

CAMPAIGN ORGANIZING BOOT CAMP

Digital organizing

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#OFAAction
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Goals for today

- 1 Understand the unique role social media can play in sharing the story of your organizing online.

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- 1 Understand the unique role social media can play in sharing the story of your organizing online.
- 2 Be able to tell the story of your work on social media.

Agenda

Why digital?

Producing content

Peer review

Debrief & next steps

GROUP SHARE:

What's the power of social media?

Pause for group share

**So what *is*
"social media"?**

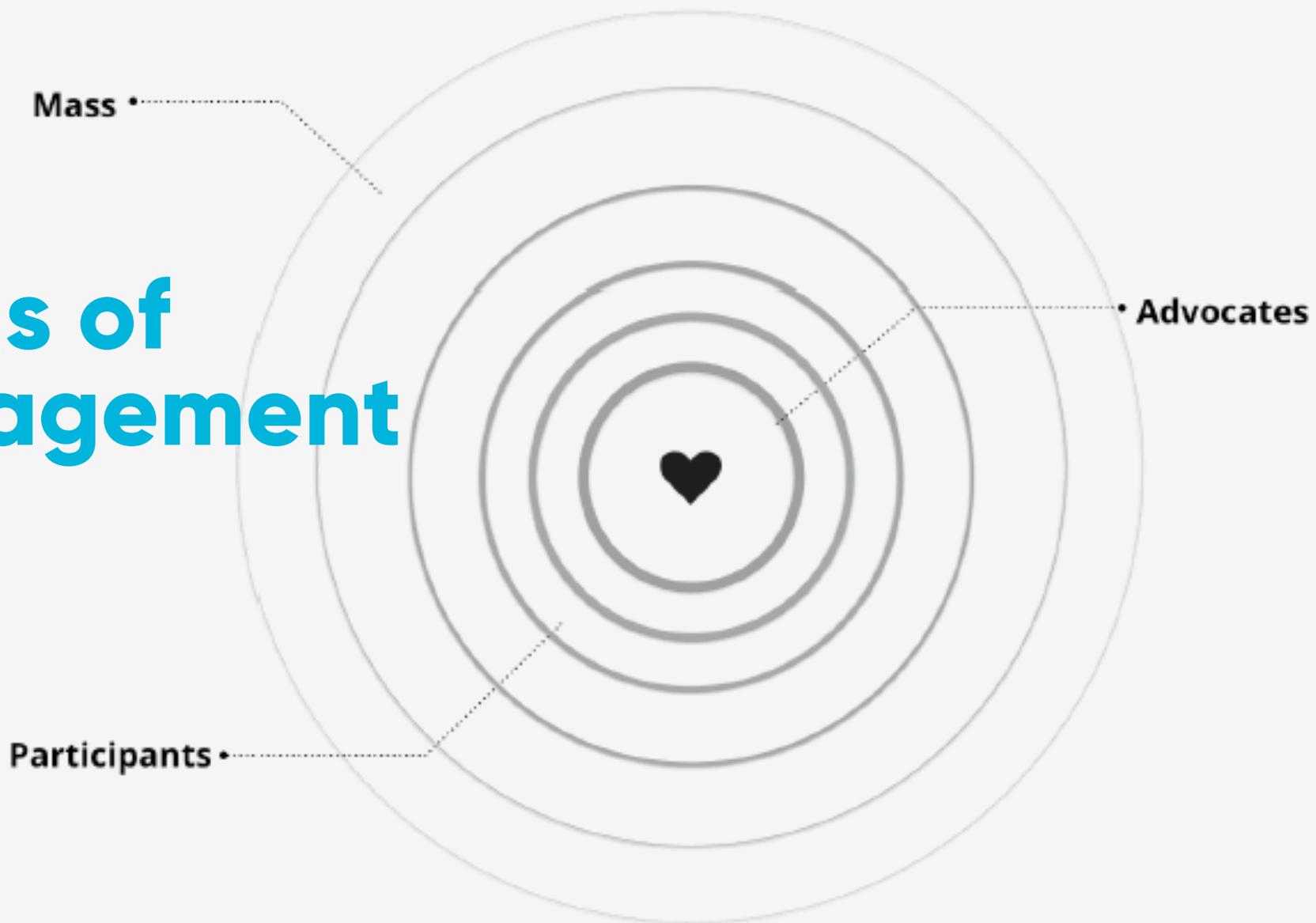
Social media are tools or platforms that allow the sharing of information and content and **the formation of communities** through online and mobile **networks of people.**

