Digital Campaigning for On-the-Ground Organizing

Robyn Swirling, Presenter
COM 323
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Name, Association & Role,
Last thing you did on social media
Agenda for this session

• Why online organizing matters
• Facebook vs. Twitter
• Other tools
• M-E-T-A
• Digital engagement plans
Why does online organizing matter?
Cable News Coverage Of Education

When Evening Cable News Shows Talk About Education, How Often Do They Interview Actual Educators?

- **Educators**: 16
- **Non-Educators**: 169

**Period**: 1/1/14 - 10/31/14

**MEDIA MATTERS**
Signals from workers
Worker-led microsites

Who Pays Writers?
An anonymous, crowdsourced list of which publications pay freelance writers, and how much.

Marie Claire US
December 18, 2015 by who pays
Report: $2 per word for a 250- to 500-word FOQ piece in print. Cold pitch. Medium reporting. Publication bought all rights or it was a work for hire. “Good experience (Newsfeed section) with plenty of feedback and prompt payment.”

Filed Under: Who Pays Writers? Tagged With: fashion mags, Marie Claire, marie claire us

Pacific Standard
December 18, 2015 by who pays

Filed Under: Who Pays Writers? Tagged With: Pacific Standard, pay

Ozy
December 18, 2015 by who pays
Report: $350 for a 500- to 1000-word personal essay online. Little to no reporting. Solicited pitch. First serial rights. Payment received within 2 months. “The piece hasn’t been published yet, but I was paid a month after I submitted the invoice.”

Filed Under: Who Pays Writers? Tagged With: Ozy, Inc., The Billfold

Tags: alt weeklies, arts and culture, arts writing, atlantic blog, book reviews, cold pitch, criticism, editorial
Worker-led microsites

HAVING IT SOME

Submit Your Company’s Leave Policy!

Please be as specific as possible, quoting from your employee manual if you can, and adding any anecdotes you know about how people with families have been treated!

We think that parental and family leave policies should be transparent during the job search process, so applicants don’t have to ask about it.

This is our attempt to make that happen. Submit the name and location of your company and its maternity/paternity/family leave policy below.

Note: While we are interested in media and nonprofit companies that cover or affect women’s, gender and family-based issues, we are interested in information from all industries. If you submit, it will be included on the Tumblr.
Reddit Whistleblowing

The Golden Corral section of Reddit also began collecting anti-Golden Corral content, including this photo album allegedly of a separate, but equally unsanitary Golden Corral back room.
Worker to worker communication

Starbucks Sacramento Shift Swap

Join this group to post and comment.

RECENT ACTIVITY

Marckai Ture
November 6 at 6:18am · Edited
Hey guys, looking for a shift supervisor to cover a 12-8pm shift on Sunday the 9th. Location: Watt & Fair Oaks.
Plus a $25.00 bucks on me! Comment or text me at 415-367-5732.
Gracias😊

Like · Share

Silvia Vasquez 916-710-4732 that’s my number
6 hrs · Like

Marckai Ture I will call you around 2:45. We’re in our Holiday meeting 😊
6 hrs · Like

Silvia Vasquez Okay. I’m actually closing at my store today start at 2 but you can definitely call the store 916-723-1827.
6 hrs · Like · 1

Jarren Michael Suh
10 hrs
Soooo which one of you awesome baristas would like to cover my shift at
Worker advocacy

TO: STARBUCKS

Change the dress code to allow visible tattoos. I believe tattoos are a simple form of self expression and as long as they aren’t offensive or explicit, I think we should be able to show off our artwork proudly.

The starbucks mission statement is: "Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

Does this exclude our tattooed friends??

Being able to show off our tattoos lets us connect with our customers in more ways than we already do.

Over 45 million americans have tattoos. Its art, its beautiful, and its INSPIRING. Its time for Starbucks to get with the times and have some tattoo acceptance in the workplace!!

Why is this important?

