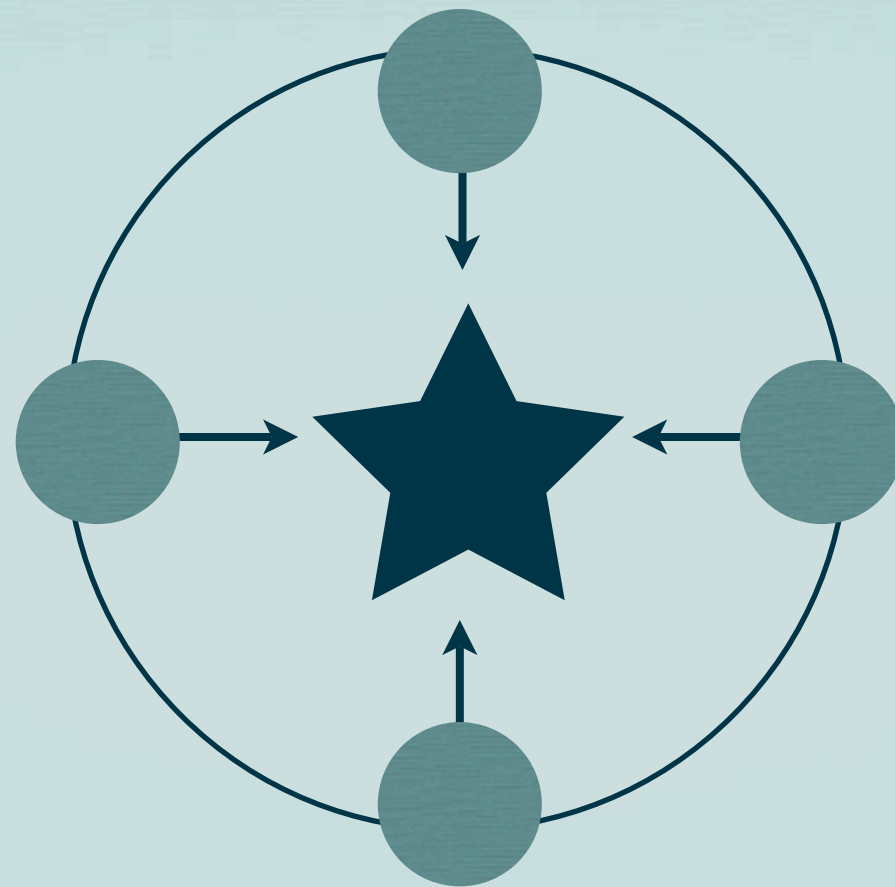


USING SOCIAL NETWORKS FOR SOCIAL CHANGE



Ivan Boothe

Rootwork.org / Consultant to the Genocide Intervention Network

Democracy in Action Community Conference — 27 June 2008

THE GENOCIDE INTERVENTION NETWORK



e m p o w e r s

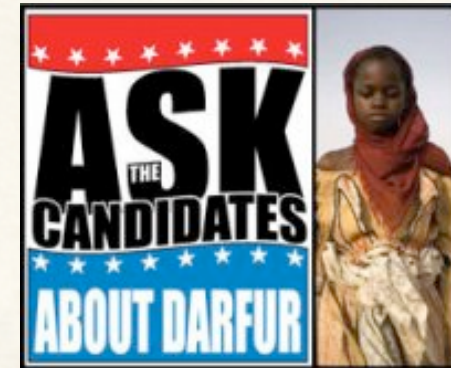
members with the tools to
prevent and stop genocide.



GENOCIDE
INTERVENTION
NETWORK

Have a hand in stopping genocide

*** e m p o w e r m e n t**



SUDAN DIVESTMENT
— TASK FORCE —

Building an anti-genocide constituency

DARF✓RSCORES•ORG
CALLING ON CONGRESS TO STOP GENOCIDE

1-800-GENOCIDE
— The Anti-Genocide Hotline —

Members who can
think
for themselves

Members who can
speak
for us
for themselves
for a movement

THE PURPOSE OF A SOCIAL NETWORK

(What the heck are you doing here?)

Organizing or Mobilizing?

