

DIGITAL ORGANIZING

Online & Offline Mobilization for Advocacy

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HOUSEKEEPING

- ⚡ Bathrooms
- ⚡ Questions

ICEBREAKER

- ⚡ Name and pronouns
- ⚡ What's your greatest knowledge gap when it comes to online organizing?

INTRODUCTION: AGENDA

- ⚡ Introductions & Digital Organizing Online
- ⚡ Storytelling
- ⚡ Social Media
- ⚡ Email
- ⚡ Texting

INTRODUCTION: WHO ARE WE?

- ⚡ The Communications Hub
 - **Mission:** Provide the progressive community with communications strategies to create a sustained public conversation in order to change hearts and minds, increase civic participation, and hold decision-makers accountable.
 - Program housed at Fuse Washington

INTRODUCTION: TRAINING OBJECTIVES

- ⚡ Understand the strengths and weaknesses of social media platforms, email, and text campaigns
- ⚡ Understand the importance of a personal presence and best practices for building and engaging an online base
- ⚡ Understand which metrics are useful for shaping strategy and which are not

DIGITAL ORGANIZING

“Digital organizing”

DIGITAL ORGANIZING

Digital *is* organizing

DIGITAL ORGANIZING



Build

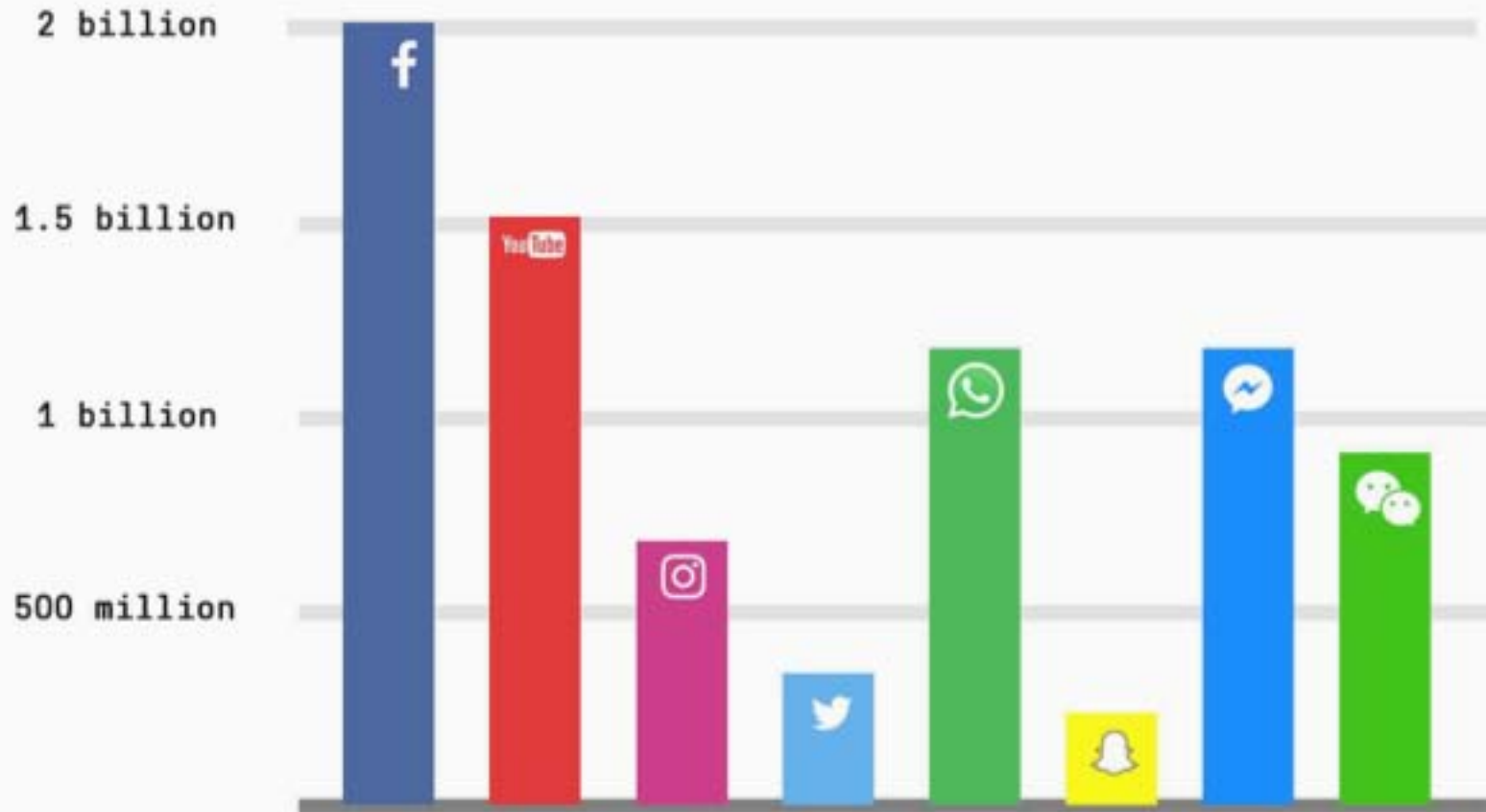


Engage



Activate

DIGITAL ORGANIZING



ONLINE STORYTELLING

Why should we tell our stories?

ONLINE STORYTELLING: WHY TELL STORIES?

- ⚡ Stories offer a way to emotionally connect issues with people
- ⚡ Help recruit new people and motivate those already involved to take action — always include a link:
 - sign petitions
 - write lawmakers
 - post about your work on social media

ONLINE STORYTELLING: MOVEMENTS START ONLINE

 **Catherine McKenna**   Following 

@cathmckenna

So proud of my Irish heritage today! 

Incredible to see Ireland [#VoteYes](#) to ensuring that women have access to reproductive rights & to exercise their [#RightToChoose](#).

And to all the Irish women who travelled long distances [#HometoVote](#), you are an inspiration.   



7:14 AM - 26 May 2018

145 Retweets 867 Likes 

