



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:

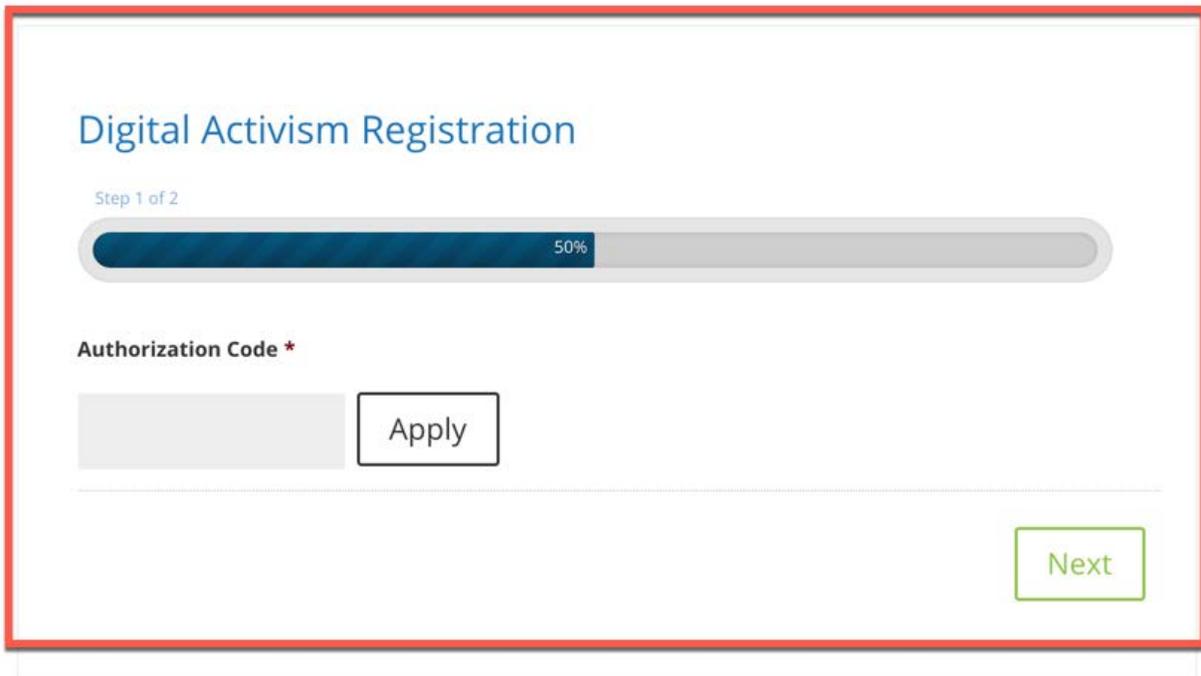


Username or Email Address

Password

Remember Me

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

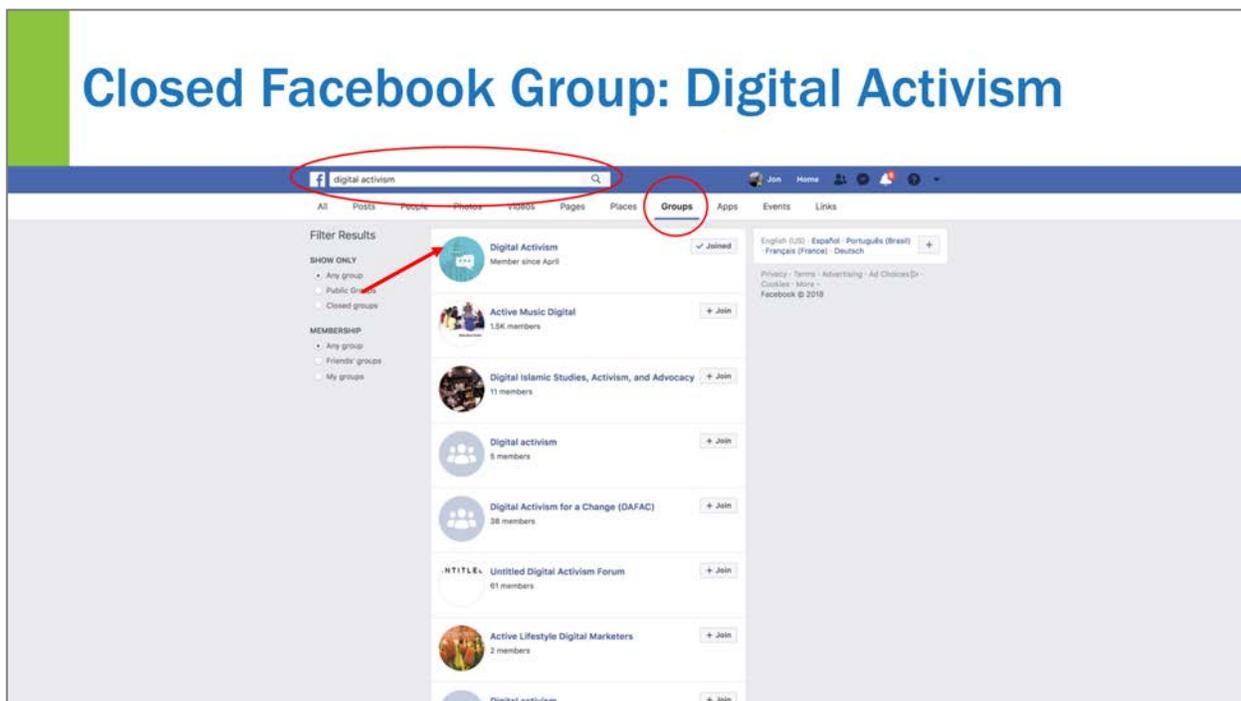
Submit

form

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

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.

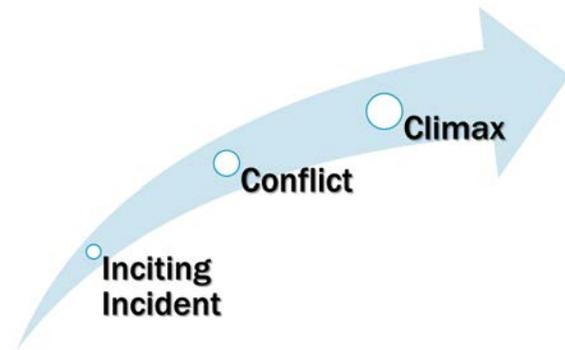
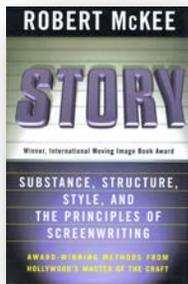
