

# Digital Organizing General Best Practices

When planning your local's online presence, there are four ideas to think about in advance that can help you determine the direction that makes the most sense for your audiences:

- 1. Know your “why.”** Watch this [~four-minute video](#) from Michael Jr., an empowering comedian, where he and a member of his audience demonstrate how knowing *why* you're doing something—like setting up a digital identity for your local—is just as important as *what* you're doing.
- 2. Create a central hub.** Ensuring your local has a central digital spot that hosts important information, documents, resources, ways to contact leadership, etc. will give your audiences a spot to go when they need to access your local. This can be a free website created through the AFT Stateweb system, a Facebook page or group, or some other digital space where your audiences go.
- 3. Identify your audiences.** Of course your local's membership is part of your audience, but what about parents or community allies? Who are the people or groups you want to reach outside of your membership? How can you reach them? Thinking these questions through can help you decide where to start building your online presence.
- 4. Keep the work designated to one or two people.** Because the nature of this work can get complicated with multiple social media accounts to maintain and on which to queue content, designating one or two people to the digital organizing work will streamline the process and make it easier to update each channel. Education Minnesota has [support systems](#) in place to make sure these local digital organizers feel confident and successful carrying out this work.

**Questions? Contact us!**

