



Part 6: Digital Toolbox

Course Outline

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

Today's Agenda

- Cybersecurity
- Management Tools
- Content Tools
- Automation Hacks
- Research & Aggregation

Join the Closed Facebook Group:

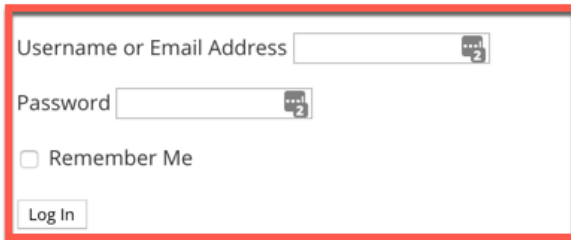
<https://www.facebook.com/groups/digital.activism/>

Online Resources

The slide deck for this session is available online at www.libertydigital.net/digital-activism/

1. Click the “Level One” button in the “Access Your Classroom Materials” section.
2. Click on the module you wish to access from the list.
3. You will need to either log in or register:
 - a. If this is your first time on the site, you will need to register. Begin by entering your authorization code under the Digital Activism Registration section, click “Apply” and then click “Next.” Complete the registration process by entering your name, email, username, and password. You will be redirected to a login screen.
 - b. If you are already registered, you may or may not be logged in. Simply enter your username and password that you created in the registration step.

This content is only available to members. Please log in or register:

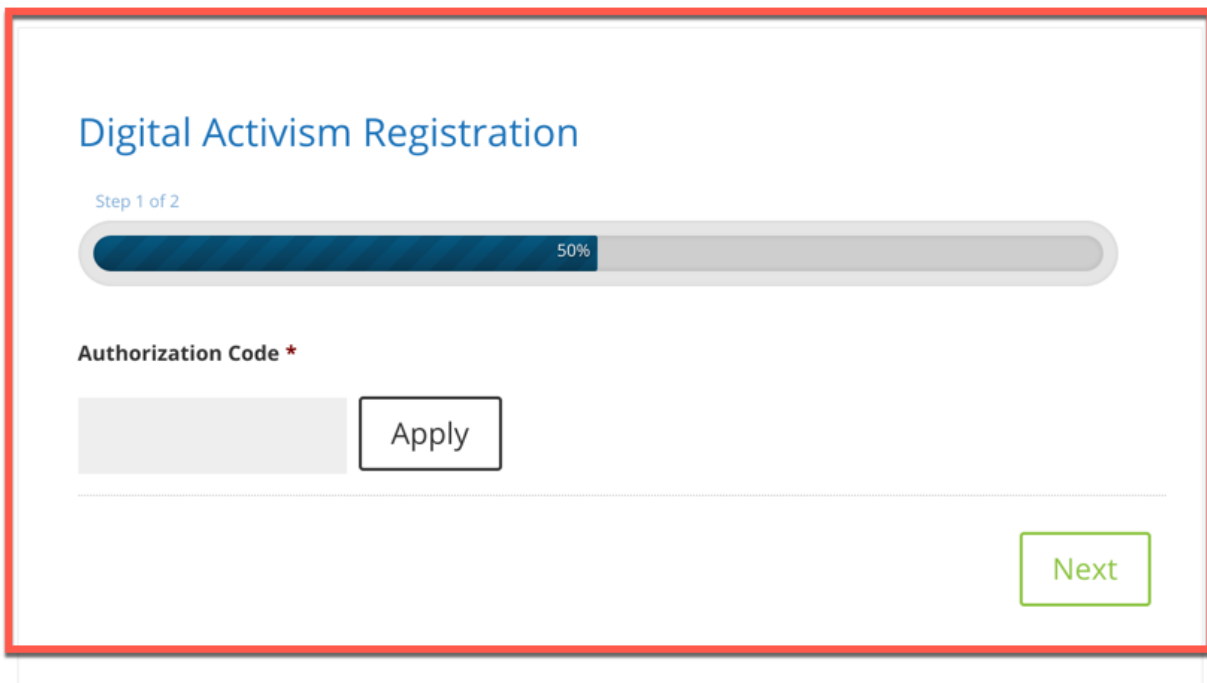


Username or Email Address

Password

Remember Me

If you have an authorization code, you can register for membership using the following form:



Digital Activism Registration

Step 1 of 2

50%

Authorization Code *

Ask Me Anything

The Digital Activism page contains a web form that allows you to ask questions and suggest topics. I'll use these questions to customize upcoming training sessions and/or online webinars and livestreams.

Ask Me Anything

Have a question you need answered in an upcoming class? Want to see something particular demonstrated in a webinar or livestream? Use this form to let me know so I can build it into the program.

