

Welcome

We will begin at 7:30 pm Central Time



OFA Community Engagement Fellowship

Summer 2018 / #OFAFellows

Tweet today using
#OFAFellows

A close-up portrait of a man with dark, wavy hair, a beard, and glasses, smiling. He is wearing a dark blue t-shirt. The background is a blurred office environment with blue and yellow elements.

Alex Skozen

OFA Social Media Manager

Slack!

bit.ly/FellowsJoinSlack

Week 3: Key takeaways

Quality vs. Quantity

**Combine persuasive
conversations with voter
contact best practices!**

Why turnout conversations?

Accountability to vote

- Reminds voters of the norm of voting
- Increases the likelihood that someone will vote

Pledging to vote

Voters who pledge to vote are more likely to turnout than those who don't intentionally do so

Vote planning

Vote planning effectively cuts past “fast thinking” reactions of voters in conversations. A majority of sporadic voters will say “yes I will vote,” but may not intentionally plan to



GUIDED WORKSHEET

Digital organizing

[Bit.ly/DigiWorksheet](https://bit.ly/DigiWorksheet)

A photograph of two women in an office environment. On the left, a younger woman with glasses and a patterned scarf is leaning over a laptop. On the right, an older woman with grey hair and a yellow scarf is looking at the laptop screen. The background is slightly blurred, showing office equipment and papers. The image has a dark blue overlay.

Digital organizing

Recruitment & storytelling

Goals for today

- 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

Agenda

Why digital?

Producing content

Peer review

Debrief & next steps

What's the power of social media?



