

FABRIDERS

Online Advocacy

Listening Online to Inform Campaigns



These training materials have been prepared by Aspiration & Fabriders.



Who is Aspiration?

- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as **ally, coach, strategist, mentor** and **facilitator** to those trying to make more impactful use of information technology in their social change efforts.
- ▶ www.aspirationtech.org/services

Agenda

- ▶ What is a listening online?
- ▶ How can it be useful for your organization?
- ▶ What tools can help?
- ▶ How can it inform your messaging?

First Things

- ▶ This training is envisioned as a dialogue
- ▶ Please ask questions early and often
- ▶ It will only be as valuable for you as you make it!

Four Processes

**Audience
Assessment**



**Publishing
Matrix**



**Message
Calendar**



**Tracking &
Metrics**



What is Social Media Today?

- ▶ Conversations with people online
 - ▶ Social media
- ▶ Made for people, not organizations
 - ▶ It's not going to work perfectly
- ▶ Not your virtual megaphone



Basics of Listening

- ▶ Why do I need tools to listen online?
 - ▶ To be notified when keywords of interest are mentioned on the internet

Benefits to Listening

- ▶ How is it valuable?
 - ▶ Be part of the conversation
 - ▶ Save \$\$\$
 - ▶ Less guessing

Engage in Online Conversations



Your Online Listening Garden



Who are your stakeholders?

- ▶ Allies are people you want to mobilize AND support
- ▶ Neutral Parties are people you want to educate
- ▶ Opponents are people you want to counter

In a listening context

- ▶ Allies, listen for opportunities to **amplify** their key messages in through your own social media network (what goes around comes around)
- ▶ Neutral Parties, how are they viewing your issue? What is **relevant** to them?
- ▶ Opponents, how do they **frame** your issue? What is their lens?

Activity

- ▶ Who are your:
 - ▶ Allies
 - ▶ Neutral Parties
 - ▶ Opponents

How to search

- ▶ Identify Keywords to search with
 - ▶ I.E, sex worker vs prostitute
- ▶ Using Google Advanced Search
 - ▶ http://www.google.com/advanced_search

What to look for:

- ▶ Names of:
 - ▶ organization(s) involved
 - ▶ key leader(s) of the campaign
 - ▶ an Executive Director or CEO
 - ▶ any spokespeople for or against the issue
 - ▶ campaigns, propositions, or programs that you support
- ▶ Any events or protests that you've been a part of
- ▶ Any #hashtags you've created or used frequently to contribute to online dialogue about your cause

Activity:



What are Your Search Terms?