Email *

First name Last name

What's your question? *

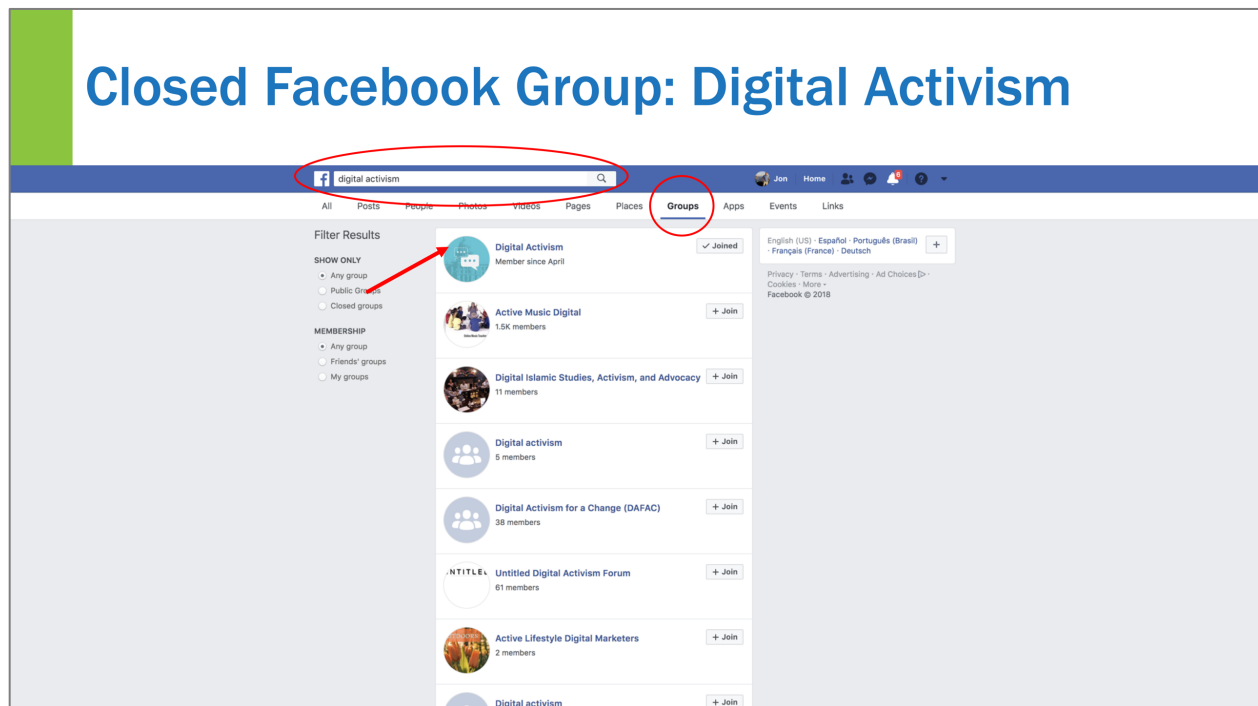
Want to subscribe?
 Yes, let me know when new content is available

Digital Activism Facebook Group

You are invited to join the Candidate Boot Camp Digital Activism closed group on Facebook. We share news and content and there are other members available to share tips and answer questions.

Note: This is a non-partisan group with members from around the world (mostly the U.S.).

1. In the Facebook search bar, type “digital activism”
2. Filter the results by clicking the “Groups” tab on the top
3. Click the “+ Join” button to request admission to the group



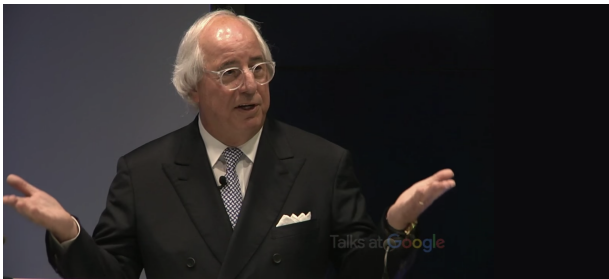
Cybersecurity

Risk: Passwords



- Weak (short, common, guessable)
- Reused
- Shared

Risk: Phishing



“Every forger will tell you, ‘A victim will tell me everything I need to know.’”

Risk: Public Wi-fi



- Man in the middle
- Unencrypted networks
- Malware distribution
- Snooping and sniffing
- Malicious hotspots

Countermeasure: Strong Passwords

~28 BITS OF ENTROPY
 $2^{28} = 3 \text{ DAYS AT } 1000 \text{ GUESSES/SEC}$
 (DISABLED JEREMY USES A WEIRD METHOD: WEB SERVICE HELPS CHOOSE A STRONG WORD TO "PUNCTUATE" AND IT'S NOT WHAT THE MESSAGE USER SHOULD USUALLY ABOUT.)
 DIFFICULTY TO GUESS: EASY
 DIFFICULTY TO REMEMBER: HARD

~44 BITS OF ENTROPY
 $2^{44} = 530 \text{ YEARS AT } 1000 \text{ GUESSES/SEC}$
 DIFFICULTY TO GUESS: HARD
 DIFFICULTY TO REMEMBER: YOU'VE ALREADY MEMORIZED IT

THROUGH 20 YEARS OF EFFORT, WE'VE SUCCESSFULLY TRAINED EVERYONE TO USE PASSWORDS THAT ARE HARD FOR HUMANS TO REMEMBER, BUT EASY FOR COMPUTERS TO GUESS.