Cialdini – Influence & Persuasion

- 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

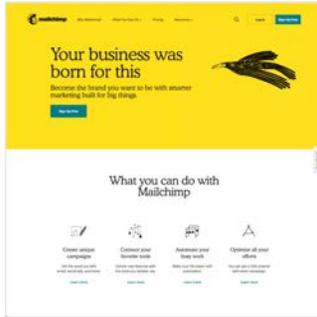


C.R.A.P.

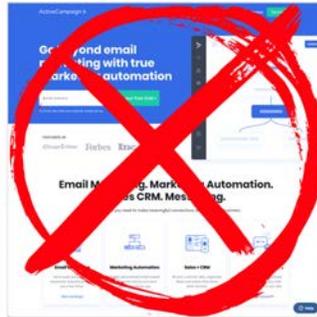
Contrast
Repetition
Alignment
Proximity

Email

Email Tools



Mailchimp



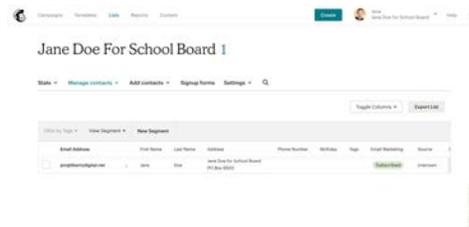
ActiveCampaign



Constant Contact

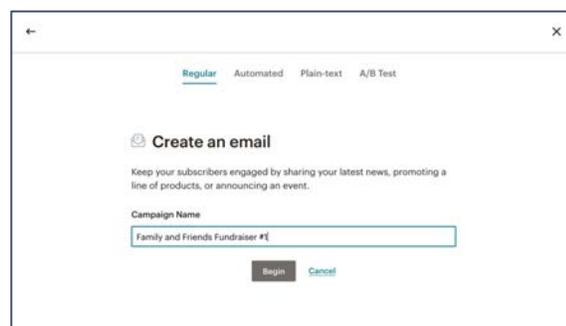
Lists

- Contains contacts
- Use one segmented list
- Has signup forms
- Manages unsubscribes