Campaign Listening Template

Campaign Listening Matrix – Example

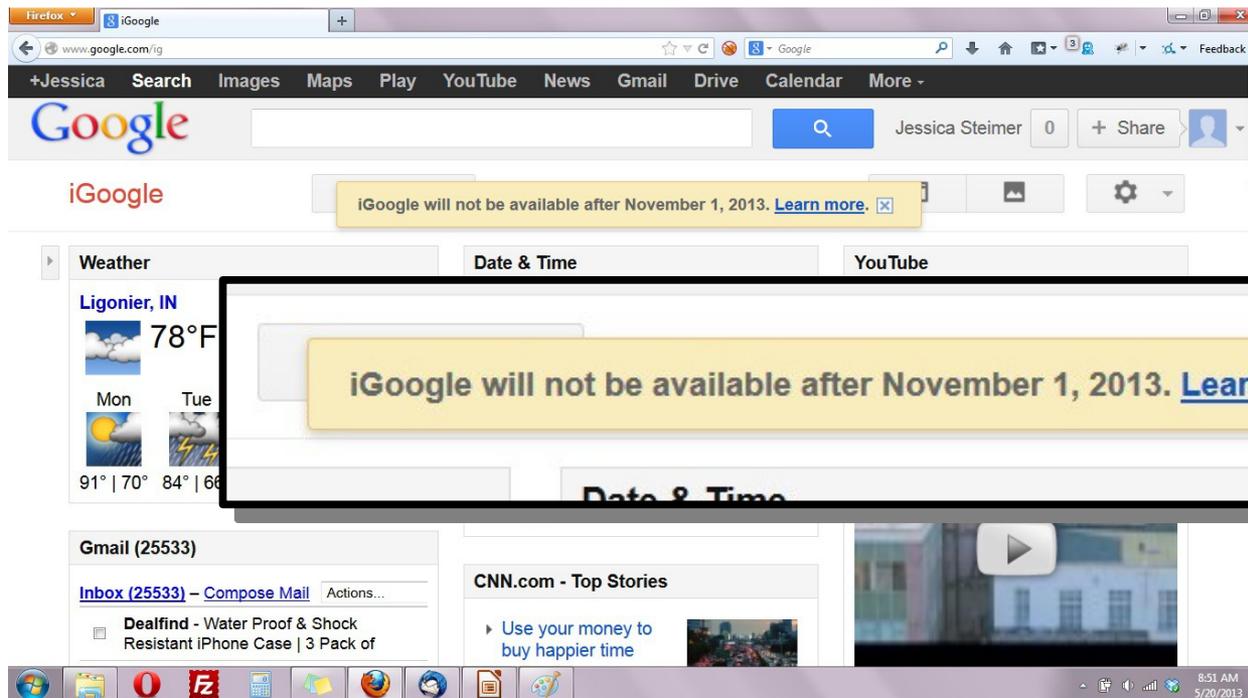
Organization	<i>Org name</i>	Pro-Wall Paper People		Campaign Names	<i>Campaign #1</i>	Ethical Removal	
	<i>#orghashtag</i>	#wallpaper4ever			<i>Campaign #2</i>	Sophisticated Patterns	
People	<i>Executive Director</i>	Jemima Sticks		Events	<i>Event #1</i>	#wallpaperrocks	
	<i>Staff</i>				<i>Event #2</i>	#morewallpaper	
	<i>Staff</i>				<i>#eventhashtag</i>	#wallpaperborders	
Issue #1	Allies		Neutral		Opponents		
	Removing wallpaper in a manner which preserves its integrity.						
	<i>Ally #1</i>	<i>Ally #2</i>	<i>Neutral #1</i>	<i>Neutral #2</i>	<i>Opponent #1</i>	<i>Opponent #2</i>	
	Paste Producers of America	Wallpaper Everlasting	Walls Everywhere		New Homeowners Association of America	Paint Producers of North America	
	Term #1	"peeling"	"covering"	"steaming"		"scouring", "stripping"	"scrapping", "dissolving"
Term #2							

Detective Work

- ▶ So if you have identified new stakeholders, you'll want to do more detective work about where they are online, and again look to see:
 - ▶ Do they have a Twitter feed?
 - ▶ Are they a Facebook user?
 - ▶ Do they use blogs or online forums?
- ▶ It's also helpful to think about who influences your stakeholders and who they follow online.
 - ▶ Where do they get their news and information from?
 - ▶ Whose information are they sharing?
 - ▶ What #hashtags are they using and responding to?

Online Listening Dashboards

- ▶ Check ONE place for notifications about when keywords of interest are mentioned on the internet



Building a Listening Dashboard

- ▶ What do I need to know to build a Dashboard?
 - ▶ What are RSS Feeds
 - ▶ How to find RSS feeds
 - ▶ Choosing a RSS Reader

RSS



- ▶ RSS: Really Simple Syndication
 - ▶ Web page content is “syndicated” or broadcast out using RSS
- ▶ RSS “feeds” allow people to see when there is new content on a web page by “subscribing”
 - ▶ e.g. blog posts

