USING SOCIAL MEDIA FOR ADVOCACY

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About Beekeeper Group

We help organizations identify, reach and activate their audience.

Today's Agenda

- **What is Social Media?**
- **What is Advocacy?**
- **What is a Brand?**
- **The Basics of an Advocacy Campaign**
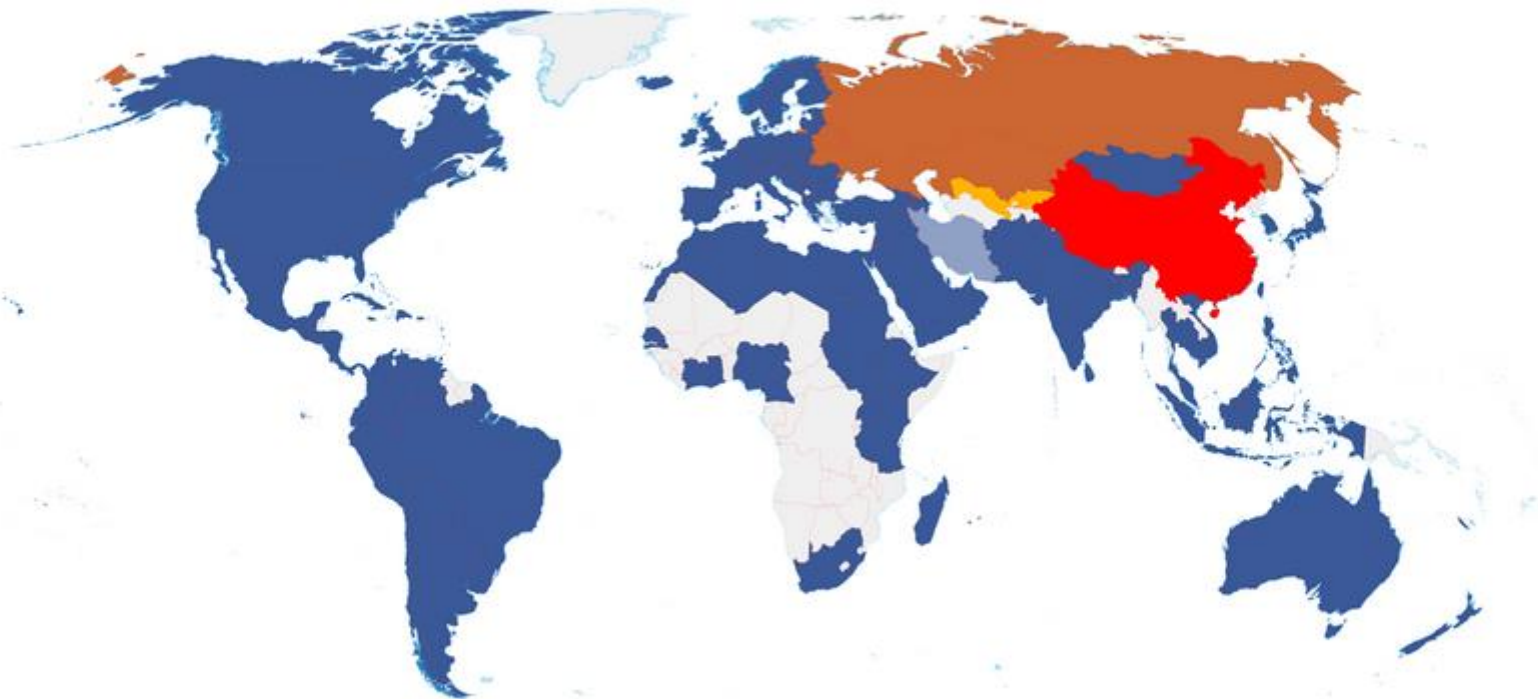- **Best Practices & Tips**
- **Questions**

Feel free to interrupt me and ask me questions!

What is Social Media?

- **Not Just Technology** – More than just WhatsApp, Skype, or Viber.

- **User Generated Content** -- From you and your audience!

- **Self Published** - Communication without a gatekeeper.

- **Conversation** – Dialogue, not monologue.

WORLD MAP OF SOCIAL NETWORKS

July 2014

Legend: Facebook · QZone · V Kontakte · Odnoklassniki · Facenama

http://vincos.it/world-map-of-social-networks/

Why Do People Use Social Media?

People use social media for a number of different reasons.

It's up to you to provide them the content they need.

Why Is Social So Important?

More people have a **mobile device** than have:

- Access to a clean toilet
- Toothbrushes
- Electricity

http://roar.pro/there-are-more-mobile-phones-than-these-3-essential-things/#!prettyPhoto

What is Advocacy?

