**OFA Digital: Sharing Your Story Online**

**TIME ALLOTTED: 70 minutes**

**PRESENTER(S):**

**MATERIALS NEEDED:**

* Projector and PPT
* Handout: Facebook tips (part of “Digital Best Practices One Pagers”)
* Handout: Twitter tips (part of “Digital Best Practices One Pagers”)
* Handout: Photography tips (part of “Digital Best Practices One Pagers”)
* Attendees should have camera or camera phone
* Large piece of paper or whiteboard with marker to write team hashtags on

**PREPARATION NEEDED:**

* Attendees should have Twitter installed and have a twitter handle created. If they do not, take time before the session starts to have them create accounts and install Twitter on their smart phones.

**GOALS FOR THIS SECTION:**

* Participants understand the importance of digital storytelling in OFA’s organizing
* Participants are able to take quality photos and post them on social medial outlets to promote their chapters’ actions
* Participants are excited about the possibilities social media presents to amplify the effects of OFA issue organizing at the local level.

**SKELETAL AGENDA**

1. **Introduction and Goals**
2. **Creating Your Content**
3. **Social Media Best Practices**
4. **Telling the Story**
5. **Debrief and Closing**

**Introduction & Goals**

**0:00-0:11 Introduction and Goals**

0:00 – 0:03 Personal Story Introduction

* **[Slide 1]** [Trainer should give a two-minute version of their personal story as relevant to this module. Don’t forget to share challenge - choice - outcome and practice it like any other section! It’s especially important with this module that those three elements of your story are clearly identifiable and that your story is no longer than two minutes.]

0:03 – 0:05 Five Finger Shoot

* + - * **[Still on Slide 1]** Ok, in order to get a sense of everyone’s comfort level with social media, we’re going to do a quiz to start out. Hold up the number of fingers that corresponds with your comfort level with social media tools like Facebook and Twitter.
      * [Give time for all participants to put up a response. Acknowledge what you see in the room.]
* Ok, great. It’s helpful to have a sense of our background with social media. In order to help us use social media to build our sense of community among OFA digital organizers, we’d like to know the Twitter handles for everyone who has an account so we can follow and mention one another. Can you come write your Twitter handle on our butcher paper here? [During the training a second trainer, or tech savvy volunteer creates a Twitter list of the handles, so at the end you can suggest people follow this list.]

0:05 – 0:05 Goals

* **[Slide 2]** Let’s get started with our goals for our session today. After this training module we want to make sure that you…
* Understand the importance of digital storytelling in OFA local organizing
* Are able to take quality photographs and post them on social media outlets to promote your chapter’s actions
* And are excited about the possibilities social media presents to amplify our issue organizing.

0:06-0:06 Agenda

* **[Slide 3]** And let’s run through our agenda on this module to see the things we’ll cover to help us achieve those goals.
* We’ll finish up with the introduction here soon.
* Then we’ll talk quickly about the importance of the local narrative and how the state social program helps plugs into that and how you can add to our organizing narrative.
* Next, we’ll jump right into a group activity.
* Then we’ll talk about some fundamentals for creating great content like photographs to illustrate our organizing, and give you a chance to go take some photos.
* Then we’ll move on to best practices of posting to Facebook and Twitter to amplify our organizing, and practice making some posts.
* Finally we’ll wrap up with talking about how we put these tools together to tell the story of our organizing around each event and issue.
* And we’ll wrap up with some debrief and talk about next steps.

0:06 – 0:11 OFA State Social Overview

* **[Slide 4]** In addition to the national social accounts for Barack Obama, OFA, etc., each state maintains a Facebook and Twitter account, both managed, in most cases, by volunteer statewide digital leads—and in some cases, fellows like you.
* Our audiences like our pages because they like President Obama and want to know what is happening with OFA in their states, so it is prudent that the local organizing narrative is prioritized above other content.

0:11 – 0:13 OFA State Social Overview

* **[Slide 5]** And that’s where you come in: As the eyes and ears for OFA, you will have many great experiences in your day-to-day organizing. These are experiences can often be fantastic stories that can—and should—be shared widely.
* **[Flip through posts]**
* You can see here tweets and posts from OFA volunteers, posting photos and stories about the actions their chapters are taking in issue organizing. These posts make sure more people know about our organizing. Even if the newspaper or TV stations don’t come out to cover and event, digital media makes sure that information about our organizing gets out to the world.
* We need you to tell the stories on your personal Twitter accounts and Facebook pages. The state social programs exist to help you amplify your stories, so the more you talk about your experiences (and the more you’re on message), the more your stories will shape the narrative. It’s you that shapes the narrative of OFA.
* And for the rest of this session we’re going to develop the skills you need to use social media to great effect promoting our message.

