

Welcome

Fall 2017 Campus Organizing Academy

We'll get started at 8:00 pm Eastern Time

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Digital organizing: Memes to Mobilization

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#OFACampus

@klane228

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Agenda for today

Welcome & intros

An overview of digital programs

Mobilizing vs. Organizing: The digital realm

Digital tools and best practices

Debrief & next steps

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The 3 M's of Digital

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What do digital programs do?



Type in the chat box or
raise your hand

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The 3 M's

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The 3 M's



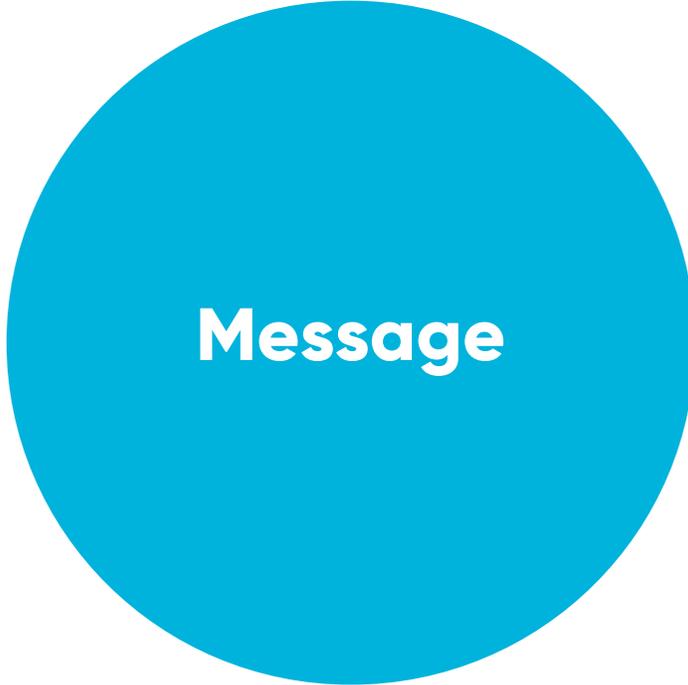
Money

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The 3 M's



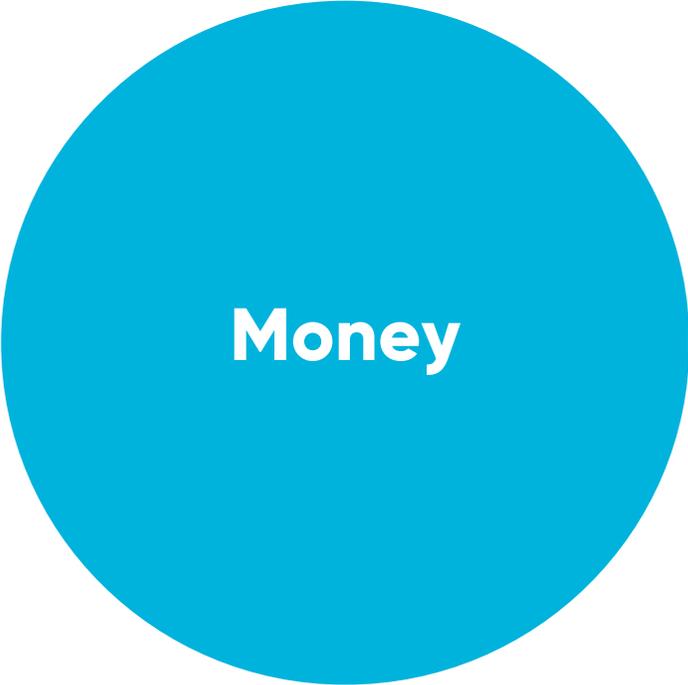
Money



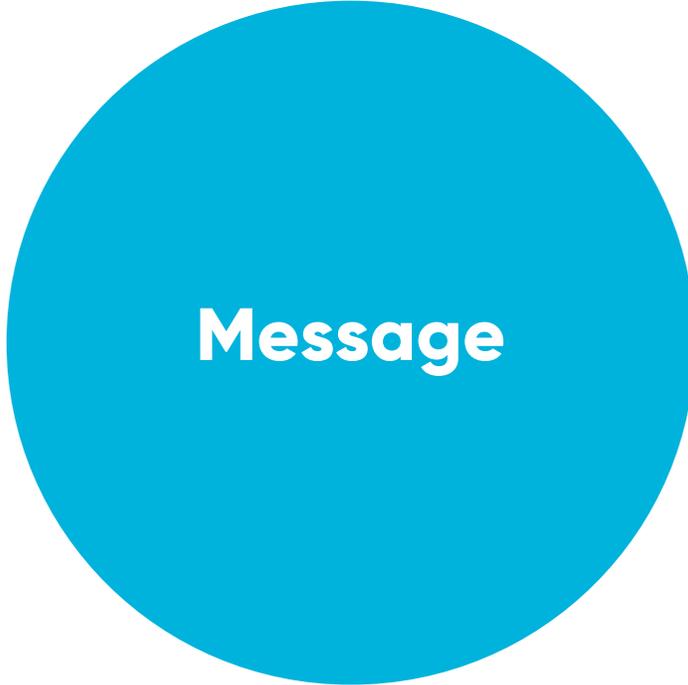
Message

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The 3 M's



Money



Message



Mobilization

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For today's training we'll
focus on two of these:
message and **mobilization.**

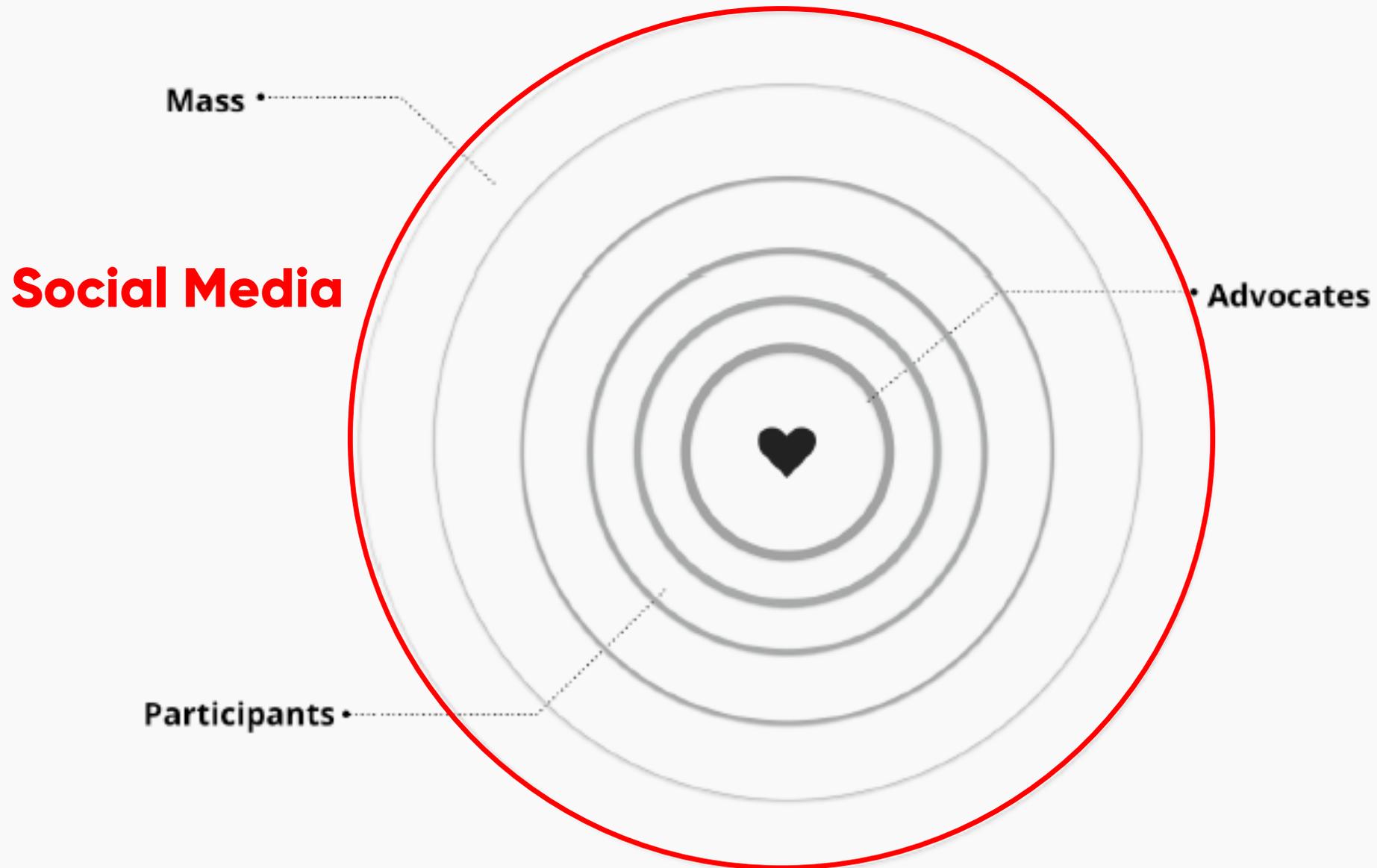
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But first, we need to
understand our audience.