Subscribe to RSS Feeds

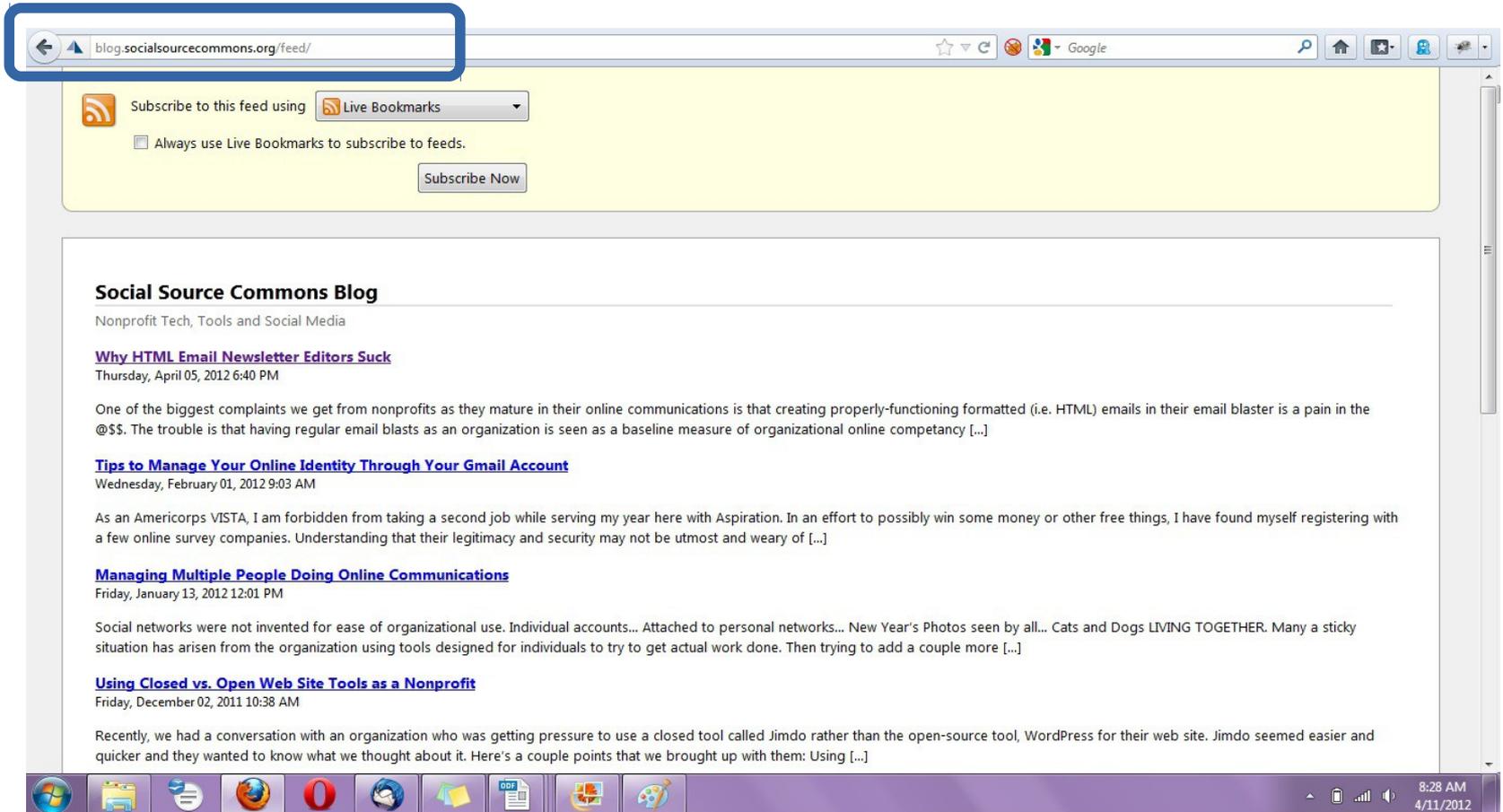


Find & Click the RSS Icon



The screenshot shows a web browser window displaying the 'Social Source Commons Blog'. The page title is 'Social Source Commons Blog' with the subtitle 'Nonprofit Tech, Tools and Social Media'. It is identified as 'A program of Aspiration'. The navigation menu includes 'Home', 'About', 'Best Practices', 'Social Media', 'Social Source Commons', and 'Toolboxes'. The main article is titled 'Why HTML Email Newsletter Editors Suck' by Matt, dated April 5, 2012. The article text discusses the challenges of creating HTML-formatted emails in nonprofit organizations. A 'Connect with SSC' section features icons for RSS, Twitter, and Facebook. Below this is a search bar with a 'Go!' button. A 'Featured SSC Blog Posts' section lists several articles, including 'Facebook vs. Twitter', 'Cross Posting on Facebook Org Pages', and 'Keeping Your Privacy Online'. The Windows taskbar at the bottom shows the date as 4/11/2012 and the time as 8:28 AM.

RSS Subscribe Page



RSS from Online Searches

- ▶ So RSS can monitor social media searches for you and update when someone mentions something you care about:
 - ▶ Keywords from your Listening Matrix
 - Organization name,
 - Exec. Dir. name,
 - Relevant issue keywords,
 - Important people,
 - Propositions, etc.