0:13 – 0:23 Activity

**[Slide 6]** I want you all to divide into teams of 4 or 5. I’ll give you 1 minute to do it. Alright, let’s do this!

[After 1-2 minutes read instructions.] To give you a jumpstart on building your local narrative, it’s important to have an easy way of doing that: the hashtag.

Your goal is to come up with a team hashtag in 5 minutes using the guidelines above. Okay, let’s go!

[Time elapses. Someone should walk around to make sure the hashtags are kosher] Okay, let’s go around the room and see what you came up with. Show them on the projector or butcher paper

Great job guys. This will be your new team hashtag. You’ll get to use this in practice a little later. This is the start of a beautiful thing.

**0:23 – 0:30 Creating Your Own Content**

* **[Slide 7]** Think you have a great event? No one is going to know about it unless we talk about it. If done well, your digital storytelling can help add the conversation around the issue you are working on and bring in more supporters. Social media is all about sharing our stories, interacting with people, and building community.
* To get some context about why we use digital tools as part of our organizing, let’s take a look at some of the tools we use.

0:23 – 0:24 Photo Best Practices

* **[Slide 8]** Photos are and will be king when it comes to the best content for social networks. It’s a known fact that people generally respond and engage more content that includes images, so we’re offering some tips on how to get the best photos using your smartphone or point and shoot camera.

0:24-0:25 Get the candids

**[Slide 9]** Selfies are great, but we also want to see ACTION. Phonebanking, blizzarding, sign making, etc.

* + - * + Get the posed photos out of the way first, allowing everyone to relax and you to get candids.
        + We’re called Organizing for Action for a reason, so when we talk about ourselves, we should always show the action we are taking!
        + In these photos volunteers are canvassing. We take a shot of them together first, but after that all our shots will show them in the act of knocking on doors and talking to people

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0:25-0:26 Get closer

* + - * **[Slide 10]** This is the easiest tip to make boring photos into interesting photos – get closer. If your photos aren’t good enough, you’re not close enough.
        + You want people who see your photo to immediately “get it”
        + If you’re too far away, you can’t see people’s faces and it’s harder to see what is actually going on.
        + In addition to getting closer you should get down to eye-level to capture the power of the eyes.
        + Doing this will create a personal and inviting feeling instead of distant feeling that shooting from afar and above does.
        + Looking at the two photos of phonebanking on the slide, can you identify reasons why one is more interesting than the other? [Let participants respond. One reason the photo on the right is more interesting is that you can see people’s faces clearly.]

0:26-0:27 Rule of thirds

* + - * **[Slide 11]** 
        + Which photo of Mayor Julian Castro do you prefer? [Participants should say the photo on the right for a number of reasons.]
        + Right, the photo on the right is more interesting for a number of reasons – including that it’s closer and you can see Mayor Castro’s face. But another reason is because on the right, he is in the left third of the photo.
        + Imagine breaking an image down into thirds, horizontally and vertically.
        + Where the lines intersect calls out the four important parts of the image that you should think about when placing points of interest in as your frame your shot.
        + This helps balance the shot and allows viewers to interact with it more naturally. Studies show that people’s eyes gravitate to these points rather than the center of a shot.
        + As with all rules, it’s meant to be broken, but you have to understand it to break it.

0:27-0:28 Watch the background

* + - * **[Slide 12]** Ok, two more quick tips to go. Here, make sure to watch the background.
        + A good background is one that adds and compliments your subjects and not distract from them.
        + Photo on left: While not the worst photo in the world, there are trees coming out of people’s heads. When taking photos in your everyday work, you should look for potentially embarrassing signs that will ruin your photos.
        + On the right: we have a drastically improved pic with great OFA signage. Signs don’t compete with the phone banker, but instead adds valuable information to what this phone bank is about.
        + So when’ you’re taking photos, be thinking about what is behind your subjects and how that can help each image tell the story of your event.
        + Things that could be embarrassing/weird:

Wrong way signs

Expired parking meters (especially directly in front of subjects)

People with very off-message signs

0:28-0:29 Apps to download

* + - * **[Slide 13]** And our final tip comes back to Instagram and apps like it.
        + Instagram is a free application for your iPhone or android that can dramatically improve your photography. When enabled to share to Twitter and Facebook, it makes it easy to take photos and immediately share them to your other social media sites.
        + Instagram allows you to apply filters, rotate images, and adjust contrast. This adds finishing to your photos that can help adjust for imperfect lighting. Here are some filter selection tips:

Rise: photos (especially close-up) of people

Hefe: enhances already vibrant colors

Sierra: good for landscape shots

Hudson: outdoor photos, good for architecture

* + - * + If you’re advanced, you can try VSCOcam. This app offers you a lot more photo editing control and is becoming very popular.
        + Over allows you to add a text overlay if you’re brave and creative.

0:29 – 0:35 ACTIVITY: Take your best photo

* + - * **[Slide 14]** Ok, now that we’ve gone through all those tips, it’s your turn to take some photos. You’re going to have five minutes to go around the training and take photos. You can take photos of each other in action, of our training space, or anything else you think will effectively tell the story of this training.
      * For right now just take photos and adjust them as you want with Instagram or any other photo app you currently use. In the next section you’ll have a chance to post your photos to Facebook and Twitter.
      * If you have any questions or are having trouble using any of the tools, come see me during this time.
      * Ok, let’s go take some photos.
      * [After five minutes, bring people back together.]
      * Ok, this is great! Later in the training we’re going to look through your photos and share them with one another. Right now we’re going to dig in a little deeper to what makes a great social media post.

**0:35 – 0:45 Social Media Best Practices**

0:35 – 0:35

* + - * **[Slide 15]** We know you work really hard to organize around the issues you care about, so when you talk about your work online, you’ve got to communicate your thoughts clearly. We’re going to present to you some tips to help you out.

0:35 – 0:36 First Things First (Title slide)

* **[Slide 16]** First, let’s talk about your Twitter profile and how to set up to make you successful on Twitter.Profiles are your face to the rest of the Twitter community, so it’s important that it portrays the real person that you are!
* First, add a photograph so people know who you are. The default Twitter photo is an egg, so unless you’re an egg it’s important to change it!
* Add a bio that tells people who you are and what you plan to tweet about. Feel free to mention Organizing for Action.
* Choose a simple and short Twitter handle.
* Follow people in your community and who tweet about topics you are interested in.
* Follow back when people follow you.
* If you already have Instagram (and it’s available) try setting up the same handle for both so you’re easier to find and tag!

0:36 – 0:39 Twitter Best Practices

* **[Slide 17]** Now that you have your profile set up, let’s talk about some best practices for writing posts that will get attention!
  + Write your tweets (link and hashtags included) so as to not go over 120 characters. This makes it easier for someone to retweet you and add comments. There are exceptions to this rule, but definitely do not exceed 130 characters.
  + Punctuate. In addition to using proper grammar, use punctuation, including colons, dashes, and periods. Punctuation adds structure and clarity to your words. There’s nothing worse than tweeting a great idea or moment and not having it be readable. Tweet the way humans talk—use good grammar and punctuation to clarify those thoughts.
  + #Hashtag it. Hashtags are the way people search topics on Twitter. Try to use at least one relevant hashtag—but not more than two—in a tweet. A properly selected hashtag will allow you to strategically insert yourself into conversations and makes it easier for your tweet to be found.
  + “Show, don’t tell.” Tweeting high-quality photos has a ripple effect—people are more likely to click on the tweets preceding and following great photos. Photos in a tweet are absolutely not mandatory. Tweets without photos can be just as awesome, but only if they are compelling. With that said, photos usually don’t hurt.
  + Tweets with links—to news or your state blog—also add important context and interest.

0:39 – 0:42 Facebook Best Practices

* **[Slide 18]**
  + Facebook is a lot like Twitter these days, especially now that you can use hashtags. Similar rules apply with more flexibility

Keep it short because people don’t like to read a lot. Your goal is to capture the attention of people quickly. Think about your posts being “snackable” versions of the whole story.

Use photographs. Facebook loves photos and pushes content with photos higher in your friends’ news feeds. It also quickly grabs people’s attention and a compelling photo is easily sharable.

