LIBERTY DIGITAL

DIGITAL ACTIVISM

Level 2: Mastering Content

Course Outline

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

Today's Agenda

- Level One Review
- Using Email Providers
- Content Creation
  - Blogging
  - Images
  - Slideshows
  - Videos
- 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:
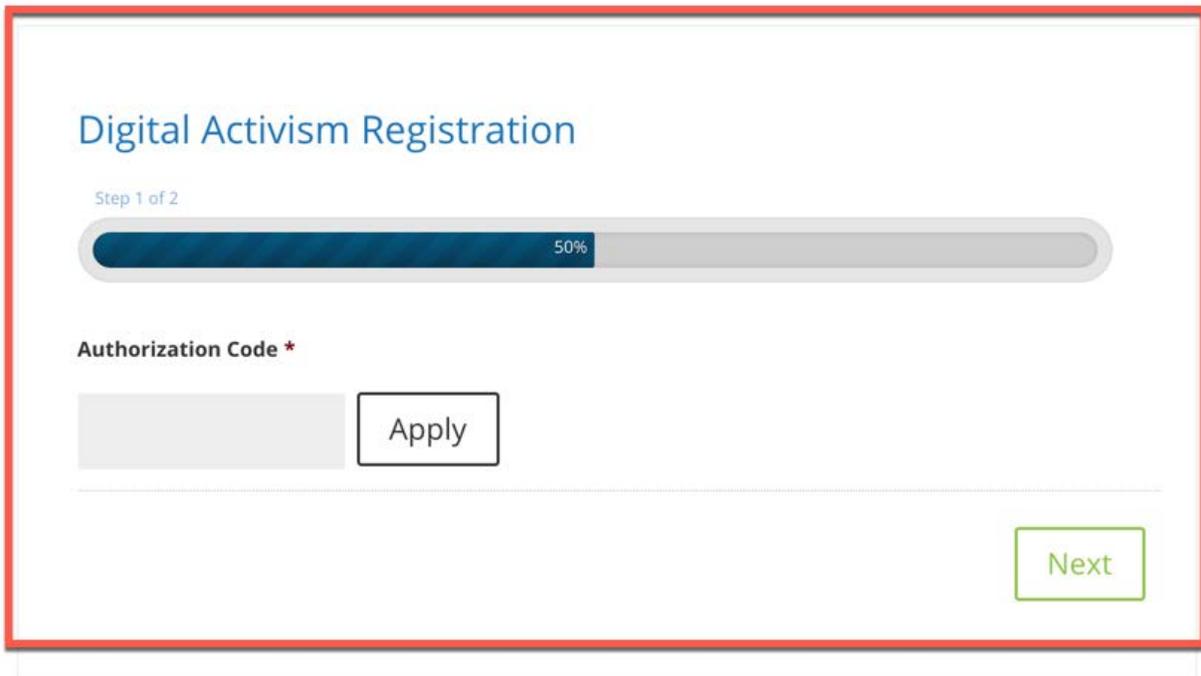
Username or Email Address [   ]

Password [   ]

☐ Remember Me

[Log In]

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 *

[   ] [Apply]

[Next]