Countermeasure: Strong Passwords

- Size matters!
 - XKCD
 - Song lyric method
 - Random generator
- Use password keeper (Lastpass)
- Don't write them down
- Don't share them

Countermeasure: Two-factor Authentication

Stronger security for your Google Account

With 2-Step Verification, you'll protect your account with both your password and your phone

Why you need it | How it works | How it protects you

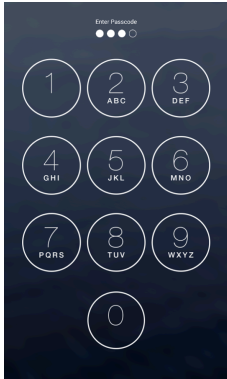
It's easier than you think for someone to steal your password

Any of these common actions could put you at risk of having your password stolen:

- Using the same password on more than one site
- Downloading software from the internet
- Clicking on links in email messages

2-Step Verification can help keep bad guys out, even if they have your password.

Countermeasure: Lock Down Mobile Phone



- Lock it
- Keep it updated
- Enable security features
 - Find my iPhone
 - Android Device Manager
 - Remote wipe
- Avoid public wi-fi

Countermeasure: Situational Awareness

Social Engineering Red Flags

FROM

- I don't recognize the sender's email address as someone I **ordinarily communicate with**.
- This email is from **someone outside my organization and it's not related to my job responsibilities**.
- This email was sent from **someone inside the organization** or from a customer, vendor, or partner and is **very unusual or out of character**.
- Is the sender's email address from a **suspicious domain** (like micorsoft-support.com)?
- I **don't know the sender personally** and they were **not vouched for** by someone I trust.
- I **don't have a business relationship** nor any past communications with the sender.
- This is an **unexpected or unusual email** with an **embedded hyperlink or an attachment** from someone I haven't communicated with recently.

TO

- I was cc'd on an email sent to one or more people, but I **don't personally know** the other people it was sent to.
- I received an email that was also sent to an **unusual mix of people**. For instance, it might be sent to a random group of people at my organization whose last names start with the same letter, or a whole list of unrelated addresses.

HYPERLINKS

- I hover my mouse over a hyperlink that's displayed in the email message, but the **link-to address is for a different website**. (This is a **big red flag**.)
- I received an email that only has **long hyperlinks with no further information**, and the rest of the email is completely blank.
- I received an email with a **hyperlink that is a misspelling** of a known web site. For instance, www.bankofamerica.com — the "m" is really two characters — "r" and "n."

DATE

- Did I receive an email that I normally would get during regular business hours, but it was **sent at an unusual time** like 3 a.m.?

SUBJECT

- Did I get an email with a subject line that is **irrelevant or does not match** the message content?
- Is the email message a reply to something I **never sent or requested**?

ATTACHMENTS

- The sender included an email attachment that I **was not expecting** or that **makes no sense** in relation to the email message. (This sender doesn't ordinarily send me this type of attachment.)
- I see an attachment with a possibly **dangerous file type**. The only file type that is **always safe to click on is a .txt** file.

CONTENT

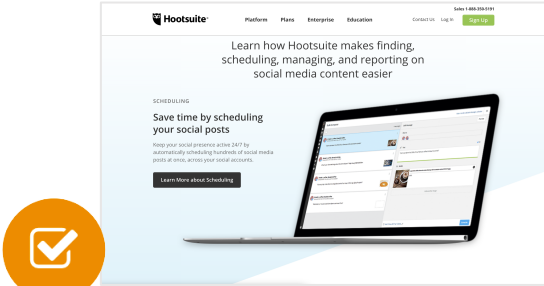
- Is the sender asking me to click on a link or open an attachment to **avoid a negative consequence** or to **gain something of value**?
- Is the email **out of the ordinary**, or does it have **bad grammar or spelling errors**?
- Is the sender asking me to click a link or open up an attachment that **seems odd or illogical**?
- Do I have an **uncomfortable gut feeling** about the sender's request to open an attachment or click a link?
- Is the email asking me to look at a **compromising or embarrassing picture** of myself or someone I know?

© 2017 KnowBe4, LLC. All rights reserved. Other product and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies.

