COMMUNICATING FOR ORGANIZING

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COM 319

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What is Organizing Communications?
organize
ˈôrgəˌnīz/
verb
1. arrange into a structured whole; order.
2. make arrangements or preparations for (an event or activity); coordinate.

communication
kəˌmyōōnəˈkāSH(ə)n/
noun
1. the imparting or exchanging of information or news.
2. means of connection between people or places, in particular.
Key tenants of NEA interpretation of these definitions:

**Center for Organizing:**
The C4O considers organizing an intentional and strategic approach to the work of the Association, one that relies on data analytics to inform a theory of what it takes to grow strong Affiliates and realize our mission of great public schools for all students.

**Center for Communications:**
The art of communications sends a message that educates, persuades, engages, incites action and moves people to achieve defined goals.

**Organizing Communications** is the marriage of these two philosophies to strategically use the tactics of communication – message, websites, social media, press outreach, tool kits, talking points, videos and memes, organizing tools like Action Network, Editorials/Letters to the Editor, email, advertising and publications – to meet membership growth and issue campaign goals as well as to engage members and the public to advance opportunities for students and ensure our members have what they need to ensure student success.
Rule #1: Messages always get’s warped.
WOMAN WITHOUT HER MAN IS NOTHING.
WOMAN, WITHOUT HER, MAN IS NOTHING
Kinds of Communication

- Direct: Personal
  - One on One
  - Call
  - Email
  - Social Networks

- Indirect: Messenger
  - Surrogate
  - Media
  - Opinion Makers
  - Social Networks

- Cultural: Perspective
  - Personal Lens
  - Race
  - Faith
  - Gender
  - Class

- Environmental: Background Noise
  - Popular Culture
  - Political Dynamics
  - Economic Environment
Types of Communication and what they are good for

- Press and placement of content
- Social Media
- Email
- Message
- Videos

- Advertising
- Publications
- Tool Kits & Materials
- Websites
- Activist Platforms
What makes a message more likely to move action?

- Clear Story
- Focused Message
- Call to Action
How do you get there?

Planning.

Building your campaign plan requires:

• Goals
• Strategies
• Tactics
• Measurement
Goals

Specific, Attainable, Relevant, Time Bound, Measurable
Who is your audience?

If your goal is to turn out 500 people to an event, the tactics and strategies will differ for members, parents or community partners.

Defining your audience will be an important part of meeting your goals and determining what strategies will be effective.
#1 Rule About Audience

- You are not the only person talking to a target audience
Mapping Audiences:
Circle of Benefit

- You
- Love
- Ideological
- Axe to Grind
- Power

Time & $
Let’s set some goals: Walk Ins at District Public Schools to support smarter testing laws

100 people (parents/community leaders/public) to attend 5 school walk-ins

4 member leaders at each site to coordinate action

Grow email list by 500 valid email addresses.
Strategy

STRATEGY is turning the resources you have into the POWER you need to get the CHANGE that you want.

What are the platforms and actions that will allow you to reach your targeted audiences and help meet your stated goals?
Goal:

100 people (parents/community leaders/public) to attend 5 school walk-ins

Strategies:
Use Social Media (paid and earned) to drive traffic to RSVP pages (Action Network)
Email
Online leader efforts
Tactics – time to get specific.

Website, Blog, Facebook, Twitter, Email, SMS, Photo/Graphics, Videos, Pledges, Petitions, Letter Campaigns, etc., etc., etc...
Goal:
100 people (parents/community leaders/public) to attend 5 school walk-ins

Strategies:
Use Social Media (paid and earned) to drive traffic to RSVP pages (Action Network)

Tactics:
• Each site will have it's own event page on Action Network with 4 member admins to manage
• Facebook posts (stories, memes, pics) that highlight student/member stories and why action is needed.
• All posts have call to action and link to RSVP
• Target press in week ahead on Twitter to invite to events
• Share day of action photos & posts across all platforms
• Accumulate all social posts in a Storify and share across platforms
Measurement: We are what we measure! How are you moving the dial?

- Open, Click Through and Action Rates
- Subscribers / Followers
- Likes
- Shares
- Events / Actions
- Leader Development
- Press Coverage
- Other success metrics?
Goal:
100 people (parents/community leaders/public) to attend 5 school walk-ins

Strategies:
Use Social Media (paid and earned) to drive traffic to RSVP pages (Action Network)

Tactic:
Each site will have its own event page on Action Network with 4 member admins to manage

Analytics:
5 event pages
- 20+ RSVPs on each page
- 4 member leaders at each site
- Number of Page views
  - did you have 150 visitors and only 25 RSVP's?
- How did your AN email do?
  - open/click thru/action rates
- Engagement levels on the page itself?
Questions?
Please complete the evaluation for this breakout session!

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