

Welcome

We will begin at 7:30 p.m. Central Time.

Tweet today using
#OFAFellows

Week 4: Digital organizing

Key takeaways

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.

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

Trust.

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.”

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

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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

Goals for today

- 1 Identify areas that, based on our conceptions, highlight how we want to grow as a leader
- 2 Understand the different components of event management
- 3 Feel confident preventing and solving problems that will arise before, during, and after your event

Agenda

Leadership vs. management

Event management overview

Tools for event management

Preventing and solving

Debrief and next steps



What leadership is *(and is not)*

**Our conception of what
leadership is can be limiting.**

Assigned Leadership:
Leadership that is
based on occupying a
position in an
organization.

(Northouse, "Leadership: Theory and Practice", 08)

Emergent Leadership:
Perceiving an individual
as the most influential
member of a group,
regardless of their title.

(Northouse, "Leadership: Theory and Practice", 08)

Management

Leadership

Management

(Abraham Zaleznik, 1977)

- Impersonal about goals
- Relate more in-line with role
- Authority granted from above (authorized)
- Transactional
- Conditional

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Leadership

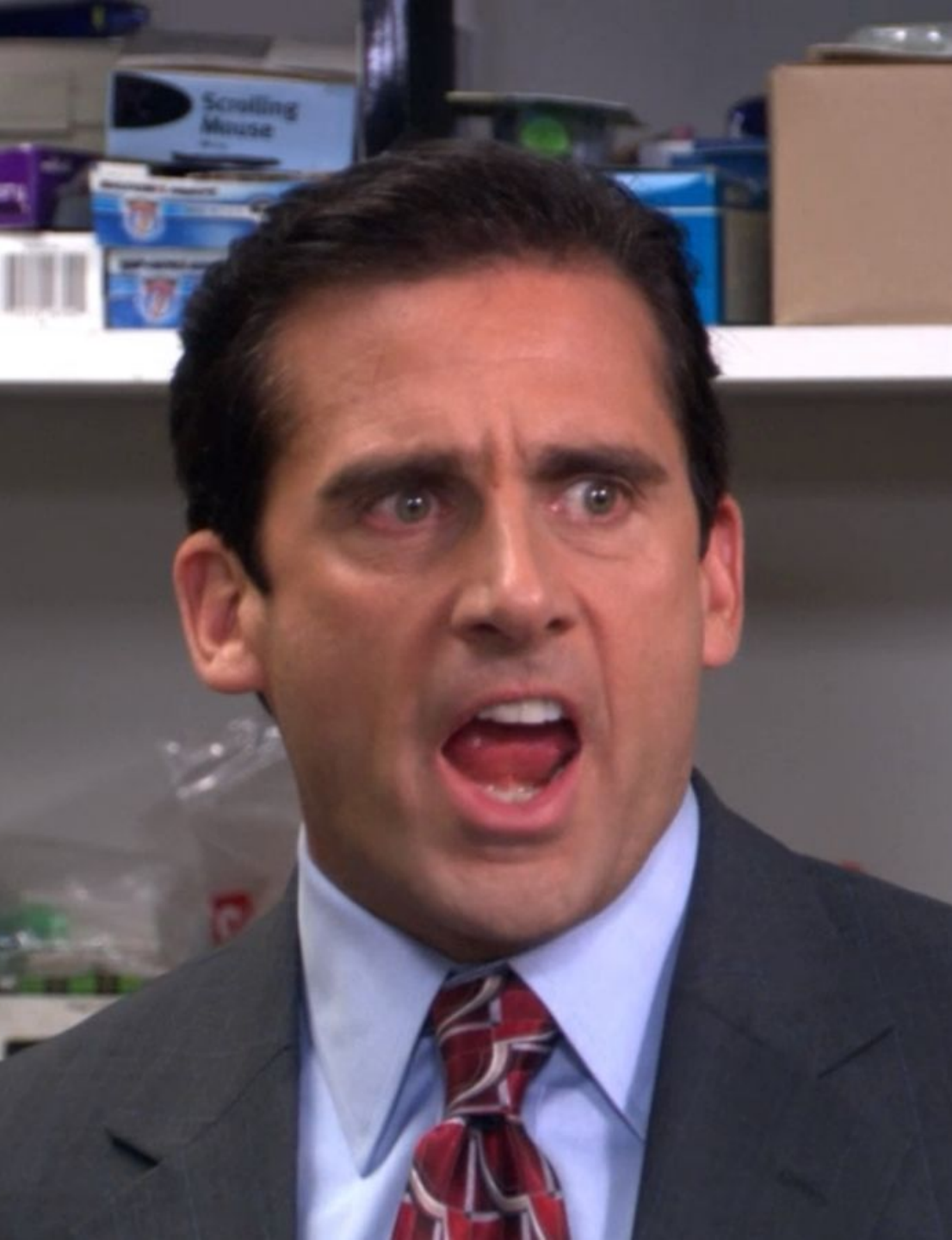
(Abraham Zaleznik, 1977)

- Personal about org goals
- Relate more intuitively
- Authority granted from below from within
- Persistent

"You manage things; you lead people."