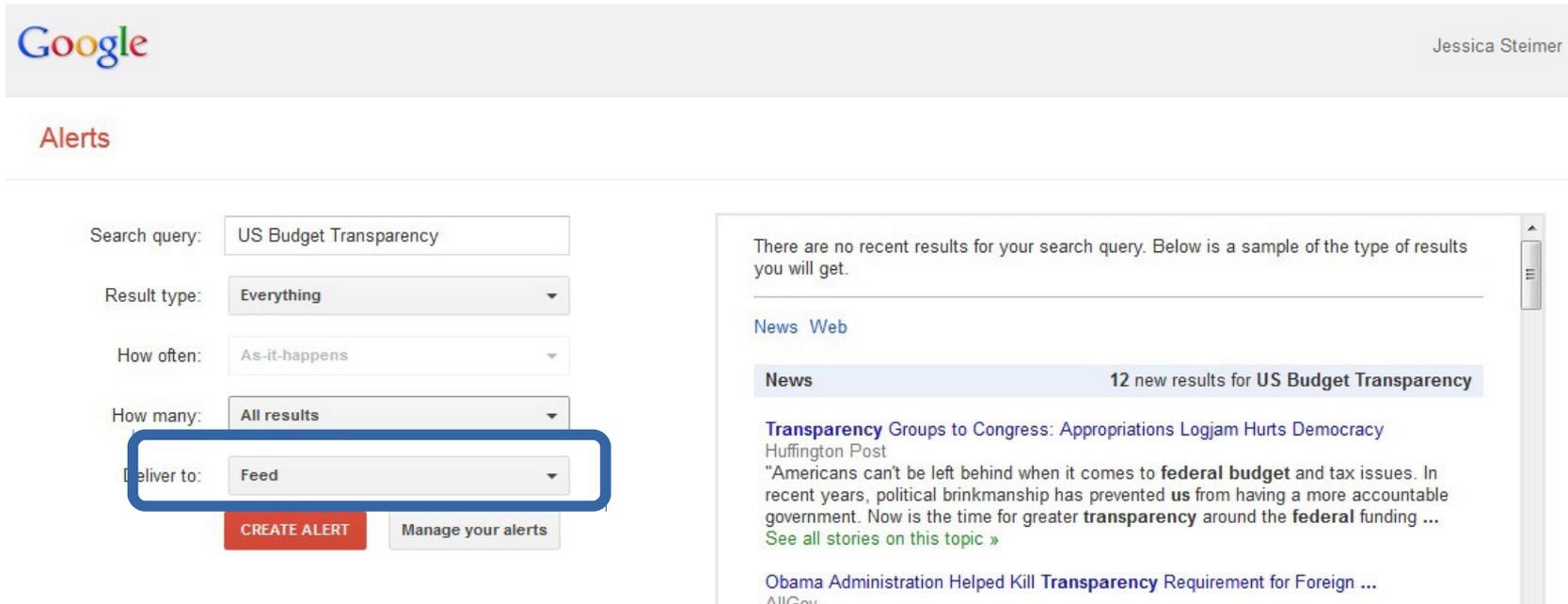
New Content Feeds

- ▶ Search for a person or keyword, then subscribe to the feed of the search results page
 - ▶ Google Alerts



New Content Feeds

▶ Google Alerts to RSS Feed



The screenshot shows the Google Alerts interface. On the left, there are several input fields and dropdown menus for configuring an alert:

- Search query: US Budget Transparency
- Result type: Everything
- How often: As-it-happens
- How many: All results
- Deliver to: Feed (highlighted with a blue box)

Below these fields are two buttons: "CREATE ALERT" (in red) and "Manage your alerts".

On the right, there is a sample of search results for the query "US Budget Transparency". The results are categorized under "News" and "Web". A "News" section shows "12 new results for US Budget Transparency". The first result is from Huffington Post, titled "Transparency Groups to Congress: Appropriations Logjam Hurts Democracy". The text of the article snippet reads: "Americans can't be left behind when it comes to **federal budget** and tax issues. In recent years, political brinkmanship has prevented **us** from having a more accountable government. Now is the time for greater **transparency** around the **federal funding** ... See all stories on this topic »". Below this, another result from AllGov is partially visible, titled "Obama Administration Helped Kill Transparency Requirement for Foreign ...".