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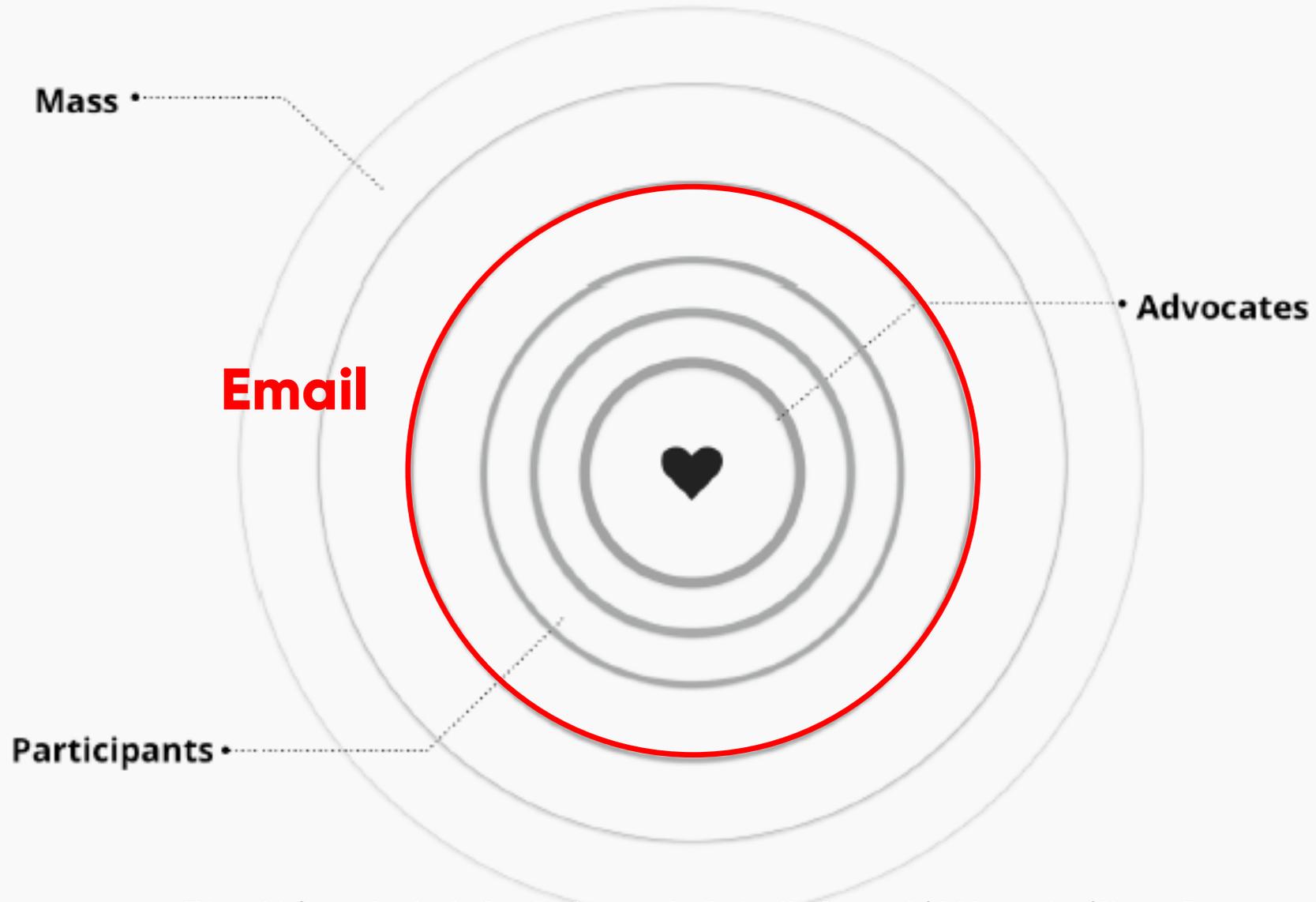
Social Media

Mass •

• Advocates

Participants •

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How do you use social media?



