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?
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

Advocating
Joining
Engaging
Following
Observing

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://callhub.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)
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.
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
Twitter

- Best for engaging with – and pressuring – elected officials, district administrators, organizations and media
- Hashtags
- Tweetstorms
- See handout for more info
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.
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
SPFE Educators at the table today with @JoeGothard demanding Student Mental Health Support, School Integration, Racially Equitable Funding, Multilingual Staffing
Let’s see some movement!
#WeAreSPFE
#WeAreSPPS
@EducationMN
@AFTunion @NEAToday

8:19 AM · Feb 6, 2020 · Twitter for Android

14 Retweets 25 Likes

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

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

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
VIDEO UPDATES ON BARGAINING & REOPENING ISSUES
TEXTING MEMBERS ABOUT EVENTS AND BIG UPDATES USING HUSTLE

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
FACEBOOK GROUPS

Friends of South Washington County Educators

Education Minnesota

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.

Linked Groups

- Women's Issues Network
  - 83 members • 3 posts a year
- Education Minnesota Local Presidents
  - 141 members • 4 posts a week
- 2019 NEA RA delegates
  - 115 members • 1 post a year
- Education Minnesota Learning and Teaching During COVID-19
  - 11k members • 8 posts a month
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 near their contract expire July 1, 2015.

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 382 more educators. Competitive settlements are key. 70 percent of teachers are on one-year contracts. Impact these contracts for our students. What’s your local story if you have it?

Hibbing/Chisholm Teachers Solidarity Rally

Public · Hosted by Hibbing United Educators

Education Minnesota - Willmar shared an event.

March 3, 2017

https://www.facebook.com/events/1682058465810471/?ti=icl

Join the event in support of your Educators! Community event! Please share!

Education Minnesota - Willmar

MON. MAR 6 2017

Support Willmar Educators Walk

Freda’s Cafe, Middle School, and WEAC

MON, NOV 4, 2019

GOTV for Erin Heers-McArdle- Win a Happy Hour Party

Anoka Hennepin Education Minnesota · Coon Rapids

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

MFT Bargaining Session

Event

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

Today at 5 PM CST

SD 57 legislative screening

THU, JUN 11, 2020
St Paul, MN

Event by Education Minnesota and Dakota County United Educators

Zoom meeting

June 11
12 p.m.
Zoom Virtual Meeting

DCEP (DFE) meeting, Membership - https://www.educationminnesota.org/. More

Price: Free · Duration: 6 hr

SAFE LEARNING FOR EVERYONE.

MON, AUG 24, 2020

AHEM Rally for a Safe and Equitable Return to School
Sandburg Education Center · Anoka

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

BACK-TO-SCHOOL
INSTAGRAM TAKEOVER
WEEK OF AUG. 27
@ORAZS_CLASS
@SHIMPHARMACYSECOND
ZOEY BRSS, ST. PAUL
@THIRDGRADESWM
@THESPECIALTEACHER
@LYISHA_OLSO
@EGAN

DIGGING INTO LUNCH

HOW
THAT'S ABOUT BEING A TEACHER

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

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