**Digital for Issue Organizing**

**TIME ALLOTTED: 60 minutes**

**PRESENTER(S):**

**MATERIALS NEEDED:**

* Projector and PPT
* Handout: Facebook tips
* Handout: Twitter tips
* Handout: Photography tips
* Attendees should have camera or camera phone
* Hashtag for your event (ex: #OATC, #OFAlumni, #CampOFA)

**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. **Why we use digital tools**
3. **Photography in organizing**
4. **Facebook and Tweet to amplify**
5. **Telling the story**
6. **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

* + - * **[Slide 2]** 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 list of the handles, so at the end you can suggest people follow this list.]

0:05 – 0:05 Goals

* **[Slide 3]** 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 4]** 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 about why we use digital tools and what they add to our organizing efforts.
* Next we’ll talk about some fundamentals for taking good 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 Pair & Share

* **[Slide 5]** Ok, let’s take a moment to talk to each other about how we use social media. Please find a partner and you’ll have three minutes to talk about these three questions:
* What is your favorite thing about social media?
* Who do you communicate with most frequently on social media?
* What do you want to learn about today

One more instruction before you move. During your conversation, each person should tweet one interesting thing their partner shares using their twitter handles if possible. Use the event hashtag. Ok, let’s go!

[After 3 minutes bring the group back together.] Ok, I’m looking at the list I created of our group members and the event hashtag. Let’s look at some of the responses you shared. [Show the feed from your group’s list. Ask each writer of a tweet to read their tweet. If you’re unsure how to make a list and show the feed, just ask participants to read their tweets about their partners.

**0:11 – 0:15 Why We Use Digital Tools**

0:11 – 0:11 Why We Use Digital Tools

* **[Slide 6]** 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.

0:12 – 0:12 By the Numbers: Facebook

* **[Slide 7]** We’ll start with Facebook.
  + Facebook has 1.1 billion users in the world – that’s 1 in every 7 people on the planet are on Facebook.
  + Monthly users now total nearly 850 million. [(source: [Jeff Bullas](http://www.jeffbullas.com/2012/04/23/48-significant-social-media-facts-figures-and-statistics-plus-7-infographics/))].
  + 23 percent of Facebook's users check their account 5 or more times daily, so we know if we’re on Facebook we’re part of their every day lives. [(source:[Socialnomics](http://www.socialnomics.net/2012/06/06/10-new-2012-social-media-stats-wow/))]
  + Barack Obama's [victory Facebook post](https://www.facebook.com/photo.php?fbid=10151255420886749&set=a.53081056748.66806.6815841748&type=1&ref=nf) was the most liked photo on Facebook with over 4 million likes. [(source: [The Huffington Post](http://www.huffingtonpost.com/2012/11/07/barack-obama-most-popular-facebook-photo_n_2088094.html))]

0:13 – 0:13 By the Numbers: Twitter

* **[Slide 8]** Now let’s talk about Twitter, which is newer in our organizing.
  + In 2008 the Obama campaign only posted one tweet.
  + But in 2012, 1 million accounts are added to Twitter everyday. (source: [Infographics Labs](http://blog.sironaconsulting.com/.a/6a00d8341c761a53ef016767bafa2c970b-pi)).
  + 32 percent of all Internet users are using Twitter. (source: [Marketing Land](http://marketingland.com/social-network-demographics-pew-study-shows-who-uses-facebook-twitter-pinterest-others-21594)).
  + The 2012 election broke records with 31.7 million political tweets. Election Day was by far the most tweeted about event in US political history. (source: [Marketing Land](http://marketingland.com/election-2012-breaks-records-with-31-7-million-political-tweets-26086)). Barack [Obama's victory tweet](https://twitter.com/BarackObama/statuses/266031293945503744?tw_i=266031293945503744&tw_e=media&tw_p=tweetembed) was the most retweeted tweet ever with over 800K retweets. (source: [The Guardian](http://www.guardian.co.uk/world/2012/nov/07/how-barack-obama-celebrated-twitter))

