

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

Engaging and Building Community

These training materials have been prepared by Aspiration in partnership with Radical Designs

Funded by the Community Technology Foundation of California

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Learning Goals

- ▶ Identify community building goals
- ▶ Consider trade-offs with discussion forums
- ▶ Define role of polls and surveys in campaigns
- ▶ Include “Tell a Friend” feature on site pages
- ▶ Understand potential and risks of social networking (FOAF) sites

Engaging and Building Community

▶ Community Goals

- Foster a sense of community between supporters
- Allow for feedback between your base/supporters and the organization
- Draw in new supporters through recommendations of your supporters
- Increase activity from your supporters by creating space and tools for self-organizing

Engaging and Building Community

▶ Discussion forums

- Have potential value if they ask focused questions or serve a specific purpose
- As a general way to build community, they **almost always fail**
 - Substantial staff or volunteer time required to keep fresh and active
 - Staff need to answer questions posted on forums
 - Inactive forums can cause more harm than good

Engaging and Building Community

▶ Key forum maintenance

- Avoid spam and low-value posts
- Be aware of legal implications of children participating in your forums

▶ Discussion forum tool survey

- phpBB
- Care2 service
- Drupal
- Many, many hosted options



- ▶ TAKE ACTION
- ▶ MAKE A DONATION
- ▶ GREENPEACE
 - ▶ What We Do
 - ▶ Get Involved
- Take Action Online
- Blogs
- Discussion Boards
- Houseparties
- E-cards
- Jobs
- Greenpeace Organizing Term
- Greenpeace Student Netw
- Spread the Word
- Jobs
- Support Us
- ▶ About Us
- ▶ Support Us
- ▶ News
- ▶ Photos & Videos
- ▶ Blogs
- ▶ Log in
- ▶ CONTACT US
- ▶ PRESS CENTER

[Log In](#)

Get Involved

Welcome to the Greenpeace Forum.

Share your views about articles and issues important to you.

Search
 Register

What are the issues you're working on in your community?

Moderators: None

Users browsing this forum: None

Goto page [1](#), [2](#), [3](#), [4](#) [Next](#)



[Greenpeace Forum Index -> What are the issues you're working on in your community?](#)

[Mark all topics read](#)

| Topics | Replies | Author | Views | Last Post |
|--|---------|--------------------------------------|-------|--|
| Destroy nuclear waste using particle accelerators [Goto page: 1, 2] | 26 | Dave_K | 10281 | Wed Sep 20, 2006 9:43 pm dave_k → |
| Why To Hate SUV's [Goto page: 1, 2] | 18 | togetherwecandoit123 | 2803 | Wed Sep 20, 2006 6:32 pm wetapunga7007 → |
| Help me help the turtles | 1 | draumurinn | 40 | Tue Sep 19, 2006 11:06 am listenin → |
| Roadside cleaning and recycling | 4 | andirubes | 660 | Tue Sep 12, 2006 7:32 pm kevinsanderson → |
| Hemp: Quite Possibly a Miracle Weed [Goto page: 1, 2] | 26 | adamh | 4473 | Tue Sep 12, 2006 6:55 pm kevinsanderson → |
| Seattle, WA -- Scavenger Hunt Fund Raiser | 0 | planetreboot | 34 | Tue Sep 12, 2006 6:17 pm planetreboot → |
| Greenpeace Contacts | 11 | isilvu | 1491 | Mon Sep 11, 2006 6:39 pm |

Engaging and Building Community

► Polls and Surveys

- Good way to research feelings of your base
- Recruit your members to fill them out
 - Don't just post on website
 - Consider offering a prize for completion
- Look at drop-off rate of completion
- Have a closing date for responses
- For polls, really consider why you're doing one and what the benefits are

Engaging and Building Community

- ▶ Poll and survey tools
 - SurveyMonkey.com
 - Zoomerang
 - phpSurvey

Engaging and Building Community

- ▶ “Tell A Friend” features on your web pages
 - Include with most site features/content
- ▶ Best practices
 - It is bad to store the names/addresses of the folks who received recommendations
 - Provide pre-written messages to be edited
 - Consider allowing users to send from their own address books
 - Link to privacy policy



Billionaires for Bush

Action Center

Join Our Network

Contact Us

Be a Billionaire!