ONLINE STORYTELLING: ORGANIZING AS THE STORY

How can you tell the story of your *organizing*?

ONLINE STORYTELLING: DOING IT RIGHT

Well-known legal precedent

Call to action



Lindsay Bubar
@LindsayBubar

Follow

On the anniversary of [#RoevWade](#), I once again share my family's story about my late-term abortion. The stakes are higher than ever, and the only way to ensure our rights are protected is to make our voices - and our stories - heard. [#RoeAt46](#) [#7in10ForRoe](#)

Personal impact



Link to related content

Family's Tragic Story Proves 20-Week Abortion Bans Have Devastating Effects

Lindsay Bubar and her husband, David Graham-Caso, had just begun to feel their son kick in her belly. They had ordered furniture for the nursery and started
[elitedaily.com](#)

9:33 PM - 22 Jan 2019

27 Retweets 77 Likes



5 27 77

ONLINE STORYTELLING: TAKE AWAY CHARGE UPS!



What to take with you:

- ⚡ Always include links!
- ⚡ Share what it's like to go out into the community
- ⚡ Highlight the voices and work of those around you

SOCIAL MEDIA

Why should we organize on social media?



FACEBOOK



FACEBOOK: THE CORE ELEMENTS

- ⚡ Your personal profile
- ⚡ Page
- ⚡ Groups
- ⚡ Events




FACEBOOK: PERSONAL VS. PAGES

Your personal influence is more significant than organization pages.



EXAMPLE: SAVE BUSH GARDEN


Alison Cheung Timeline 2018 July Manage Posts List View Grid View




Alison Cheung
July 24, 2018 · 2


Bush Garden has been a mainstay for community building and organizing in the C/ID for decades, but its future is threatened by a new development. We can't lose this place. Take action with me!

FB friends (especially all the white folks who love doing karaoke here!!) please show up today to support Seattle's AAPI community and save this neighborhood institution. If you can't make it, you can send comments to the ISRD Board Coordinator to be entered into the record/read at the meeting: rebecca.frestedt@seattle.gov. I hope I'll see you there!