0:13 – 0:13 By the Numbers: Instagram

* **[Slide 9]** Then we have the photo sharing app, Instagram
  + Today Instagram is the fastest growing social network.
  + Instagram has 432,000 more daily users than Twitter in August 2012. (source: [All Twitter](http://www.mediabistro.com/alltwitter/instagram-twitter-daily-mobile-users_b29122)).
  + In a six-month span, Instagram's average daily mobile visitors jumped from 886,000 to 7.3 million, which is a 724 percent leap. (source: [Marketing Land](http://marketingland.com/chart-instagrams-dramatic-6-month-rise-to-having-more-daily-mobile-traffic-than-twitter-22910)).
  + There are 575 likes and 81 comments by Instagram users every second. (source: [Digital Buzz Blog](http://www.digitalbuzzblog.com/infographic-instagram-stats/)).
  + Users uploaded more than 800,000 photos of Hurricane Sandy using the hashtag #Sandy. (source: [Information Week](http://www.informationweek.com/thebrainyard/news/social_networking_consumer/240049882/instagram-web-profiles-5-key-facts))

0:14 – 0:14 OFA on Twitter

* **[Slide 10]** Now, how does OFA use all these social networks?
  + OFA maintains Twitter accounts for each state, OFA, and Barack Obama.
  + Please follow these accounts and retweet them.
  + Digital Leads in each state help maintain the state accounts.

0:14-0:14 OFA on Facebook

* **[Slide 11]** OFA maintains the Barack Obama Facebook account and pages for each state. Digital leads in each state help maintain the state Facebook page.

0:15 – 0:15 You, OFA, and Social Media

* **[Slide 12]** What does this have to do with why we’re here today?
  + Because YOU are best suited to tell the stories on the ground.
  + 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. 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.

**0:16 – 0:28 Photography in Organizing**

0:16-0:16 Photography in Organizing (title slide)

* **[Slide 13]** Photography is an important tool in our digital toolbox. You might not be a professional photographer, but you can be a good photographer—and you don’t need a fancy camera. Combined with free apps, today’s camera phones are convenient enough and perform well enough to capture excellent photos that will enhance your digital activities.
* To take excellent photos highlighting our organizing, we’re going to go through some easy tips, then give you a chance to put them into practice right away.

0:17-0:17 Go for the candid action shots

* + - * **[Slide 14]** First, the types of photos to get when you’re recording one of your chapter’s actions.
        + 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!

0:18-0:18 Watch the lighting

* + - * **[Slide 15]** Next, let’s talk about the kind of you need to take a good photo.
        + We can’t see the action or the people if the lighting is bad, so especially be careful of situations where your subjects are backlit or if there isn’t enough light in general. That’s what we see in this photo on the left.
        + If they’re in front of a window or lamp—or the sun—they’ll come out dark. So you should move to get another angle where they will be better lit.
        + Wherever possible try to use natural light; it makes the subjects look better.
        + The number one reason by photos turn out blurry is because there isn’t enough light. So if your photos are blurry see what you can do to get where there is more light!

0:19-0:20 Get closer

* + - * **[Slide 16]** 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.]

0:20-0:20 Rule of thirds

* + - * **[Slide 17]** 
        + 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.

0:21-0:21 Watch the background

* + - * **[Slide 18]** 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.

0:22-0:22 Instagram it

* + - * **[Slide 19]** And our final tip comes back to Instagram.
        + 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

* + - * + Do you have a favorite filter? Why?
        + However, a word of caution: Instagram cannot save a poorly taken photo, so keep all these tips in mind to get it right from the start

0:23 – 0:28 #Hashtag

* + - * **[Slide 20]** 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 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.

**0:28 – 0:40 Facebook and Tweet to Amplify**

0:28 – 0:28 Facebook and Tweet to Amplify (title slide)

* **[Slide 21]** 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 o present to you some tips to help you out.

0:28 – 0:29 Set Up Your Twitter Profile

* **[Slide 22]** First, let’s talk about your 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!

0:29 – 0:30 The Perfect Tweet

* **[Slide 23]** 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 strictly adhering to grammar rules, 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.
  + #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 is compelling. With that said, photos usually don’t hurt.
  + Tweets with links—to news or your state blog—also add important context and interest

0:30 – 0:32 Tips for Facebook Posting

* **[Slide 24]**
  + 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!