<http://www.phishing.org/what-is-phishing>

Management Tools

Hootsuite – Social Media Management



Must-Have

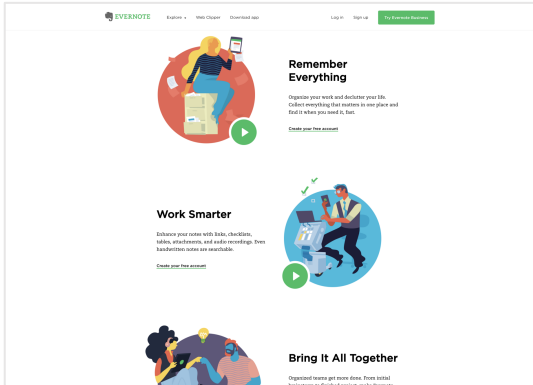
Why:
Access multiple social media accounts in one place. Great tool for listening and engaging.

How:
Web and App

Cost:
Free, \$19/month

Where:
www.hootsuite.com

Evernote – Remember Everything



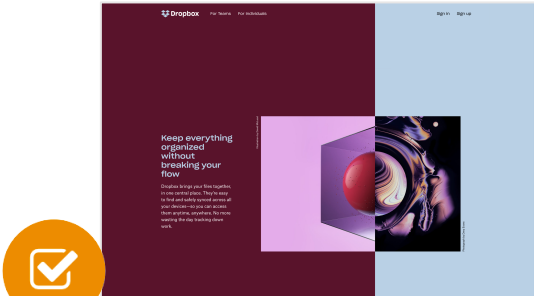
Why:
Collect, organize, and recall text, pictures, articles, notes, etc.

How:
Web and App

Cost:
Free, \$69.99/year

Where:
evernote.com

Dropbox – File Sharing



Must-Have

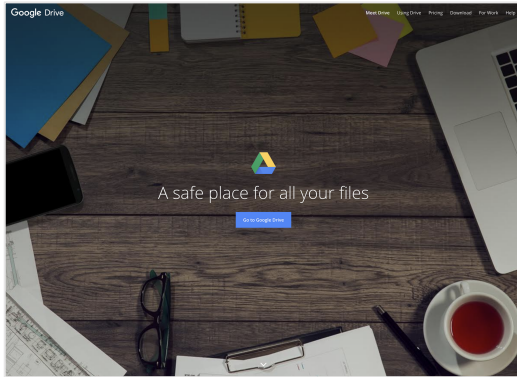
Why:
Share files (e.g. photos, videos) with your team.

How:
Web, Desktop and App

Cost:
Free, \$9.99/month

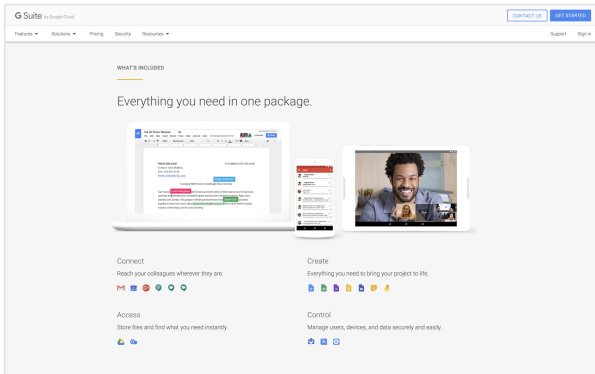
Where:
www.dropbox.com

Google Drive – File Sharing



Why:
Share files with your team.
How:
Web, Desktop and App
Cost:
Free
Where:
www.google.com/drive

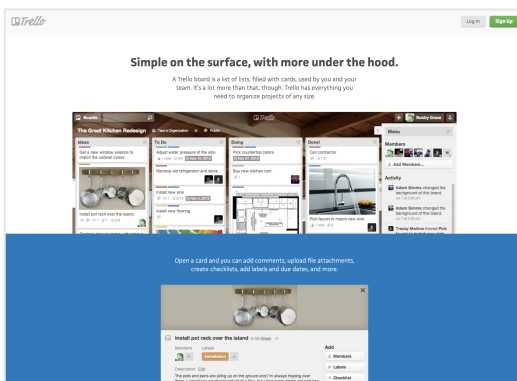
Google G Suite – Collaboration



Why:
Collaborate with your team.
How:
Web, Desktop and App
Cost:
\$5/month/user
Where:
gsuite.google.com

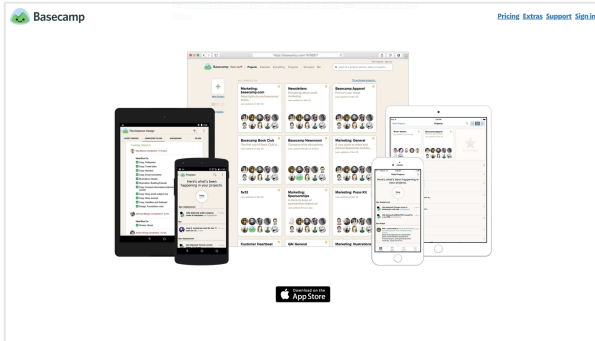
Check out **Google for Nonprofits**

Trello – Collaboration



Why:
Collaborate with your team.
How:
Web, Desktop and App
Cost:
Free, \$9.99/month
Where:
trello.com

