black, non-hispanic | 27% |
| White, non-hispanic | 14% |

Total **18%**

Note: n=1,895

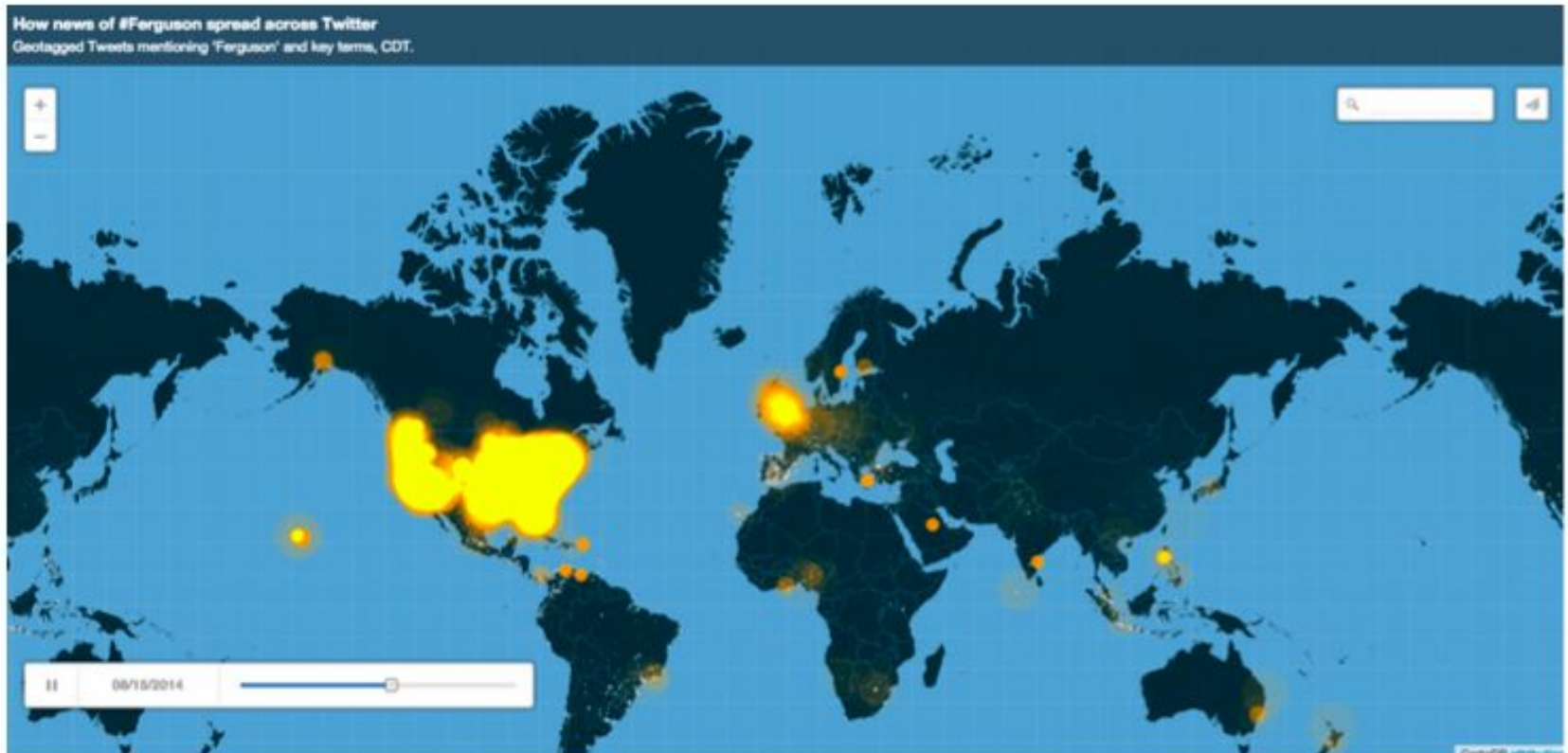
Source: Pew Internet & American Life Project, "72% of Online Adults are Social Networking Site Users," Aug 5, 2013

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www.eMarketer.com



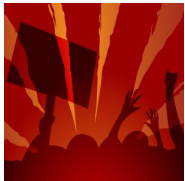
How News of #Ferguson spread across the world via Twitter



Not using mobile texting in your campaigns yet? It's time.