* **[Slide 25]** Now let’s look at a sample post to see best practices in action.
  + 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, Joel uses a link to amplify in –person events. He added the link to his post so people can easily click on it to RSVP.
  + And Joel includes the hashtag here so people can search his post.
  + Now let’s also talk about frequency. It’s good to post to Facebook about 3 times a day, because then your posts won’t be competing with one another for rank on your friends news feed. So try to use Facebook posts more sparingly – but you can Tweet as often as you like!

0:33 – 0:33 Facebook Events

* **[Slide 26]** Another way to promote your events on Facebook is to make a Facebook event, in addition to linking to your BO.com event listing.
  + This enables you to invite the people in your network via Facebook, which can bring in new people not already getting BO.com emails.
  + In will engage current volunteers and the event hosts by asking others to invite their friends and to
  + Write posts on the event page to add information and interest. This also gets people you know to act as validators talking about the event and inviting people from their networks.

0:34 – 0:34 Facebook Groups

* **[Slide 27]** Facebook Groups are a great way to build community.
  + You can put everyone in your Chapter into a Facebook group so they are connected in an online community.
  + Groups are a great way to keep your team up to date with events and photos. They are a great place to share stories and get new people involved, by inviting new members to your group.

0:35 – 0:40 Now add your posts!

* **[Slide 28]** Now that we’ve discussed some best practices for Twitter and Facebook, it’s your turn to add some posts.
  + Maybe your profile is brand new and you need to add some information to your profile, like this OFA chapter in Delhi Township.
  + Maybe you can post your photos you just took to Facebook or Twitter. Decide the best way to do this using posts, albums, and hashtags.
  + Maybe you have upcoming events for your chapter that you want to amplify digitally.
  + 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.

**0:40 – 0:55 Telling the story**

0:40 – 0:40 Telling the Story (title slide)

* **[Slide 29]** As we’ve talked about, your chapters have a story to tell about the organizing work they are doing on our 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.

0:40 – 0:42 Telling the Story

* **[Slide 30]**  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?
* Now let’s look at some examples of posts from each of these phases.

0:43 – 0:43 Before

* **[Slide 31]** This post shows preparation for an upcoming event. Notice how they use relevant mentions and hashtags to increase the Tweet’s visibility by people they want to reach.
* **[Slide 32]** This tweet builds excitement by showing how much people wanted to come to the event.

0:44 – 0:45 During

* **[Slide 33]** This post shows some of the real people at our event, as they are taking action the event focuses around. Again, great use of hashtags and mentions here, as well as photo.
* **[Slide 34]** This post shows blizzarding. It explains the reason behind the action clearly, as well as what organizing the chapter is doing in response. It mentions a real place and shows the action happening.
* **[Slide 35]** This tweet is a great example of how a post without photos can be effective, especially when it uses the words of our volunteers.
* **[Slide 36]** 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!]

0:45 -0:46 After

* **[Slide 37]** Effective after posts sum up the message of our organizing events. This tweet shows members of the chapter who have been organizing and conveys a sense of inspiration after a win on immigration reform in the Senate.
* **[Slide 38]** This thank you post is a great wrap-up, and a great way to give a public shout-out to people who have done good work!

0:46-0:47 What storytelling does for you

* **[Slide 39]** 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.

0:47 – 0:55 #Hashtag

* **[Slide 40]** Okay! Now I’m going to switch over to share my screen and we’re going to take a look at the content you’ve posted throughout the training on Facebook and Twitter.
* [Search the event hashtag on Twitter and Facebook to see the content from your group. Have the participants talk about their posts and get feedback from the other participants on why it is good and any way it could be improved.]
* [Wrap up this part of the session with some encouraging words about how well they told the story of this event through their posts.]

**0:55 – 1:00 Debrief & Closing**

0:55 – 0:59 Debrief

* **[Slide 41]** 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?

0:59 – 1:00 Key Takeaways

* **[Slide 42]** 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!