



Level 2: Introduction

Course Outline

- Introduction
- Mastering Facebook
- (More) Advertising on Facebook
- Mastering Twitter
- Mastering Content
- Master Class

Today's Agenda

- Level One Review
- Lessons from Sun Tzu
- The Constituent's Journey
- Q&A

Join the Closed Facebook Group:

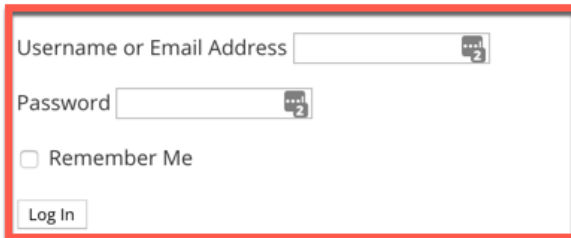
<https://www.facebook.com/groups/digital.activism/>

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:

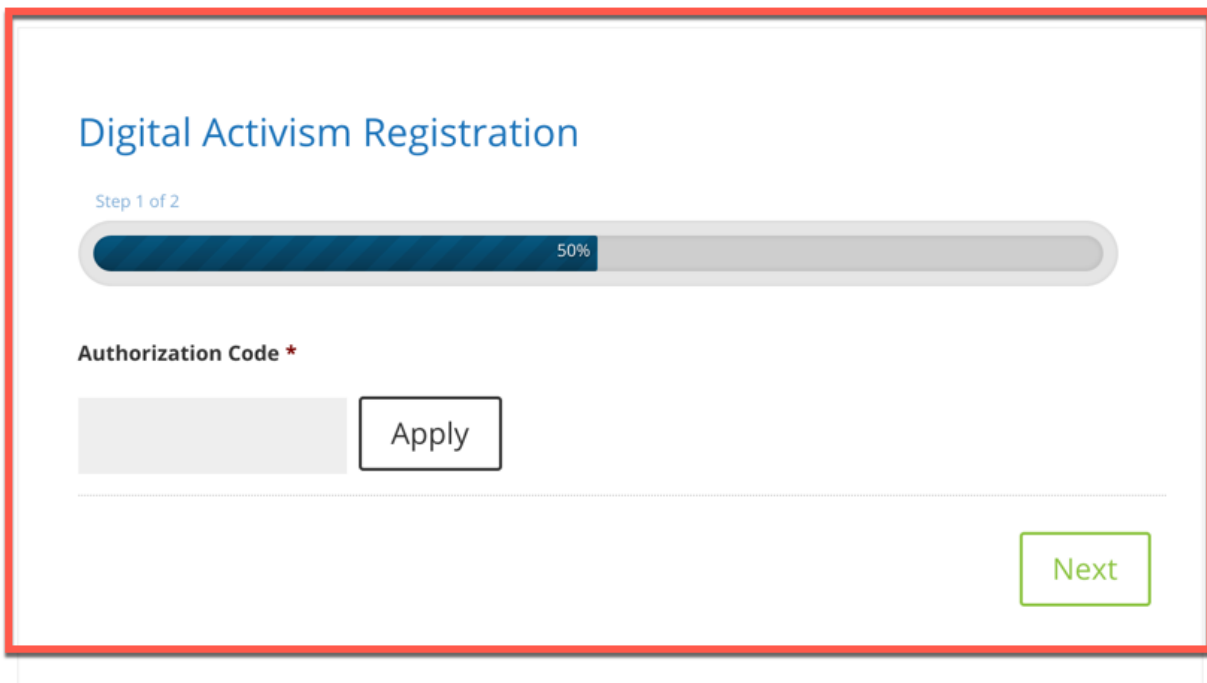


Username or Email Address

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? *

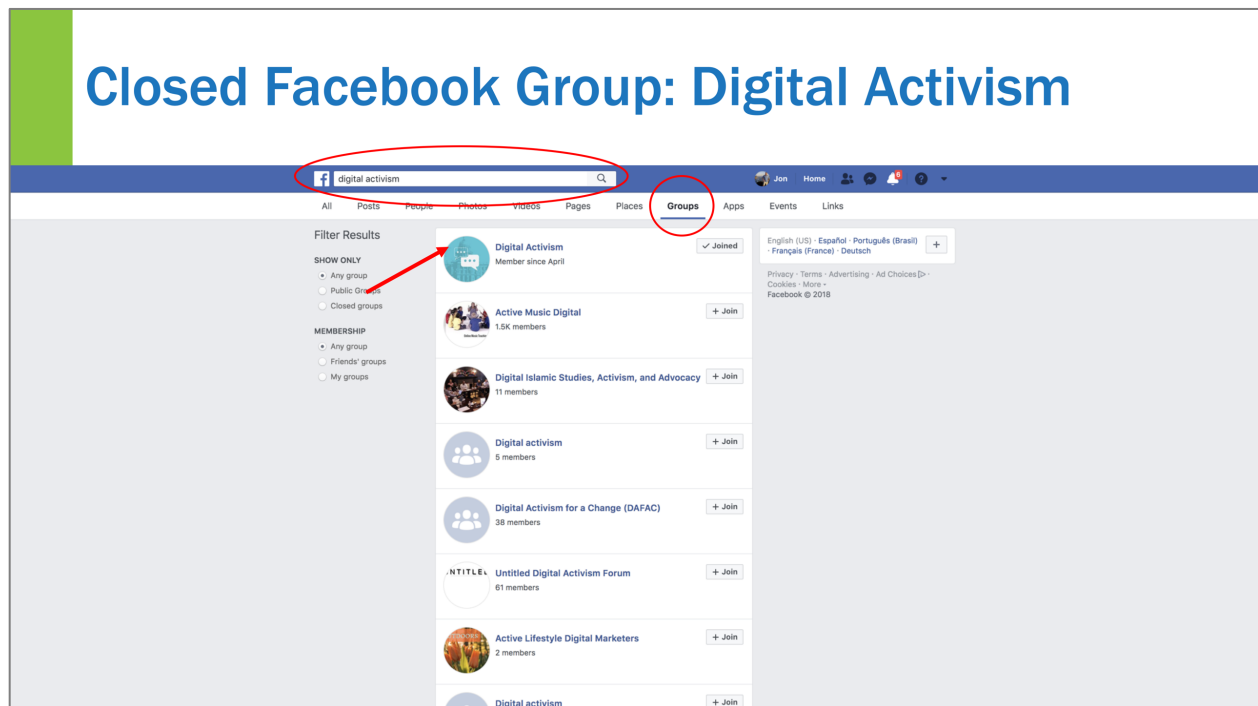
Want to subscribe?
 Yes, let me know when new content is available

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



Review

Get Your Mind Right

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: Inside the Cave

engagedc.com/inside-the-cave

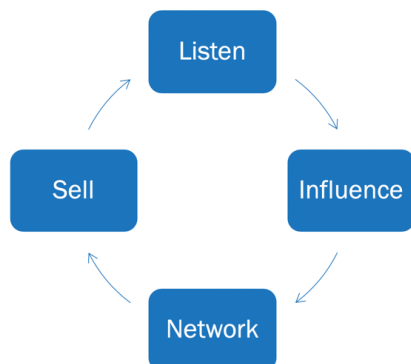
Strategies:

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