About the Billionaires

The Issues

Action Center

Event Registry

e-Action Center

Join Our Network

Tell a Friend

Edit Your Profile

Action Results

Donate

Online Store

Campaign Materials

Blog & Forum

Photo Gallery

Pressroom

GET BILLIONAIRE UPDATES!

HTML email

Home > Action Center

Tell Your Friends

From:

First Name:

Last Name:

Email:

To:

Email:

Email:

Nominate your upperclass associates to join the Billionaires for Bush network!

Billionaires for Bush is honored to announce your nomination for membership to our exclusive club. At our last banquet I motioned our chair to extend this invitation, citing the particulars of your shared and vested interest in a government of, by and for the corporate elite. I hope you'll accept, and we're certain you can appreciate the market value of continuing President Bush's embrace of corporate dominance within the White House!

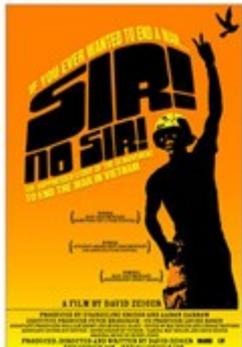
Tell Your Friends

Engaging and Building Community

▶ Friend of a Friend (FOAF) Networks

- Platforms have potential for spreading your message
 - Used very effectively in immigrant rights organizing
- Consider is the relationship between social networks and organization's relationship to members
 - Understand lack of control and role of viral outcomes of social networking spaces

Sir! no Sir!



"David Zeiger - Director"

Male
56 years old
LOS ANGELES, California
United States

Last Login: 9/14/2006

View My: Pics

Contacting Sir! no Sir!

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

MySpace URL:

<http://www.myspace.com/sirnosir>

Sir! no Sir!'s Film Bio

| | |
|---------------------------|---|
| Website | sirnosir.com |
| Influences | Three Stooges, Rocky and Bullwinkle, The Twilight Zone |
| Directors | Truffaut, Wim Wenders, The Darnelle Brothers |
| Awards | Audience award Los Angeles Film Festival, Best film on war and peace Vermont International Film Festival, Best Documentary Film Hamptons International Film Festival, Gotham Award nominee, Independent Spirit Award nominee, Best In Festival Central Florida Film Festival ("The Band") |
| Festivals | Los Angeles Film Festival, Vienna Film Festival, International Documentary Film Festival Amsterdam, Miami Film Festival, AFI Film Festival |
| Professional Affiliations | Film Independent, The Independent Feature Project, Writers Guild of America, International Documentary Association |

Sir! no Sir!'s Interests

Sir! no Sir!'s Details

Status: Married

Sir! no Sir!'s Latest Blog Entry [[Subscribe to this Blog](#)]

[[View All Blog Entries](#)]

Sir! no Sir!'s Blurbs

About me:

CLICK HERE TO WATCH THE MOVIE TRAILER

a film by

CLIP 1 CLIP 2 CLIP 3

Welcome to the Sir No Sir myspace page. Check out a clip from the flick, listen to some tunes or meet other folks who think that George Bush's punk ass crusade sucks.

CLICK HERE TO WATCH THE FLASH ANIMATION

MP3's

1. The Coup - Captain Sterling's Little Problem
2. Rita Martinson - Soldier We Love You

Who I'd like to meet:

Sir! no Sir!'s Friend Space

Sir! no Sir! has 109 friends.

- Jade Fox**
- Toadstool Pictures**
- james**
- striker**

Engaging and Building Community

▶ FOAF tool survey

- Myspace
- LiveJournal
- Care2Connect
- Tribe
- Friendster
- Facebook
- LinkedIn
- Orkut

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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