“Share” and “like” the content on your state Facebook’s page. If lots of people interact with content, Facebook will put it higher in people’s news feed. So the more you promote your state’s content, the more people will see it.

Use a relevant hashtag. Now that Facebook includes hashtags, people can search by topic through grid search, so using a hashtag inserts you into the conversation just like on Twitter!

0:42 – 0:47 Example

* **[Slide 19]** Now let’s look at a sample post to see best practices in action.
  + [FACILITATOR: Click to blow up the tweet copy. Ask the audience what about this tweet stands out to them. After you get some answers, begin clicking through the comments]
  + Keep it short. Remember that you are competing for attention in a fast-moving and crowded newsfeed. Paired with a great image, status copy that is short, simple, and clear is consumed the easiest and will help you stand out.
  + In this post, @Chl\_OFA (pronounced “KLO-F-A”) uses a a great action photo and simple narrative to amplify their canvassing event.
  + @Chl\_OFA mentions the person in their tweet. If you’re on Facebook you should tag the person.
  + And @Chl\_OFA includes relevant hashtags here so when people search for conversations using these hashtags, they will see this tweet.
  + Great Tweet. This should be a model of how you can talk about your #OFAfellows experience. Be creative.
* **[Slide 20]** Now that we’ve discussed some best practices for Twitter and Facebook, it’s your turn to add some posts.
* You’ve taken some photos, so now upload your images to Twitter using your new team hashtag AND #OFAfellows.
* You have 5 minutes to work on your accounts. We’ll take a look at what you post after the next section! If you have questions or need technical trouble shooting while we do this, come see me.
* [After five minutes bring people back together.] Ok, if you’re following the event hashtag on Twitter and Facebook like I am, you’re seeing some great content from our group here. We’re going to get to look at your posts in just a moment here, but first I want to wrap-up with a final section on putting posts together to tell as story.

**0:47 – 1:02 Telling the Story**

**[Slide 21]** Now we’re going to talk a little bit more about creating your own content to tell your own stories. As we’ve talked about, you, as fellows, have a story to tell about the organizing work you are doing on issues in your community. Digital media has tools to make sure information about your activities get to the broader community. In this section we’ll talk about how to put together your posts and photos to tell the whole story of your chapter and your actions

0:47 – 0:47 **[Slide 21]** Telling Stores

* Why do we tell stories?
* We tell stories because we remember them. Look back to when you were furiously memorizing for your biology exam. Do you necessarily remember what you memorized? Probably not. Telling stories overcomes the short-term memory barrier. People like stories because it makes it easier to connect to what you are saying, and that’s why use the storytelling framework in social media.
* Tip: Use photos to help you tell those stories since you generally don’t have a lot of room for characters.

0:47 – 0:49 What makes a good story?

* **[Slide 22]**  All stories have a beginning, middle and end. To help map out your storytelling activities, it’s helpful to plan your posts in phases. So let’s think about some planning questions you should be asking yourself in each phase.
* What happens before
  + - * How will you build the buzz leading up to the event?
      * How will you recruit the volunteers that you’ll need to make the event a success?
* During
  + - * What will a successful event look like?
      * Think about what would be ideal scenarios for photographs
      * How can you create a feeling of “fear of missing out” (aka FOMO)?
* After
* What will the overall message be when all is said and done?
* How will volunteers and supporters be thanked?
* In this framework, you should also think of what the conflict/struggle in your story is.
  + Are you a new fellow who’s deathly afraid of approaching strangers in an ACA blizzarding event? How did it turn out when you finally did it?
  + Are you facing inclement weather that is threatening to cancel your press event? How did you resovle that?
  + Are you organizing against a member of Congress who’s staunchly opposed to immigration reform? What was that struggle like?
* Who is the character in your story? It’s probably you. That’s why it’s important to be personal and compelling with your narrative to the extent you are able to do so on social.

0:49 – 0:50 Before

* **[Slide 23]** This post shows preparation for an upcoming event. Calling through your attendees is a part of hosting events, and not something that should be ignored in the storytelling process. Notice how they use hashtags to increase the tweet’s visibility by people they want to reach.
* **[Click 24]** This tweet is a bit of a teaser and highlights that this is an event not to miss. What other ways can you highlight creative prep activities before your events?