Cell Phone Net Neutrality Protest, 11/6/14



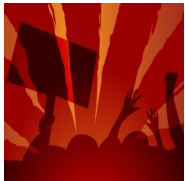
Mobile texting live

Uses:

- Low-income membership may use phone more than email
- Reminders—excellent
- Polling
- Leadership group communication during event
- Mass opt-in tool during events
- Mass communications during event

Text @organizeonline to 23559

Auto reply: Sample meeting reminder



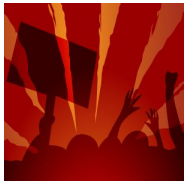
Form an Online Organizing Committee of leaders

How can members / leaders support organizing on social media?

What is your union/organization doing to develop members capable to organize online?

What members can do:

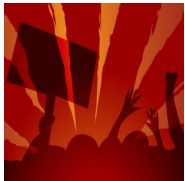
1. Build Twitter account
2. Re-tweet allies
3. Live tweeting committee
4. Facebook shares & comments
5. Facebook page moderation
6. & more



Don't waste money on an expensive CRM & petition hosting service you don't need

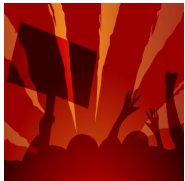
ActionNetwork

- Non-profit, AFL-CIO
- \$1/thousand emails/month (nested parent/child structure is more)
- Good action tools—especially for coalition efforts—State/national legislators matching included
- Simple, very easy to learn/manage



The minimum effective online organizing budget

1. CRM: \$10/month ActionNetwork least expensive (assumes 10K emails/mo)
2. Facebook ads: \$200/month avg (but will fluctuate according to campaigns)
3. Twitter growth tool: Tweepi premium \$25/mo
4. Text messaging \$40-\$70/month for active list of 400 / or free
5. Website maintenance if you don't have a coder on staff: \$500/year+
6. Staff time: 5 hrs+/week Facebook, 3 hrs+/week Twitter, email time, metrics 3 hrs/quarter, minimum of 2 days/week to build & integrate online campaign
7. Website re-design: usually +/- \$2500 if WordPress
8. Staff & leader training: \$500/year



How do you know your sh*t is working?

The minimum you should be doing on metrics.

- 1. Define what success looks like– what metrics do you care about?**
- 2. Set up Goals in Google Analytics**
- 3. Use Campaign Tagging**
- 4. Keep quarterly stats & review quarterly as a staff (review email open/clicks every time)**
- 5. Do post-campaign summary & evaluate**
- 6. If using Facebook promo, check regularly**



What matters that we don't make time for?

1. Staff & member training & coaching

2. Excellent content

Hero's Journey narrative development

Framing

*The [Hero's Narrative website](#)

*"Winning the Story Wars" by Jonah Sachs

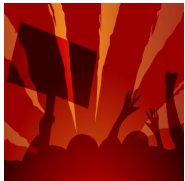
3. Campaign Strategy as base for all online work

4. Evaluation/Metrics (building it in from the start)



What's next

Notes, recording Training



How was this training?



What we've covered today

1. Orchestrating your **multi-channel campaign**
2. Are your supporters getting your **emails**? 5 Key ways you should be curating your list and designing your emails to ensure maximum deliverability.
3. 6 Best Practices of **Facebook post design** that most groups miss — and we'll show you the 10-fold difference it can make
4. 6 Powerful ways to **use Facebook ads** that every campaign should explore—and most haven't.
5. Don't waste money on an expensive CRM & petition hosting service you don't need: 2 good ones
6. The minimum effective online organizing **budget**
7. Forming a member Online Organizing Committee
8. Not using **mobile texting** in your campaigns yet? It's time.
9. How do you know your sh*t is working? What's the minimum you should be doing on **metrics**.
10. 7 Wise ways to **save time** on routine social media tasks so you have more time for what matters
13. What matters most & what's next



QUESTIONS?