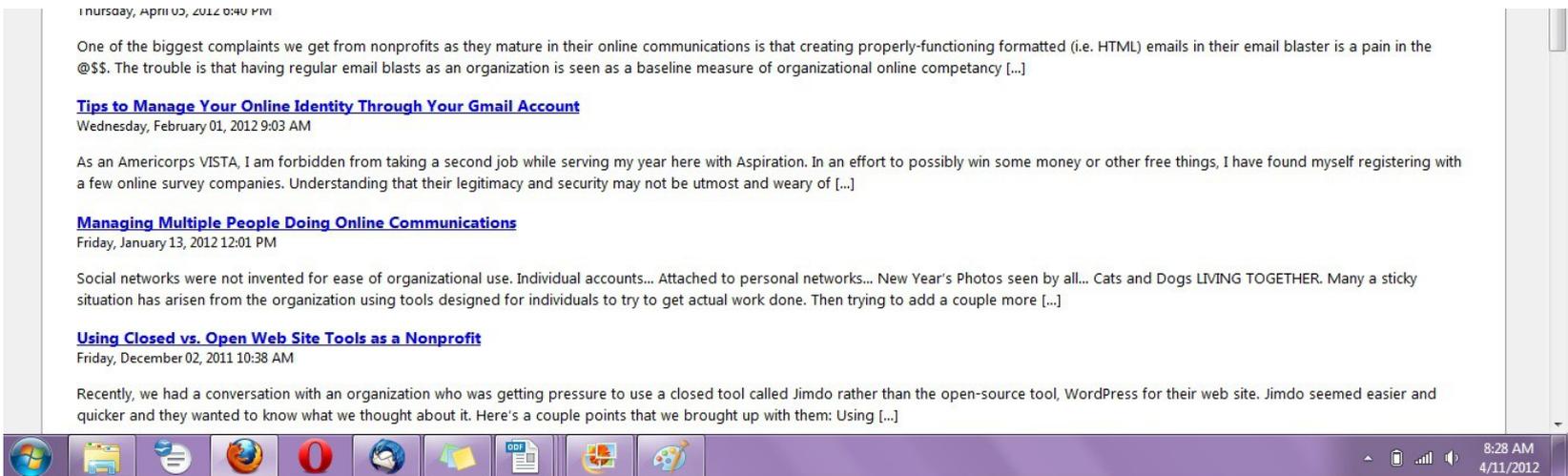
New Content Feeds

▶ Add RSS Feed to Dashboard



▶ Copy the feed URL

▶ paste it into dashboard

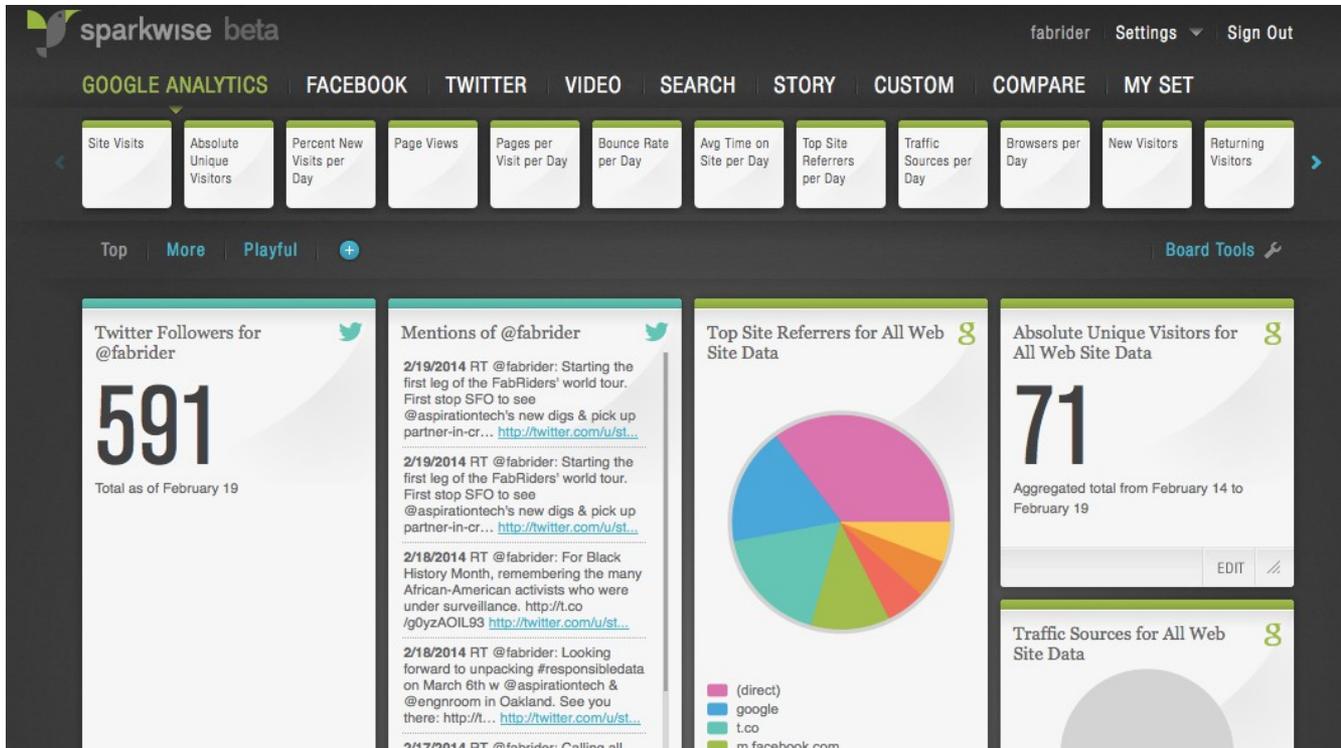


Other Searches for New Content Feeds

- ▶ Google Blog Search
 - ▶ google.com/blogsearch
- ▶ Bing Search
 - ▶ "&format=rss" to the end of the URL
- ▶ Message/Discussion Boards
 - ▶ BoardReader.com
- ▶ Digital Photos - Flickr
 - ▶ <http://flickr.com/photos/tags/searchterm>