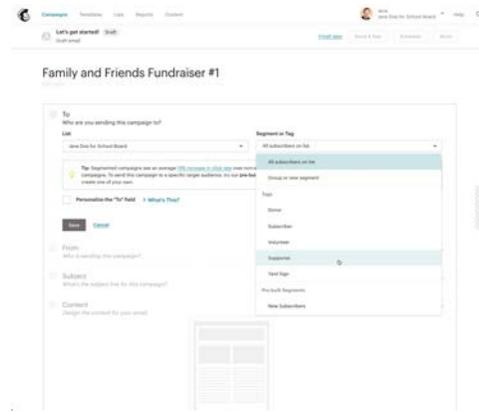
Tags (segments)

- Describe a contact
- Segment your list



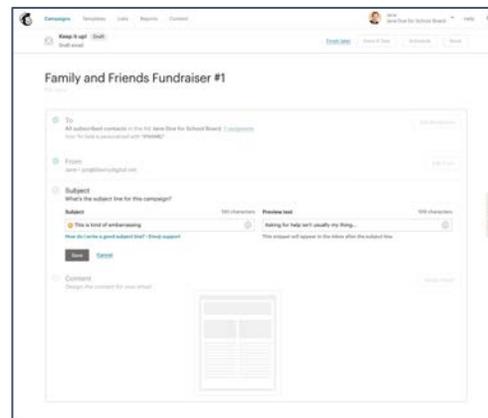
Campaigns

- Start with “who”



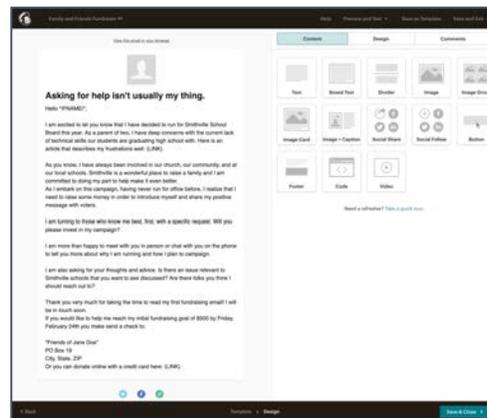
Camapaigns

- Start with “who”
- Create a killer subject line



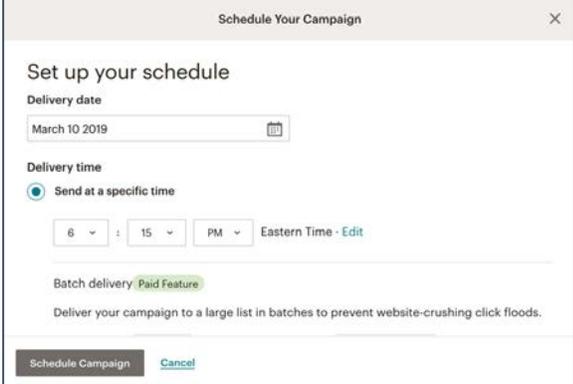
Campaigns

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



Campaigns

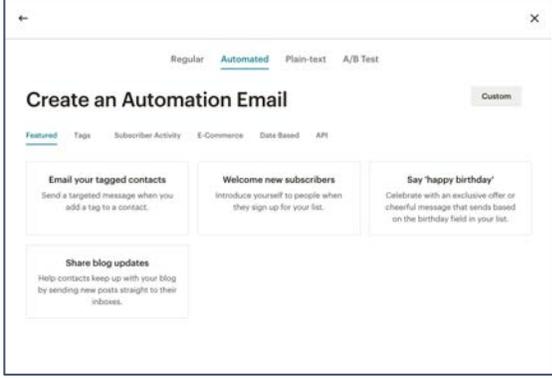
- Start with “who”
- Create a killer subject line
- Write the content
(ALWAYS SEND A TEST EMAIL)
- Schedule or Send



The screenshot shows a 'Schedule Your Campaign' dialog box. It has a title bar with a close button (X). The main heading is 'Set up your schedule'. Under 'Delivery date', there is a text input field containing 'March 10 2019' and a calendar icon. Under 'Delivery time', there is a radio button selected for 'Send at a specific time'. Below this are three dropdown menus for hours (6), minutes (15), and period (PM), followed by the text 'Eastern Time · Edit'. There is a section for 'Batch delivery' with a 'Paid Feature' tag and a description: 'Deliver your campaign to a large list in batches to prevent website-crushing click floods.' At the bottom, there are two buttons: 'Schedule Campaign' and 'Cancel'.