Type in the chat box

**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.**

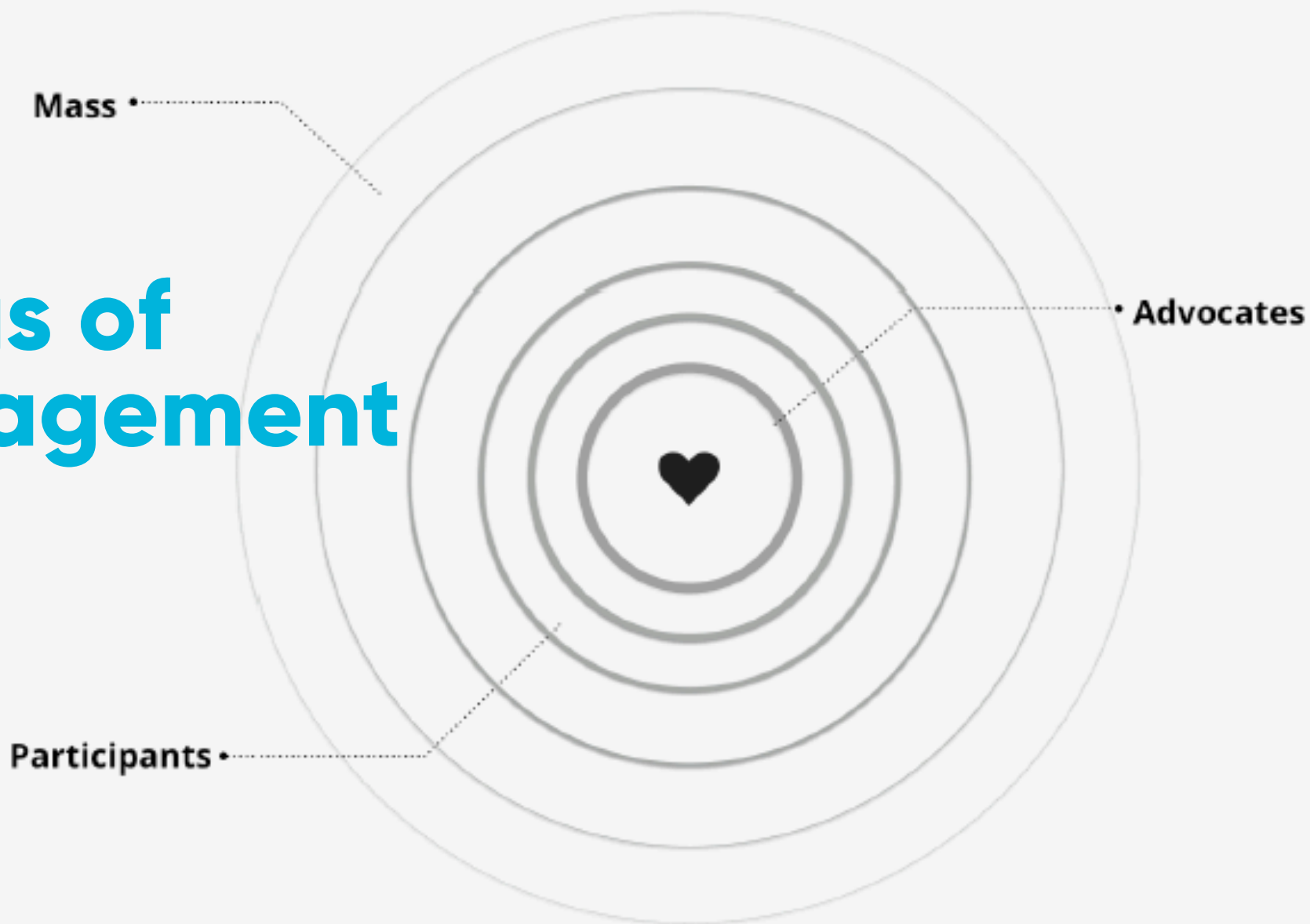


But why do **you** use social media?



