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# DIGITAL ORGANIZING 101

# COURSE OBJECTIVES

Define digital organizing.

Examine the “Theory of Change.”

Understand best practices.

Learn what’s possible.

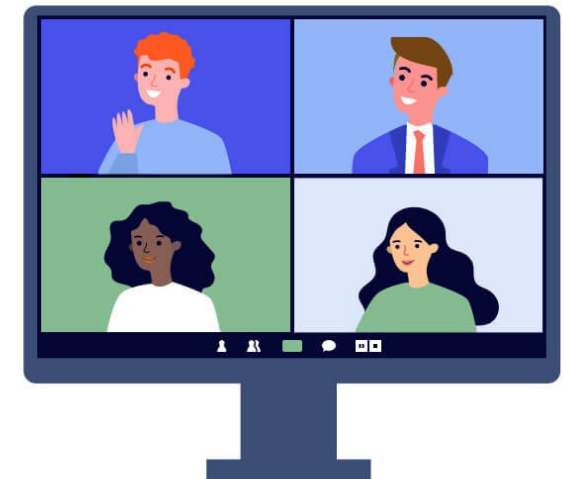
Create your local's digital space.



# WHAT DOES DIGITAL ORGANIZING MEAN TO YOU?



Tips & Tricks



# DIGITAL ORGANIZING IS NOT....



# DIGITAL ORGANIZING IS...



Digital: A set of tools and tactics



Organizing: Engaging and mobilizing people to create community or to build or confront power



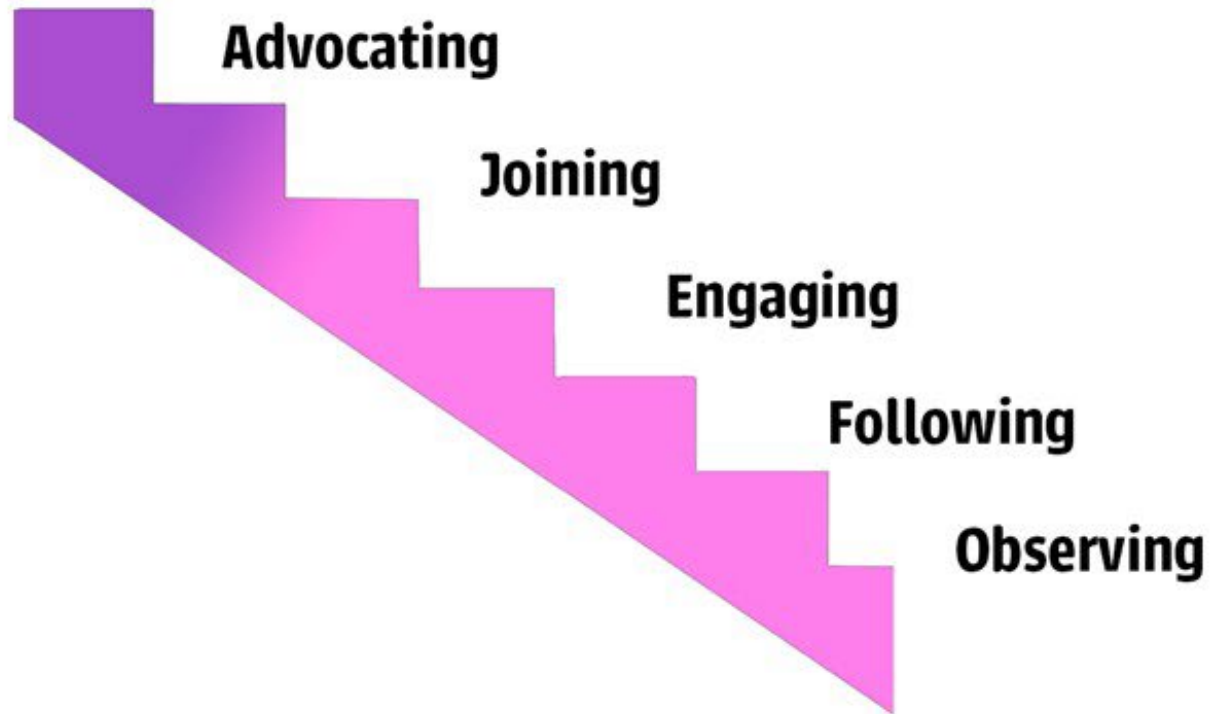
CAN drive action and mobilization efforts

CANNOT replace offline organizing



# WAIT, WHAT?

## Ladder of Engagement



**Ladder of engagement** example for a new member:

**Step 1:** New member joins your union and receives a handout with the local's social media channels to follow, link to the local's website (mothership), and newsletter link.