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

Submit

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
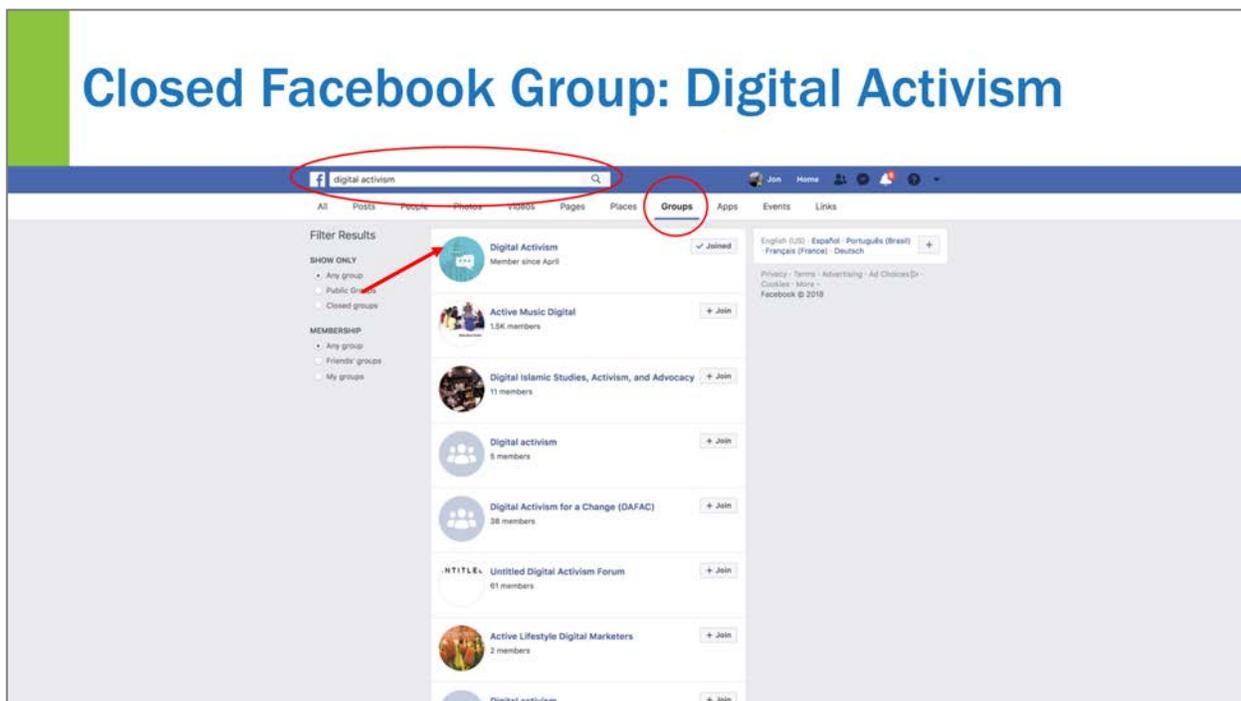
Review

Good Content

Educates
Entertains
Inspires

Scot Adams Principles

- 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.

Cialdini – Influence & Presuasion

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

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

Motivate: Consistency and Scarcity

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.

Storytelling
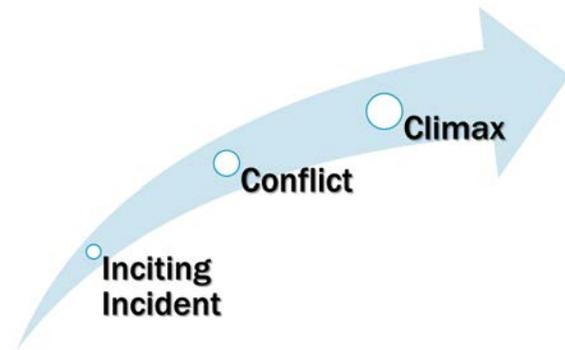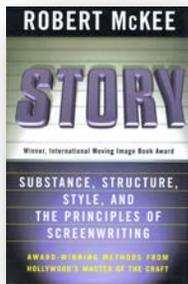
Public Narrative

Story of Self – Why me?
Story of Us – Why are we called?
Story of Now – Why now?

Simplicity and Restraint

C.R.A.P.

Contrast
Repetition
Alignment
Proximity

Email

Email Tools
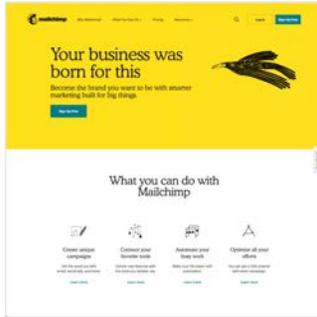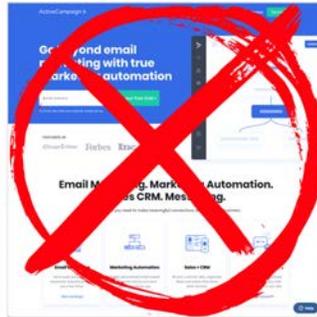
Mailchimp   ActiveCampaign   Constant Contact