Tactics:

- Technology
- Social analytics
- Communication analytics
- Optimization (A/B testing)

The Social Cycle



Lessons from Sun Tzu

Tactics without strategy is the noise before defeat.
Strategy without tactics is the slowest route to
victory.



In war, numbers alone confer no advantage.
Do not advance relying on sheer military power.



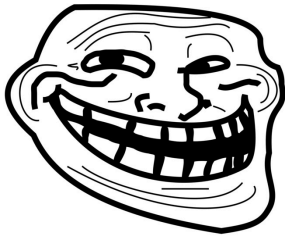
Let your plans be as dark as night –
then strike like a thunderbolt.



Put the army in the face of death where there is no escape, and they will not flee or be afraid – there is nothing they cannot achieve.



It is essential to seek out enemy agents who have spy against you, and bribe them to serve you.



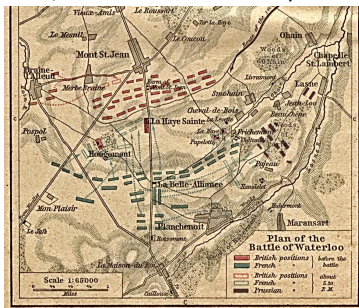
When a falcon's strike breaks the body of its prey, it is because of timing. When torrential water tosses boulders, it is because of momentum.



It is essential for victory that generals are unconstrained by their leaders.