Many groups use social networks for **mobilizing** — getting members out to an event, getting people to sign a petition, getting people to donate for a cause.

Organizing or Mobilizing?

GI-Net uses social networks for **organizing** — creating an educated constituency of people who can think for themselves and motivate others.

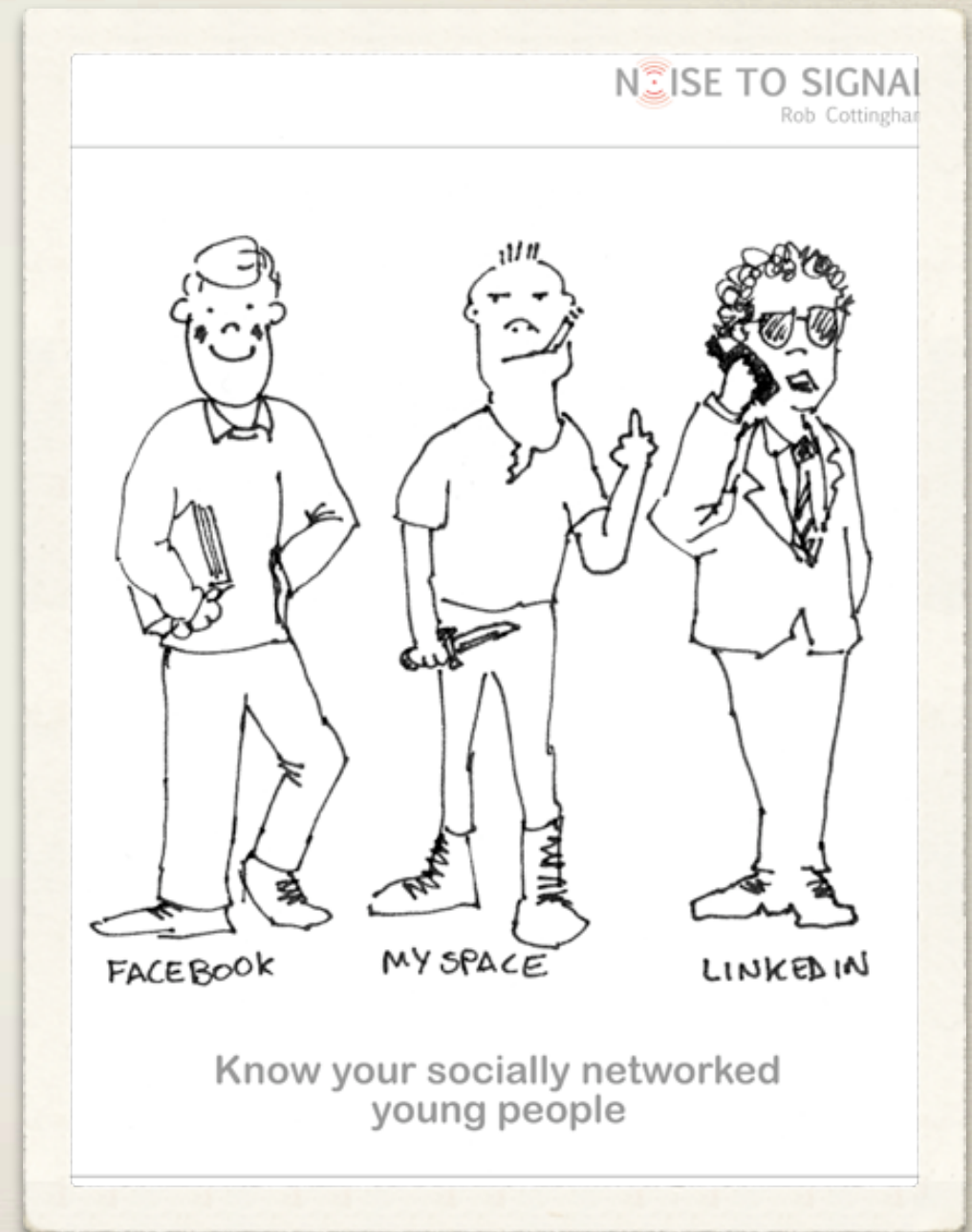
Organizing or Mobilizing?