Lists

- Contains contacts
- Use one segmented list
- Has signup forms
- Manages unsubscribes
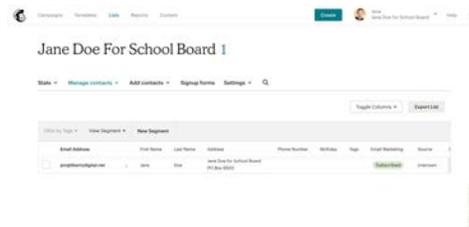
Tags (segments)

- Describe a contact
- Segment your list
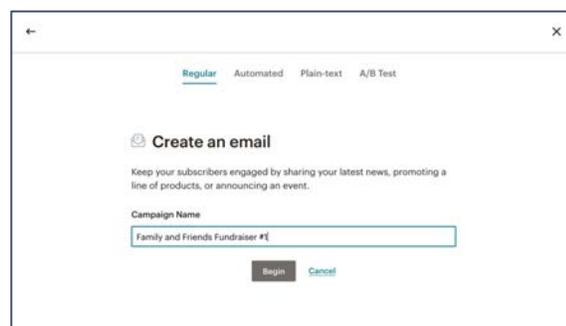
Campaigns

- Start with "who"
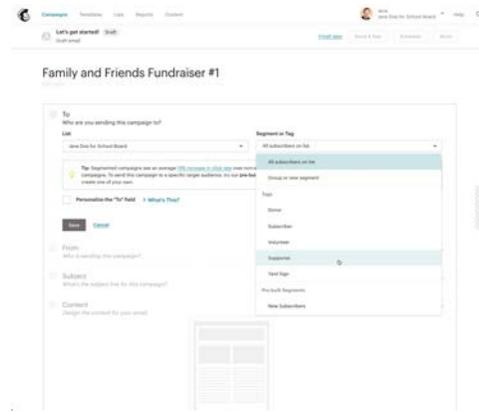
Camapaigns

- Start with "who"
- Create a killer subject line
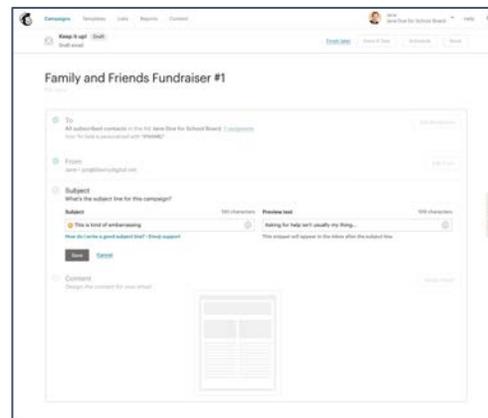
Campaigns

- Start with "who"
- Create a killer subject line
- Write the content
  (ALWAYS SEND A TEST EMAIL)
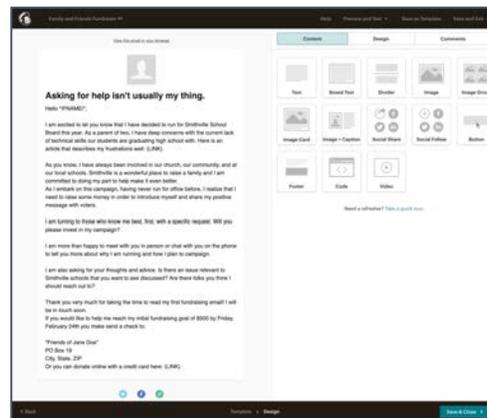
Campaigns

- Start with "who"
- Create a killer subject line
- Write the content
  (ALWAYS SEND A TEST EMAIL)
- Schedule or Send

Automations

- Automatic email sequences
- Welcome subscribers
- Respond to tags
- Share blog posts
- Retarget site visitors

Content: Blogging

- Why?
    - Communication tool
    - Search engine optimization
    - Gather intelligence
    - Cross-promote

- How?
    - WordPress website
    - Plan
        - J-curves

- How?
    - WordPress website
    - Plan
        - J-curves
        - Always Be Collecting
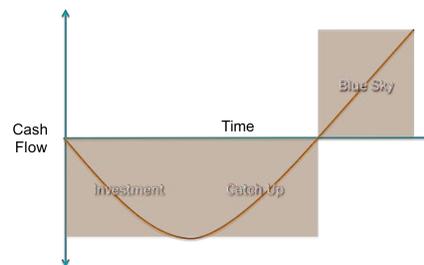
Always Be Collecting

- How?
  - WordPress website
  - Plan
    - J-curves
    - Always Be Collecting "Banking"

David Lee Roth on "Banking" – The Joe Rogan Experience Episode #1256

https://www.youtube.com/watch?v=51wt6YAmzeY

- How?
  - WordPress website
  - Plan
  - Publish
  - Promote

What?