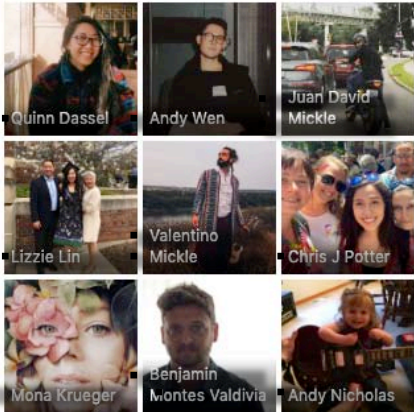


TUE, JUL 24, 2018
Save Bush Garden!
Bush-Asia Center · Seattle

 Graham, Joseph and 18 friends

 Drey Cheung, Izumi Nance and 3 others

Friends · 258 Find Friends



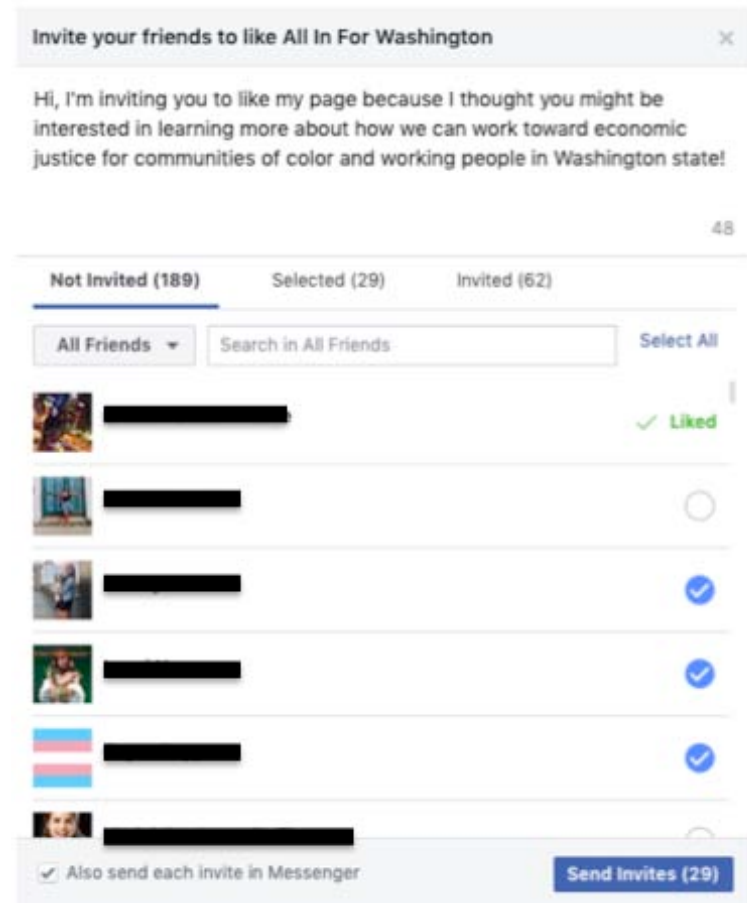
Quinn Dassel Andy Wen Juan David Mickle
Lizzie Lin Valentino Mickle Chris J Potter
Mona Krueger Benjamin Montes Valdivia Andy Nicholas



FACEBOOK: ENGAGING THROUGH PAGES

Tips for page engagement:

- ⚡ Ask people to ***comment*** on your page's posts
 - Ask via Messenger, email, or in person!
- ⚡ Ask people to like your page
- ⚡ Reply to people's comments. Engage with them!
- ⚡ Link to to the page in your email signature



EXAMPLE: INVITE YOUR FRIENDS

Invite your friends to like All In For Washington ×

Hi, I'm inviting you to like my page because I thought you might be interested in learning more about how we can work toward economic justice for communities of color and working people in Washington state!

48

Not Invited (189) Selected (29) Invited (62)

All Friends ▾

Search in All Friends

Select All



Graham Baran-Mickle

✓ Liked



Isabella Todd



Nesley Bravo



Izumi Nance



Cayce Popp



Madelaine Marcella Figueroa



Also send each invite in Messenger

Send Invites (29)

NEW



Gabriella Vogt and Clovis Wong like your Page All In For Washington.

1m



Clovis Wong likes your Page All In For Washington.

3m



Nesley Bravo accepted your invite to like All In For Washington.

1m



FACEBOOK GROUPS



Build



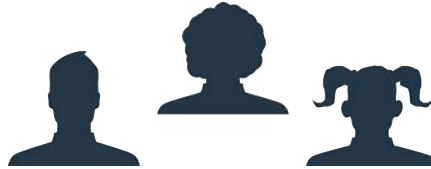
Engage



Activate



FACEBOOK GROUPS: BUILDING UP



Tips for group building:

- ⚡ Add friends who might be interested in the group.
- ⚡ Ask group member to add their friends.
- ⚡ Include the group link in your emails to invite people to join.