Basecamp – Collaboration/Project Management



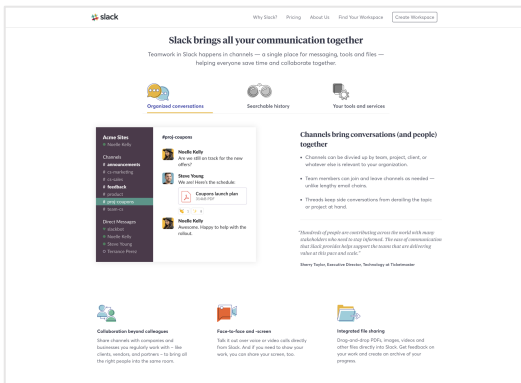
Why:
Collaborate with your team and manage tasks.

How:
Web, Desktop and App

Cost:
\$20/month

Where:
basecamp.com/2

Slack - Communication



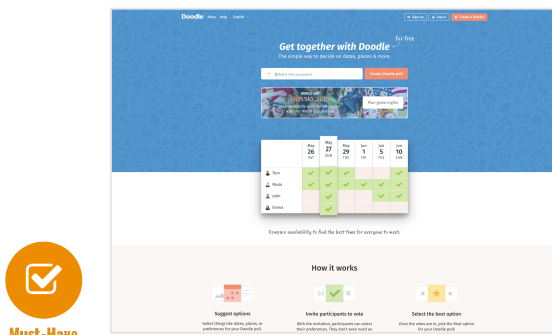
Why:
Collaborate & communicate with your team.

How:
Web, Desktop and App

Cost:
Free

Where:
slack.com

Doodle - Scheduling



Why:
Schedule events, meetings, etc. with your team.

How:
Web and App

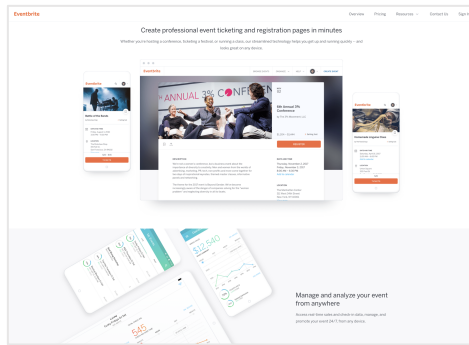
Cost:
Free

Where:
doodle.com

Eventbrite – Event Management



Must-Have



Why:
Manage event registrations.
How:
Web
Cost:
Free
Where:
www.eventbrite.com

Flashback: Twitter Tools



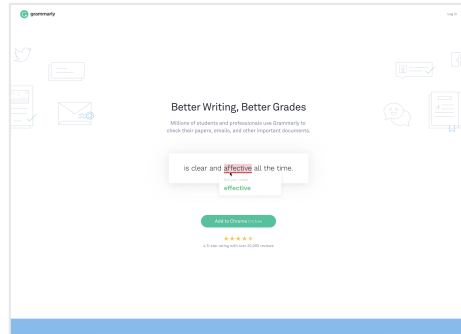
Tweetdeck
Commun.it
SocialRank
Followerwonk

Content Tools

Grammarly – Spell & Grammar Check



Must-Have



Why:

Reduce typos and grammar mistakes.

How:

Web

Cost:

Free

Where:

www.grammarly.com

Canva – Creative (Graphics)



Why:

Spice up your social media posts.

How:

Web and App

Cost:

Free, \$12.95/month/user

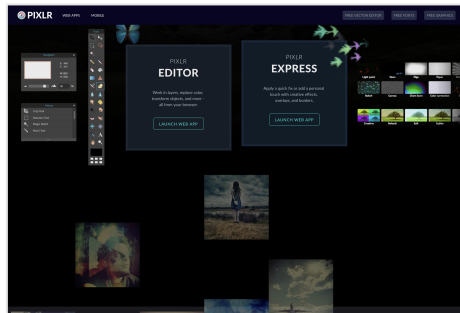
Where:

www.canva.com

Pixlr – Creative (Graphics)



Must-Have



Why:

Easily create sophisticated images.