- Inform
  - Issues
  - Legislation
  - Events
- Inspire
  - Create a vision
- Entertain
  - Memes
  - Candid pictures and videos
  - Self-deprecating humor

Tools: Buzzsumo

Research content
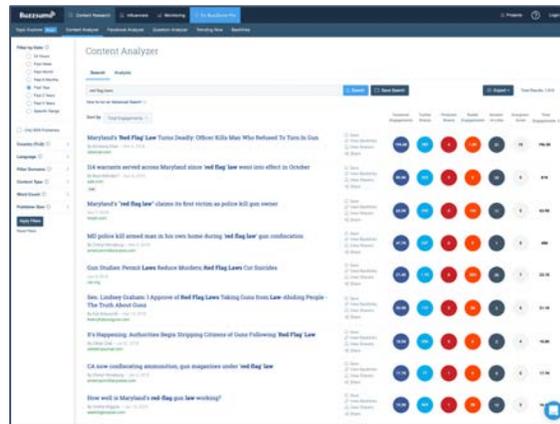
Tools: Buzzsumo

Identify Influencers
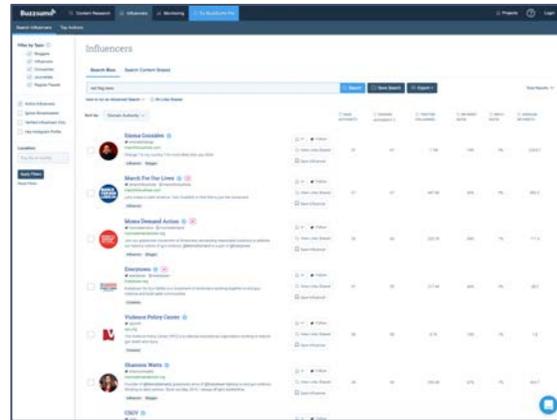
Ubersuggest

- Keyword research
  - Volume
  - Difficulty
  - Cost
    Trend
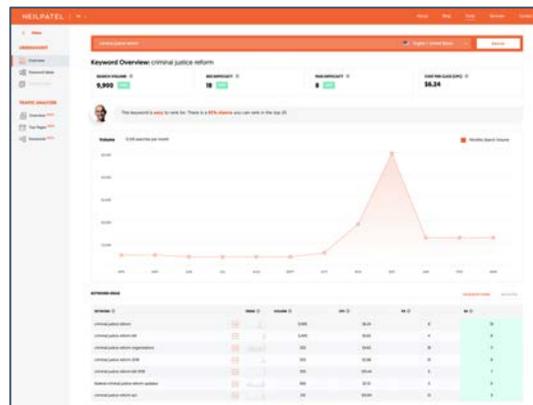
Ubersuggest

Ideas
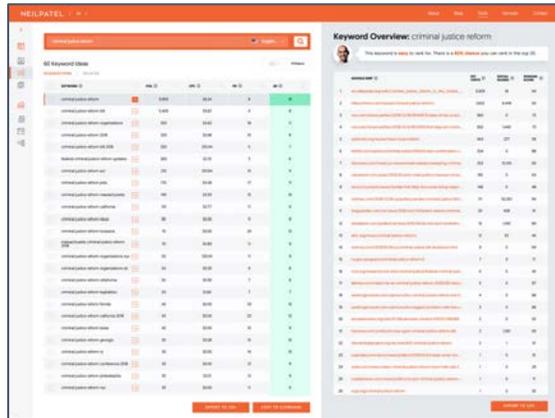
Images

Images - Photography

Taking good photos:
1. Composition
2. Lighting
3. Post-processing
4. Gear

Rule of Thirds

Point of View

Alignment

Perspective

Lines and Motion

Lighting

- Hard vs Soft
- Front vs Back vs Side
- Exposure
- HDR

Post-processing

Graphics

- Social media
  - Pablo (Buffer)
  - Canva
  - RelayThat
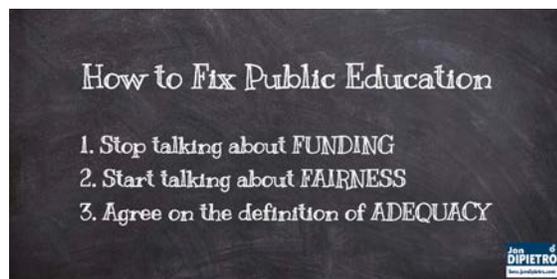
Graphics

