UNITING OUR MEMBERS
AND THE NATION
Empowering leaders, educating students, strengthening communities

Digital Organizing: Mobilizing Networks

COM213
Robyn Swirling & Jessalyn Kiesa
NEA Center for Communications
NEA Leadership Competencies

• Develop a two-way strategic communications plan (levels 1 and 2)
• Uses current media, technology and social networks to communicate (levels 1, 2, and 3)
• Develops communication approach and style to fit appropriate audience (levels 1, 2, and 3)
• Acts as a compelling advocate for the organization (levels 1 and 2)
NEA Strategic Goal and Organizational Priorities

• Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

• NEA Organizational Priorities:
  – Early Career Educators
  – My School, My Voice
  – Racial Justice in Education
Agenda

1. Introduction to Digital Organizing
2. Developing Your Story
3. Platforms & Best Practices
4. Building Your Campaign

Jessalyn Kiesa
Manager, Digital Engagement, NEA Center for Communications

Robyn Swirling
Senior Media Strategist, Digital Engagement, NEA Center for Communications
Introduction to Digital Organizing
Introduction To Digital Organizing

What is digital organizing?

**Digital:** A set of tools and tactics

**Organizing:** Engaging and mobilizing people to create community and build or confront power.
Introduction To Digital Organizing

Digital tactics often overlap with traditional organizing tactics:

- Applying public pressure
- Creating a media narrative
- Shifting public perception
- Mobilizing audience to act
Introduction To Digital Organizing

Organizing is organizing

Online organizing can’t replace offline organizing, but it can help them do their job more efficiently.
Introduction To Digital Organizing

Digital drives mobilization efforts

Your digital program is designed to generate action. Every message we send supports this goal, either directly or indirectly.
Developing Your Story
Developing Your Story

Goals and messaging
Begin any conversation with a clear goal or intended outcome. Answer these questions before you write an email, set an ad budget, or name a campaign:

1. Who do you want to reach?
2. What story do you want to tell?
3. What do you need them to do?
4. When do you need to see results by?
Developing Your Story

From Ask to Action

Engage → Welcome → Connect → Empower
Developing Your Story

Engage

**Purpose:** Ensure our supporters understand our commitment to an issue, and how it connects to public education by giving the audience a reason to engage, return, and share.
Developing Your Story

Engage

### TOTAL POSTCARDS

<table>
<thead>
<tr>
<th>Role</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent</td>
<td>1,812</td>
<td>12%</td>
</tr>
<tr>
<td>Classroom Teacher</td>
<td>4,004</td>
<td>27%</td>
</tr>
<tr>
<td>Education Support Professional</td>
<td>939</td>
<td>6%</td>
</tr>
<tr>
<td>Retired Educator</td>
<td>4,032</td>
<td>27%</td>
</tr>
<tr>
<td>Student</td>
<td>386</td>
<td>3%</td>
</tr>
<tr>
<td>Elected Official</td>
<td>51</td>
<td>0%</td>
</tr>
<tr>
<td>Community Activist</td>
<td>993</td>
<td>7%</td>
</tr>
<tr>
<td>Faculty/Staff</td>
<td>834</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>1,936</td>
<td>13%</td>
</tr>
</tbody>
</table>
Developing Your Story

Welcome

Purpose: Make a great first impression! Ensure that new members of our community understand the value of our union, the issues we work on, and how they can fit in.
Developing Your Story

Connect

**Purpose:** Create an emotional connection with our members and supporters around our shared values of public education and community, while also encouraging them to show their commitment to the issue.
Developing a Digital Story

Empower

**Purpose:** Provide opportunities for our members and supporters to take a specific action on the issues most important to them.
Platforms and Best Practices
Platforms and Best Practices

Digital organizing drives action, but it starts with storytelling

Your digital program is a *storytelling* program — full of content that serves a purpose.

Use compelling stories to form a relationship with your audience, and to inform content to educate them about your key issues.
Platforms and Best Practices

Create a clear narrative.