FACEBOOK GROUPS: ENGAGEMENT

Tips for group engagement:

- ⚡ Be the group's biggest cheerleader
- ⚡ Welcome new members with a regular post: tag them and ask them to introduce themselves
- ⚡ Quality > quantity
- ⚡ Tag individuals on posts and events
- ⚡ Post updates: articles, events, endorsements, etc.
- ⚡ Pin norms and guidelines post to top of the page

Buy Nothing Wallingford (Central/East) Seattle, WA
Closed group

Interacting as yourself

About
Discussion
Molly's post
Chats
Announcements
Members
Events
Videos
Photos
Files

Search this group

Shortcuts
Buy Nothing Wallingfor...
SPoCS - Seattle Peo...
PoC Skincare: The... 20+
Spokane Firefighters 3

Molly Donovan
Admin · January 23

WELCOME! Come on in!

"True wealth is the web of connections formed between people who are real-life neighbors." - Buy Nothing Project

Here are some Buy Nothings guidelines to keep in mind.

A full list is in the group description. If you have questions or need assistance you can contact volunteer admin Molly Donovan or Virginia Platt.

-Buy Nothing encourages you to let a giving post "simmer" for awhile, allowing neighbors to comment or express interest. Giving an item to the first person who comments is fine if you need to get rid of something quickly in a "flash give," but otherwise it's nice to let everyone have a chance to participate. As the giver, you are in charge of how you choose and who you'll offer your gift to. Some like to choose randomly, others may go with more of a personal connection.

-Kindly remember not to send your neighbors unsolicited PM's. Conversations should take place in the comment section, until a giver has chosen a recipient, in which case both parties are free to send messages. Tag the recipient of your gift's name in bold in the comments, ensuring they'll see the notification. And if you have the time or inclination to meet your neighbors in person rather than using the porch pickup system, you just might make a new friend. 😊

Thank you, and enjoy your Buy Nothing community!



FACEBOOK GROUPS: ACTIVATION

Tips for group activation:

- ⚡ Tap volunteers for management roles
- ⚡ Include links in all asks
- ⚡ Recruit for offline events
- ⚡ Ask for signatures on petitions
- ⚡ Crowdsourcing ideas in the group and ask people to execute them

The screenshot shows a Facebook group post from an admin named Spencer Olson, dated July 11 at 5:44 AM. The post asks, "Who else is at Netroots Nation this week?" and has received 4 comments. The first comment is from Robert Cruickshank, who says "Here!" and has 1 like. The second comment is from Andrew Villeneuve, who says "Adam and I are here from NPI. Join us for the Pacific Northwest Caucus on Saturday morning! 9 AM in Room 125. [https://www.netrootsnation.org/agenda/...](https://www.netrootsnation.org/agenda/)" and includes a link to a page titled "Agenda – Netroots Nation" from NETROOTSNATION.ORG. The screenshot also shows the "Like" and "Comment" buttons, a "View 2 more comments" link, and the comment input area at the bottom.



FACEBOOK GROUPS: METRICS

Metrics to track for groups:

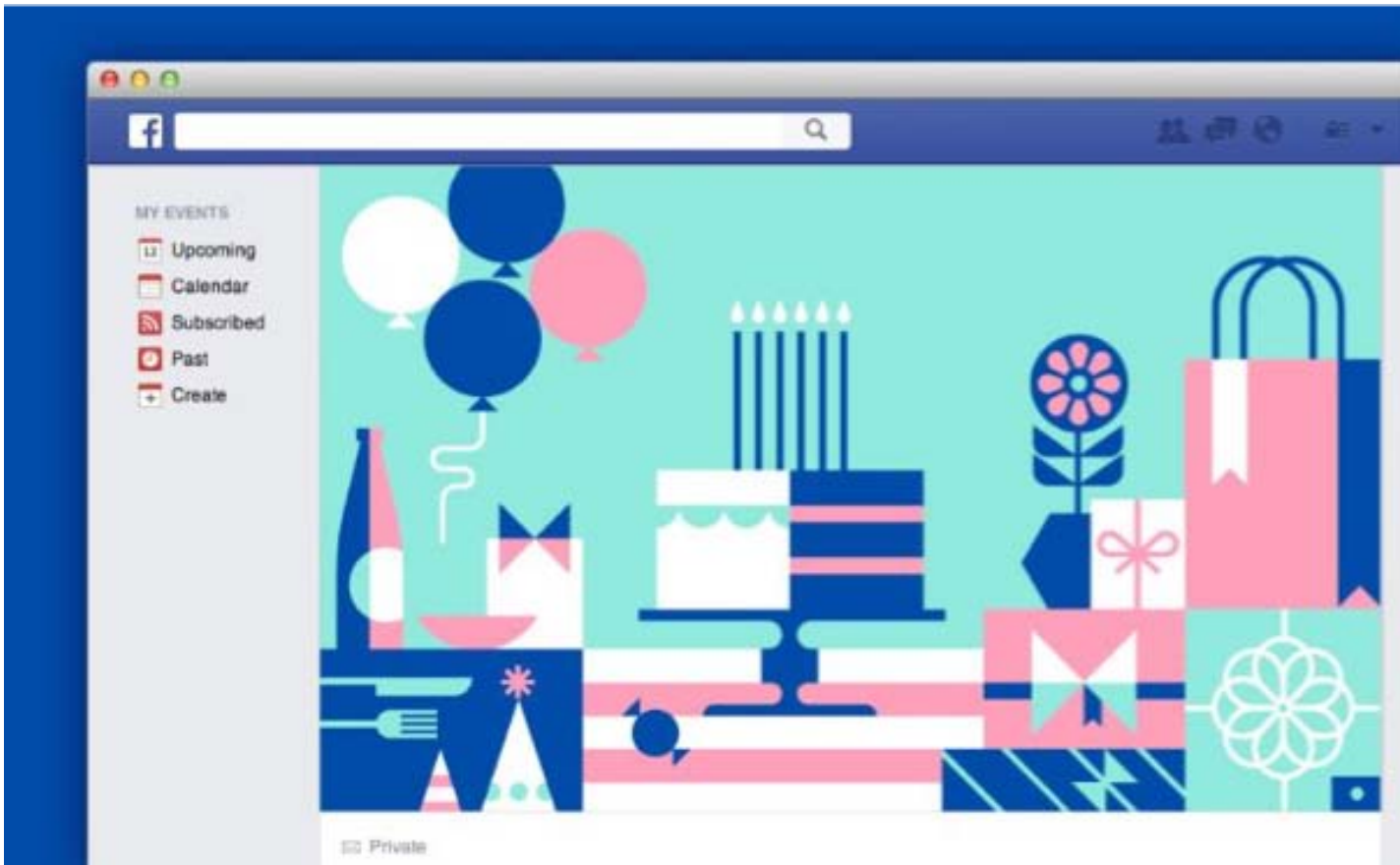
- ⚡ Group insights
- ⚡ Total number of members
- ⚡ Members who have taken offline actions
- ⚡ Member growth week to week
- ⚡ Engagement

Metrics that aren't helpful:

- ⚡ Post likes
- ⚡ Page likes
- ⚡ Number of views on content



FACEBOOK EVENTS





FACEBOOK EVENTS

Facebook interface showing a search bar, user profile (Christopher), and navigation options (Home, Create, etc.).

Events

- Events
- Calendar
- Brewing for Change**
- Birthdays
- Discover
- Hosting
- + Create Event

Manage Page Events

- Sustainable NE Seattle

Buy Beer & Support the Progressive Movement

BREWING FOR CHANGE

When: March 26th, 5:30pm - 8:30pm

Where: Lagunitas Brewery (1550 NW 49th St)

MAR 26 **Brewing for Change**
Public · Hosted by Fuse Washington

✓ Going ▾ Share ▾ ...

🕒 Tomorrow at 5:30 PM – 8:30 PM
Tomorrow · 41–59°F Mostly Sunny

📍 Lagunitas Seattle TapRoom & Beer Sanctuary
1550 NW 49th St., Seattle, Washington 98107 [Show Map](#)

🎫 Tickets
fusewashington.actionkit.com [Find Tickets](#)

About Discussion

56 Going · 126 Interested

Related Events [See More](#)