Automations

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



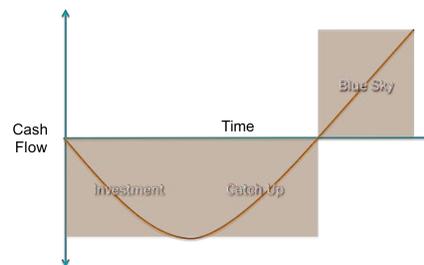
The screenshot shows a 'Create an Automation Email' interface. At the top, there are tabs for 'Regular', 'Automated' (which is selected), 'Plain-text', and 'A/B Test'. A 'Custom' button is on the right. Below the tabs, there are several categories: 'Featured', 'Tags', 'Subscriber Activity', 'E-Commerce', 'Date Based', and 'API'. There are four automation email suggestions shown in cards: 'Email your tagged contacts' (Send a targeted message when you add a tag to a contact.), 'Welcome new subscribers' (Introduce yourself to people when they sign up for your list.), 'Say 'happy birthday'' (Celebrate with an exclusive offer or cheerful message that sends based on the birthday field in your list.), and 'Share blog updates' (Help contacts keep up with your blog by sending new posts straight to their inboxes.).

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



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



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

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

How to Fix Public Education In Three Steps

By Jon DiPietro | Feb 24, 2019 | Education | 0 comments

How to Fix Public Education

1. Stop talking about FUNDING
2. Start talking about FAIRNESS
3. Agree on the definition of ADEQUACY

1. Stop Talking About FUNDING

The same reason every parent seems to agree that funding and fairness in education are all the same thing is that they are not. They are not the same thing and not even close. However, if your opinion is fairness in education, leading to the wrong discussion. Here are 6 points that illustrate why funding has nothing to do with education or fairness.

Trends in Inflation (annual) and of a complete K-12 public education (3 years) and achievement of 17-hour class (6 weeks)	Year	Inflation (%)	Public Education Funding (\$/student)	Achievement (%)
1980	12.0	1000	100	100
1981	13.5	1100	100	100
1982	10.3	1200	100	100
1983	3.2	1300	100	100
1984	4.6	1400	100	100
1985	7.0	1500	100	100
1986	1.1	1600	100	100
1987	3.3	1700	100	100
1988	7.6	1800	100	100
1989	4.8	1900	100	100
1990	5.4	2000	100	100
1991	3.0	2100	100	100
1992	3.1	2200	100	100
1993	4.3	2300	100	100
1994	2.6	2400	100	100
1995	6.2	2500	100	100
1996	3.4	2600	100	100
1997	4.7	2700	100	100
1998	1.6	2800	100	100
1999	2.2	2900	100	100
2000	1.5	3000	100	100
2001	2.8	3100	100	100
2002	2.9	3200	100	100
2003	2.7	3300	100	100
2004	3.9	3400	100	100
2005	3.1	3500	100	100
2006	3.0	3600	100	100
2007	4.1	3700	100	100
2008	5.9	3800	100	100
2009	2.4	3900	100	100
2010	3.3	4000	100	100
2011	3.6	4100	100	100
2012	3.5	4200	100	100
2013	1.7	4300	100	100
2014	1.6	4400	100	100
2015	0.1	4500	100	100
2016	2.1	4600	100	100
2017	4.1	4700	100	100
2018	2.9	4800	100	100
2019	3.1	4900	100	100

What?

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

How to Change the World In Your Spare Time

By Jon DiPietro | Oct 1, 2017 | Education | 0 comments

MISSED IT BY THAT MUCH

I'm speaking with a lot of people elections because they feel the same time, I don't accept it, so change our government.

Challenge accepted:

Here's how: There are six areas the landscape of local government.