Online Listening Dashboards

▶ www.sparkwi.se

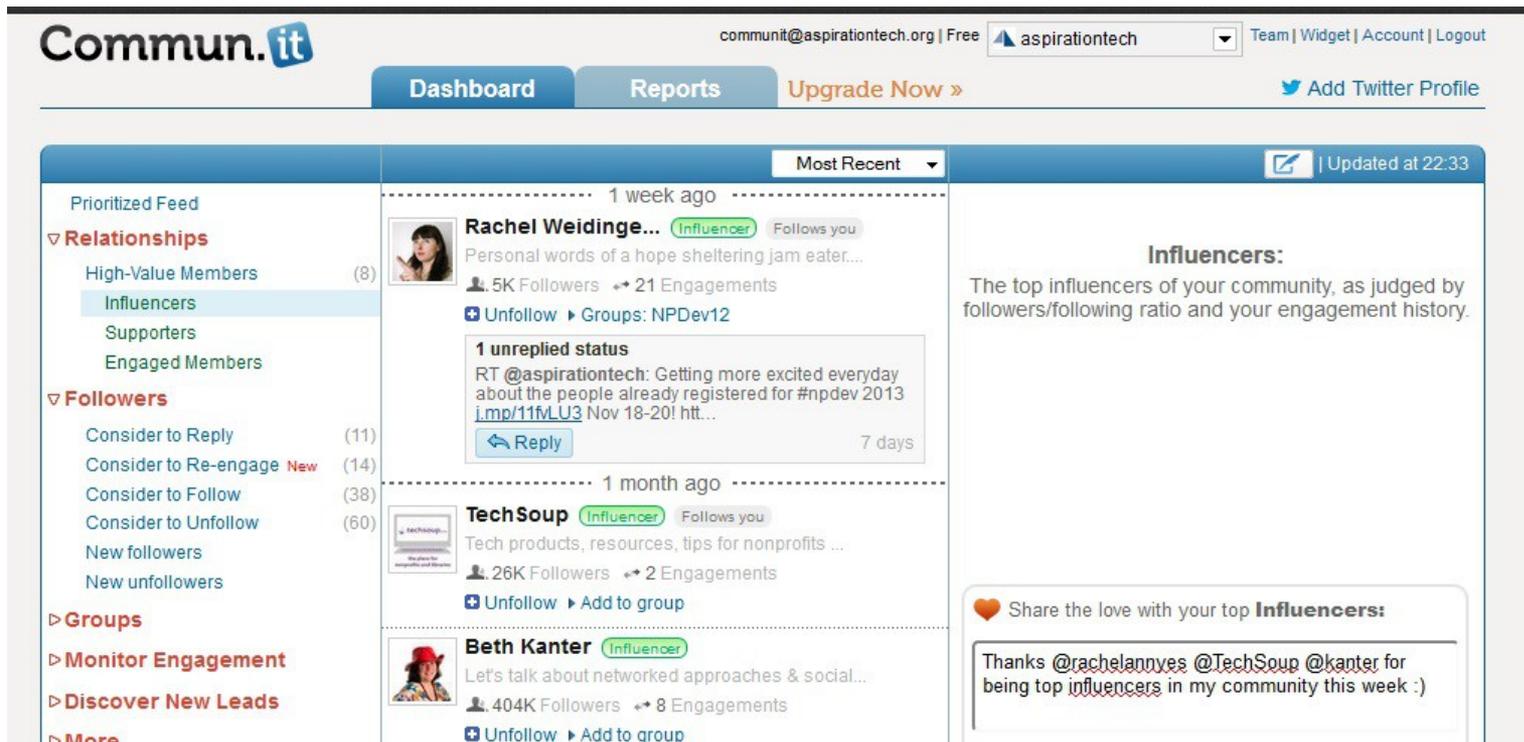


Other Online Listening Dashboards

- ▶ Check ONE place for notifications about when keywords of interest are mentioned on the internet
 - ▶ Netvibes
 - ▶ Storify

Twitter Listening

► www.commun.it



The screenshot shows the Commun.it dashboard for the community 'aspirationtech'. The interface includes a navigation bar with 'Dashboard', 'Reports', and 'Upgrade Now' buttons. A sidebar on the left lists various relationship categories like 'High-Value Members', 'Influencers', 'Supporters', and 'Engaged Members'. The main content area displays a 'Prioritized Feed' of tweets from influencers. The first tweet is from Rachel Weidinge, an influencer with 5K followers and 21 engagements, who is following the user. The tweet content is: 'Personal words of a hope sheltering jam eater...'. Below the tweet, there is a section for '1 unreplied status' which is a retweet from @aspirationtech about the #npdev2013 event. The second tweet is from TechSoup, an influencer with 26K followers and 2 engagements, with the text 'Tech products, resources, tips for nonprofits...'. The third tweet is from Beth Kanter, an influencer with 404K followers and 8 engagements, with the text 'Let's talk about networked approaches & social...'