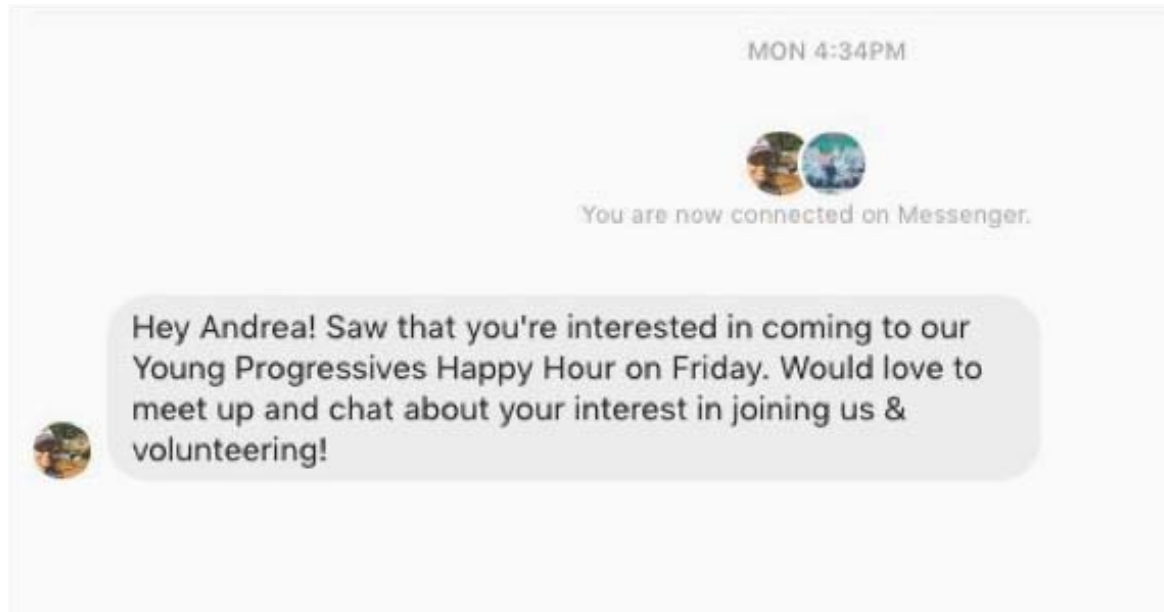
- Happy Hour to Support Abig...**
5:30 PM at Schilling Cider Hou...
3 friends are going
Interested · Going
- IDF Trivia Night 2019**
Thu, Apr 18 at Ozzie's
3 friends are going
Interested · Going
- Harris Face CD Release Part...**
Sat, Apr 6 at Stone Way Café
239 guests
Interested · Going
- Youth Climate Rally and Day ...**
Thu, Apr 11 at The United Chur...
640 guests
Interested · Going
- OneAmerica's 2019 Celebrat...**
Fri, Apr 5 at The Westin Seattle
6 friends are going
Interested · Going
- Rise Up: Equal Pay Day 2019**
Tue, Apr 2 at Hill City Tap Hou...
by MomsRising.org
Interested · Going

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FACEBOOK EVENTS





TWITTER



TWITTER

Why should we organize on Twitter?



TWITTER: WHAT IS IT GOOD FOR?



LAS VEGAS



DC



CHICAGO



YARMOUTH, MAINE



LIVINGSTON,
MONTANA



BIRMINGHAM,
ALABAMA



TWITTER: TIPS

Twitter tips:

- ⚡ Use Twitter lists
- ⚡ Create Twitter threads
- ⚡ Retweet people you follow
- ⚡ Tweet often!
- ⚡ Use relevant #hashtags
- ⚡ Tag politicians, candidates, journalists, etc. directly and follow them



TWITTER



Hey Andrea! I saw you were interested in organizing on the campaign - do you have some time to chat about positions in Ohio? Let me know when works!!

Apr 23

|



TWITTER: SLEEPY VS. SOARING





TWITTER: METRICS

Metrics to track:

- ⚡ Link clicks
- ⚡ Followers' locations
- ⚡ Engagement rate
(number of people
who saw tweet and
engaged with it)

Metrics to ignore:

- ⚡ Likes



SOCIAL MEDIA



What to take with you:

- ⚡ Post more from your personal Facebook page
- ⚡ Post as your organization's page, then share it to your personal profile
- ⚡ Tweet often & retweet others
- ⚡ Always include links in your asks
- ⚡ Share stories of your organizing
- ⚡ Follow up with people online via your personal profile – it's an opportunity to build a relationship



EMAIL

Why should we organize using email?