Type in the chat box

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Social media are tools or platforms that allow the sharing of information and content and **the formation of communities** through online and mobile **networks of people.**

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Social media strengths

Ready-made tools for grassroots advocacy

Point of entry

Connect with others

Lift each other up

Tell our truths

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Strengths of Social Media

- Millions of people communicating, sharing, ready to engage.
- Real-time conversations, breaking news, public forum.
- Low-level engagement is easy.

Uses for Organizers

- An easy point-of-entry for potential supporters.
- An opportunity to show up, tell our story, find shared values, make our arguments, and mobilize!
- Connect, build networks, lift each other up, share resources, organize.

Crafting your message

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**At the core of any
relationship is one thing:**

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**At the core of any
relationship is one thing:**

Trust.

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If you do not trust a brand,
or organization, you are
likely **not going to take
action or respond.**

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And if your list does not trust you, you have **no chance at mobilizing them to action.**

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Building trust

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Building trust



Authenticity

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Building trust



Authenticity



Relevance

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Building trust



Authenticity



Relevance



Efficacy

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10 tips for effective writing

- 1 Be casual, but not too casual
- 2 Be accurate
- 3 Be friendly
- 4 Be positive
- 5 Be inspirational
- 6 Be clear
- 7 Be brief
- 8 Use can, not will
- 9 Talk about real people
- 10 Avoid the “we”

Building trust is storytelling

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Stories connect us.

Personal stories are a powerful organizing tool that can help us connect with others and move them to take action.

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Stories help us learn.

Stories help us identify with characters and internalize the underlying message of the narrative.

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Stories add up.

Our stories can change conversations, and those conversations can change minds.

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POLITICS

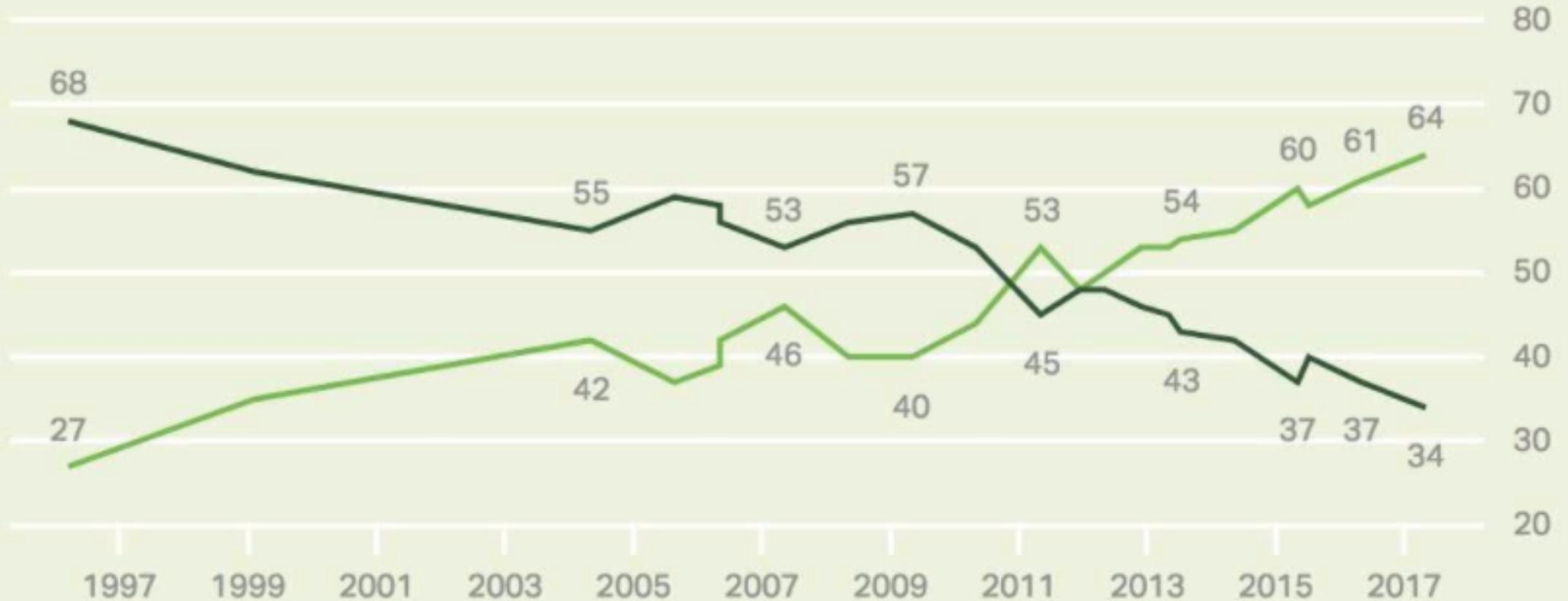
US Support for Gay Marriage Edges to New High