How:

Web and App

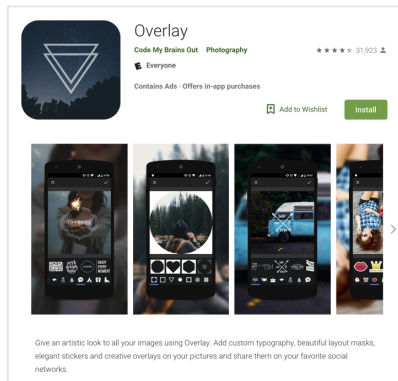
Cost:

Free

Where:

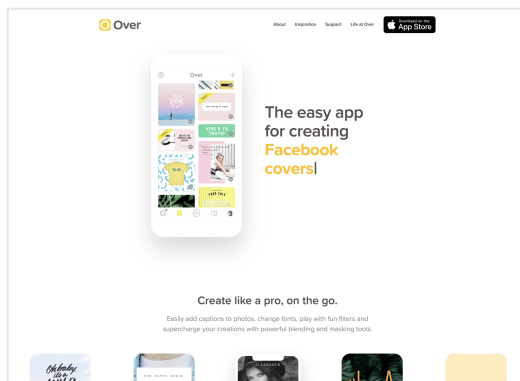
pixlr.com

Overlay – Creative (Graphics)



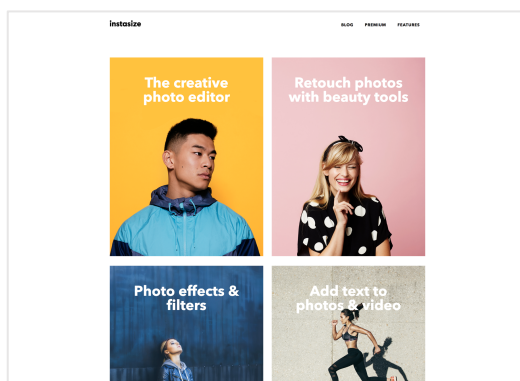
Why:
Add artistic effects to your pictures.
How:
App
Cost:
Free
Where:
App Stores

Over – Creative (Graphics)



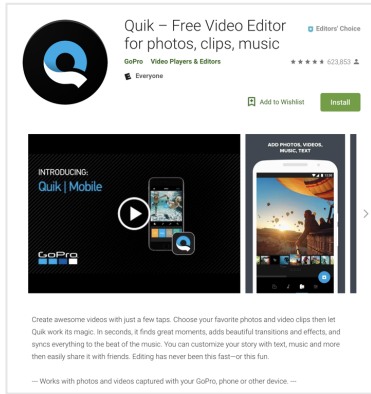
Why:
Quickly and easily create professional-looking graphics.
How:
App
Cost:
Free
Where:
Apple Store (only)

Instasize – Creative (Graphics)



Why:
Quickly and easily create professional-looking graphics.
How:
App
Cost:
Free
Where:
App Stores

Quik – Creative (Video)



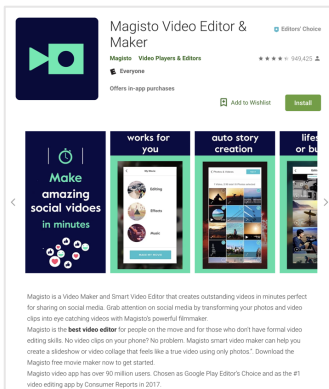
Why:
Quickly and easily create stunning videos.

How:
App

Cost:
Free

Where:
App Stores

Magisto – Creative (Video)



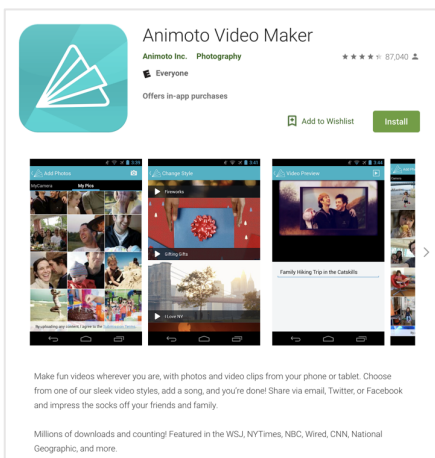
Why:
Easily create impressive videos.

How:
App

Cost:
Free

Where:
App Stores

Animoto – Creative (Video)



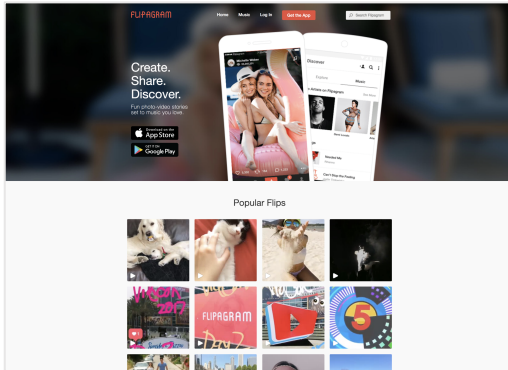
Why:
Easily create impressive videos.

