Digital Activism

CANDIDATE BOOT CAMP

Part 1: Introduction
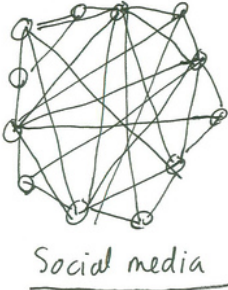
candidatebootcamp.com

Course Outline

- **Introduction**
- Mastering Facebook
- Advertising on Facebook
- Mastering Twitter
- Content Essentials
- Digital Toolbox

Today's Agenda

- Get your mind right
- Examine case study
- The Social Cycle
- Channel comparison
- Q&A

Get Your Mind Right

What is social media?

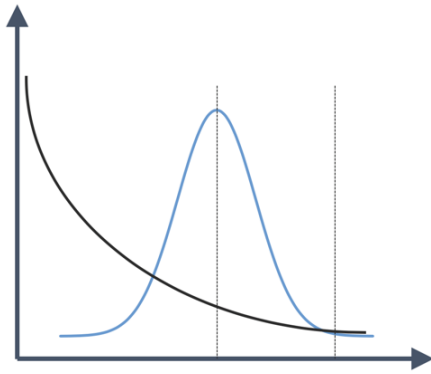A group of media producers That is primarily its own Audience

Social media

What is social media to you?

Digital Concepts: Democratization
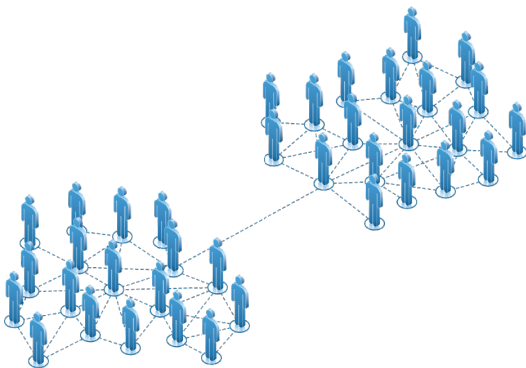
Digital Concepts: Power Law

- Beware "average"
- Think "icebergs"
- Embrace the Long Tail

Digital Concepts: The Birthday Paradox

Digital Concepts: Tipping Points

Digital Concepts: Mixed Norms

Nobody Cares

Summary

Social media is a tool.
Social media is different…
Consumers own the medium (democratization).
The math works differently (power law).
Relationships are powerful (birthday paradox).
Connect with groups (tipping point).
Act like you're at a barbecue (social norms).
Nobody cares about you.

Case Study: Obama for America

Inside the Cave

INSIDE THE CAVE

An In-Depth Look at the Digital, Technology, and
Analytics Operations of Obama for America

Published by engage Research

Results: Modeling beat polling

Hamilton County, OH early vote:

57.68%
(predicted)

57.18%
(actual)

Results: More donations from more people

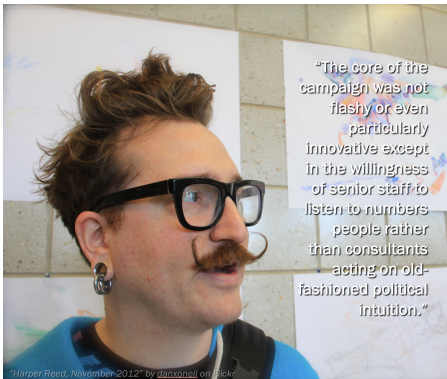|	2008	2012
Total Raised Online	$5000M	$690M
Donors	3.95M	4.4M
Average Per Donor	$126	$156

Results: Disaster proof

Strategies: Trust only data

"We basically found our guts were worthless."

Strategies: Separation of church and state

"The core of the campaign was not flashy or even particularly innovative except in the willingness of senior staff to listen to numbers people rather than consultants acting on old-fashioned political intuition."

"Harper Reed, November 2012" by danxoneil on Flickr

Strategies: Test everything

Hey

Tactics: Social analytics

Tactics: Communications analytics

Tactics: Landing page optimization

BEFORE OPTIMIZATION   AFTER OPTIMIZATION

Source: KyleRush.net
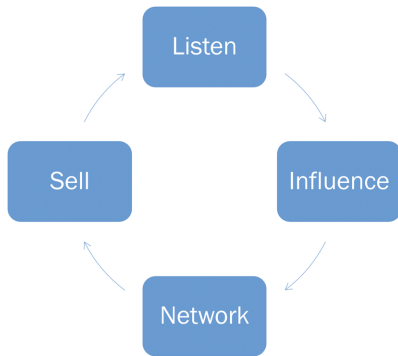
Case Study Summary

Strategies
- Trust ONLY Data
- Separation of Church and State
- Test EVERYTHING

Tactics
- Technology
- Social Analytics
- Communication Analytics
- Optimization (A/B Testing)

The Social Cycle

The Social Media Cycle

```
        Listen
   Sell        Influence
        Network
```

Listen

Goals
- Manage reputation
- Identify policy gaps
- Identify message gaps

Tactics
- Follow topics/issues
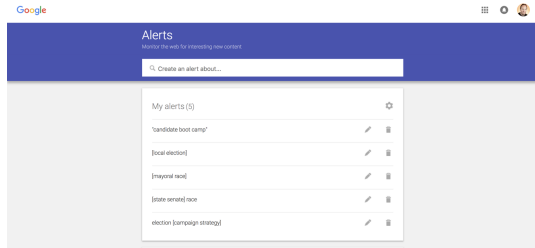- Monitor opponents
- Follow influencers
- Search for mentions