GROUP SHARE:

But why do **you use social media?**

Pause for group share

Rings of engagement



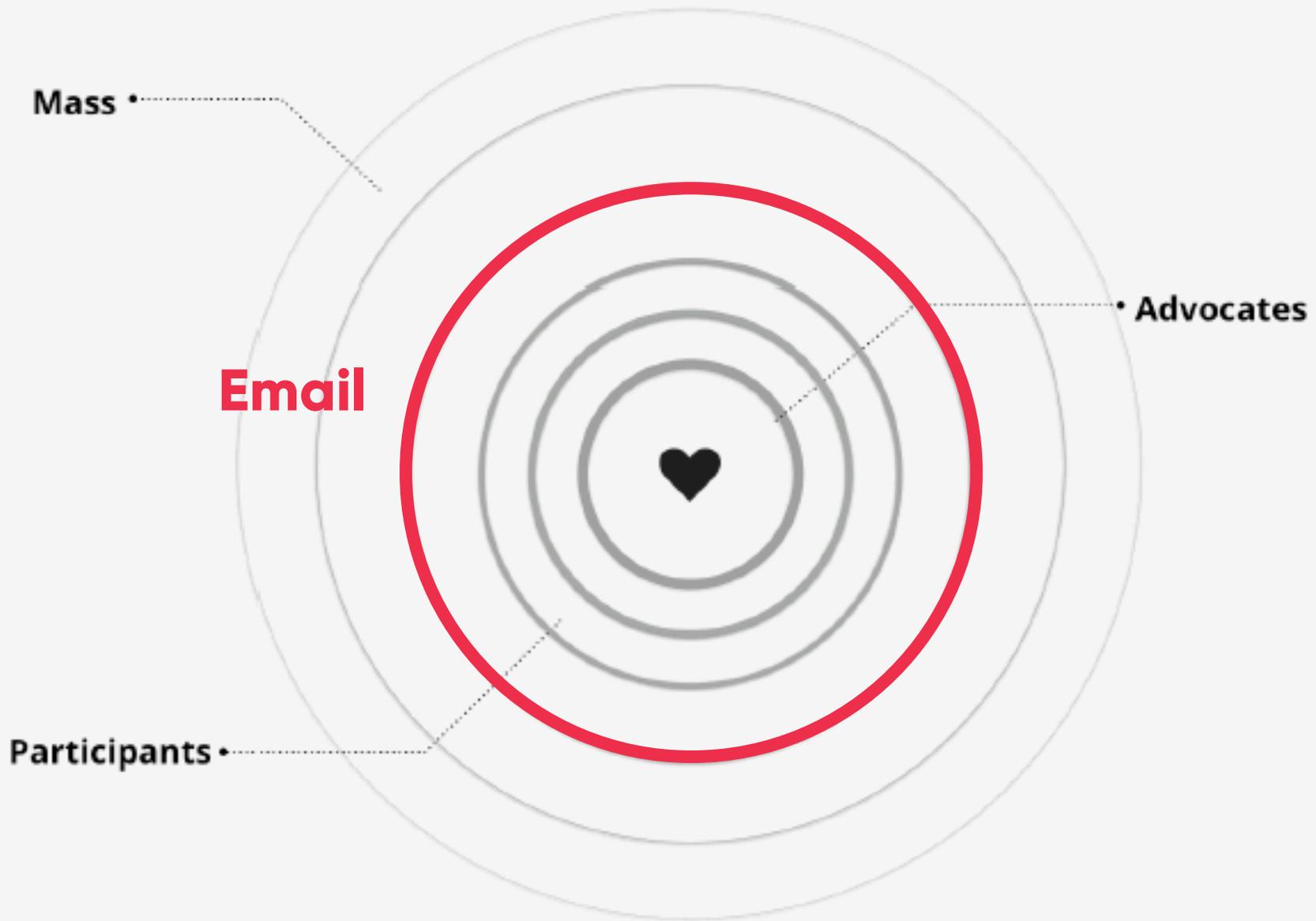
Social Media

Mass •

Advocates

Participants •





Mass •

Email

Participants •

• Advocates

Social media strengths

Ready-made tools for grassroots advocacy

Point of entry

Connect with others

Lift each other up

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Strengths of Social Media

- Millions of people communicating, sharing, ready to engage.
- Public forum, real-time conversations, trending topics, and breaking news.
- Low-level engagement like sharing and liking is easy.