How:
App

Cost:
Free

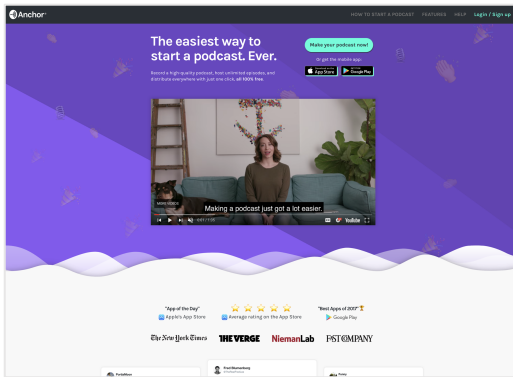
Where:
App Stores

Vigo Video – Creative (Video)



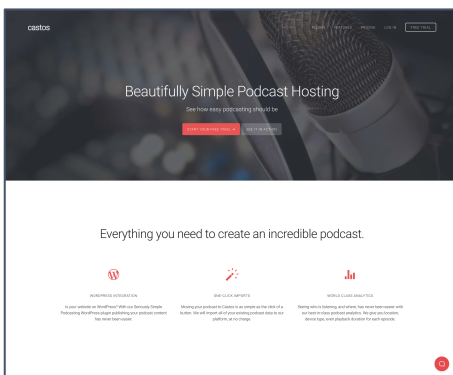
Why:
Easily create videos set to music.
How:
App
Cost:
Free
Where:
App Stores

Anchor – Podcasting



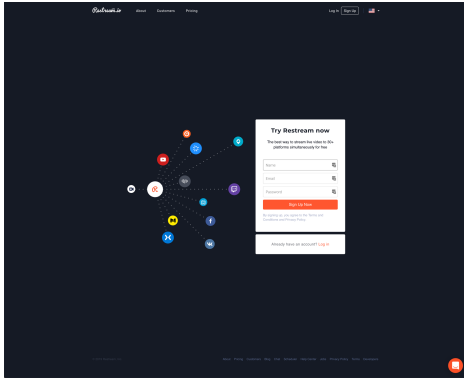
Why:
Easily create and syndicate podcast audio and video.
How:
Web and App
Cost:
Free
Where:
App Stores

Castos – Podcast Hosting



Why:
Powerful syndication of podcast audio and video.
How:
Web
Cost:
\$19/month and up
Where:
Castos.com

Restream – Video Streaming



Why:

Stream video to multiple platforms at the same time.

How:

Web

Cost:

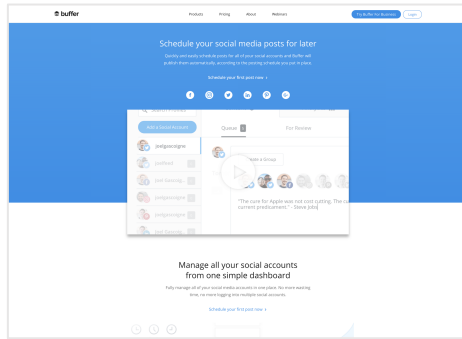
Free, \$16/month

Where:

Restream.io

Automation

Buffer – Social Media Scheduling



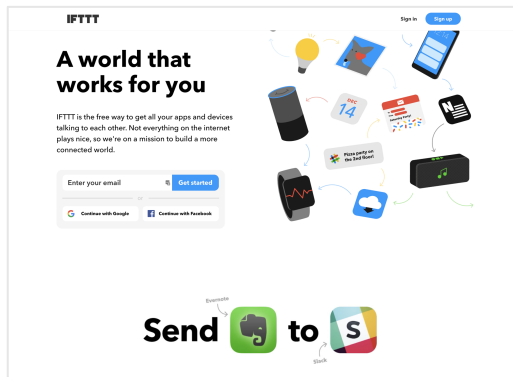
Why:
Post and schedule updates to multiple accounts.

How:
Web and App

Cost:
Free, \$15/month

Where:
buffer.com

IFTTT – It’s Hard to Explain!



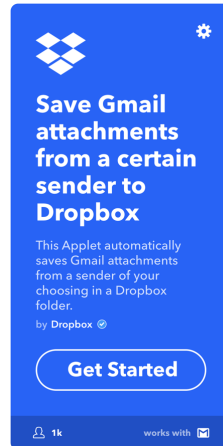
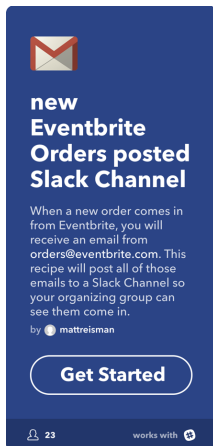
Why:
Automate tasks and save time.