I can’t tell you how many times I have pumped a syrup of some type DOWN MY SHIRT SLEEVE on accident... Long sleeves GET IN THE WAY!!! We work HARD to keep creating inspired moments in our customers day. We want to be comfortable!! Especially in the hot summer months but working in general in long sleeves is a pain! Please let us get rid of our sloppy, syrup covered sleeves! We wash our hands to keep them clean, but what about those long sleeves getting frap roasted all
Teacher crowdfunding

Book: Rethinking Sexism, Gender, and Sexuality
Join our campaign to publish the book we wish our own teachers—and our children's teachers—had well-thumbed copies of in their classrooms.

Education – Milwaukee, Wisconsin, United States

Campaign Home Updates / 0 Comments / 2 Funders / 38

$3,166 USD
Raised of $20,000 Goal
39 days left
Verified Nonprofit

Flexible Funding
This campaign will receive all funds raised even if it does not reach its goal. Funding duration: Apr 01.
Student organizing
Are there any issues in your school, local, or district that could benefit from tactics like these?
Facebook vs. Twitter
It’s not just about the message or call to action.

It’s about your talent for creating and curating content that your audience wants to be seen interacting with and validates their sense of social self.
For success on Facebook:

• Clear – don’t assume people know the jargon
• Concise – your audience has a short attention span
• Contrast – tell me how this is different or new
• Convince – why is this important to my life?
DO:

• Make each post count.
• Offer something valuable or interesting to your audience.
• Post when your audience is most likely to be online.
• Positivity wins!
• Don’t disclose all the details in your post.
• Engage with your audiences
• Research related campaigns with which to engage
• Keep interaction on Facebook when you can (images/videos)
Add photos and video directly to Facebook

Because of its growing number of auto-play videos, in August Facebook surpassed YouTube in total number of videos viewed on desktop in the U.S.

Facebook vs. YouTube - Videos Viewed (Billions) on Desktop
Listen

NEA Today
Posted by Amy Buffenbarger Jordan • November 30 at 8:00pm •

Is it time to change the elementary school model?

Changing Classes Isn’t Just for Middle School Anymore
Subject-specific elementary school teachers can alleviate stress and encourage deeper curriculum.
NATIONALJOURNAL.COM

150,400 people reached

Like · Comment · Share

Jamie Burdiss, Mandy MacLachlan Lockhart, Rachelle Ruge-Bernard and 588 others like this.

499 shares
Educate

Charter school fraud estimated at $54 million in NY:
educationvotes.nea.org/2014/12/01/cha...

New York is estimated to lose $54 MILLION in charter school fraud in 2014 alone.

Our students deserve charter accountability and standards.

In 2013-2014
MILWAUKEE COLLEGIATE ACADEMY CHARTER SCHOOL
expelled 16% of its students at a rate 10 TIMES GREATER than MPS high schools.
Take Action

Stop the Takeover of MPS via Milwaukee Teachers' Education Association
January 8 at 10:26pm ·

Now this is the kind of public community school that Milwaukee needs. One that will provide the necessary wrap around services like nutrition, vision, health, and tutoring from the neighborhood. We should hand our schools over to communities, not private corporations and third party operators.

There will be a public hearing on January 12, 6:30 at the MPS school board. Come show your support!

#noMPStakeover

Speak in Support of a Public Dual-Language Montessori Community School Focused on Social Justice

NEA Today
Posted by Audrey Edmonds Stepp [?] · October 12 ·

Do you want to identify yourself as an adult who will help bullied students at your school?

Take the Bullyfree pledge, and we'll send you a kit and a poster to help create a culture where bullying is correctly understood and addressed.

Bully Free: It Starts With Me
It's time to create a bully-free nation. We've got the research and the resources. Now it is time to act.

NEA.ORG

13,824 people reached
Facebook groups

- **Secret:** Only members can see the group and what members post. **Will not come up on search.**

- **Closed:** Anyone can see the group. Only members see posts.

- **Open (public):** Anyone can see the group and what members post.
Facebook

VS.

Twitter
Year after Rocketship's scrutinized launch, signs point to progress

Students arriving for classes at the new Rocketship Southside Community Prep school last August were greeted with a sign reminding students to tuck their shirts in and “dress for success” at the new Rocketship Southside Community Prep. The school marked both signs of success and challenges in its first year.