**Step 2:** Local sends a text message to the new member personally inviting them to connect on social media, subscribe to the newsletter, and link to the website.

**Step 3:** Local shares snippet of bargaining update on Twitter and Facebook with a link to a more in-depth post housed on the local's website (mothership). Post includes call to action in the form of contacting school board members via phone and email provided.

**Step 4:** Newsletter goes out asking for volunteers to send text messages (Hustle) to members in the local to recruit volunteer members to attend the school board meeting to discuss bargaining issues.

**Step 5:** Hustle volunteers are asked to commit to regularly sending text messages for time-sensitive updates to members.

**Step 6:** As new members join or express interest in assisting with digital organizing, regular volunteers are asked to help train new volunteers.

Adapted from: <https://collhub.io/digital-organizing/>

# WHAT THIS ALL MEANS

There is purpose and intention behind every digital interaction. In organizing terms, the Theory of Change, if we do "x" we can expect to see "y."

## ***The Challenge***

There is limited time and space to engage members on issues they care about.

## ***The Charge and Goal (y)***

Build a strong digital space (mothership) to engage and unify members and allies.

## ***The Theory of Change (x)***

By creating digital spaces focusing on issues members care about, we can better engage, collaborate, and build power.

# THEORY OF CHANGE



What is the challenge?



What is the solution? What do we want to accomplish? (Y)



How can [digital] organizing influence change and who is the target? (X)





# THEORY OF CHANGE

IF WE DO "X" WE CAN EXPECT TO SEE "Y"

## **What's the challenge?**

Classrooms are too hot for students to learn and the district isn't responding.

## **What do we want to accomplish (y)?**

District to commit to AC in classrooms?

## **How can digital organizing support this change (x)?**

Gain support from parents and community through digital platforms and apply external pressure to the district.

*What is the theory of change? If we do "x" we can expect to see "y"*

# THEORY OF CHANGE

**What's the Challenge?** Classrooms are too hot for students to learn and the district isn't responding.

**What do we want to accomplish (y)?**

District to commit to AC in classrooms?

**How can digital organizing support this change (x)?**

Gain support from parents and community through digital platforms and apply external pressure to the district.

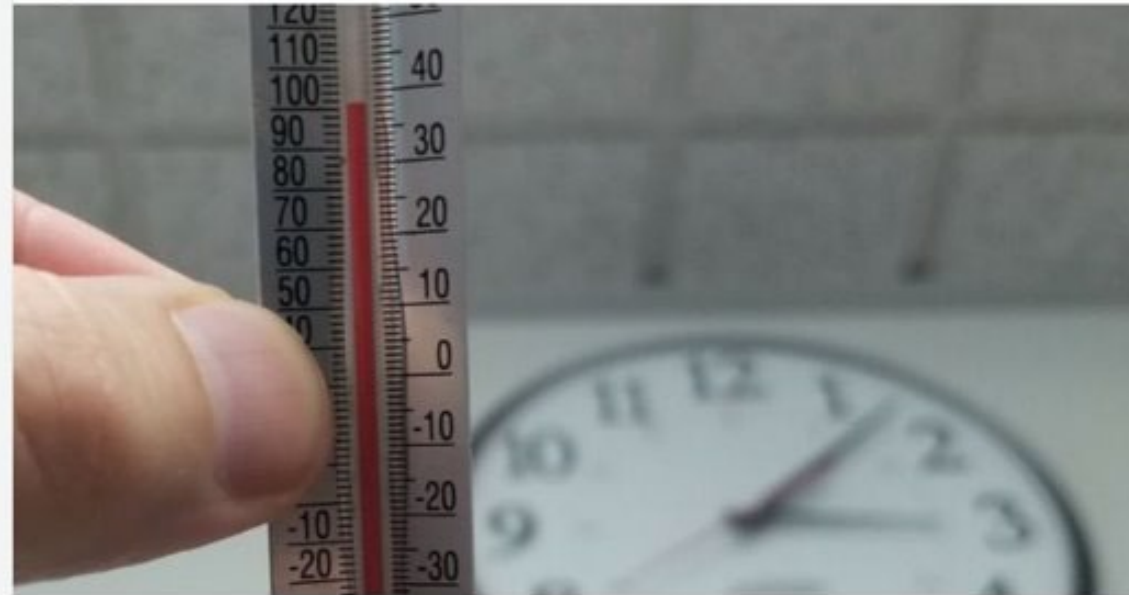
## St. Paul teacher pleads with school district to take action over sweltering classrooms

"I need to stand up for my students I need to stand up for my colleagues."



PAUL AND JORDANA

MAY 30, 2018 - 8:28 PM



Courtesy of Mark J. Westpfahl

CATEGORIES: News

A teacher in St. Paul says his classroom is dangerously hot after our recent streak of 90 degree days.