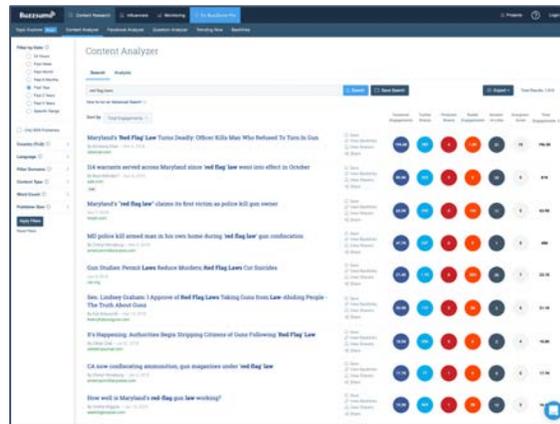
And all it would take is 1.62%

By comparison, the average of their time contributing to an took just a tiny slice of that time.

Jon DIPIETRO SCHOOL BOARD WARD 6

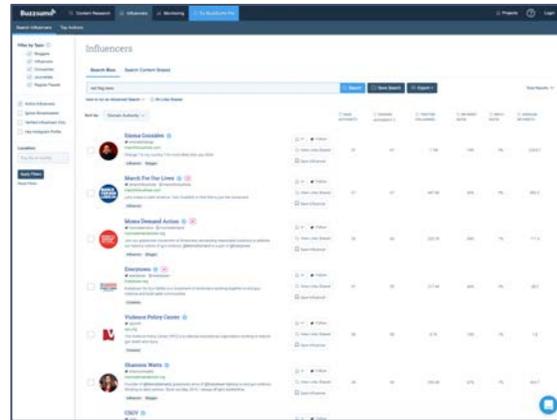
Tools: Buzzsumo

Research content



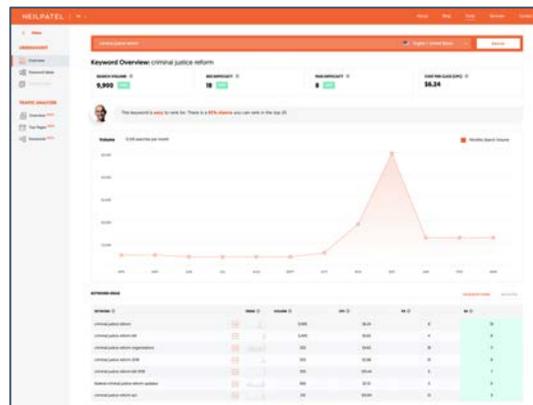
Tools: Buzzsumo

Identify Influencers



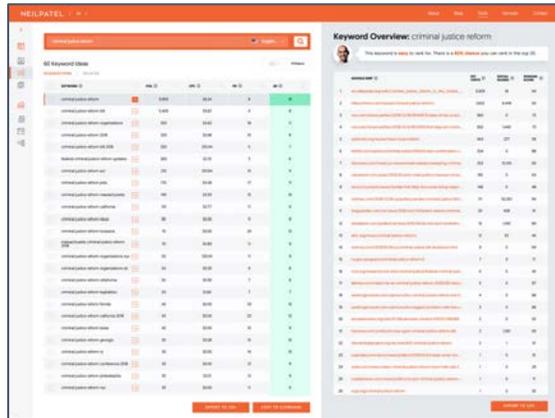
Ubersuggest

- 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

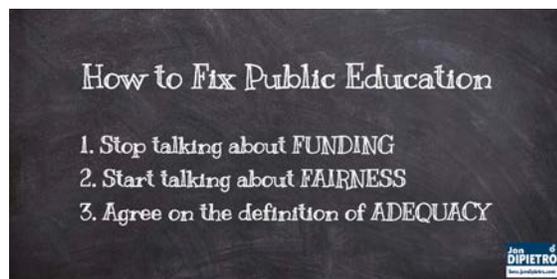


Post-processing



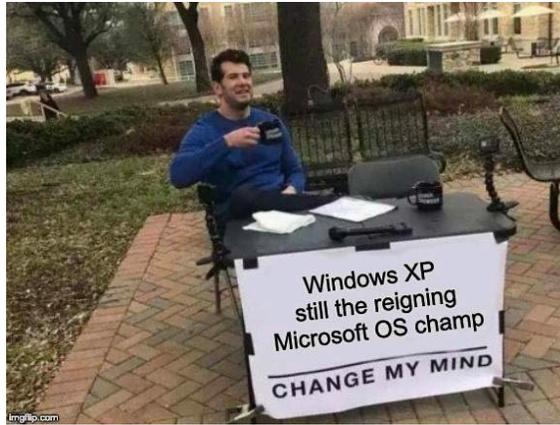
Graphics

- 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.