How:
Web and App

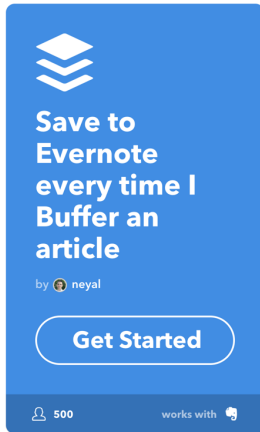
Cost:
Free

Where:
ifttt.com

IFTTT - Examples



IFTTT - Examples

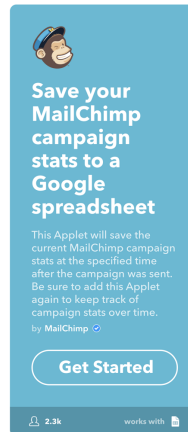


Save to Evernote every time I Buffer an article

by [neyal](#)

[Get Started](#)

500 works with



Save your MailChimp campaign stats to a Google spreadsheet

This Applet will save the current MailChimp campaign stats at the specified time after the campaign was sent. Be sure to add this Applet again to keep track of campaign stats over time.

by [MailChimp](#)

[Get Started](#)

2.3k works with

IFTTT - Examples



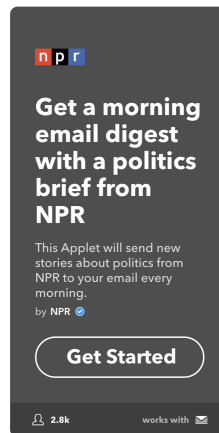
Get a weekly email digest of politics coverage from Pew Research

Pew covers partisan identification, trust in governments and much more. Get a Friday email digest of their latest research and analysis.

by [IFTTT](#)

[Get Started](#)

68 works with



Get a morning email digest with a politics brief from NPR

This Applet will send new stories about politics from NPR to your email every morning.

by [NPR](#)

[Get Started](#)

2.8k works with

IFTTT - Examples



Save tweets featuring specific content to a spreadsheet

Keep a database of tweets that might interest you. Just enter the hashtag, term, or phrase you want to search for and new tweets that include it will be saved in a Google spreadsheet. For best results, be specific!

by [Google](#)

[Get Started](#)

2.5k works with



Back up photos you're tagged in on Facebook to an iOS Photos album

Automatically download new Facebook photos that you are tagged in to an album on your iPhone or iPad.

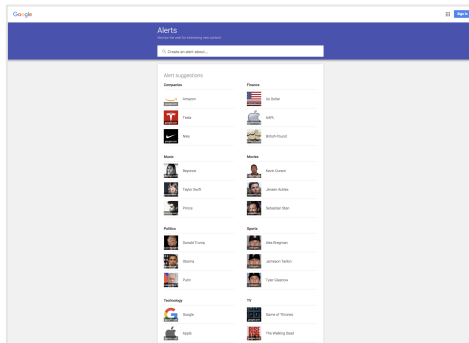
by [Facebook](#)

[Get Started](#)

190k works with

Research & Aggregation

Google Alerts



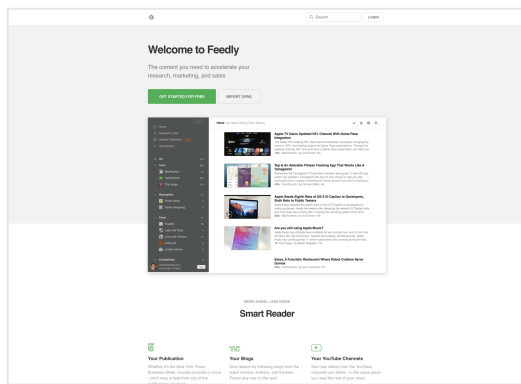
Why:
Receive alerts about your campaign and news topics.

How:
Web

Cost:
Free

Where:
google.com/alerts

Feedly



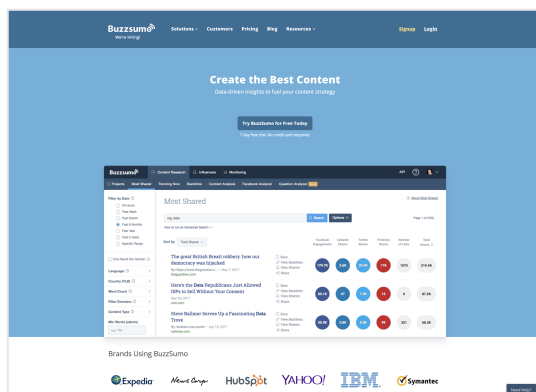
Why:
Scan news & info and easily share to social media.

How:
Web and App

Cost:
Free

Where:
feedly.com

Buzz Sumo



Why:
Find most shared content and online influencers.

How:
Web and App

Cost:
Free

Where:
feedly.com

“Must-Have” Toolkit

Tool	What	Where	How Much
Hootsuite	Social Media Management	Web, App	Free, \$19/month
Dropbox	File Sharing	Web, Desktop, App	Free, \$9.99/month
Doodle	Scheduling	Web, App	Free
Eventbrite	Event Management	Web	Free
Grammarly	Spell & Grammar Check	Web	Free
Pixlr (Overlay, Over)	Graphics	App	Free
Quik (Magisto, Animoto)	Videos	App	Free
Buffer	Social Media Scheduling	Web, App	Free, \$15/month
Google Alerts	Research	Web	Free