- Social media
- Memes
  - MemeGenerator.net
  - Imgflip.com
  - KnowYourMeme.com
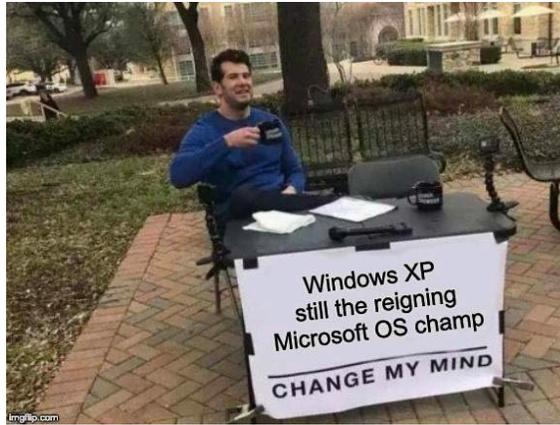
Graphics

- Social media
- Memes
- Charts & Graphs
  - Excel
  - PowerPoint

Graphics

- Social media
- Memes
- Charts & Graphs
- Infographics

Graphic Sizes

Just Google them. 800x600 is safest.

Content: Slideshows

Facebook
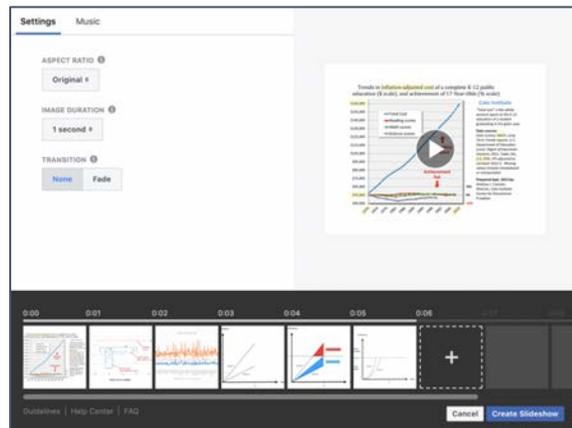
- Facebook
- PowerPoint
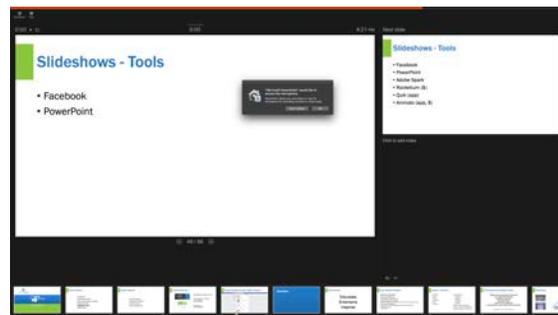
- Facebook
- PowerPoint
- Adobe Spark

- Facebook
- PowerPoint
- Adobe Spark
- Rocketium ($)
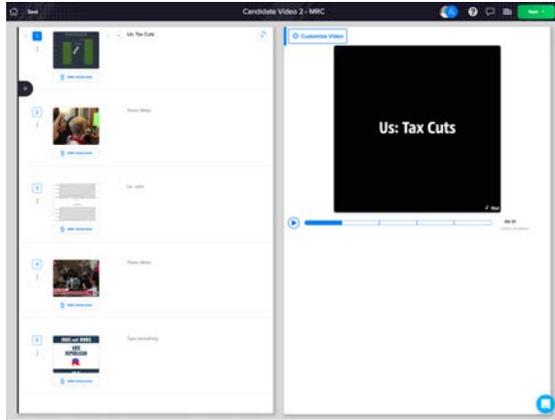
- Facebook
- PowerPoint
- Adobe Spark
- Rocketium ($)
- Quik (app)
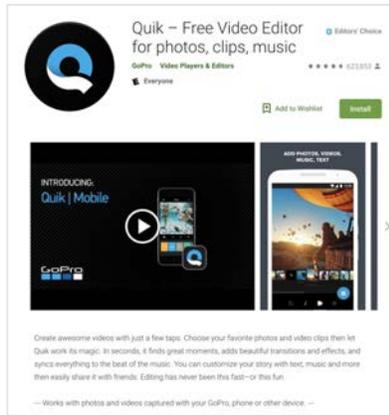
- Facebook
- PowerPoint
- Adobe Spark
- Rocketium ($)
- Quik (app)
- Animoto (app, $)