Mark Westpfahl teaches at St. Paul's Capitol Hill Gifted and Talented Magnet School. He talked with

# THEORY OF CHANGE- LOCALLY

- Challenge: *Identify a local problem*
- What do we want to accomplish? *What does a win look like?*
- How can digital organizing support this change? *Define how digital organizing can play a role.*
- What's our Theory of Change? *Put it all together.*



# DIGITAL ORGANIZING BEST PRACTICES



Identity your “why” – why are you doing this? What’s your goal?



Identify your audience(s) – who are you trying to reach?



Create a central digital hub – website, Facebook page or group, etc.



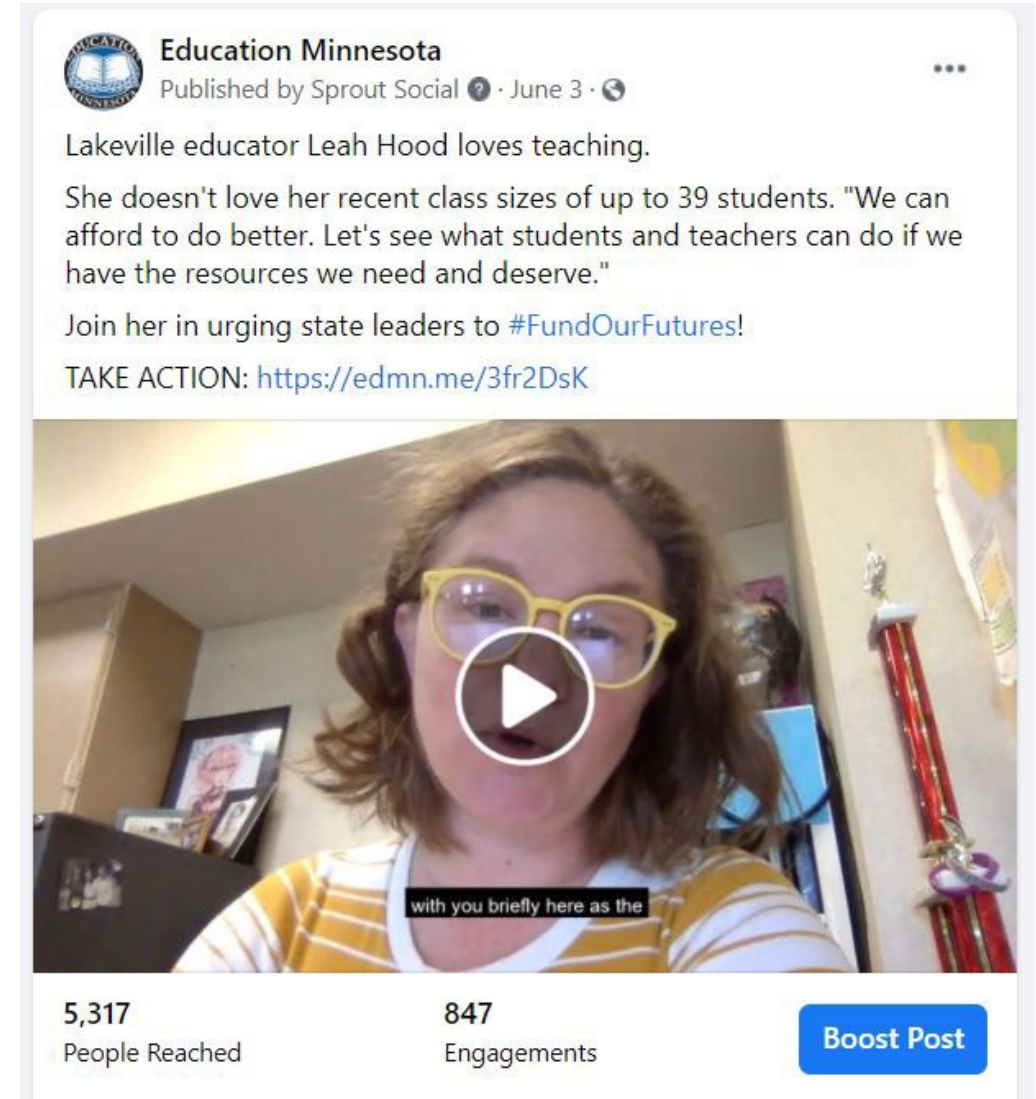
Keep it simple – don’t try to do everything with too many people.

# BEST PRACTICES FOR ALL PLATFORMS

- Create tailored content depending on the platform.
- Create templates: visual consistency and saves time.
- Use images or videos whenever possible – increases engagement/viewing.
- Send a clear message: storytelling or bullets depending on the platform.
- Include a direct and/or urgent call to action related to your theory of change/goal.