We're not simply looking for a mailing list or an ATM — we want an educated, active movement of people interested in preventing and stopping genocide.

Social networks are an integral part of this.

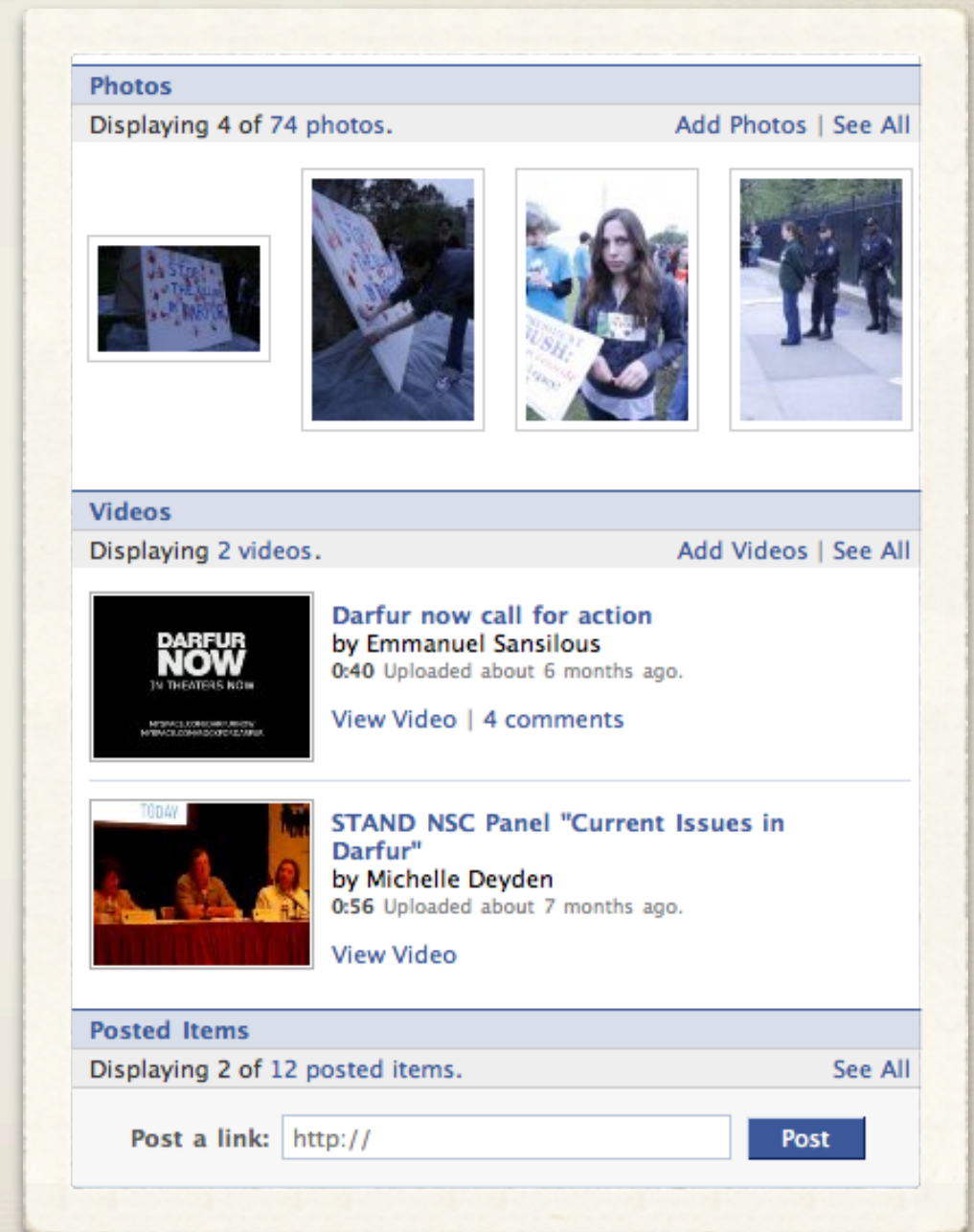
The Dynamics of Social Networks

- * The **dynamics** and **demographics** of each network are different — what may make sense on MySpace could be seen as annoying on Facebook.
- * If you have a specific niche, you might try focused networks like BlackPlanet, Eons, GLEE, WiserEarth or The Hub.
- * **You don't have to be everywhere.** You have to be able to make a commitment to each network.