Listen

Tools
- Google Alerts
- Hootsuite

Listen: Google Alerts

google.com/alerts

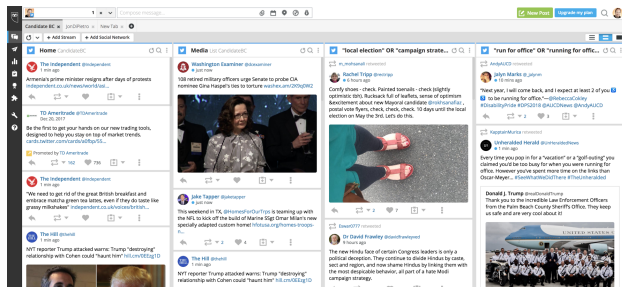## Listen: Google Alerts

Match Types

- Broad
  school board
- Exact Match
  "school board"
- Phrase Match
  [school board]

Operators

- Exclude (-)
  school board –meeting
- Include (+)
  "school board" +meeting
- OR
  "school board" OR "school
  committee"
- Sites (site:)
  "school board"
  site:unionleader.com
- Locations (loc:)
  "school board"
  loc:Manchester, nh

Listen: Hootsuite

Influence: Goals and Tactics

Goals
- Increase engagement
- Drive website traffic
- Increase awareness
- Grow retargeting lists

Tactics
- Optimize your profile(s)
- Share engaging content
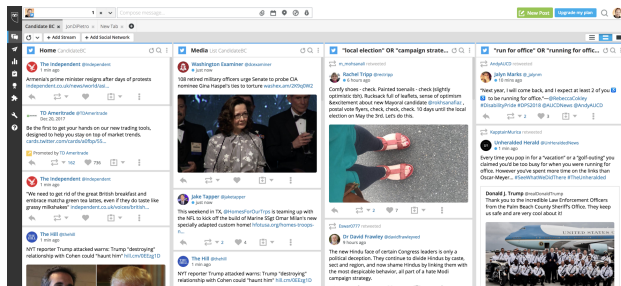- Boost posts

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Networking: Goals and Tactics

Goals
- Earn media mentions
- Develop strategic partnerships

Tactics
- Media outreach
- Create a "Short List"

Listen: Hootsuite

Sell: Goals & Tactics

Goals

- Gain supporters
- Acquire volunteers & donors
- "Upsell"
- Increase activity

Tactics

- Value-first approach
- Follow the Constituent Journey
- Segment messages

Social Cycle Summary

- Listen
  - Manage reputation
  - Identify gaps
- Influence
  - Engagement and awareness
  - Drive traffic (build retargeting lists)
- Network
  - Earn media mentions
  - Develop partnerships
- Sell
  - Gain supporters
 - Acquire donors & volunteers
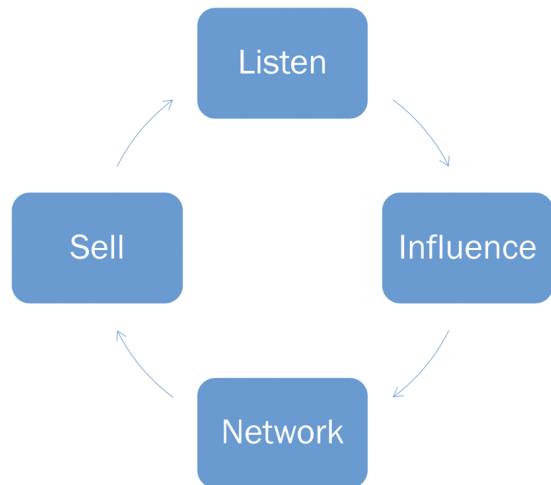
Channel Comparison

Channel	Audience	Half Life	Time Investment	Ad Platform
Facebook	A	B	B	A
YouTube	B	A	B	B
Twitter	B	D	F	B
LinkedIn	D	B	B	D
Medium	F	A	A	-
Instagram	C	C	C	B
Pinterest	D	A	A	D
Snapchat	F	F	D	F

Decision Factors

- Facebook is non-negotiable
- What is your time budget?
  Posting is low-cost. Engaging is high-cost.
- What is your ad budget?
- Where is your audience?
- Where are your friendlies?
- What media will you create?
  Text, pictures, videos

Try not.
Do or do not.
There is no try.
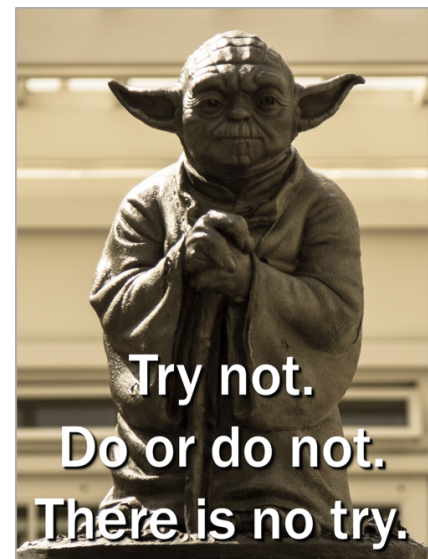
Next Class: Mastering Facebook

- Profiles, Pages, Groups
- Live
- Messenger
- Events
- The News Feed
- Common Mistakes
- Examples

Closed Facebook Group: Digital Activism