Think about organizing your content into themes, like:

- Human interest stories
- Education content around key issues
- Policy content around legislative moments
Platforms and Best Practices

Tap into your audience’s emotions. Good storytelling is all about creating an emotional response from your audience. Emotion — more than reason — drives action.
Platforms and Best Practices

Calls to action should be clear and urgent.

When it comes time to mobilize, the emotions we seek are different: urgency and resolve. Quickly & clearly show why you need to take action right now.
Platforms and Best Practices

The best online content is...

- Telling a story
- Visually interesting
- Tailored for each platform
- Consumable and sharable
- Communicating a theory of change that motivates people to take action
Platforms and Best Practices

Theory of change

How will you turn the resources you have into power you need to create the change you want?

In digital organizing: How does the action we’re asking people to take create the change we want to see?

Usually an if/then statement: If we do [X] then [Y] will happen.

Must be authentic, plausible, and real.
Platforms and Best Practices

Before posting, asking yourself...

1. Who am I trying to reach?
2. What kinds of content do I have to share?
3. What do I want people to do?
Platforms and Best Practices

Images

- Make you stop scrolling
- Create a template: time saving, visually consistent
- Use Canva.com – it’s free!
Platforms and Best Practices

Video
Platforms and Best Practices

Who am I trying to reach?
Platforms and Best Practices

Who am I trying to reach?

Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...

<table>
<thead>
<tr>
<th>Platform</th>
<th>Daily</th>
<th>Weekly</th>
<th>Less often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>76</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>Instagram</td>
<td>51</td>
<td>26</td>
<td>22</td>
</tr>
<tr>
<td>Twitter</td>
<td>42</td>
<td>24</td>
<td>33</td>
</tr>
<tr>
<td>Pinterest</td>
<td>25</td>
<td>31</td>
<td>43</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>18</td>
<td>31</td>
<td>51</td>
</tr>
</tbody>
</table>

Note: Do not know/refused responses not shown.
Source: Survey conducted March 7-April 4, 2016.
“Social Media Update 2016”
PEW RESEARCH CENTER
Platforms and Best Practices

Who am I trying to reach?

### 79% of online adults (68% of all Americans) use Facebook

<table>
<thead>
<tr>
<th>% of online adults who use Facebook</th>
<th>79%</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online adults</td>
<td>79%</td>
</tr>
<tr>
<td>Men</td>
<td>75</td>
</tr>
<tr>
<td>Women</td>
<td>83</td>
</tr>
<tr>
<td>18-29</td>
<td>88</td>
</tr>
<tr>
<td>30-49</td>
<td>84</td>
</tr>
<tr>
<td>50-64</td>
<td>72</td>
</tr>
<tr>
<td>65+</td>
<td>62</td>
</tr>
<tr>
<td>High school degree or less</td>
<td>77</td>
</tr>
<tr>
<td>Some college</td>
<td>82</td>
</tr>
<tr>
<td>College+</td>
<td>79</td>
</tr>
<tr>
<td>Less than $30K/year</td>
<td>84</td>
</tr>
<tr>
<td>$30K-$49,999</td>
<td>80</td>
</tr>
<tr>
<td>$50K-$74,999</td>
<td>75</td>
</tr>
<tr>
<td>$75,000+</td>
<td>77</td>
</tr>
<tr>
<td>Urban</td>
<td>81</td>
</tr>
<tr>
<td>Suburban</td>
<td>77</td>
</tr>
<tr>
<td>Rural</td>
<td>81</td>
</tr>
</tbody>
</table>

*Note: Race/ethnicity breaks not shown due to sample size. Source: Survey conducted March 7-April 4, 2016. “Social Media Update 2016” PEW RESEARCH CENTER*