# FACEBOOK

- Still the biggest, most popular social media platform
- Great for getting people to take action
- Groups vs pages
- Frames
- Events
- See handout for more info



A screenshot of a Facebook post from the page "Education Minnesota". The post is dated June 3 and was published by Sprout Social. The text of the post discusses Lakeville educator Leah Hood's concerns about large class sizes and encourages users to join her in urging state leaders to support #FundOurFutures! A link is provided for taking action: <https://edmn.me/3fr2DsK>. Below the text is a video thumbnail showing a woman with glasses and a yellow and white striped shirt. The video has a play button icon in the center. At the bottom of the post, it shows 5,317 People Reached and 847 Engagements, along with a "Boost Post" button.

**Education Minnesota**  
Published by Sprout Social · June 3 ·

Lakeville educator Leah Hood loves teaching.

She doesn't love her recent class sizes of up to 39 students. "We can afford to do better. Let's see what students and teachers can do if we have the resources we need and deserve."

Join her in urging state leaders to [#FundOurFutures!](#)

TAKE ACTION: <https://edmn.me/3fr2DsK>

5,317  
People Reached

847  
Engagements

[Boost Post](#)



# TWITTER

- Best for engaging with – and pressuring – elected officials, district administrators, organizations and media
- Hashtags
- Tweetstorms
- See handout for more info



**Education Minnesota** @EducationMN · May 10

White Bear Lake has made \$4.2 million in budget cuts for this next school year, and expects to cut \$2 million the next.

The Senate ed budget is a slap in the face to those students and educators. [@rcchamberlain1](#) you can — and must — do better. [#mnleg](#) [#edmnvotes](#) [#fundourfutures](#)

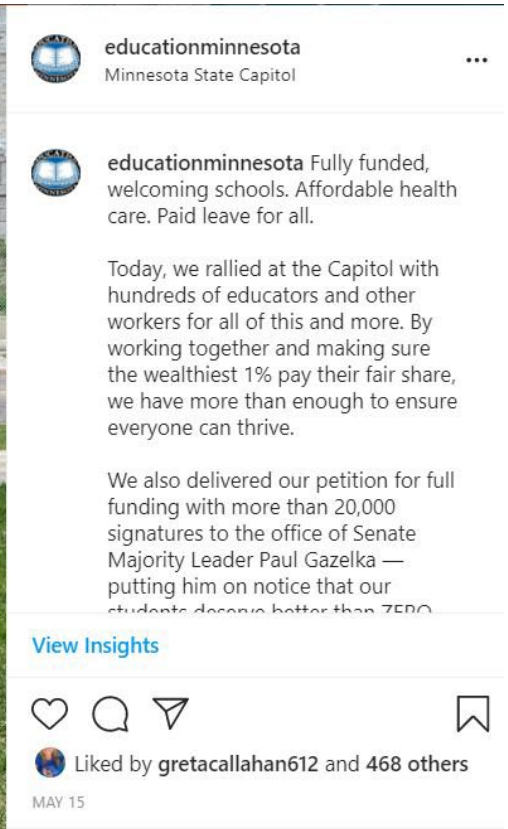
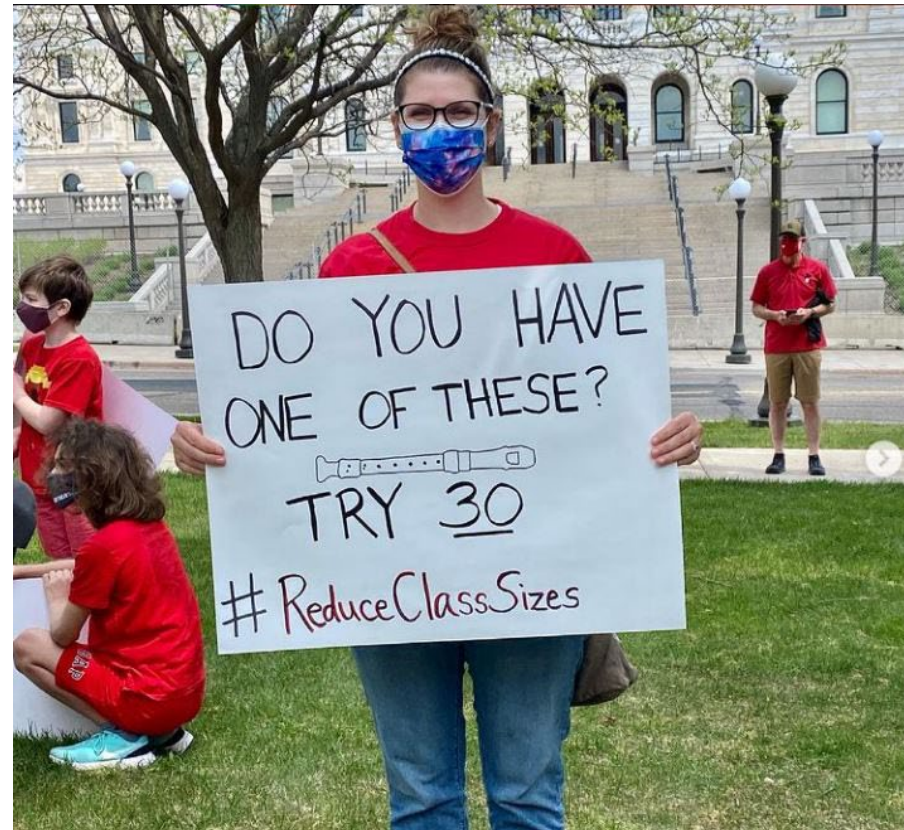
How much new funding would the Senate and House budget proposals give your school district **over the next two years?**

