Web Sites For Advocacy and Community Organizing:
Basics, Essentials, and Best Practices

Organizational Web Publishing

Learning Goals

► Identify range of stakeholders in site content

► Enumerate stakeholder interests and needs

► Consider web content publishing as a process that involves all stakeholders

► Appreciate the need to define a transparent workflow for publishing

► Explore other considerations, including "open" content and copyright issues

Site Content Stakeholders

► Who in your organization has information that needs to go on your site?

- Communications staff

- Program staff

- Campaigners

- Issue expert

- Fundraiser

- Executive staff

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Site Content Stakeholders

► Campaigner

  ▪ Targets/ Action Alerts

  ▪ Events

  ▪ Action Report Backs

  ▪ Coalition Partners/Endorsements

Site Content Stakeholders

►Issue Expert

- Background Summary

- Reports

- Photos

- Verify Claims made by Campaigner

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Site Content Stakeholders

► Communications Staff

  ▪ Press Releases

  ▪ Media Coverage

  ▪ Overall Framing and Message Integration

Site Content Stakeholders

► Fundraiser

- Donation Information

- Fundraising events

- Fundraising campaign updates

► Executive Staff

- Letter from Director

- Overall organization messaging and branding

Web Content Process

- ► What is the decision making process to add content to your website?

- ► Who needs to give approval of changes and at what level of detail do items need approval?
  - ▪ ED approves everything
  - ▪ Anyone can post
  - ▪ Myriad other publishing process models exist

Web Content Process

►Who edits and integrates content?

- Need to have consistent tone
- Specific style for web usability
- Maintain structural integrity and user paths for website
- Don't let it just be the "techie"!

Web Content Process

► Who physically adds content to the website?

- Technical web person / IT staff
- Designated program staff member for all content
- Stakeholders responsible for respective sections

► Other people involved in web process

- Graphic designer
- Developer
- IT staff/consultants

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Web Content Process

▶ Identify a workflow and pipeline for content publishing

- Sets an expectation and process
- Lets all stakeholders have input
- Maintains site consistency and tone and best practices for web content

▶ Have a defined editorial process

- Who gets to push the "publish" button?

Web Content Considerations

► Open publishing

- "Open publishing" means enabling users post content to your site

- This can be in the form of

  - Comments to existing content (e.g., blog entries)
  - User supplied content (e.g., wikipedia.org)
  - RSS feeds, aggregated and then re-published

- Know the risks – your users can post content that is at odds with organizational messaging

Web Content

►Other content considerations

- Copyright issues
  - Decide how you will license your site content
  - Learn about Creative Commons licenses
    - www.creativecommons.org
- Images and Artwork
  - Repositories of free visual content exist
- Link exchanges
  - Consider carefully who you will link to

End Of Section

►Questions?

►Comments?

Thank You!