By Erin Richards of the Journal Sentinel

July 15, 2014
Erin Richards
@emrichards
Education reporter for the Milwaukee Journal Sentinel. I like big adventures.
DT: 42 98193 - 87 914865
jsonline.com
Joined November 2008

Tweets
tweets & replies
photos & videos

Like to bake? Then watch/follow the @FreshMKE holiday #CookieShow chat at noon today: jsonl.in/FfHc. Tweet ?s to #cookieshow

United States Trends - Change
#TheHobbit4Tickets
Promoted by Warner Bros Pictures
#DrinkingWhiteWhite
#ICantBreathe
Jim McElwain
Bryan Burwell
#pilgrim
Hairi Ngata
#SPECTRE
#TaxiWish
Igloo Australia
Rachel Schlueter
@kinderrach

Kindergarten teacher and public education advocate.

Followed by Jess Kutch.

Rachel Schlueter @kinderrach · 4h
@MilwaukeeMPS My favorite! I do miss the fresh baked pilgrim pan rolls!

Details

Rachel Schlueter @kinderrach · 4h
@emrichards @NCTQ @NEAMedia @MTEAunion My working conditions are my students learning conditions. I love my profession! Misleading story!

Details

Rachel Schlueter @kinderrach · 4h
@emrichards @NCTQ @MTEAunion Then why at 25 years has my pay gone backwards and I am struggling to get by? 14% less in take home pay!

Details

Rachel Schlueter @kinderrach · Nov 26
Shocking mistake in Darren Wilson grand jury on.msnbc.com/1yjnu3A via @thelastword
Erin Richards @emrichards · Jul 15
Bumpy Year 1 for @RocketshipEd in Milwaukee, but signs point to progress.
https://t.co/ttFYuA

Rachel Schlueter @kinderrach · Jul 15
@emrichards @RocketshipEd Could you see the suburban districts doing this? Why do Milwaukee parents keep getting all of the experiments?

Erin Richards @emrichards
@kinderrach @RocketshipEd b/c no consistent formula exists yet to help 1000s of low-income children succeed at same rates as richer peers.

7:38 AM - 15 Jul 2014

Rachel Schlueter @kinderrach · Jul 15
@emrichards @RocketshipEd It is because of ALEC and others wanting to use our tax $ to privatize education. Walker is a Koch puppet!
Rachel Schlueter @kinderrach · Jul 17
@emrichards I’d love to see the numbers on how many voucher/charter kids return to MPS after 3rd Friday (minus the voucher money). Any idea?

8:57 AM · 17 Jul 2014

Erin Richards @emrichards

@kinderrach I've asked for this, but @MilwaukeeMPS says it doesn't keep records of schools kids come from when enrolling post 3rd Fri.

Rachel Schlueter @kinderrach · Jul 17
@emrichards @MilwaukeeMPS You would think that would be something to keep data on. We have data for everything else!

Erin Richards @emrichards · Jul 17
@kinderrach @MilwaukeeMPS Agreed. I find it peculiar.
Joseph Brusky @JosephBrusky · Jul 15
@emrichards Sorry you think computer & uncertified aide can replace cert. teacher @NEAMedia bit.ly/1wq7Silk

Erin Richards @emrichards · Jul 16
@JosephBrusky Don't mix fact/opinion. Fact: Rocketship uses different, controversial teaching methods. I never say I favor fewer cert. tchr's

Joseph Brusky @JosephBrusky · Jul 18
@emrichards Fact: You list @RocketshipEd's crowded computer lab supervised by low wage uncertified aides as highlight

Erin Richards
@emrichards

@JosephBrusky It is a highlight of the school's non-traditional model. I offer no opinion on whether that concept is right/wrong.
Melissa Patterson @Mommyteach · Jul 15
@emrichards how's this going for rocketship? Kids flock in and parents pull them out. Mps gets them all back.

Erin Richards @emrichards · Jul 16
@Mommyteach Melissa, the story was about the Milwaukee school's first year. That's not what the Learning Lab looks like there.