School District	White Bear Lake
House proposal	\$5,578,024
Senate proposal	\$948,681

Contact Senator Roger Chamberlain and ask him to support the House budget targets.  
Email: [sen.roger.chamberlain@senate.mn](mailto:sen.roger.chamberlain@senate.mn) | Phone: 651-296-1253 | Facebook: [/senator.roger.chamberlain](#)  
Twitter: [/rcchamberlain1](#) [#mnleg](#) [#edmnvotes](#) [#wemakemn](#) [#fundourschools](#)

# INSTAGRAM

- Share compelling photos and videos
- One of the fastest-growing social media platforms
- Best for telling a story or pushing a narrative, engaging with early career and aspiring educators
- See handout for more info



# RESOURCES AVAILABLE

- Best practices handouts: Overall, Facebook, Instagram, Twitter, livestream video, selfie video.
- Resource links: free stock photos, photo editing platforms, social media scheduling apps, and others.
- List of locals using social media/digital organizing and examples.
- Digital engagement planning tool.
- Education Minnesota staff support.

# WHAT LOCALS ARE DOING

SPFE Local 28 Retweeted



**Sarah Washenberger** @SarahMae1390 · Feb 6

My students can't wait for mental health supports. @JoeGothard, it's time for @spps\_news to invest in more counselors, social workers & other support staff. #WeAreSPPS #WeAreSPFE