EMAIL: SEGMENTATION



Regular
volunteers



Infrequent
volunteers



People who
have flaked



People who have
never volunteered



EMAIL: ENGAGEMENT

Email engagement ideas:

- ⚡ Share updates on exciting events and developments, like an upcoming rally or a bill moving through legislature
- ⚡ Always include a call to action—provide a link that helps them email their legislators, RSVP to a town hall, or sign a petition
- ⚡ Send thank yous to people who *DO* do things for you! It feels nice to be appreciated
- ⚡ Ask for feedback from time to time!

Dear Friend,

Are you cautiously optimistic about the candidates running to replace Trump? Are you tired of sharing your witty analysis with only your pets?

You're not alone! Join staff and volunteers from Fuse and Indivisible Kirkland at Downpour Coffee for a watch party on June 27 for the second Democratic Presidential Debate.

Let's start the campaign to retake the White House in 2020 right by starting to get to know our broad, progressive field better. The candidates featured this evening will be Sen. Michael Bennet, Former Vice President Joe Biden, Mayor Pete Buttigieg, Sen. Kirsten Gillibrand, Sen. Kamala Harris, Former Gov. John Hickenlooper, Sen. Bernie Sanders, Rep. Eric Swalwell, author and speaker Marianne Williamson, and entrepreneur Andrew Yang.

Whether you have already made up your mind or are still pondering the possibilities, please join us in Redmond. Reserve your spot here:

Yes! I'll be there

Event Details

What: Democratic presidential debate watch party

When: Thursday, June 27 at 6 PM

Where: Downpour Coffee

13200 Old Redmond Road #150, Redmond, 98052

I hope to see you there!

Thanks for all that you do,
Tarek and the entire team at Fuse



EMAIL: TIPS

Email tips:

- ⚡ Keep it short
- ⚡ Use compelling subject lines
- ⚡ Include links 2-3 times
- ⚡ Send volunteer shout outs and thank people for attending events
- ⚡ Share photos to generate excitement
- ⚡ Include one ask per email (i.e. donate or volunteer, but not both)



EMAIL: METRICS

Metrics to keep your eye on:

- ⚡ Open rates
- ⚡ Click rates
- ⚡ Unsubscribe rates
- ⚡ Volunteer signup rates
- ⚡ Action rates



EMAIL

What to take with you:

- ⚡ What information do you have about your list?
- ⚡ Segment your list based on interests, open rates, donor history, etc.
- ⚡ Ensure you collect email at all events
- ⚡ Track your links to track clicks

TEXT MESSAGING



Why should we
organize using text
messaging?

TEXT MESSAGING



- Communicate with hard-to-reach audiences
- Good for time-sensitive situations
- Easy to include links and pictures
- Starts a conversation

TEXT MESSAGING



TEXT MESSAGING



JUL
24

Text Banking with Team Girmah!

Public · Hosted by Girmah Zahilay for King County Council, D2

★ Interested

Going...

➔ Share ▾

⋮

🕒 Until Aug 5

JUL
24

Wed 5:30 PM

JUL
31

Wed 5:30 PM

AUG
3

Sat 12:00 PM

+2



Kaffa Coffee and Wine Bar

8136 Rainier Ave S, Seattle, Washington 98118

Show Map



Hosted by Girmah Zahilay for King County Council, D2

Like the page to get more updates of future events

Like Page

How to recruit for textbanks:

- ⚡ Create textbank event on Facebook
- ⚡ Confirm volunteer shifts one-on-one
- ⚡ Follow up with people who've shown interest

What to text about:

- ⚡ Volunteer recruitment
- ⚡ Events
- ⚡ Contact your legislator
- ⚡ Donate

TEXT MESSAGING: PRACTICES AND METRICS

Texting best practices:

- ⚡ Respond quickly
- ⚡ Segment your audience and asks
- ⚡ Be mindful of response times and time of day
- ⚡ Treat every conversation as a hot lead

Metrics to track:

- ⚡ Response rate
- ⚡ Response time

TEXT MESSAGING

What to take with you:

- ⚡ Use texting to reach hard-to-reach folks
- ⚡ Train volunteers and colleagues on texting best practices
- ⚡ Always monitor response times

WRAPPING UP

WRAPPING UP

bit.ly/ACRONYM_TOOLS

A C R ^O N Y M

Welcome to our digital organizing tools assessment! With all these new digital organizing tools available, we wanted to dig into them from the lens of an organizing team. This assessment is created for organizers, by organizers -- and we hope it's helpful.