Social Media & Social Networks

- * **YouTube and Flickr** vs. **Facebook and MySpace**
- * **Social media** is often embedded in **social networking** profiles in order to help engage members and heighten interest.



Keys to Success on Social Networks

***It's about member engagement.**

A way to facilitate conversations
between you and your members and
among your members.

GENOCIDE INTERVENTION NETWORK

Have a hand in stopping genocide

www.GenocideIntervention.net

[Take Action Now](#)

[Become a Member](#)

[Make a Donation](#)

Sign up for anti-genocide e-mail alerts!

E-mail Address:

Zip Code (US/Can):

Note: A warning may appear from MySpace; rest assured that we take your privacy seriously. [View our privacy policy.](#)

(yay AdBlock)

 **myspace.com**
a place for friends.

▼People

POWERED BY
Google

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GENOCIDE INTERVENTION NETWORK

Genocide Intervention Network's Latest Blog Entry

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**GENOCIDE
INTERVENTION**

"Empowering individuals
and communities with

They talk to you,

Thursday, May 15, 2008

Are you an anti-genocide activist? We want you in our top friends!

Category: [News and Politics](#)

Are you active in your community on anti-genocide issues? Raising money for civilian protection in Darfur — educating your neighbors about the mass atrocities in Burma — working to pass divestment from Sudan in your state? **Leave us a comment and describe what you're doing!**

We want you in our top friends!

In the coming weeks, we'll be rotating in all of our MySpace friends who are active on anti-genocide issues into our top friends. **You've been supporting us, now we want to support you!**

Note: This goes for local organizations too — if your chapter or community group is working on these issues, please let us know so we can feature you!

You talk to them.

Success Story #1

Using Student Pressure to Pass Legislation

- * Bill with bipartisan support being held up by Senate committee chair
- * Using **Facebook**, identified and reached out to students in senator's home state
- * Facilitated identification by students of senator's top donors, using **OpenSecrets.org**

Success Story #2

Raising an Issue's Profile and Engaging Members

- * GI-Net's student division created “**Picture a World Without Genocide**” campaign
- * Encouraged high school students to submit photos on **Facebook** and **MySpace** of their activism on Darfur
- * Hundreds of pictures were collected and compiled into large poster spelling out “DARFUR”



Picture a World Without Genocide

Facebook Photo Campaign



Picture a World Without Genocide

Rep. Frank Wolf (VA)



Picture a World Without Genocide

Rep. Barbara Lee (CA)



Picture a World Without Genocide

John Prendergast, Enough Project



Picture a World Without Genocide

STAND Presenters



Picture a World Without Genocide

Facebook Photo Campaign



Picture a World Without Genocide

Facebook Photo Campaign

Success Story #3

Coordinated Fundraising Through Social Networks

- * Annual “DarfurFast” encourages students to refrain from one luxury item and donate proceeds to GI-Net
- * Distribution of information happens through both the chapter network and social networks — **Facebook**, **MySpace**, **LiveJournal** and **Twitter**
- * Social networks are key to keeping individual members engaged and inviting friends on campus to take part
- * Raised more than \$500,000 in three years of annual events; 2007 saw participation from 450 high schools and 300 colleges

Final Thoughts

- * **It's long-term.** Don't expect immediate results.
- * **It takes effort.** You need to be willing to engage.
- * **If you want your members to spread your message, you have to trust them.**

Nonprofit Social Network Resources

- * **Heather Mansfield** writes about best practices for nonprofit use of social networks.
diosacommunications.blogspot.com
- * **Beth Kanter** writes about innovative ways nonprofits are using social media.
beth.typepad.com
- * **Alexandra Samuel** and **Rob Cottingham** write on the Social Signal blog about ways to build online communities both within and beyond existing social networks.
www.socialsignal.com/blog

STAY IN TOUCH!



Ivan Boothe

www.rootwork.org

twitter.com/rootwork

slideshare.net/rootwork