8

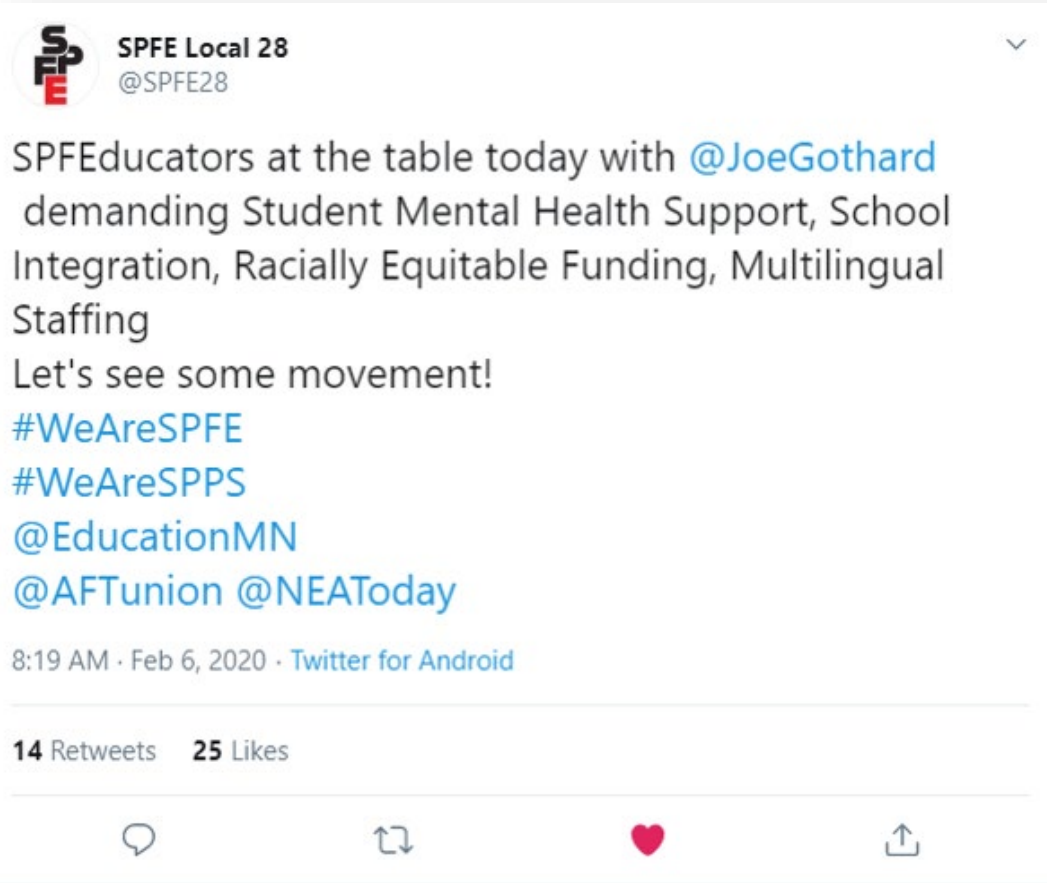


20



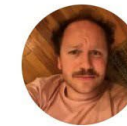


# TWEETSTORMS



**Kelly Jenson** @KJensoncreative · 4d ...  
#reopensafely Let's keep our staff, families and students safe this school year! Re-open when we have access to vaccines! We want a good educational foundation with qualified teachers for years to come. #keepusalive @SPPS\_News @JoeGothard

Reply 2 Likes 3 Share



**case face** @case\_face · 4d ...  
hey @JoeGothard & @SPPS\_News! as community spread remains high, we need to make sure when we open our schools, they stay open. let's ensure the safety & stability StP students and families need by waiting to open until after school staff is vaccinated. #ReopenSafely

Reply 2 Likes 2 Share



**Stephanie** @hubbashhubbash · 4d ...  
I'm on my #DutyFreeLunch break right now. Will teachers be able to eat safely, or at all with @SPPS\_News new plan? I haven't heard yet. #ReopenSafely #WeAreSPFE

Reply 5 Likes 5 Share



# VIDEO UPDATES ON BARGAINING & REOPENING ISSUES

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MFT 59 ESP

March 28, 2020 · 🌐

Update with Ma-Riah

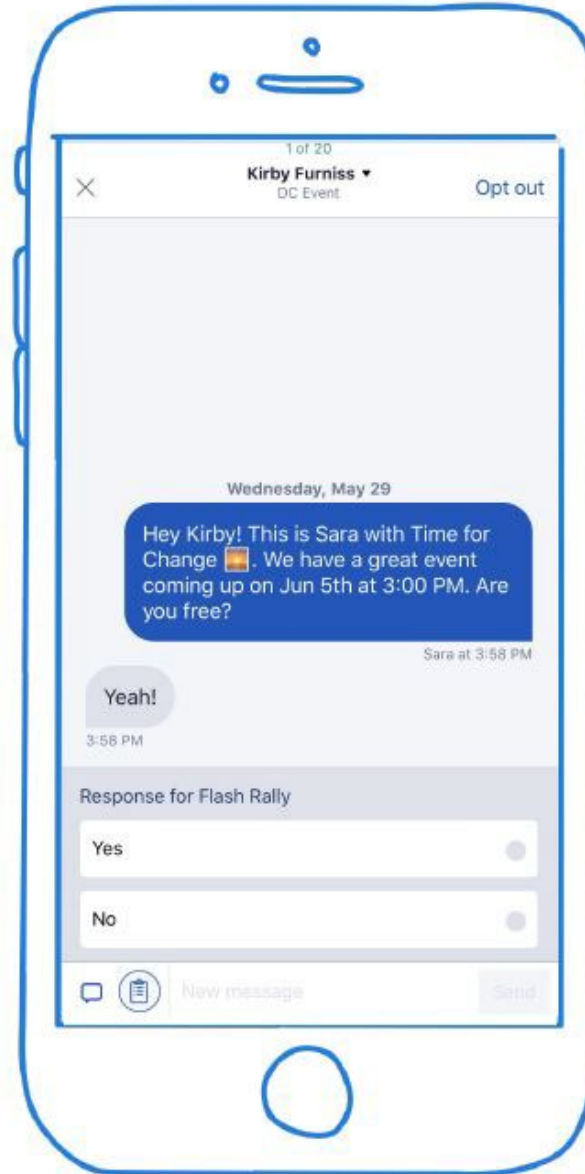
Update with Ma-Riah..... See More





# TEXTING MEMBERS ABOUT EVENTS AND BIG UPDATES USING HUSTLE

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## P2P = Easy two-way conversations over text

- Text from a real, local phone number
  - *We generate a phone number for each texter*
- Looks like a normal text
- Personalized texts to each recipient
- Send hundreds of texts in minutes

# LIVE VIDEO



## Fergus Falls Education Association

February 8 · 🌐

Vicki Hanneman, a 3rd grade teacher with over 40 years experience, reminds us that "Something is Not Quite Right," when it comes to the way our district negotiates contracts with its teachers. EDIT: Because many people have asked, the woman who spoke and laughed at the end was board member (and lead board contract negotiator) Melanie Cole.