Policy

Lobbying

Grassroots
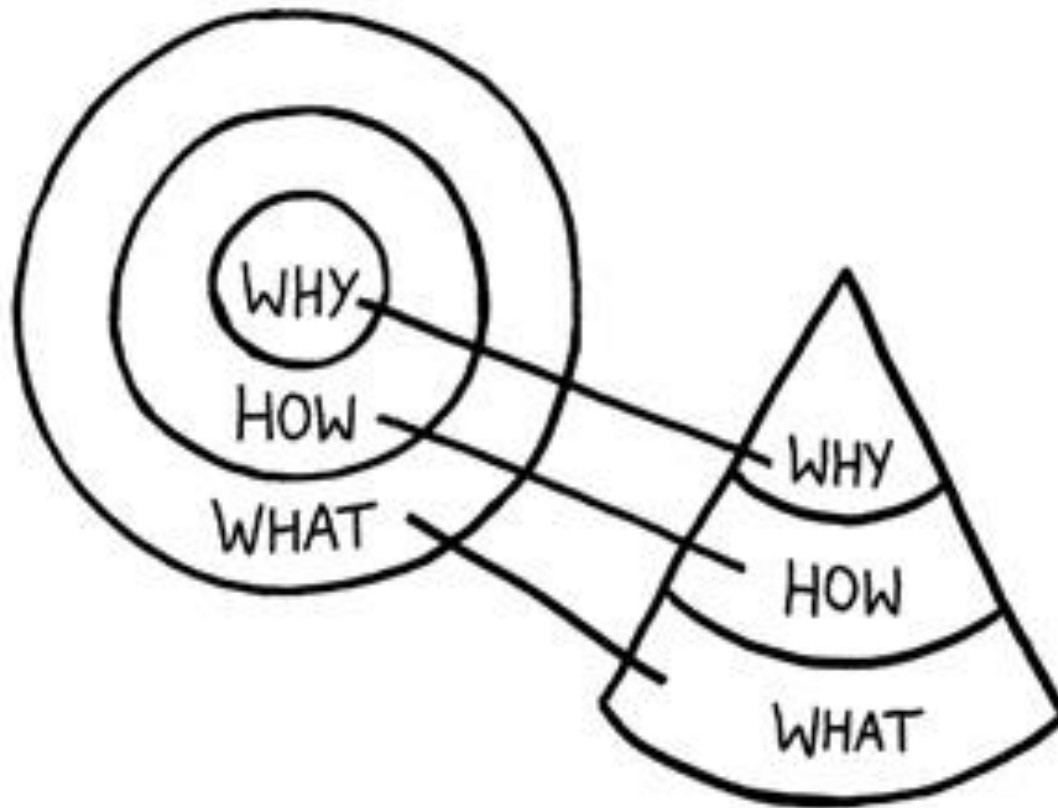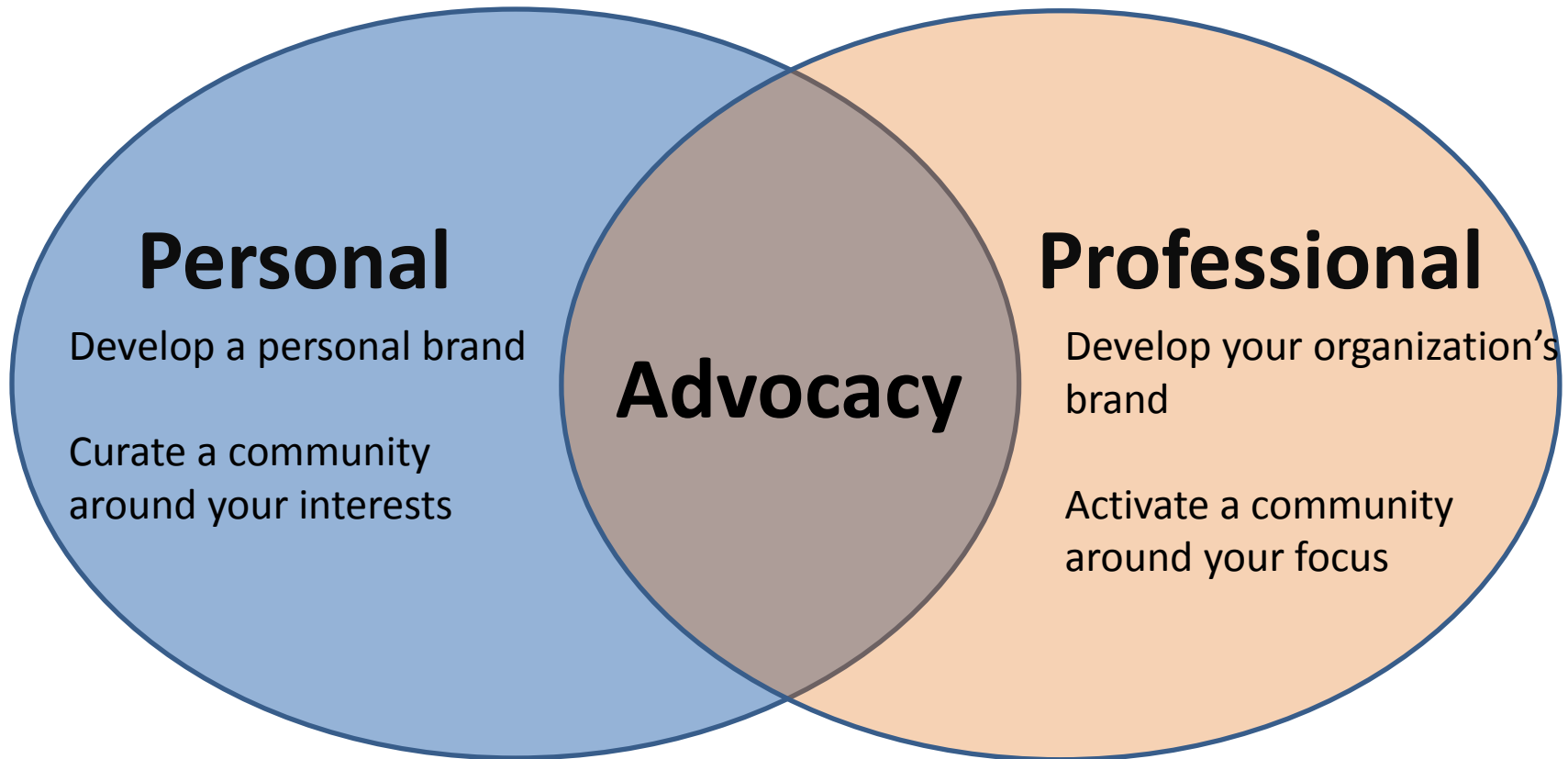
Media Advocacy