. On the right side of the dashboard, there is an 'Influencers' section with the text: 'The top influencers of your community, as judged by followers/following ratio and your engagement history.' Below this, there is a 'Share the love with your top Influencers:' section with a message: 'Thanks @rachelannves @TechSoup @kanter for being top influencers in my community this week :)'. The dashboard also shows a 'Most Recent' filter and a timestamp 'Updated at 22:33'.

Other Twitter Listening

- ▶ Stand-alone tools that connect with your Twitter account
 - ▶ Hootsuite
 - ▶ Topsy
 - ▶ Followerwonk
 - ▶ Tweetlevel
 - ▶ Twopcharts
- ▶ *Special Thanks to Susan Tenby (@suzboop) & Upwell (@upwell) for sharing useful tools.*

Tools to Listen

- ▶ New Content Feeds (RSS)
 - ▶ Google Alerts
- ▶ Online Listening Dashboards
 - ▶ Sparkwi.se
- ▶ Twitter Listening
 - ▶ Commun.it

Building Listening Into your Process

- ▶ Listen Online
- ▶ Identify Opportunities
 - ▶ WHAT?
 - What topics are people talking about along with your issue?
 - What are people saying about your organization? Your people? Your issue?
 - What vocabulary are people using? How does it differ?
 - ▶ WHO?
 - Who is talking about your issue?
 - Who is connecting with you?

THEN...

Building Listening Into your Process

- ▶ Incorporate into your Messaging
 - ▶ Pain, Passion, Fun, Fame
- ▶ Track the Impact
- ▶ Practice & Improve

*BIG THANK YOU to Upwell for sharing their
Big Listening Campaign Lifecycle*

Thank You!

- ▶ Questions?
- ▶ Comments?

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Questions? Email us info@aspirationtech.org



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