



Part 5: Content Essentials

Course Outline

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

Today's Agenda

- Overview
- Persuasion Techniques
- Words
- Visuals
- Reading List
- Q&A

Join the Closed Facebook Group:

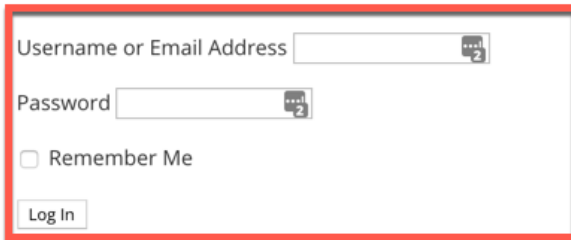
<https://www.facebook.com/groups/digital.activism/>

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:

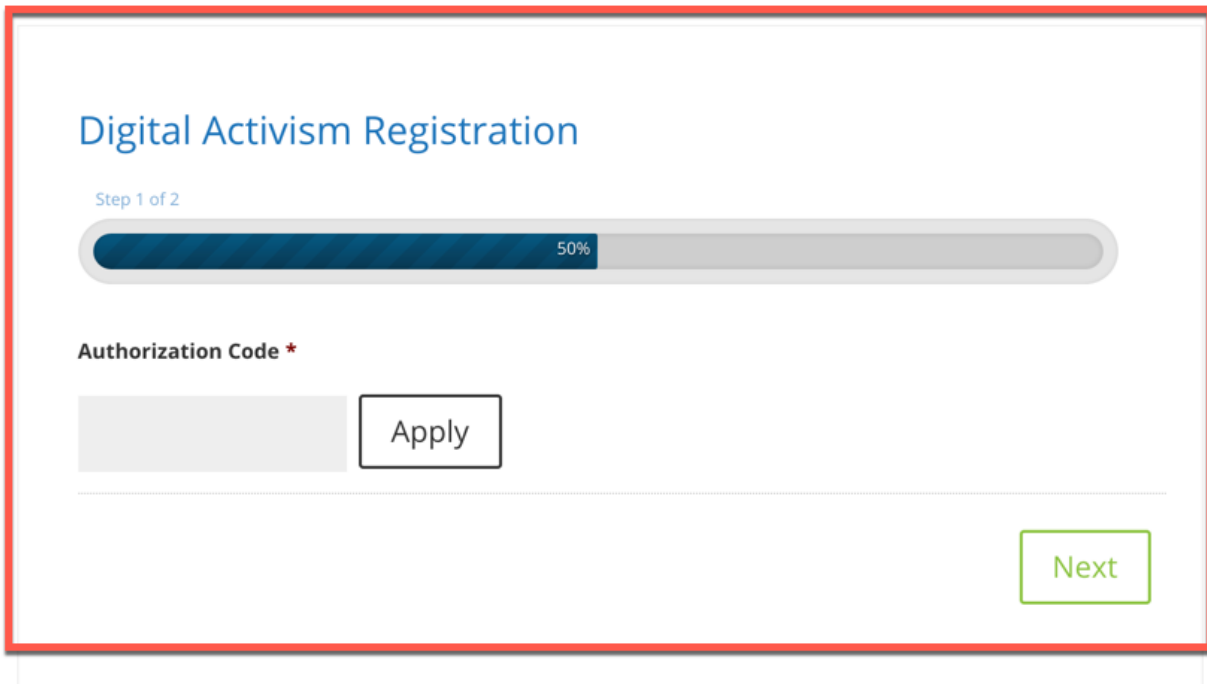


Username or Email Address

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

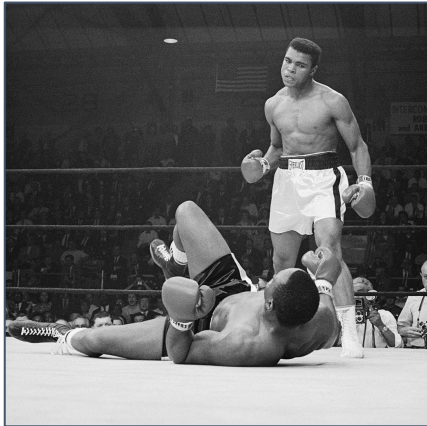
Closed Facebook Group: Digital Activism

The screenshot shows the Facebook search interface. The search bar at the top contains the text "digital activism". Below the search bar, the "Groups" tab is selected and circled in red. A list of search results is displayed, with the first result, "Digital Activism", circled in red and a red arrow pointing to its "Join" button. The list includes:

- Digital Activism (Member since April) - [Join]
- Active Music Digital (15K members) - [Join]
- Digital Islamic Studies, Activism, and Advocacy (11 members) - [Join]
- Digital activism (5 members) - [Join]
- Digital Activism for a Change (DAFAC) (38 members) - [Join]
- Untitled Digital Activism Forum (61 members) - [Join]
- Active Lifestyle Digital Marketers (2 members) - [Join]
- Digital activism - [Join]

Overview

Who Do You Want to Be?



https://www.ted.com/talks/derek_sivers_how_to_start_a_movement



What Is "Good Content?"



Educates
Entertains
Inspires

Persuasion Techniques

Scott Adams



- Humans are “moist robots.” We can be programmed.
- Humans hate uncertainty. Use framing to create contrast.
- Humans decide with emotions. People will forget your facts but remember how you made them feel.
- Humans crave dopamine. Use surprise to violate expectations and create memories.
- Humans are visual. Use pictures.

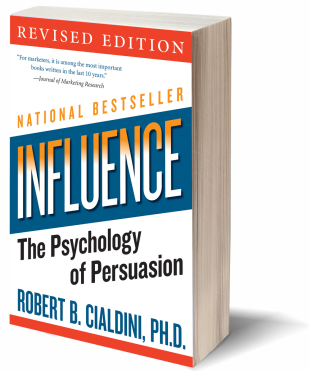
The Persuasion Stack



Robert Cialdini

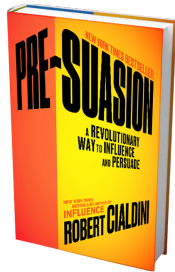


Influence



- Reciprocity
- Scarcity
- Authority
- Consistency
- Liking
- Consensus

Pre-suasion



- Capture Attention
 - Sex appeal
 - Threatening
 - Different
 - Self-relevant
 - Unfinished
 - Mysterious
- Rapport: Liking and Reciprocity
- Convince: Authority and Social Proof
- Motivate: Consistency and Scarcity

Pitchmen



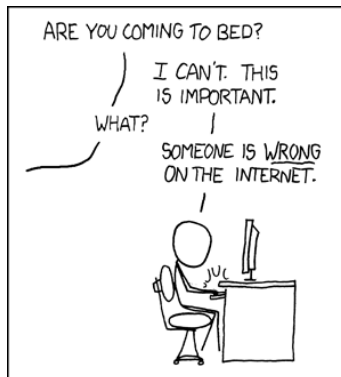
Billy Mays and Anthony Sullivan

One Sentence Persuasion Course

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies.

www.blairwarren.com/one-sentence-persuasion/

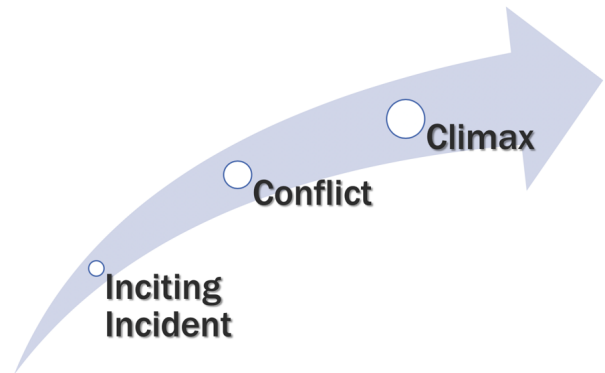
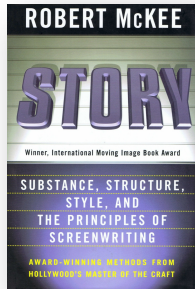
"Arguing"



- High ground maneuver
- Socratic method
- Logical fallacies
- Avoid the hypocrisy accusation

Words

Storytelling



Public Narrative

Story of Self – Why me?