Rocketium example
https://www.facebook.com/ManchesterRepublicanCommittee/videos/381209282617518/

Spark example
https://www.facebook.com/JonDiPietroNH/videos/vl.898258573695081/10156047546578984/
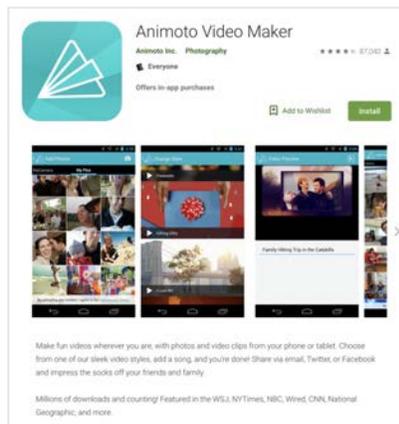
Videos

Level 1: Smartphone

- Use a tripod/stand
- Don't zoom
- Lock focus/exposure
- Pay attention to lighting
- Pat attention to sound
- Get close

Level 2: Tricked Out Smartphone

- Tripod/gimble
- External microphone
- Wide angle lens
- Frame
- LED light

Level 3: Entry Level Digital Camera

- Digital camera
- External microphone
- Lens
- Tripod

Level 4: Professional Grade

- Tripod
- Digital Camera
- External microphone
- Sound recorder
- Lighting
- Backdrop
- Teleprompter

Editing

- Free
    - Windows Movie Maker
    - iMovie
- Low-cost
    - Adobe Premiere Elements
    - Cyberlink PowerDirector
- High-cost
    - Adobe Premiere Pro
    - After Effects
    - Avid
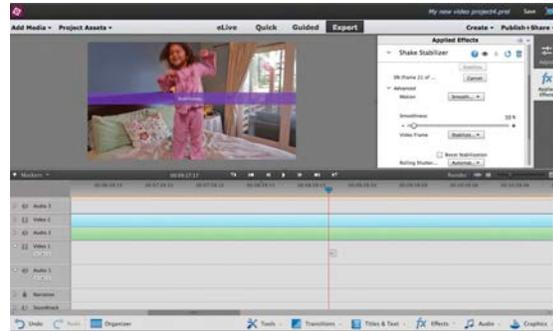
Podcasts

- Can be audio or audio/video
- Gear ranges from smartphone to professional grade
- Edit with Audacity
- Syndicate to
    - Social media
    - Website
    - Stitcher, Apple Podcasts, Google Podcasts, Spotify, etc.
    - YouTube

Anchor for Podcasting

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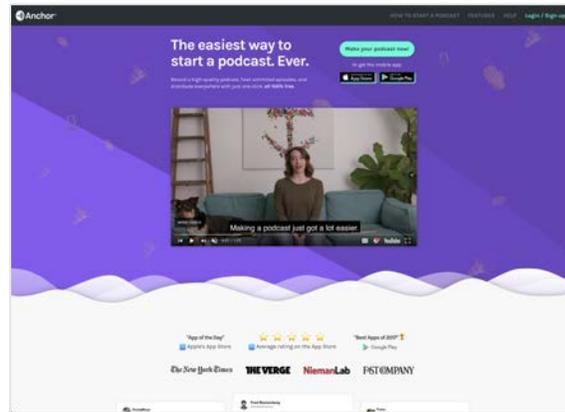
Castos for Podcasting