Sixty-four percent of Americans say same-sex marriages should be recognized as legally valid. Although not meaningfully different from the 61% last year, it is the highest percentage in Gallup's trend dating back to 1996.

Support for Gay Marriage Continues to Gain

Do you think marriages between same-sex couples should or should not be recognized by the law as valid, with the same rights as traditional marriages?

■ % Should be valid ■ % Should not be valid



POLITICS

Healthcare Surges as Top Problem in US

Mentions of healthcare as the most important problem facing the U.S. soared in May, and now tie for first with mentions of government dissatisfaction.

Mobilizing & organizing

What's the difference?

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Mobilize for the moment

When you mobilize, you're flex your muscle—using your strategic and tactical know how to force answers or action from decision-makers. It's where you move the needle on the issues.

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Organize for longevity

Your organizing efforts nourish the team that makes your advocacy possible. That includes you, your volunteers, your community, and the partners you work with.

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How do we mobilize & organize on social media?



Type in the chat box

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Twitter is best for mobilizing.

Your audience is **the public**. Unless you have made your account private, everyone can see what you're communicating—including potential recruits, representatives, and reporters.

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Mobilizing on Twitter:

Calls to action—such as links to a call tool, letter-to-the-editor tool, enrollment website

Usually, hashtags—strategically inserts your message into a conversation to start/influence the narrative

Using a representative's handle—directing content at decision-makers

Organizing on Twitter:

Retweeting/quote tweeting—Help others spread their message

Shout-outs—Give credit, build others up

Replying—Chat (and others can follow along)

Direct messaging (“DM-ing”)—Chat more in-depth

Twitter lists—Filter out the noise and keep up with your people

Facebook is a mobilizing/organizing blend.

Your audience is **usually *not* the public**. As such, your posts speak mainly to those in your network only; those connections could be good hot leads, but they're all you're working with. Mobilize and organize accordingly.

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Mobilizing on social media: A case study

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OFA OH ✓
@OFA_OH

 Follow

.@RepMikeTurner could be voting for this harmful bill by the end of this week. Make the call right now.

Rep. Turner could vote to cut health care coverage for millions, slash essential benefits, and eliminate protections for people with pre-existing conditions.

CALL HIM NOW:

202.225.6465

OFA

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Problem: Voicemail Is Full

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Sean Patrick Maloney ✓

@RepSeanMaloney

 Follow



Hey @RepJohnFaso could you turn your phones on? Your #NY19 constituents are calling my office. #Trumpcare

RETWEETS

276

LIKES

396



10:49 AM - 4 May 2017

 18

 276

 396

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Lower Senate Park
Hart Senate Office Building
C St NE
4th St N
5th St N

Senator Robert Menendez
1 review
Federal Government Office

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Sales Tax	\$1.90
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Save



cory snearowski

@corysnearowski

Follow

If your senator's phone lines are taken up like mine you can Seamless them \$15 worth of ham along with a note

4:51 PM - 27 Jan 2017

977 2,879



Max Temkin

@MaxTemkin

Following

Senator @RonJohnsonWI is a coward. Please send him a potato for \$5: johnsonpotato.com



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MAX TEMKIN



THOUSANDS OF POTATOES SENT TO SENATOR RON JOHNSON



Debrief

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Next call:
Thursday, November 9
8pm Eastern Time

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Any questions?

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