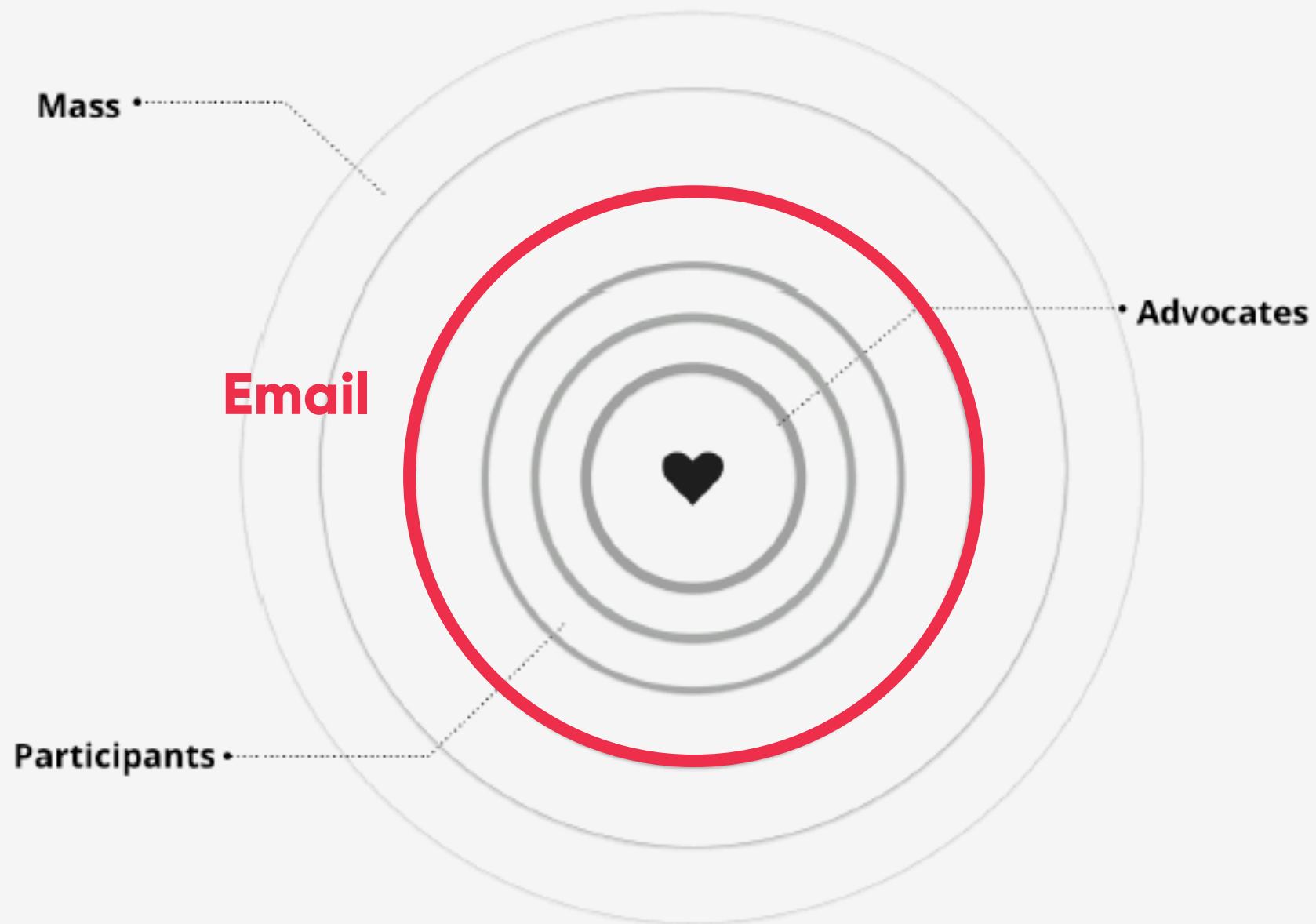
Type in the chat box

Rings of engagement



Social Media





Social media strengths

Ready-made tools for grassroots advocacy

Point of entry

Connect with others

Lift each other up

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Point of entry

Connect with others

Lift each other up

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, our strongest asset is our relationship with the people in our own communities—our own networks.

Digital organizing uses social media and other digital tools to help us strengthen those relationships and expand our networks.

KEY PRINCIPLES OF DIGITAL ORGANIZING

- 1. Authenticity**
- 2. Relevance**
- 3. Impact**

Crafting your message

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

**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.**

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

KEY PRINCIPLES OF DIGITAL CONTENT

- 1. Keep it short, keep it simple**
- 2. Show, don't tell**
- 3. Include an ask and a hashtag**

Shout out:

What's worked? What's been challenging?

Let's dig into an example

#thegirlinrow 19

View video here

[https://www.youtube.com/watch?
v=zzRQYipwgaY&feature=youtu.be](https://www.youtube.com/watch?v=zzRQYipwgaY&feature=youtu.be)

What stands out?

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.”

Let's review two social media posts.

What do you like about them? What do you think the goal of each post is?

Post 1



Campaign Chloe
@Campaign_Chloe

 Follow



Howdy! We're starting off today's Richmond [#OFAfellows](#) training with a getting-to-know you ice breaker.



RETWEET
1

LIKE
1



Post 2



Campaign Chloe
@Campaign_Chloe

Follow



All of our volunteers are on hand to help check our [#OFAfellows](#) in. Thanks for helping out @JanOFA14!



Keep it short

What do you want to say? Pick one point per post.



Alex Woodward

@alex_woodward



Following

.@warnerjennifer: "This movement has always been — and always will be — about you."
#RespectEmpowerInclude #WhatsNextOFA

Keep it short

What's the point of this post?



Carmen Amaya

@mijitacarmenita



Following

Protect progress we've made on [#climate](#) change. Tell [@marcorubio](#) that carbon pollution must be curbed: [act.com](#) [#ActOnClimate](#)

3:08 PM - 27 Apr 2016

Keep it short

What's the point of this post?

Action: Tell Marco Rubio to act on climate.



Carmen Amaya

@mijitacarmenita



Following

Protect progress we've made on [#climate](#) change. Tell [@marcorubio](#) that carbon pollution must be curbed: [act.com](#) [#ActOnClimate](#)

3:08 PM - 27 Apr 2016

Keep it short

What's the point of this post?



Andrew Caravella
@andrewcaravella



 Follow

"think about the ask, and do it incrementally" -
[@sprout_sarah](#) on building a community of
advocates! [@sproutsocial](#) [@womma](#)
[#wommawebinar](#)

Keep it short

**What's the
point of this
post?**

**Share content
of training.**



What do you want to say?
Pick one point per post.

3 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.

**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



Detail shots

These are close-up images where the frame is filled with a limited amount of information.

It could be a close-up of rally signs, hands folded in someone's lap, or pens and petition forms on a table.

Use case: during event set up, before much of the action takes place





Medium shots

These shots show a wider frame of view than details shots, and may include a single subject or a small group. These are shots of conversations, moments between individuals, or interaction amongst a small group.

Use case: these should feel intimate, like the viewer is in the midst of the action.