Uses for Organizers

- An easy point-of-entry for potential supporters.
- Gives organizers a platform to tell our stories, make our case, and find shared values.
- Connect with folks, build networks, lift each other up, share resources, organize.

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Messaging & Mobilizing

As organizers, your strongest asset is the number of people you can mobilize to advocate your message.

To mobilize effectively, we need a dependable and large list of people highly willing to take action with us.

Digital organizing allows you to grow a vast list of supporters so that you can mobilize to broadcast your message.

KEY PRINCIPLES OF DIGITAL ORGANIZING

1. Authenticity
2. Relevance
3. Impact

Crafting your message

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

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relationship is one thing:**

Trust.

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

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

GROUP SHARE:

**What's worked?
What's been challenging?**

Pause for group share

Let's dig into an example

#thegirlinrow 19

Click to view video

<https://www.youtube.com/watch?v=zzRQYipwgaY&feature=youtu.be>

What stands out?

Pause for group share

THE IMPACT OF SOCIAL MEDIA:

“Using the internet and social media to try to effect change, it really started because I felt like I had...a countdown. I had roughly six months to live. And if they didn't change their minds in that amount of time, that was it.”

KEY PRINCIPLES OF DIGITAL CONTENT

- 1. Keep it short**
- 2. Show, don't tell**
- 3. Interact with your networks**

5 minutes



Event: Leadership Summit

What's happening: OFA leaders come together to plan their calendar for the next 6 months, including an office visit to Sen. Ramirez, who is yet to take a position on the SCOTUS nominee.

Quote: Daniel, (@DanOFA), OFA-CA Issue Lead, says "When we plan, we win"

You are at this action planning meeting. Write a tweet that is short and that shows what is happening at the meeting.

Pause for activity 1: Draft tweet

**You might not be a
professional photographer**

But you can be a good one

The photographer's mantra

- 1 Fill the frame

The photographer's mantra

- 1 Fill the frame
- 2 Control the background

The photographer's mantra

- 1 Fill the frame
- 2 Control the background
- 3 Wait for moments

**Adjust for the
lighting in your
surroundings.**

**Adjust for the
lighting in your
surroundings.**

**Move yourself to
get varied shots or
compose a scene.**

Take your best shot

Need more?

Check out OFA's Toolkits & Resources

ofa.us/resources

Guide

Photography Tips and Tricks

You don't need to be a professional photographer with a fancy camera to capture your events.

[View guide](#)

[Share](#)

Tips & best practices for writing

This guide is optimized for your phone—use it on the go!

#OFAAction

OFA

Tips for using social media for an event

This guide is optimized for your phone—use it on the go!

#OFAAction

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Using #hashtags and @handles

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Using #hashtags and @handles

Amplify your message by using hashtags and handles the right way. Don't just post your content into the void—make sure you're plugging into the right conversations with the right folks. And always use #OFAAction when talking about your organizing work!

Haven't signed up for a social media platform yet?

[Get started on Twitter](#)

[Get started on Facebook](#)

What's a hashtag?

A hashtag is any word or string of characters (not including spaces or special characters) that has a # symbol at the beginning (e.g. #Obamacare, #OFAAction, #RubberStamp, or #ProtectOurCare).

A hashtag basically indexes your tweet or post based on the "keyword" that follows the # symbol. They were designed as a way of organizing tweets



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5 minutes



For this activity, we are going to craft the story of our training using the digital skills we just learned.

Spend the next 5 minutes taking photos and crafting tweets and a Facebook post about today's training.

Remember to use #OFAAction

Pause for activity 2: Draft tweet



REPORT-BACK:

What did you come up with?

Share your thoughts out loud!

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Debrief

How do you see digital organizing fitting into your organizing work?

What are you excited to try going forward?

**Remember: using your Twitter account,
tweet your biggest takeaways using
#OFAAction & #OrganizingFor18**

Thank you!