Click each tool below to learn more about it:

[Search](#) Price: Low to High High to Low [Select category...](#) [Apply filter](#) [Clear](#)

[Learn more about our criteria](#)

[Glossary of terms](#)

[Ask us about Digital Training](#)

5 Calls

5 Calls



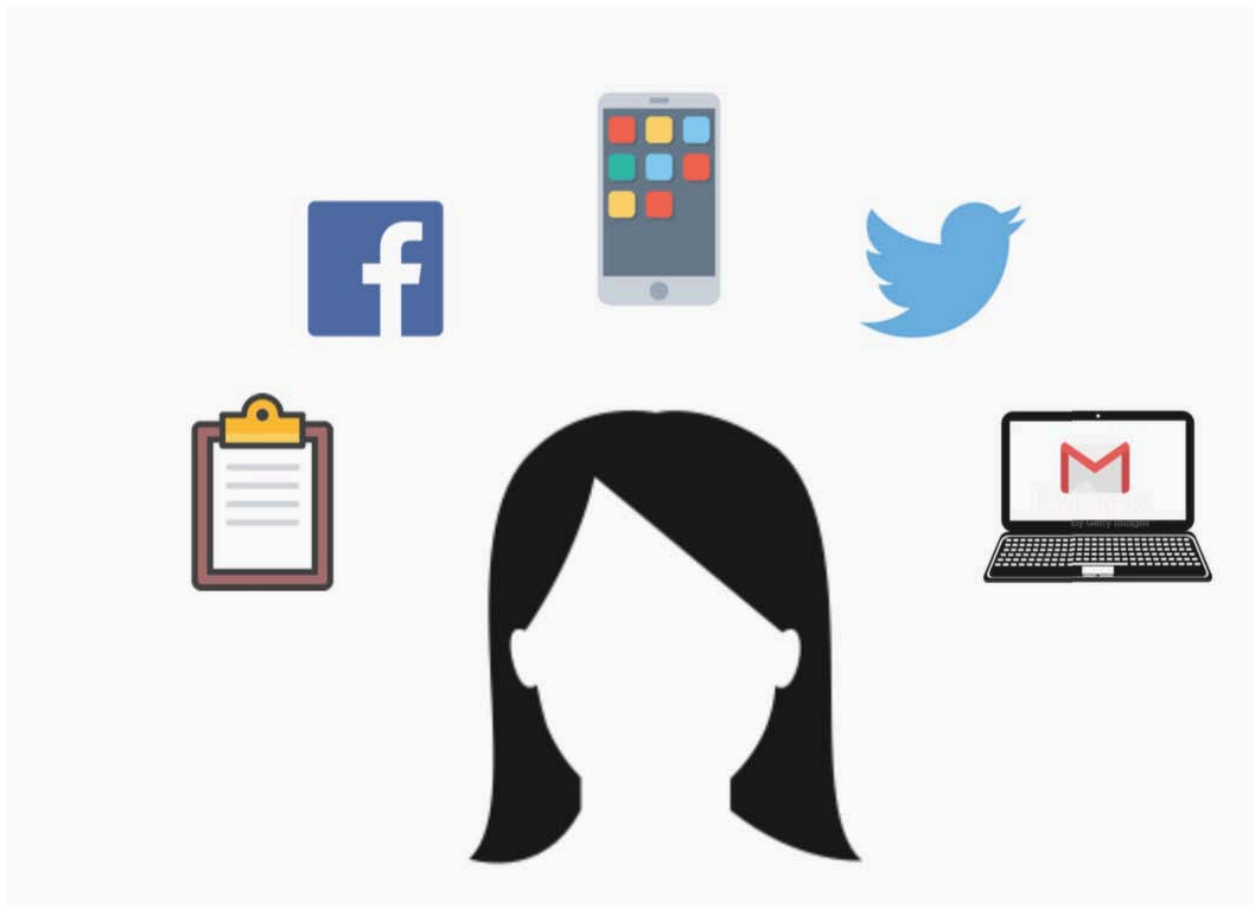
Action Network



ActionKit

ActionKit

TO SUM UP



QUESTIONS?

THANK YOU!

Visit us online:

www.communicationshub.org

Stay in touch!

alison@fusewashington.org

reiny@fusewashington.org