98K Views



MFT 59 was live.

Published by Greta Callahan · January 19 · 🌐



181

158 Comments 8.4K Views

Love Comment Share

Comments

Hide

Most Relevant



Mary Cuff · 0:00  
Thank you to everyone who came out or logged on! MFT 59  
Solidarity is the only way 💙💙💙

Love · Reply · Message · 6w



Aleah Celeste · 8:19  
You all are awesome! Wish I could've been there! Thank you for all your hard work! 🙌



Comment as MFT 59



# FACEBOOK GROUPS





### Friends of South Washington County Educators

Community

[Send Message](#)

[Home](#) [Reviews](#) [About](#) [Videos](#) [More](#)

[Liked](#) [Search](#) [More](#)

#### About

[See All](#)

We support our District 833 teachers. Working 300+ days without a new contract is 300 too many.

856 people like this including 42 of your friends

905 people follow this

[Send Message](#)

[Community](#)

[Create Post](#)

[Photo/Video](#) [Check in](#) [Tag Friends](#)



**Friends of South Washington County Educators**


May 2, 2018 ·

I support the hardworking and dedicated teachers of South Washington County. My daughters are receiving an excellent education and our teachers are worth every penny. I feel that our teachers deserve a fair contract that recognizes the hard work that they do every day.

-Katie Mahli

[Like](#) [Comment](#) [Share](#)

146 13 Comments 7 Shares




## Education Minnesota

@EducationMinnesota · Education

[Edit](#) [Learn More](#)

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[Promote](#) [Search](#) [More](#) 

#### Groups by This Page

Groups are a way for fans of your Page to post, comment and discuss everything your Page is about. You can link an existing group or create a new one.

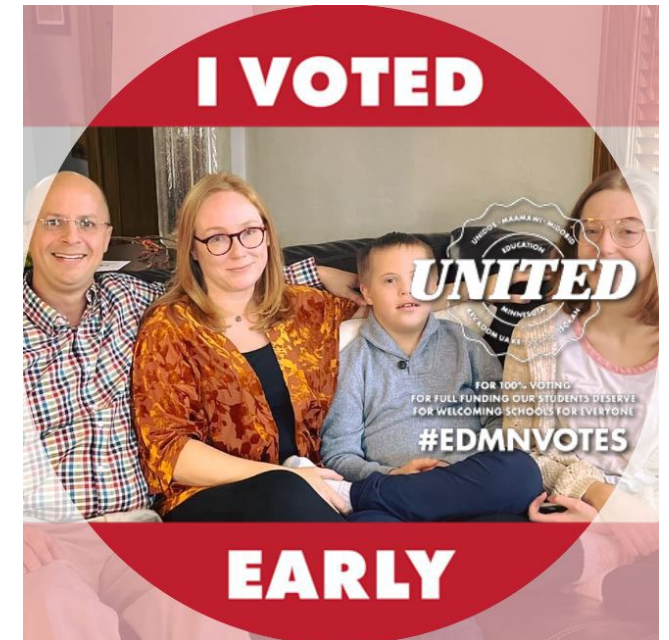
[Link Group](#) [Create Linked Group](#)

#### Linked Groups

	<b>Women's Issues Network</b> 83 members • 3 posts a year	<a href="#">Invite</a> <a href="#">Unlink</a>
	<b>Education Minnesota Local Presidents</b> 141 members • 4 posts a week	<a href="#">Invite</a> <a href="#">Unlink</a>
	<b>2019 NEA RA delegates</b> 115 members • 1 post a year	<a href="#">Invite</a> <a href="#">Unlink</a>
	<b>Education Minnesota Learning and Teaching During COVID-19</b> 1.1K members • 8 posts a month	<a href="#">Invite</a> <a href="#">Unlink</a>





# FACEBOOK FRAMES



# FACEBOOK EVENTS

**Solidarity rally for Chisholm and Hibbing teachers**  
*Show your support for our teachers and tell our school district leaders it's time to settle the teachers' contracts now! Their contract expired July 1, 2017.*

**Wednesday, Sept. 26**  
**6 p.m. social hour (cash bar available)**  
**Rally begins at 6:30 p.m.**  
**Minnesota Discovery Center, Taconite Square**  
**1005 Discovery Drive**  
**Chisholm, MN 55719**



Strong schools are the building blocks for strong communities. The Chisholm and Hibbing school districts can afford reasonable, competitive settlements to keep high-quality teachers and attract new ones for our students. Wear your local union gear if you have it!