Melissa Patterson @Mommyteach · Jul 16
@emrichards what does it look like there? The kids still sit for hours at screens monitored by uncertified staff, correct?

Erin Richards @emrichards · Jul 16
@Mommyteach I saw 25-30 when I visited, but RSED says 40-60 is norm. Lab is approx. 2-hr block. No more than 40-60 min spent on computers.

Melissa Patterson @Mommyteach · Jul 16
@emrichards 60 kids teaching themselves sitting at a computer for an hour and a half a day with no teacher in sight? That's not ok.

Erin Richards @emrichards
@Mommyteach Lots of people share your opinion; that's why they're controversial. But the photo you all shared is not from Milwaukee.
Critics continue to decry Rocketship 'learning lab' model

By Erin Richards of the Journal Sentinel

July 16, 2014

This week we ran a story about the first year in Milwaukee for Rocketship Education, a charter-school network from California that uses innovative, but controversial teaching methods in schools to keep costs down and better harness technology, in the hopes of expanding high-quality schools quickly.

Cut from the story for space: the discussion about achievement setbacks in California schools, after Rocketship tried something even more radical: combining the "learning labs" - or the computer classrooms where students spend time on adaptive software to practice basic skills - into classrooms where the whole grade level could be accommodated.

That meant 100+ kids in a room at a time, and the idea was to have classroom teachers and aides helping at various stations, as kids rotated from time on the computers to small group and large group instruction.

It didn’t work. Rocketship determined the experiment was not successful. The walls are going back up.

The new school in Milwaukee was initially built to accommodate that giant classroom idea, but mobile walls were added later in the building process.

Some critics on Twitter said it was wrong to include the learning labs as a “highlight” of the new Rocketship school in Milwaukee, in the story that ran Tuesday.

Rocketship’s response: The labs aren’t a silver bullet, but kids are making progress.

So how, exactly, do learning labs work, and why does Rocketship use them?

A primary way the charter network saves on costs is to have lower-paid aides, instead of certified teachers, oversee students during learning lab time. Rocketship leaders say this coming year, all Rocketship students will rotate the same way Milwaukee students did this year, spending about two hours in learning lab each day.

According to Rocketship Vice-President of Policy Katy Venskus, only 40 to 80 minutes of the daily time in learning lab are spent working through exercises on the computer. The rest of the time is spent in daily small group and independent reading time, as well as tutoring, she said. On a minimum of three days a week, the non-computer time during learning lab is spent on enrichment activities, such as physical education or art.
How Twitter Works

• Micro-messaging -- send updates of 140 characters or fewer to followers. Share links, photos, video & more!
• Follow and create lists of people whose content you want to see.
• Use hashtags (#socialmedia) to index tweets about the same topic
• Optimized for smart phones – 75% of users access from handheld device
State education hashtags

- Does anyone know their state education hashtag?
- bit.ly/ed-hash
Understanding Twitter lingo

Tweet
RT = retweet
MT = modified retweet
@ = tweet directed at a particular user
# = topic
DM = direct message
#ICYMI = in case you missed it
HT (or h/t) = hat tip
Via @ = a way to acknowledge content source
Great essay by @tomhanks on community college: "That place made me what I am today." nyti.ms/1u6v1hu #DegreesNotDebt

A shameful milestone: majority of public school students live in #poverty ow.ly/Hsy9H #edchat

Watch @Lily_NEA talk #education issues on @cspanwj tomorrow 1/17 at 8:30 AM EST cspan.org

President @BarackObama championed families, #education and workers in #SOTU last night bit.ly/1yJte7p via @edvotes
3 tips for increasing engagement

Tip #1: Be interactive. Ask questions, respond to followers, use the @ sign to get your tweets noticed by other accounts.
3 tips for increasing engagement

**Tip #2:** Experiment with time of day.

- **Hour 1:** 92.4% of retweets
- **Hour 2:** 1.63% of retweets
- **Hour 3:** 0.94% of retweets
3 tips for increasing engagement