Wide shots

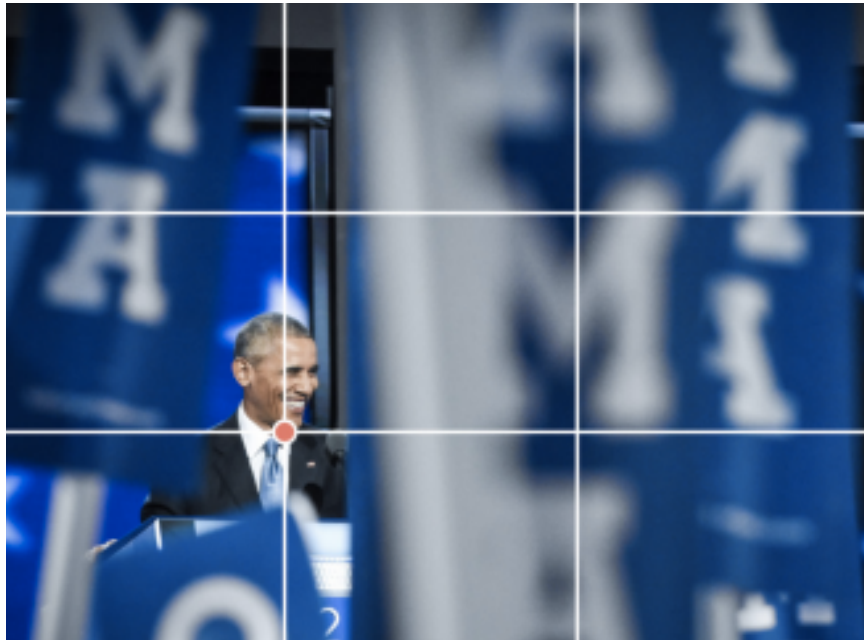
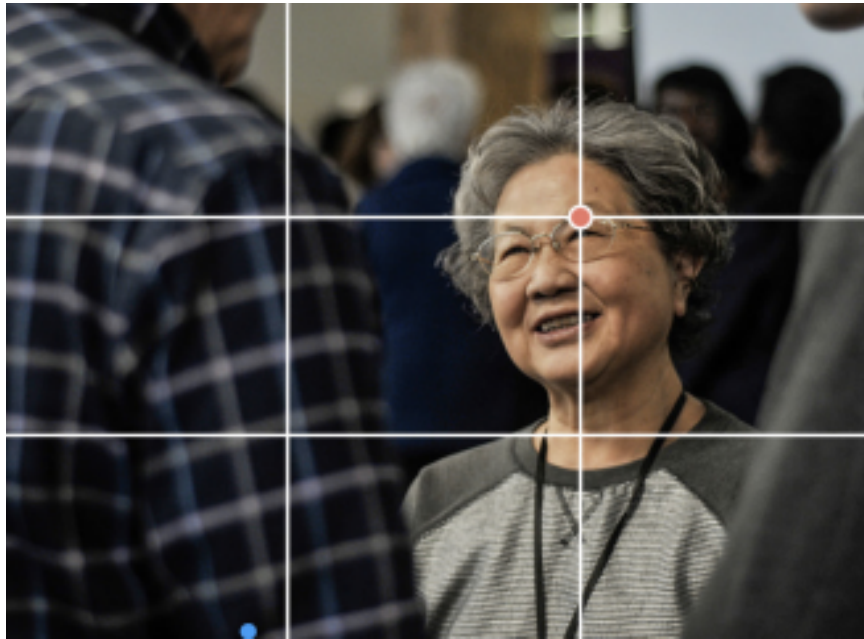
These shots convey the scale and scope of an event or moment. The size of a crowd, the flurry of action at an event, the energy of the group. They are used to provide context—time of day, season, and geographic and physical location.

Use case: These are less intimate than medium shots, but can convey a sense of awe that medium shots might not.



Portraits

These shots show who the people at your event are. These can be OFA volunteers, community members you're interacting with, guest speakers, or even members of the media conducting interviews. Portraits focus on a single individual or a small group. A viewer should be immediately drawn to the individual in the photo, and not to other elements in the frame.



Rule of thirds

Imagine your frame is divided into nine equal boxes by two equally spaced vertical and two equally spaced horizontal lines. Placing the subject of your photo at the intersections of these lines (where the orange dots are) can create more visual interest—which helps hold a viewer's attention.

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

OFA

Using #hashtags and @handles

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

#OFAAction

OFA

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

Agenda

Why digital?

Producing content

Peer review

Debrief & next steps

5 minutes



For this activity, draft a tweet to your social media network about the Fellowship.

Keep this in mind:

- Keep it short
- Show don't tell
- Interact with your network

Let's check twitter

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**Using your Twitter account,
tweet your biggest takeaway from
tonight using #OFAFellows**

OFA Training

Thank you for joining today's webinar.

Email fellows@ofa.us with any questions.

bit.ly/Summer4-2018