**SEP 26** Hibbing/Chisholm Teachers Solidarity Rally  
Public · Hosted by Hibbing United Educators

☒ Interested ☒ Going

🕒 Wednesday, September 26, 2018 at 6 PM – 8 PM  
about 2 months ago

📍 Minnesota Discovery Center  
1005 Discovery Dr, Chisholm, Minnesota 55719 [Show Map](#)

🗣 Hosted by Hibbing United Educators  
Typically replies within a day [Message Host](#)


**Education Minnesota - Willmar** shared an event.  
March 3, 2017 · 🌐

<https://www.facebook.com/events/1662058463810471/?ti=icl>  
Join the event in support of your Educators! Community event! Please share!





**MON, MAR 6, 2017**  
**Support Willmar Educators Walk**  
Frieda's Cafe, Middle School, and WEAC  
 You like Education Minnesota - Willmar ☒ Interested

**Event** **Insights**




**MON, NOV 4, 2019**  
**GOTV for Erin Heers-McArdle- Win a Happy Hour Party**  
Anoka Hennepin Education Minnesota · Coon Rapids

 **Edit**  **More**

🚩 Event by **Anoka Hennepin Education Minnesota and Education Minnesota**

📍 **Anoka Hennepin Education Minnesota**  
3200 Main St NW, Ste 360, Coon Rapids, MN 55448 · 21 mi


🕒 0 Times · Oct 21, 2019, 5:00 PM – 2019, 8:00 PM 



# FACEBOOK EVENTS

Event

Insights



## MFT Bargaining Session

Thursday, March 4 at 5 PM


This is the second MFT/MPS contract bargaining session, open to the public via Zoom


For more information go to [facebook.com/mftlocal59/events/](https://facebook.com/mftlocal59/events/)


HAPPENING NOW


### MFT 59 Bargaining Session

Online Event


Promote


Edit


Invite


More


Go To Link

 7 Going · 17 Interested · 3 Shares

 Event by **MFT 59**

 Online: [zoom.us](https://zoom.us)

 Today at 5 PM CST



Event

Insights

## District 57 Legislative Screening

Please join Education Minnesota members as they conduct a virtual candidate screening for District 57 via ZOOM. Educators require legislative support to fund the schools that students, parents and communities deserve. Both Education Minnesota members and members of the community play an important role in making sure that happens! We are inviting Education Minnesota members and community members from District 57 to attend a screening for their MN Senate and MN House seats.


**June 11  
12 p.m.  
ZOOM Virtual Meeting**


Register by June 10.  
All staff, parents, administrators, students and community members are welcome!


THU, JUN 11, 2020


### SD 57 legislative screening


St Paul, MN


Edit


More

 Event by **Education Minnesota and Dakota County United Educators**

 Zoom meeting


 Thursday, June 11, 2020 at 12 PM CDT – 6 PM CDT  
about 8 months ago

 Price: Free · Duration: 6 hr



Event


Insights





MON, AUG 24, 2020


### AHEM Rally for a Safe and Equitable Return to School


Sandburg Education Center · Anoka


Edit

More

 Event by **Anoka Hennepin Education Minnesota and Education Minnesota**

 Sandburg Education Center  
2nd Ave, Anoka, MN 55303 · 22 mi

 Monday, August 24, 2020 at 5:30 PM CDT – 7:30 PM CDT  
about 6 months ago





# INSTAGRAM STORIES



**PLSEA**  
COALITION FOR  
TEACHERS OF COLOR

AN OPEN  
INVITATION  
TO  
ALLIES &  
CO-CONSPIRATORS

TUES 1/26 @ 5:30

OUR CTOC WILL HOST  
A SPACE FOR  
BIPOC FOLKS  
& ALLIES  
TO GATHER &  
GET ACQUAINTED

REACH OUT TO GET THE LINK:  
@PLSEACTOC  
PLSEACTOC@GMAIL.COM

NEXT STEPS

A yellow sticky note is shown at an angle, with a small grey tab visible at the top left. The text "What's Next?" is written on it in a blue, hand-drawn, sketchy font. The word "What's" is on the top line and "Next?" is on the bottom line, with a blue underline beneath "Next?".

What's  
Next?

# WHAT NOW?

- Conduct a local communications audit
  - How do we currently communicate?
  - What's working? What's not?
  - Who do we want to reach?
  - What do we want to start doing in the digital realm?
- Recruit a local digital engagement leader
- Reach out to your EdMN field staff:
  - To inquire about a local website
  - To get set up on Hustle
  - If you are feeling stuck or overwhelmed and need help