Global vs. Local

What is a Brand?

A **brand** is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

- Seth Godin, Author of *Linchpin*

A Brand Is Your Reason

You Have Many Brands

Personal

Develop a personal brand

Curate a community around your interests

Advocacy

Professional

Develop your organization's brand

Activate a community around your focus

How Does Social, Advocacy, and Branding Fit Together?

ENGAGAGEMENT

- Brand Visibility
- Crisis Management
- Media Relations
- Thought Leadership

- Low cost / ROI
- Building community
- Humanizing

When Should You Create a Digital Advocacy Strategy?

You should use social media when you want to:

- Increase awareness of your cause
- Get people to take action
- Shift your organization's reputation
- Boost your numbers
- Raise money

7 Keys to Social Media Advocacy

1. Identify Objectives/Branding and Identity
2. Formulate Strategy
3. Determine your audiences, stakeholders, and targets
4. Create Your Narrative
5. Identify your platforms
6. Develop and Plan high quality content
7. Engage
8. Measure & Refine

SMART Goal

- **Specific**
- **Measurable**
- **Assignable**
- **Realistic**
- **Timely**

The Most Important Questions

WHO ARE YOU TRYING TO REACH?

WHAT DO YOU WANT THEM TO DO?

Branding and Identity

What We Say About Ourselves	What Opponents Says about Themselves
What We Say About Opponents	What Opponents Says about Us

Formulate a Strategy

I am trying to get **(WHO - constituency)** to do **(WHAT - outcome)** by **(HOW - strategy)** by **(WHEN - time)?**

Formulate a Strategy

- What is our P.O.S.T.?

    - People

    - Objectives

    - Strategy

    - Technology/Tactics
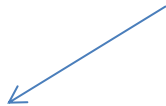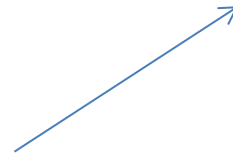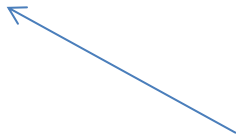
What is your narrative?

Start with the end in mind:

- Increase awareness of your cause
- Get people to take action
- Shift your organization's reputation
- Increase your "vanity metrics"
- Raise money

Identify Your Platforms

Quality Content

VISUAL STORYTELLING

Images
Videos
Charts
Infographics

Measuring Success

Determine tangible goals

- Such as increased awareness, engagement, and audience

Metrics that can illustrate success

- More shares on social media, likes, comments, increased website traffic, etc.
- Determining specific numbers that would mean success for your campaign can help make your goals more realizable

Continue to monitor and readjust

- Learn from your successes and failures, and adjust your campaign strategy accordingly

Facebook

- **Mention Other Organizations.**
- **Respond to Comments.**
- **Use the timeline and highlight features to your advantage.**
- **Use Images.**
- **Keep Text Brief.**
- **Ask Questions to Increase Engagement.**
- **Avoid Moving the Audience Conversation to External Resources.**
- **Like Other Pages.**

Timeline

Short Text

Good Visual

Engagement

Twitter

- **Consider the rule of three.**
- **Monitor Hashtags.**
- **Follow Other Users.**
- **Links.**
- **Use Photos & Videos.**
- **Have an exclamatory tone.**
- **Include Questions.**
- **Re-tweet Carefully & @ Mention Strategically.**
- **Respond and engage!**

LinkedIn

- **Encourage Participation**.
- **Connect with influencers**.
- **Cross Promote Materials**.
- **Create Groups**.
- **Host Discussions**.

Visual Storytelling

- **Picktochart** (http://piktochart.com/) is a free, user friendly web service that allows you to create and customize interactive infographics. Paid versions are also available.

- **Storify** (https://storify.com/) is a social network service that lets users create and customize visual stories or timelines by importing material from social networks, Google, embed URLs, etc.

- **Pixlr** (http://pixlr.com/) is a free tool that lets you edit photos and other images and add text.

Questions?

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