Story of Us – Why are we called?

Story of Now – Why now?

Design Principles: Restraint

@billshander I have, but I hate the interface & after initial coolness wore off, felt too limiting. Great for "quick strike" presos, though.



JonDiPietro
Jon DiPietro

Design Principles: Simplicity



Design Principles: Contrast



Visuals

Simplicity and Restraint



C.R.A.P.

Contrast
Repetition
Alignment
Proximity

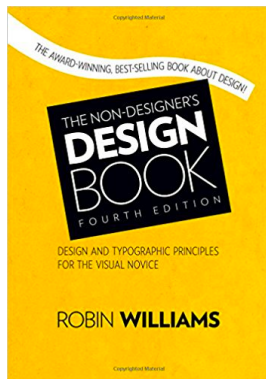
Contrast



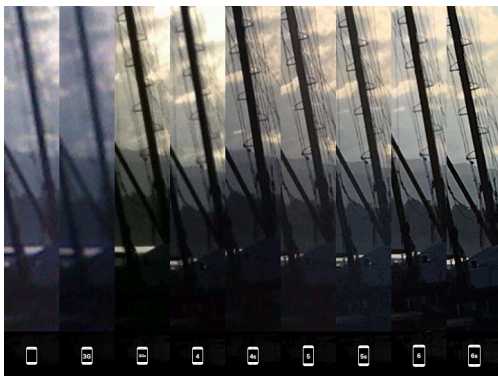
Rule of Thirds



Book Recommendation (DIY Palm Cards)



Smartphones



Photography Tips

- Learn the settings
- Use high resolution
- Don't use the front camera
- Use a camera replacement app
- Avoid using the flash
- Pay attention to lighting
- Don't zoom, crop
- Take care of the lens

Videography Tips

- Use external microphones
- Pay attention to lighting
- Use a tripod

Mas Imágenes!



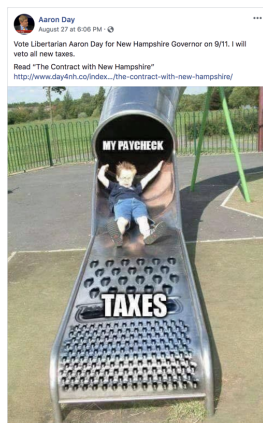
- ALWAYS include a picture
- Preferably people and pets
- Include constituents
- SMILE

Engagement



- Ask for the sale!
- Ask questions
- Be controversial

Humor and Memes



- Make sure it's funny
- Don't overthink it
- Browse and/or roll your own at memegenerator.net

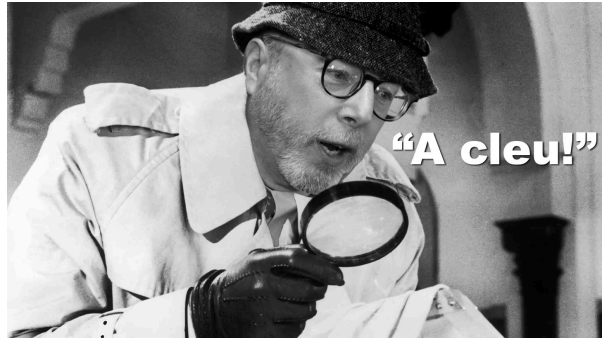
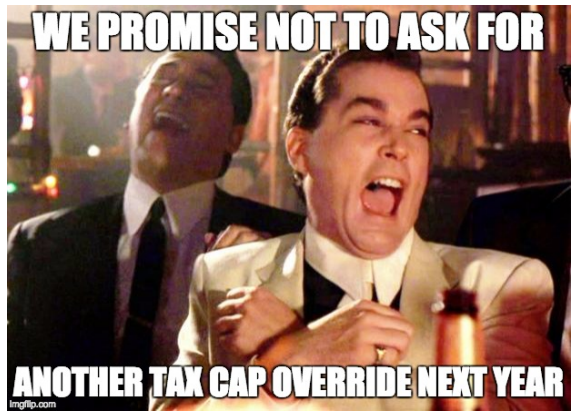
Memes