**-Grace Murray Hopper,
U.S. Navy Rear Admiral**

Leadership is *not...*



**Coercive or
telling people
what to do.**

**Trait-based or born
that way.**

Leadership is a
process by which an
individual uses
influence with a group
for positive change.

Now it's your turn

Question: How do you define the difference between leadership and management? What examples can you point to in your own life or experience?



Type in the chat box to share your thoughts

"As we look ahead into the next century, leaders will be those who empower others."

–Bill Gates

“If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader.”

–Dolly Parton

"Leadership is a series of behaviors rather than a role for heroes."

–Margaret Wheatley

Now it's your turn

Question: How do we inspire others to follow us?



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Event management



Film Screening

The Empowerment Project
August 2015



Speaker Series

Caring Across America
March 2015



Community Service

Proud to Run
June 2015

Event goals

- 1 **Why:** Purpose—why are we organizing this event?
- 2 **What:** What do we want to do? What does success look like?
- 3 **When:** When will this event happen? Plan A, B, C, D
- 4 **Where:** Where will this event take place? Plan A, B, C, D
- 5 **Who:** Assign roles—who will do what? Who should be involved?

Event goals: The next step

- You always want to make an ask to your audience during or at the end of your event.
- Organizing is hard work, and the best way for us to grow and achieve more is to make use of the great people we have in the room.
- Always be ready with the next step for your audience for how they can stay engaged and take more action!

What do you think a good ask might be for the issue you're focusing on?



Type in the chat box

MANAGING YOUR EVENT

Organizing events is complex, challenging work. Their success depends on smooth logistics, high-quality content, and a clear vision for how the event fits into the bigger picture.

MANAGING YOUR EVENT

At OFA, we rely on two important tools to help manage the success of our events: the tick tock and event checklist.

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WHAT IS A TICK TOCK?

A detailed rundown of what will happen at your event from start to finish.

In what ways do you think a tick tock is useful for managing an event?



Type in the chat box

Components of a tick tock:

Flow

- Start with welcome and introduction, sharing goals and reviewing agenda
- Order of speaking program (film panel, community service)
- Finish with close and next steps

Components of a tick tock:

Time

- Think through the timing of each portion of event – i.e. intro/welcome, Q&A, event evaluation
- Account for transition time
- Account for buffer time
- Be respectful of your audience's time

What questions do you have regarding the flow and time of an event tick tock?



Type in the chat box

WHAT IS A CHECKLIST?

A document that takes into account all of the resources, materials, and logistics needed in order to run an event

Components of a checklist:

Buckets

- Supplies
- AV needs
- Food/refreshments
- Accessibility

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Preventive Solution

Before

What can you do before the event to prevent a problem from happening?

Adaptive Solution

During

What can you do during the event to manage a problem by adapting?

Scenario # 1:

You are hosting a film screening. For this event you plan to present a movie, followed by a panel discussion and a Q & A. But during the actual event, panelists are talking over each other and the Q & A is going longer than expected. Moreover, the same three audience members are asking questions and controlling the conversation.

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Preventative Solution:

Assign and prepare an event moderator or Emcee.

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Preventative Solution:

Assign and prepare an event moderator or Emcee.

Adaptive Solution:

Moderator/Emcee should use facilitation skills to keep control of the tick tock, audience, and content.

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Write a memo to prepare your speaker. Include event goals, suggested talking points, and logistics.

Scenario # 2:

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Preventative Solution:

Write a memo to prepare your speaker. Include event goals, suggested talking points, and logistics.

Adaptive Solution:

Find a pause and ask the speaker something that closely relates to your actual event theme.

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Adaptive Solution:

Keep up a good spirit and give your audience who did attend the best event possible.

What questions do you have regarding preventative and adaptive solutions?



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Now it's your turn

Question: What are the types and examples of leadership you see exemplified in your community?



Type in the chat box to share your thoughts

Tweet your key takeaway
#OFAFellows

What to expect next week

Thanks for joining the training!

Please fill out the evaluation on today's training using the link below:

[Bit.ly/Summer5-2018](https://bit.ly/Summer5-2018)