

# Welcome

We will begin at 7:30 pm Central Time



# Logistics



We will meet every Wednesday for 90 minutes. If you cannot attend, inform your fellows leader, if you have one, and email [fellows@ofa.us](mailto:fellows@ofa.us)



This is an interactive training.



A recording of this video and slides will be available on the Fellows Bookshelf following this training.



Tweet using #OFAFellows

# Our learning journey:

## Where we've been and where we're going

- Week 1: Organizing Community Engagement Events
- Week 2: Leading an Action Planning Session
- Week 3: Event Management
- Week 4: Recruitment: Grassroots Tactics

# Our learning journey:

## Where we've been and where we're going

- Week 1: Organizing Community Engagement Events
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- Week 3: Event Management
- Week 4: Recruitment: Grassroots Tactics
- Week 5: Recruitment: Digital Tactics**
- Week 6: Tying it all together**



# Alex Woodward

Digital Organizing Director

[@alex\\_woodward](https://twitter.com/alex_woodward)



# Jonathan Kibort

Digital Organizing Strategist  
@jmkibort

A photograph of two women in an office setting, looking at a laptop screen. The woman on the left is wearing glasses and a dark jacket. The woman on the right is wearing a white shirt and a yellow scarf. The image is overlaid with a semi-transparent dark blue filter. The text "Digital Tactics: Recruitment & storytelling" is centered in white, bold font.

# **Digital Tactics: Recruitment & storytelling**

# Goals for today

- 1 Understand the role social media plays in sharing the story of your event online
- 2 Be able to tell the story of your event on social media
- 3 Feel comfortable using Twitter

# Agenda

## Why digital?

Producing content

Peer review

Debrief and next steps

# What's the power of social media?



Type in the chat box

# How do you use Facebook?



Type in the chat box

# How do you use Twitter?



Type in the chat box

**Facebook has 1.86 billion  
users in the world.**

**Twitter reports having  
more than 300 million  
monthly active users  
and 500 million Tweets  
sent daily.**



# Organizing feeds mobilizing & vice versa

As organizers, your strongest asset is the number of people you can mobilize to advocate your message.

To mobilize effectively, we need a dependable and large list of people highly willing to take action with us.

Digital organizing allows you to grow a vast list of supporters so that you can mobilize to broadcast your message.

# KEY PRINCIPLES OF DIGITAL ORGANIZING

1. Authenticity
2. Relevance
3. Impact

**Your message matters**

**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.**

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# KEY PRINCIPLES OF DIGITAL CONTENT

1. Keep it short
2. Show, don't tell
3. Interact with your networks

**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](http://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](http://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.



**Andrew Caravella**  
@andrewcaravella



 Follow

"think about the ask, and do it incrementally" -  
@sprout\_sarah on building a community of  
advocates! @sproutsocial @womma  
#wommawebinar