**Tip #3:** Experiment with link placement. One study showed that links in the first half of tweets may outperform links at the end.
Setting Goals

Social media is only free if your time isn’t worth anything

TIME = MONEY
Instagram

Photo **sharing** smartphone app with cool filters

Over 90% of the 150 million people on Instagram are under the age of 35

Cannot put links on posts

Great place to share lots of photos from an event

Use hashtags!
Instagram

jesskrt
3 hours ago
Annika was fitted for her new glasses this morning. Thousands of kids in Milwaukee public schools have vision issues, but don’t have access to eye glasses. The Milwaukee teacher’s union is organizing to give every kid glasses.

❤️ courtcapuno, shaunajmiller, gdudas and 4 others like this.
Action Network

Start Organizing

**ACTIONS**

- CREATE PETITION
- CREATE EVENT
- CREATE FORM
- CREATE LETTER CAMPAIGN
- CREATE FUNDRAISER
- ADD FILES
- CREATE GROUP
M – E – T – A

• Moment
• Emotional hook / Identity
• Theory of change
• Ask
Moment

- **CRISIS:** Something awful (alt: awesome) is about to happen.
- **UNITY:** We’re on the verge of something great.

Crisis-unity
Moment

- **CRISIS:** Governor Christie has vetoed children’s health funding.
- **OPPORTUNITY:** State house can override him.

- **CRISIS:** NC legislators are considering a tenure bill.
- **OPPORTUNITY:** Educate the public and press about why we need due process.
Emotional Hook

Right now, I'm paying $4.19 a gallon every time I fill up my truck. Meanwhile, the oil companies are set to rake in $200 billion in profits. I like making money as much as the next guy, but if I were making billions, I wouldn't be asking taxpayers for a handout. That's why it is time to cut the subsidies that the oil industry gets from government each year.

-or-

The top five multi-national oil companies have earned $1 trillion dollars in profit over the first decade of the new millennium. Our government has been subsidizing the oil industry for almost 100 years, and over the next decade, the American public will provide to the big oil with $36.5 billion in new tax breaks. With the price of oil hovering at $100 a barrel, it's time to end the subsidies.
Why do you take action?
Identity – What does it say about me to participate?

• We take action because it makes us happy.
• We take action because it makes us feel important.
• We give because we want to be part of a success story.
• We take action because others are doing it.
Theory of change

• A cause-and-effect sequence that begins with what the reader can plausibly do.

• Ends with the resolution: hopefully victory or success.
AUTHENTIC
PLAUSIBLE
How does the action we are asking people to take create the change we want to see?
#1: College football won't have a true national champion until there is a playoff system. Sign our petition to demand a playoff.

Theory of Change: MISSING
#2: Wisconsin Gov. Scott Walker is pursuing a radical anti-worker agenda. Call his office and tell him to stop.

Theory of Change: IMPLAUSIBLE
#3: Puppy mills are more concerned with their bottom line than the health and well being of the dogs in their care. Americans for Puppies Everywhere is rallying day and night to stop them. Contribute now to keep us going.

Theory of Change:
TRUST ME
Theories of Change

• “A majority of Americans want to repeal "Don't Ask, Don't Tell," but right-wing voices are drowning them out. With a flood of calls, we'll raise the pressure until they push this bill over the finish line.”

• “China is Burma's only real ally, and if China pressures the junta, Burma will have to back down. So we're launching a petition today and publishing your signatures in the Financial Times—with a huge circulation among the power brokers of Beijing.”

• “New fuel efficiency standards for big trucks are critical to reduce global warming pollution, but the EPA's proposal for pollution controls is under attack by the Republican Congress. The EPA comment period is open until January 31st – and it's up to us to show Congress that Americans support these new standards.”
Put it all together!
Questions?

rswirling@nea.org
Session Outcomes

• The content from this session can be used to:
  – Build a digital engagement strategy for your organization that gets your members and the community more invested in your work
  – Increase the reach of your message by building a social media following through regular posting of engaging content
  – Create content for your website or social media pages
Please complete the evaluation for this breakout session!

COM323