### 24% of online adults (21% of all Americans) use Twitter

<table>
<thead>
<tr>
<th>% of online adults who use Twitter</th>
<th>24%</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online adults</td>
<td>24</td>
</tr>
<tr>
<td>Men</td>
<td>25</td>
</tr>
<tr>
<td>Women</td>
<td>25</td>
</tr>
<tr>
<td>18-29</td>
<td>36</td>
</tr>
<tr>
<td>30-49</td>
<td>23</td>
</tr>
<tr>
<td>50-64</td>
<td>21</td>
</tr>
<tr>
<td>65+</td>
<td>10</td>
</tr>
<tr>
<td>High school degree or less</td>
<td>20</td>
</tr>
<tr>
<td>Some college</td>
<td>25</td>
</tr>
<tr>
<td>College+</td>
<td>29</td>
</tr>
<tr>
<td>Less than $30K/year</td>
<td>23</td>
</tr>
<tr>
<td>$30K-$49,999</td>
<td>18</td>
</tr>
<tr>
<td>$50K-$74,999</td>
<td>28</td>
</tr>
<tr>
<td>$75,000+</td>
<td>30</td>
</tr>
<tr>
<td>Urban</td>
<td>26</td>
</tr>
<tr>
<td>Suburban</td>
<td>24</td>
</tr>
<tr>
<td>Rural</td>
<td>24</td>
</tr>
</tbody>
</table>

*Note: Race/ethnicity breaks not shown due to sample size. Source: Survey conducted March 7-April 4, 2016. “Social Media Update 2016” PEW RESEARCH CENTER*
Platforms and Best Practices

Who am I trying to reach?

### Instagram

<table>
<thead>
<tr>
<th>% of online adults who use Instagram</th>
<th>All online adults</th>
<th>32%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>30-49</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>50-64</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>High school or less</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Some college</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>College+</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Less than $30K/year</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>$30K-$49,999</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>$50K-$74,999</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>$75,000+</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>Suburban</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Rural</td>
<td>31</td>
<td></td>
</tr>
</tbody>
</table>

### Pinterest

<table>
<thead>
<tr>
<th>% of online adults who use Pinterest</th>
<th>All online adults</th>
<th>31%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>30-49</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>50-64</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>High school or less</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Some college</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>College+</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Less than $30K/year</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>$30K-$49,999</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>$50K-$74,999</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>$75,000+</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Suburban</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Rural</td>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER
Platforms and Best Practices

Facebook

• Great for getting people to take action
• Vary your content: images, articles, actions, discussion prompts
• Learn your audience and their habits
• Post 1-2 times daily. Don’t post too often, or too infrequently.
• Add content directly to the platform.
Platforms and Best Practices

Twitter

- Engage with journalists & influencers
- Live coverage of events
- Vary your posting times
- Know who you’re trying to reach with each message
- Identify the important hashtags for your issues: before you invest one, is there an existing hashtag?
- Not as good for getting people to click — not a main driver for action
Platforms and Best Practices

Instagram

- All your photos, quote graphics, and videos
- No links: Use Instagram to tell a story, not necessarily to drive action
- Form a narrative: Use Stories feature, or add multiple pictures to your posts.
- Tap into existing conversations using existing hashtags.
Platforms and Best Practices

Pinterest

#2 site members go to for professional support

- Highly visual: people come here for ideas
- Piggyback off of NEA and SEA if you don’t have enough content for your own board
- Strengthen connection with members so they know to come to us for content
Platforms and Best Practices

Email

- Prioritize subject lines & sender names
- Use casual, friendly prose
- Make your ask — more than once
- Bold and prominent links
- Be concise: Just as long as it takes to say what you need to say
- Use images to tell the story

Tim,

Students, educators and activists like you have been speaking up about President Trump’s decision to end the Deferred Action for Childhood Arrivals (DACA) program. We know the clock is ticking on Congress to take action. The stakes are high — with the lives of 800,000 Dreamers, including 20,000 DACAmented educators and thousands more students to be thrown into turmoil if Congress doesn’t act.

We cannot let this happen.

