Digital Organizing - Outline

Goals for the session:

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

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| **Digital Tactics** | |
| **Section** | **Annotated Agenda** |
| Welcome | Orient folks to the space |
| Digital Tactics:  Recruitment & storytelling  ---  Tweet using | Today, we are talking about Digital Storytelling.  Using social media to share out your learning and what you are excited about is a great way to build connections that span the country. It is also a super great way to show your personal networks what you’re working on. Who knows, maybe someone will be inspired by you and begin their own organizing journey! |
| Goals & Agenda | We have two goals for this session:  (1) Understand the role social media plays in digital organizing for your event online  (2) Be able to tell the story of your event on social media  Agenda:  -Why digital? How do organizers use digital tools?  -Production content  -Peer review  -Debrief |
| What is social media? | Shout out: What is the power of social media? What are some pros and some cons?  Ready-made organizing tools! (good organizers borrow from everywhere they can to make big impacts)  - Emotionally engaging and inspiring first person account of a specific experience using social media to accomplish something, told in a way that illustrates the power of social media.  - Important skill of a twenty-first century organizer  - Not everyone is able to participate physically & digital is a way to help folks participate online  - Finding community when you feel isolated in your physical community |
|  | - We’re social creatures, we want to belong. It takes a pretty impassioned individual with a lot on the line to jump into taking action on an issue they care about by themselves.  - While that’s admirable, it’s not the norm  - If you’re not one of those people, it doesn’t mean your desire to do good is any less important! |
|  | - We’re social creatures. We take action because we feel the swell of momentum -- when our friends are participating, when it feels like contributing will actually amount to something.  - On the nerdy side, it’s worth noting there’s evidence that suggests that collective action actually makes us feel enlightened, too. Contributing to something greater than ourselves matters. |
| Why do you use social media? How do you use it? What do you use it for? | State observations in the room - who is raising their hands? What can you observe and name as a facilitator?  Ask a couple of folks share out why they use social media? What can we borrow from social media?  Digital organizing is a powerful tactic and tool for you in your community to create a conversation around the issue you care about. |
| Key principles of digital organizing | There are three core principles of digital organizing content.   1. Authenticity 2. Relevance 3. Impact |
| Messaging & mobilizing |  |
| Crafting your message | Keep this in mind as you craft your messaging and decide what voice you want to have online |
| At the core of any relationship is one thing |  |
| trust |  |
|  | If you do not trust a brand, or organization, you are likely not going to take action or respond. We know this intuitively. |
|  | What do we lose if our audience doesn’t trust us. And if your list does not trust you, you have no chance at mobilizing them to action. |
| Shout out | Ask the group: What has worked for their digital organizing? What have they found challenging? |
| Let’s dig into an example | Social media can feel kind of isolating and dry but when we connect social media to organizing and personal story, something trying powerful happens. |
| Watch video |  |
| Group discussion | Where nothing else worked, social media enabled an individual to speak face to face with her senator about a life or death issue and to collect stories. |
| The impact | Read quote |
| Agenda | Producing content - So how do we apply organizing to social media? |
| Key Principles of Digital Organizing | 1.) Keep it short  2.) Show, don't tell  3.) Interact with your networks |
| Let’s review | Let's review these two social media posts. They all tell the story of an event through social media.  Tell me what you like or don't like about them. What do you think the goal of each post is? |
| Post 1 | Tell me what you like or don't like about this post. What do you think the goal of the post is? |
| Post 2 | Tell me what you like or don't like about this post. What do you think the goal of the post is? |
| Keep it short | (1) Keep it short  "What do you want to say? Pick one point ONLY per post.  Messages are better digested when they're quick and punchy. How can you make your tweet "snackable" so that they stick easily in your followers' brains?  Strategy: How can you slim it down to the fewest words possible while still getting the point across? |
| Keep it short examples | Keep it short: 2 examples  Example 1 -- What's the point of this post?  Example 1-- Answer -- Action: Tell Marco Rubio to act on climate.  Example 2 -- What's the point of this post?  Example 2 -- Share content of training. This is also an example of life tweeting -- you have an idea of what's going on at the event even if you aren't there.  Summary -- What do we want to take away from this? You get one point per post. |
| What do you want to say?  Pick one point per post. | Here are a couple of tips to keep in mind:  1. Be public (social media is a powerful tool to connect)  2. Nurture your followers (celebrate the content you see, keep them in the know, speak to them like you would a friend -- Lift each other up)  3. Be about the movement (show up for what you care about - tell truths) |
| Independent activity | Everyone is going to write a tweet. Remember that it should be short and show what's happening at this event so you're followers can tell. |
| You might not be a professional photographer | But you can be a good one |
| Candids, Lighting, Framing | Let's move into the 2nd principle of digital content:  (2) Show, don't tell  Since a post's lifespan so short, photos are really important because they are more eye-catching than just text. If you can, always add a photo.  However, no photo is better than a bad photo. Let's talk about ways we can make sure we are taking good photos:  - Candids (avoid group shots, please)  - Lighting  - Framing (get close) |
| Candids | Candids:  The first photo is really cute. However, the second shows that they are really doing -- that they are out on the streets talking to people. It's most important to tell the story of the event -- the action. |
| Lighting | Lighting:  This might be obvious, but we all need reminding on this sometimes. Make sure your people aren't backlit (the sun behind creates a shadow). This is really important when your event might have low light settings. Find moments when you can turn on the lights or opportunities to get photos w/ good light. |
| Framing | Framing:  This is a really great photo with lots of action going on. However, there's a lot of dead space on the left. Just cropped a little bit on the right, doesn't it look so much bigger event? |
| Agenda | Peer review |
|  | For this activity, we are going to craft the story of our training using the digital skills we just learned.  Spend the next 10 minutes taking photos and crafting tweets and a Facebook post about today’s training.  Remember to use #OFAction |
| Write your tweet. | Share out!  \*\*if possible, check tweet and celebrate what works with the tweets you’re seeing (coachable moment) |
| Agenda: Debrief | How do you see digital organizing fitting into your organizing work?  What are you excited to try going forward? |
| Tweet Key Takeaways | Here's what we are going to do to finish up. We want to hear from you -- what was your biggest takeaway from tonight using #OFAction. You can even extend this to what was your biggest takeaway this entire program so far.  Take out your phone and write a tweet. Keep it short. Show don't tell (you don't have to use a photo). And use the hashtag #OFAction. Tweet out what your biggest takeaway was tonight or over the whole program. |
| Thank you! |  |