social media image sizes|

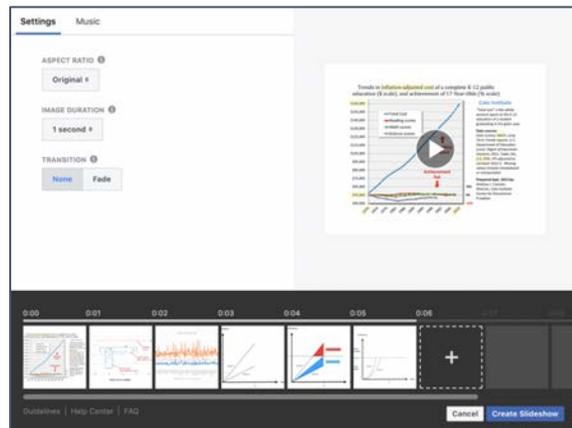


Google Search

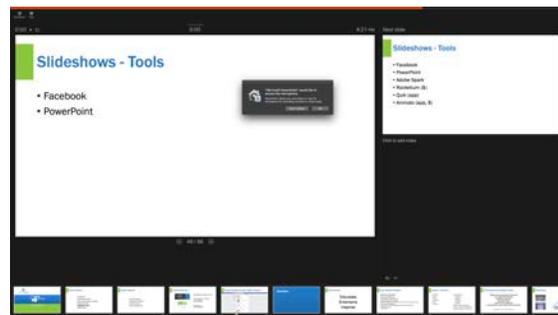
I'm Feeling Lucky

Content: Slideshows

Facebook



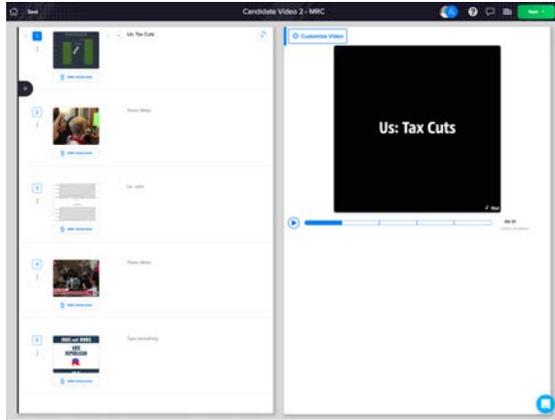
- Facebook
- PowerPoint



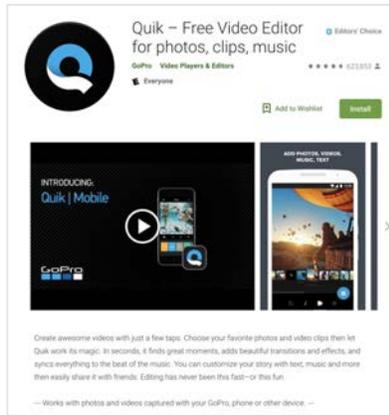
- Facebook
- PowerPoint
- Adobe Spark



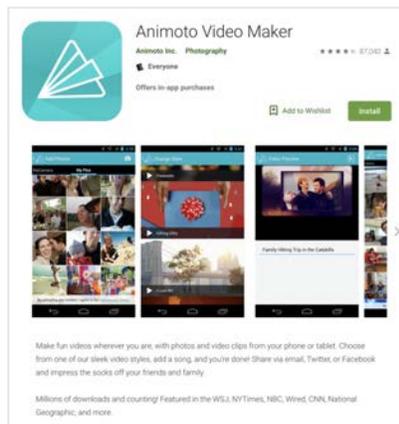
- Facebook
- PowerPoint
- Adobe Spark
- Rocketium (\$)



- 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
- Pay 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



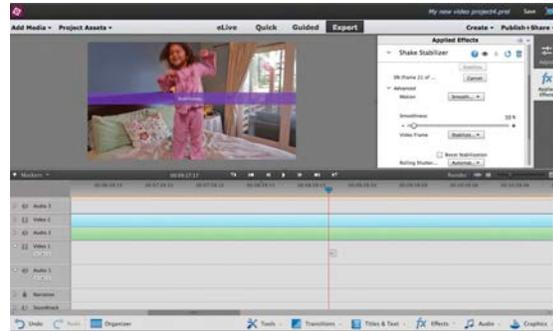
Level 4: Professional Grade

- 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:

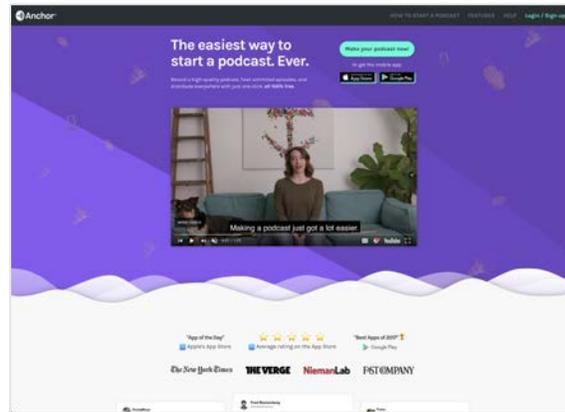
Web and App

Cost:

Free

Where:

App Stores



Castos for Podcasting

Why:

Easy podcast hosting, WordPress integration and syndication.

How:

Web

Cost:

\$19/month

Where:

Castos.com

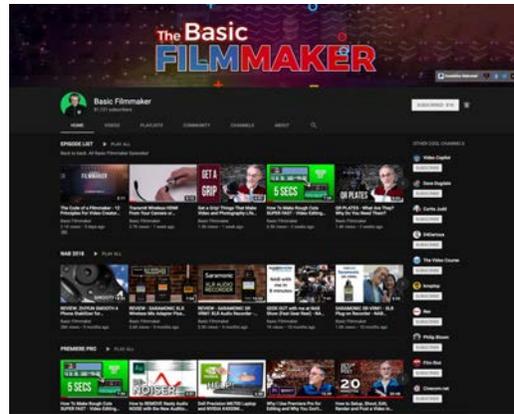


YouTube

- 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



Tools and Resources

Digital Activism

Coming soon: Podcast and YouTube Channel



ProBlogger.com

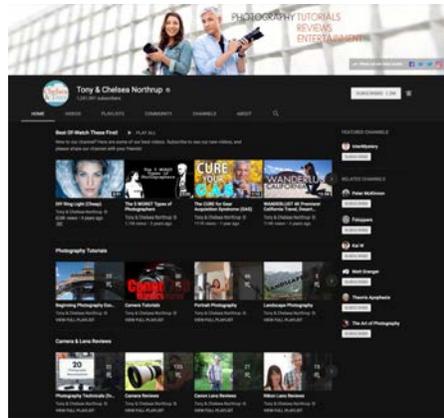


iPhonePhotographySchool.com



Tony & Chelsea Northrup (YouTube)

Also see their book
Stunning Digital Photography

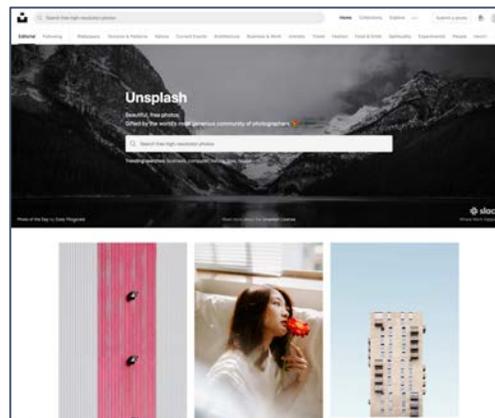


The Basic Filmmaker (YouTube)



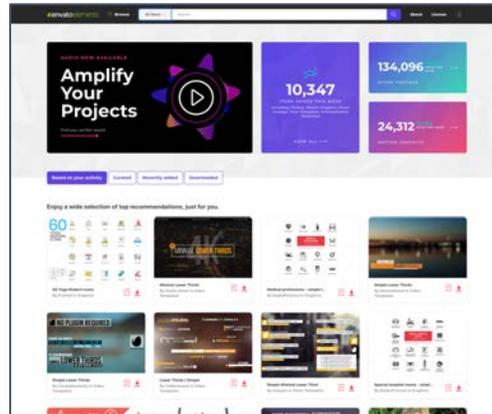
Unsplash.com

Free stock photography



Elements.Envato.com

Photos, graphics, audio, video stock



YouTube Audio Library

Free stock audio