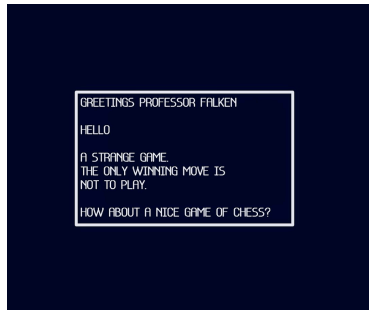
The winning army realizes the conditions for victory first, then fights. The losing army fights first, then seeks victory.



Move only when you see an advantage and there is something to gain. Only fight if a position is critical.

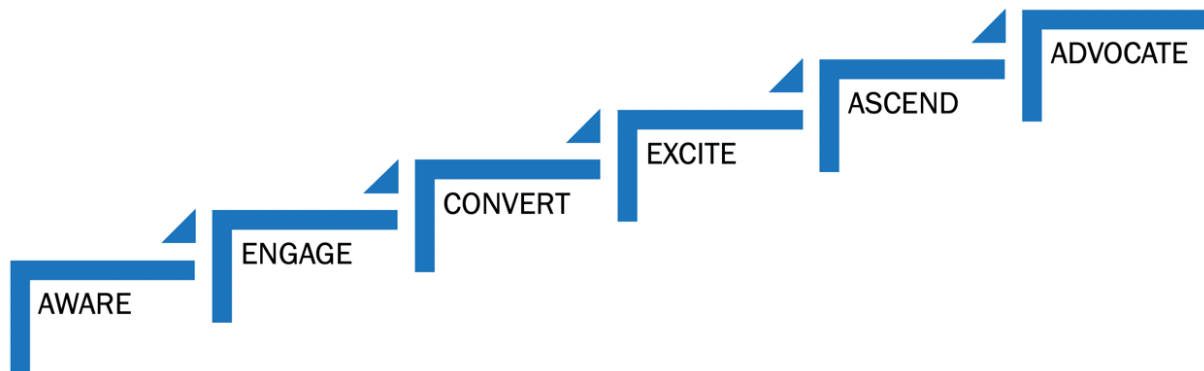


There are some armies that should not be fought – some ground that should not be contested.

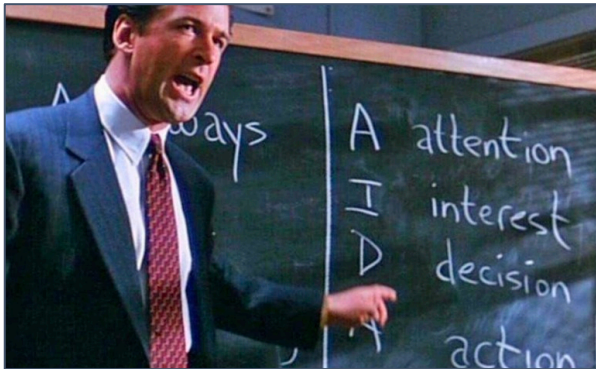


The Constituent's Journey

Overview



What About AIDA?



Constituent Journey: Awareness

Free

- Search engines (organic)
- Social media (organic)
- Email (personal)

Paid

- Search engines (ads)
- Social media (ads)
- Email (lists)

Constituent Journey: Engagement

“Flirting”

- Policy priorities
- Constituent concerns
- Build trust

Goal: Generate a two-way conversation.

Constituent Journey: Conversion

The “First Date”

- Attend a campaign event
- Subscribe to newsletter
- Follow on social media

Goal: Convince them to take a small, first step.

Constituent Journey: Excitement

“Courtship”

- Maintain and build interest
- Reveal more
- Dressed rehearsal

Goal: Make a good first impression and build interest.

Constituent Journey: Ascension

“Commitment”

- Supporter
- Donor
- Volunteer

Goal: Seal the deal and grow the relationship.

Constituent Journey: Advocacy

“Partnership”

- Public advocate
- Share workload
- Surrogate

Constituent Journey: Summary

Constituent Stage	Social Cycle	Call(s) to Action	Ad Set Audience(s)
Awareness	Listen	Read this article Watch this video	Affinity/Saved Lookalike
	Engage	Read this article Watch this video	Affinity/Saved Lookalike
Engagement	Engage	Like, Share, Comment	Affinity/Saved, Lookalike Retargeting Fans
Conversion	Engage	Join Me Subscribe Sign Up	Custom Retargeting Fans
Excitement	Network	Learn More Tell Me What You Think	Custom Retargeting Fans
Ascension	Sell	Vote for me Donate Volunteer	Custom Retargeting
Advocacy	Sell	Share my message Host a house party or event	Custom Retargeting

Campaign Timeline