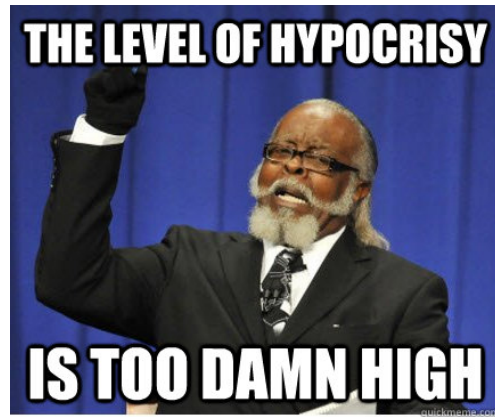
Memes



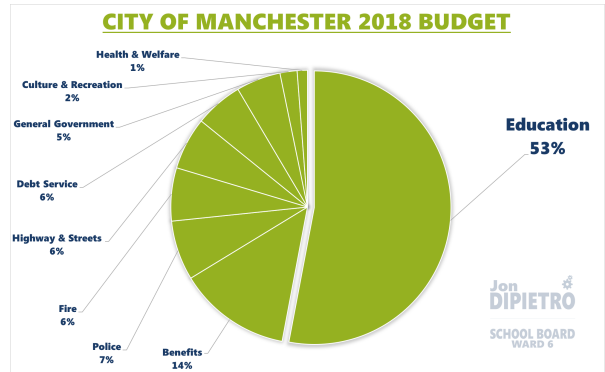
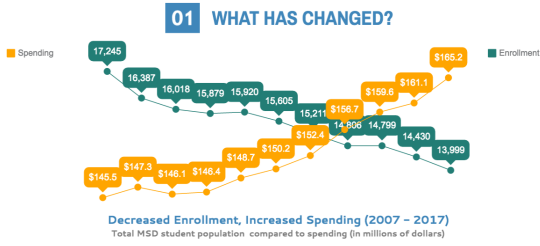
Memes



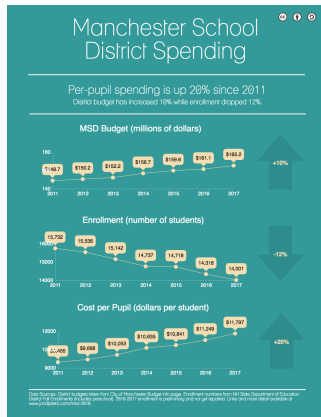
Memes to Avoid



Graphics (Exceptions to “Facts Don’t Matter”)



Infographics



Piktochart.com
Canva.com
Vennage.com

Reading List

Persuasion

- Robert Cialdini
 - Influence: The Psychology of Persuasion
 - **Pre-Suasion: A Revolutionary Way to Influence and Persuade**
- Dale Carnegie
 - How to Win Friends & Influence People
- Marshall Ganz
 - Public Narrative Guide
- Scott Adams
 - **Win Bigly: Persuasion in a World Where Facts Don't Matter**

Creativity & Design

- Chip Heath & Dan Heath
 - Made to Stick
- Robin Williams
 - **The Non-Designer's Design Book**
- Garr Reynolds
 - Presentation Zen
- Austin Kleon
 - Steal Like an Artist
- Clay Shirky
 - Here Comes Everybody

Writing

- Seth Godin
 - All Marketers Are Liars
- Carmine Gallo
 - The Presentation Secrets of Steve Jobs
- Nick Morgan
 - **Give Your Speech, Change the World**
- Robert McKee
 - Story
- Francis Flaherty
 - The Elements of Story