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

# 5 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**

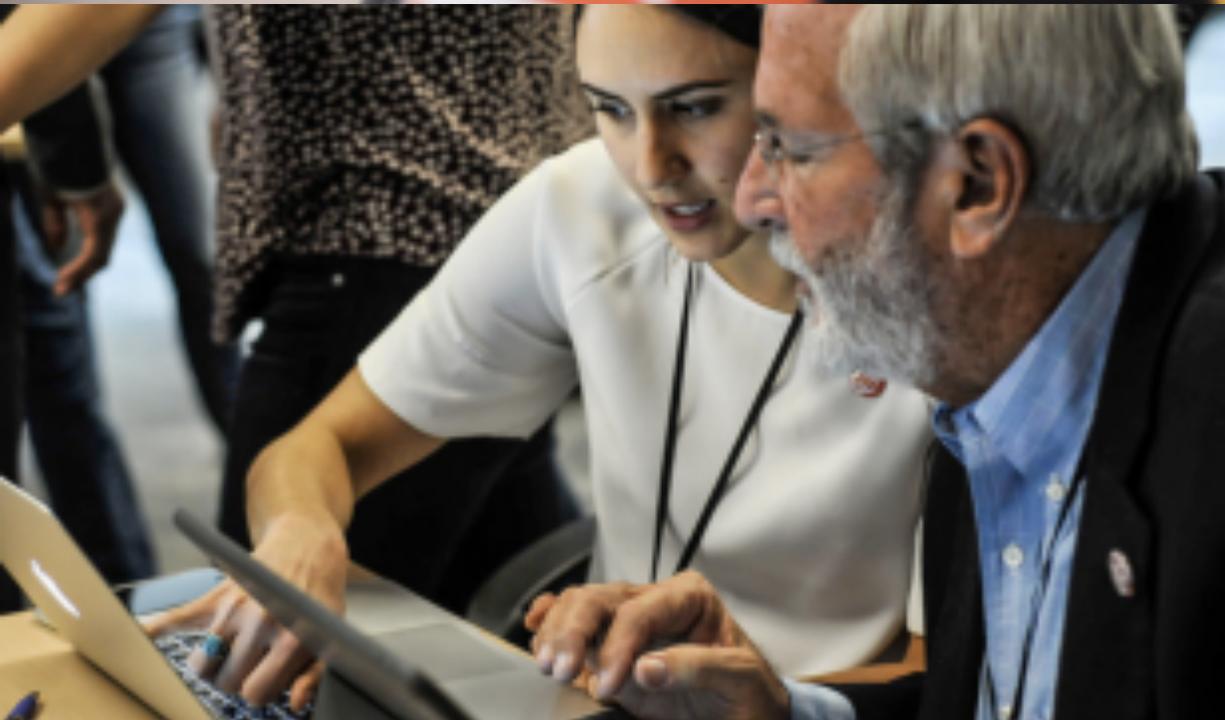


## Detail shots

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

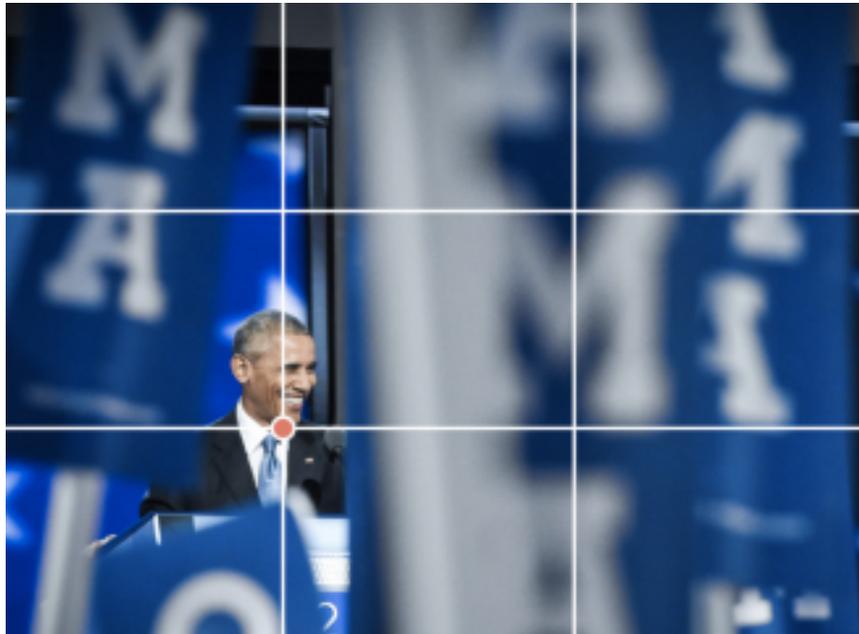
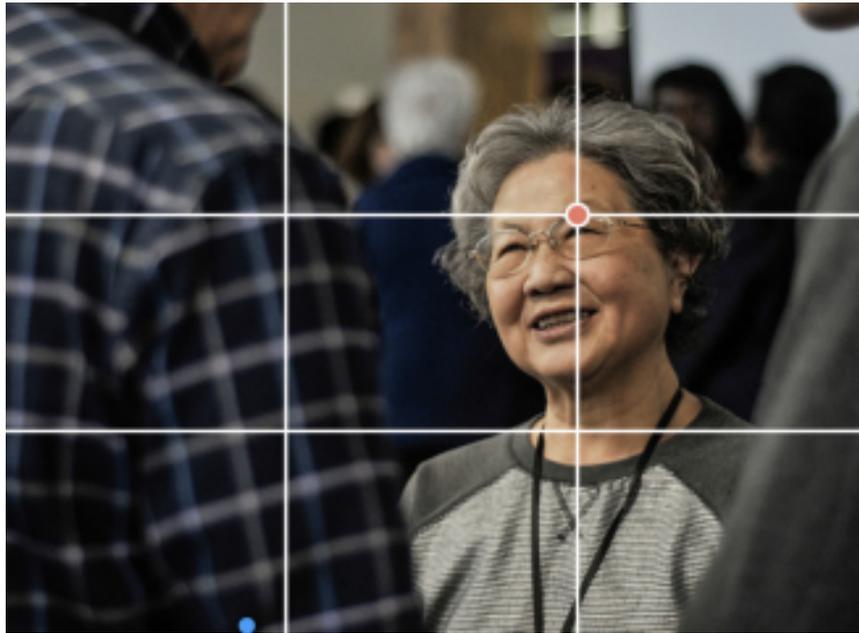
These shots convey the scale and scope of an event or moment. The size of a crowd, the flurry of action at an event, the energy of the group. They are used to provide context—time of day, season, and geographic and physical location.

**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.

# Agenda

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Producing content

**Peer review**

Debrief and next steps

# 5 minutes



**For this activity, draft a tweet to your social media network about your upcoming event.**

**Remember:**

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

**Let's check twitter**

# Agenda

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**Debrief and next steps**

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

# Weekly assignment Due Nov 1

**This week, you will fill out and submit a project proposal.** This will include many of the plans that you have developed over the past 5 weeks. This is going to tell us a little bit more about what your most current and updated plan is for your event.

# Wrapping up the fellowship

# OFA Training

**Thank you for joining today's webinar.**

Check the Fellow Bookshelf for a copy of the material covered today, including a video of the webinar.

Email [fellows@ofa.us](mailto:fellows@ofa.us) with any questions.

[bit.ly/cefweek5](https://bit.ly/cefweek5)