

ACTTogether.us Guide: Digital Organizing Fundamentals

Introduction

Digital organizing is about using online tools to mobilize people toward real-world impact. Whether you're building a rapid-response campaign or nurturing long-term community, mastering the basics of digital engagement is crucial for organizing at scale. This guide covers essential strategies for email, social media, SMS, and digital infrastructure--all tailored for grassroots power.

1. Define Your Digital Goals

Start with clarity. What do you want your digital work to do? Common goals include:

- Recruit volunteers
- Drive event turnout
- Pressure decision-makers
- Share critical information
- Build community

Tie every post, email, or campaign to one of these outcomes.

2. Build Your Digital Infrastructure

Before you launch campaigns, set up your core systems:

- Email platform (e.g. ActionNetwork, Mailchimp)
- Link shorteners (e.g. Bit.ly for tracking engagement)
- Online forms for RSVPs, signups, petitions
- Shared folders and calendars for your team

Make your workflows easy to replicate. Simplicity builds speed and scale.

3. Craft Strong Calls to Action

Every message should point to a clear, urgent, and achievable next step. Strong CTAs use:

- Clear verbs: Sign up, Join us, Call now
- Urgency: "by Friday," "before the vote," "in the next 24 hrs"
- Repetition: Post the same CTA across platforms (email, social, SMS)

4. Use Social Media Strategically

You don't have to be on every platform. Pick 2-3 based on where your people are. Focus on:

- Consistency: Post regularly, ideally with a content calendar
- Visuals: Use bold graphics, short videos, and captions with hooks
- Engagement: Respond to DMs, comments, and tags. Be social, not just loud.

Always include a link in bio or CTA to drive action.

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5. Write Emails That Get Read

Email is still the backbone of digital organizing. Best practices include:

- Subject lines that ask questions or tease action
- Brief body text: 3-5 short paragraphs or bullets
- Personal tone: Write like you're talking to a friend
- One big button or link to your CTA

6. Leverage SMS for Urgency

Use texting for time-sensitive messages:

- Event reminders
- Call-in days or vote alerts
- Livestream starts or rapid actions

Keep texts short and direct. Use names when possible. Respect opt-in laws and always include a way to opt out.

7. Track, Learn, Adapt

Metrics aren't everything--but they're something. Track:

- Open and click-through rates (email)
- Follower engagement (social)
- Signup conversion rates (forms)
- RSVP vs. attendance (events)

Look for patterns. What works? What flops? Improve your campaigns in real time.

8. Build Community, Not Just Campaigns

Digital work is more than mobilizing. It's also about belonging. Make your platforms welcoming:

- Feature volunteers and attendees
- Ask questions and share responses
- Celebrate wins, big and small

If people feel seen, they'll stay--and organize others.

Final Notes

Digital organizing is never just about technology. It's about people. Use this guide to strengthen your outreach, grow your base, and mobilize toward justice with intention and clarity. The tools will change. Your mission won't.