

Using Technology to Become a More Powerful Advocate

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Introduction

- My background
- What we'll cover today
 - Define e-advocacy
 - How it's part of a broader comm strategy
 - Tools and tactics
 - Fitting tech into org culture/processes

Credit



- "Click Here for Change: Your Guide to the E-Advocacy Revolution"
 - By PolicyLink and the Community Technology Foundation of California
- Links available on www.keithpr.com

Defining E-Advocacy

- Brief history
- Digital divide and institutional issues
 - Municipal wireless, broadband access and mobile phones
- Segments
 - Electoral, grassroots, legislative, fundraising, education
- Delete the “e” in e-advocacy

Part of Comm Strategy

- E-Advocacy not a stand-alone approach
 - Must be part of online/offline strategy
- Resources
 - Staff, expertise, time, content
- Be clear on objectives
 - Just because it’s cool doesn’t mean you have to use it
- Know legal restrictions, esp. for 501c3s
- Be aware of privacy issues

Tools & Tactics - Concepts

- Online anchor
 - Website, blog or social networking page
 - Brand it well (domain name)
- Build relationships
 - Always ask for something
 - Make sure you have something to give
- Covert relationships to action

Tools & Tactics: Anchor

- Website
 - Skip build-it-yourself
 - Blogs, RSS-enabled CMS
 - Social networking pages
- Branding
 - Domain name
 - Visual identity
 - Cross-promotion

Tools & Tactics: Site

- Blogs
 - Wordpress, Blogger
- Content management systems (CMS)
 - Drupal, civicspace
- Social networking services
 - MySpace, Facebook, Change.org
 - Flickr, YouTube
- Search (google sees everything)

Tools & Tactics: Relationships

- Always ask for something
 - Email sign-up box
 - RSS feed
 - Volunteer/donate
- What value are you offering?
 - Reputation
 - Content
 - Multimedia

Tools & Tactics: Convert

- “MovingOn” begins here
 - Content + relationships → action
 - Levels of sophistication
 - Email / postal mail / text messaging
 - Smart identification mechanisms
 - Vendors
 - democracyinaction.org
 - Grassroots.com
- Always measure effectiveness

Adapting Tech Into Org

- Know what you’re using
 - Use the services and tools
 - Understand the culture first-hand
- Staff commitment
 - Leadership
 - Policy, development, communications
 - IT support

● **Next: Myspace Case Study**