Why:
Easy podcast hosting, WordPress integration and syndication.
How:
Web
Cost:
$19/month
Where:
Castos.com

YouTube

- 1.9 billion users per month
- 2nd most visited website
- Half of American internet users aged 75 and over use YouTube
- 400 hours of video are uploaded to YouTube every minute
- The average mobile viewing session lasts more than 40 minutes
- On average, there are 1,000,000,000 mobile video views per day

Keys to a Successful Video

- Thumbnail
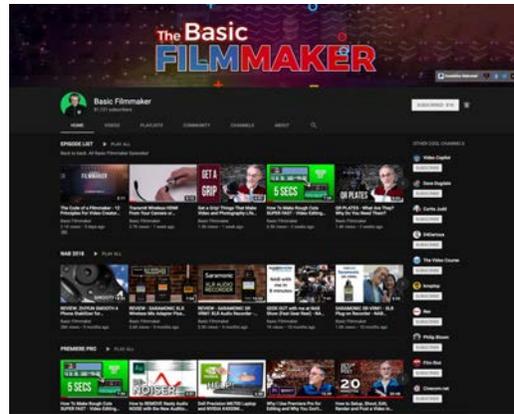- Headline
- The Magic 8 Seconds
- Bumper
- Content
- Outro
- Description, Cards, Tags

The 1-Minute Video Blueprint

HOOK (FROM 0-3 SECONDS)	**IGNITE PAIN/PLEASURE** (FROM 3-15 SECONDS)	**DESCRIBE SOLUTION** (FROM 15-50 SECONDS)	**CALL TO ACTION** (FROM 50-60 SECONDS)
Capture their attention immediately, so no video bumper, saying your name, or reusing what you might have in a TV spot.	Users must identify with the problem or opportunity. Ask a question, show success or failure, make clear the benefit.	What are you offering, what is the product or service?	What do you want them to do?

Tools and Resources

Digital Activism

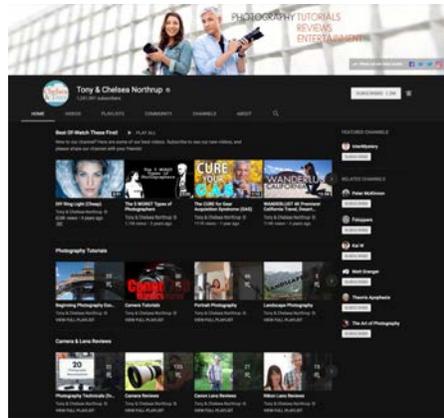Coming soon: Podcast and YouTube Channel

Problogger.com

iPhonePhotographySchool.com

Tony & Chelsea Northrup (YouTube)
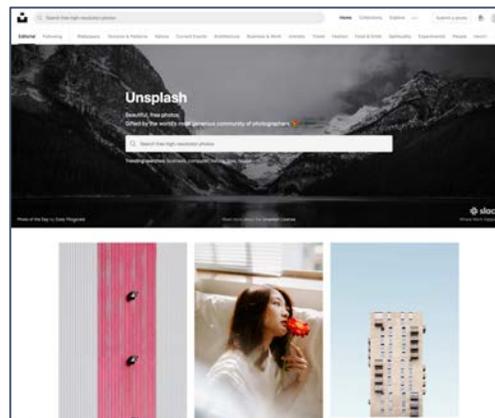
Also see their book
Stunning Digital Photography

The Basic Filmmaker (YouTube)

Unsplash.com

Free stock photography

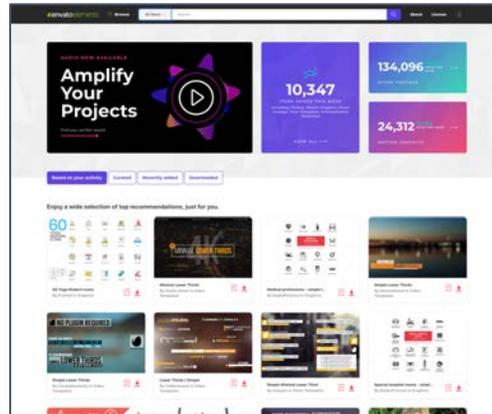## Elements.Envato.com

Photos, graphics, audio, video stock

YouTube Audio Library

Free stock audio