Stand up and support a path forward for these aspiring Americans. Demand that Congress pass a clean Dream Act - no trading Dreamers’ lives for the lives of their parents, or a wall, or militarization of the border.

Send a postcard to Congress with one reason you support passage of the Dream Act today!

This is our American dream
Pass the DREAM Act!

SEND YOUR POSTCARD

Sending a postcard only takes a couple of minutes — just add your name and where you’re from, and share one reason why you support Dreamers. We’ll deliver your postcards to Congress.

After you hit send, hit “share on social media” to spread the word to others who may want to send their own postcard in support of our Dreamers.

Let’s fill the halls of Congress with messages calling for passage of the Dream Act now!

Thank you,
The Education Votes Team
Platforms and Best Practices

Email writing basics

• Sender
• Subject Line
• Opening line: Short, attention-grabbing. Why are you writing?
• Theory of Change
• Make your ask: clear, set apart, bold
• Give more information: Facts, figures, tell more of the story
• Ask again!
Platforms and Best Practices

Email writing:
An example

Robyn -

It looks like Betsy DeVos hasn’t learned anything about our nation’s public schools in her first few months as Education Secretary.

Later today, she’s unveiling her plans to cut billions of dollars in public education funding while diverting taxpayer dollars from public schools to unaccountable private schools via yet another one of her voucher schemes.

It’s time that we educate her about what actually works best for students.

Send an email to Betsy DeVos now. Tell her that vouchers harm the 90% of American students that attend public schools, and that she won’t get to destroy our public schools without a fight.

If DeVos were serious about ensuring that every student has access to a great public education, then she’d be serious about doing what works: resourcing our neighborhood public schools so students have inviting classrooms, class sizes small enough for one-on-one time with educators, and supports like health care, nutrition, and after-school programs for students that need them.

We see where DeVos and President Trump’s priorities are, and they’re not with our nation’s students, educators, families, and communities. Email DeVos now, and tell her that her plans are just plain wrong!

Lily Eskelsen Garcia
President
National Education Association
Platforms and Best Practices

Email

Prioritize the basics…

• Tell people how their email address will be used.

• Offer them the opportunity to unsubscribe (it’s the law)

• Give all your emails the same general look and feel

• Set a schedule — but don’t be afraid to make a change
Platforms and Best Practices

Measuring Success

Use each platform’s reporting & analytics tools

Decide what metrics are most meaningful for you
Building Your Campaign
## Building Your Campaign

### Calendaring

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>Intro petition - educate on the issue</td>
<td>Newsletter</td>
<td>Kicker to non-signers, Invite signers to delivery</td>
<td></td>
<td>Report back on petition delivery. Include a picture.</td>
</tr>
<tr>
<td>Facebook</td>
<td>Share petition</td>
<td></td>
<td></td>
<td>Facebook live</td>
<td>Photo album of delivery</td>
</tr>
<tr>
<td>Twitter</td>
<td>Share petition</td>
<td>Tweet at reporter who wrote about petition</td>
<td>Share petition</td>
<td>Live tweet</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>Informative graphic on petition subject</td>
<td></td>
<td></td>
<td>Stories w/ member’s voices</td>
<td>Post with 5 photos from delivery</td>
</tr>
</tbody>
</table>
Session Outcomes

The content from this session can be used in the following ways in your current position/role:

– Create a digital engagement calendar to build out your strategy for communicating across email, social media, and your other platforms
– Build digital into your campaign strategy from the start by identifying your audiences and what you need them to do
– Send better emails!
Tell us how we did!

Digital Organizing: Mobilizing Networks
COM213

• Please complete the evaluation for this breakout session by using the **NEA Summit Mobile APP**!

• Please visit the Leadership Development Resources website at [www.nea.org/leadershipdevelopment](http://www.nea.org/leadershipdevelopment)

Robyn Swirling – rswirling@nea.org
Jessalyn Kiesa – jkiesa@nea.org