0:50 – 0:53 During

* **[Click 25]** So you’ve worked hard to host your event; it could be a press conference, blizzarding, etc. There are so many moments you can capture, like this one of this team’s pep talk/ huddle. This is a great way to show you’re human.What kinds of things can you do to capture the little moments that we don’t usually hear about?
* **[Slide 26]** This post shows some of the real people at our event, as they prepare get a quick training before they all head out for some flyering. Another great moment that adds to your narrative. Again, great use of hashtags and mention here, as well as photo. Nice action shot.
* **[Slide 27]** This post is great. It highlights a crimp in your plans, but is still part of the story. In addition to being a great way to add interest to your story, it’s a morale booster. Excellent photo.
* **[Slide 28]** Here’s a nice action shot that illustrates what you are exactly doing. Great use of the ‘@’ mention here to bring your partner into the online conversation.
  + Now, tell me how this tweet is effective in telling the story of an action while It’s happening?
  + [Let participants respond. Should mention that it shows people taking action, includes OFA branding, is visually interesting, uses hashtags, and mentions the Member of Congress to make sure the decision maker sees it!]
* **[Slide 29]** Here’s a great one of a press conference. When setting up your press conferences, think about all the different variables you’ll have to deal with, especially in outdoor situations. Setting makes a huge difference. For days of action, the digital team in HQ sends out great guidance on visuals.
* **[Slide 30]** Here’s a great tweet that doesn’t need a photo. Let people speak for themselves whenever possible, but only share the most compelling quotes.

0:53 -0:56 After

**[Slide 31]** So your event is over. Are you done? Of course not. Take the opportunity to thank people by mentioning them. A public thanks goes a long way.

* **[Slide 32]** And that’s not all you can capture. Are you entering any data? Making thank you phone calls? Also not something to ignore in your story.
* **[Slide 33]** @ChloeFA makes an ask of her network to get involved. Getting people to actually get involved from your own personal networks can take some to time, so don’t be discouraged if you don’t get the desired response.
* Effective wrap-up posts sum up the message of our organizing events and is important in building the organizational capital needed to bring more supporters into the fold.

0:56-0:57 What storytelling does for you

* **[Slide 34]** You may have heard the phrase: “If it’s not in VAN, it didn’t happen.” We can think the same way with digital -- If it’s not on Facebook or Twitter, it didn’t happen” Because we haven’t told the story of our action.
* Telling our story makes more people aware of our work, and as long as we tell our stories authentically and compellingly, we will grow our movement one person at a time.
* Social networks are particularly important in growing our movement, because people are more to be inspired to get involved when they know someone who is already involved.

0:57 – 0:60 Be personal and relevant

* **[Slide 35]** Now that we’ve gone over the most important part, telling your story, one more thing: Storytelling is about being personal and relevant. We’re organizers and we’re humans doing great and amazing things, so it’s important that when we are telling our stories that we be authentic. Authenticity goes a long way with your fellow fellows, the other volunteers you work with, and more importantly your online community. It’s pretty to fair to say the more humanlike something is, the more we are likely to connect with that something, right? We don’t necessarily have emotional connections with toasters. We make connections with humans.
* One note of caution:

Just be aware that you are a representative of OFA and that there are other players in the social network universe, so only share content you would be proud to share. Be professional and never disparaging.

**1:00 – 1:10 Debrief & Closing**

1:00 – 1:06 Debrief

* **[Slide 36]** Let’s take a moment to debrief everything we’ve learned so far by going over these debrief questions: [Choose a debrief method that is most appropriate for the size and composition of your group. Make sure your method gives everyone a chance to participate in the debrief.]
* What makes for good digital storytelling in photos and social media?
* For your local chapter, how could digital tools be used to amplify your actions?
* For our next event, what actions can we take to plan for digital organizing and tell the whole story of our event?
* Think back to your paired conversation at the beginning of the session. Did you learn what you wanted to learn? If not, what was it?

1:06 – 1:10 Key Takeaways and Thank you

* **[Slide 37]** You have all submitted great content and insight today. As we wrap up, I just want to highlight some key takeaways from our training today.
* Photographs and social media give us the opportunity to tell the story of our organizing
* Our digital storytelling is most effective when it is personal and local
* Everyone in our organization can contribute to amplifying our actions digitally.
* Thank you for participating! I’m going to follow the Twitter list from this group and look forward to seeing your posts and photos for future events!