



# The Social Web for Skeptics

or, Using the Social Web  
for Social Change (without  
letting it take over your life)

LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)

# Lauren Bacon



- Online Strategist
- Leadership Coach
- Author
- Skeptic

---

LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)

# We're going to look at:

- What does “social media” mean, anyway?
- How does the Social Web work?
- 5 effective strategies for facilitating social change online



# The Social Web is Human(s).



LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)





LinkedIn

foursquare

You Tube

facebook

twitter

tumblr.

flickr

velp

Like





No wonder we're overwhelmed.

- Let's talk about the strategies behind the tools.

# Face your fears

- Loss of control
- One more to-do
- Unknown & unpredictable
- Transparency
- More noise, less signal
- Flash in the pan trend

# Opportunities



LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)



There are no  
“musts.”

...except to align your strategy  
with your mission.

---

LAUREN BACON

laurenbacon.com

# Social doesn't replace the basics.

- Your web strategy cocktail should include:
  - One part web presence
  - One part one-way (e.g. email, advertising)
  - One part social
- (Adjust quantities to taste.)

# 5 Methods of Engaging

1. Listen & Participate

2. Storytelling

3. Knowledge Sharing

4. Community Building & Social Networking

5. Fundraising & Revenue Generation

- (With thanks to Alexandra Samuel, Rob Cottingham & Beth Kanter.)

---

LAUREN BACON

laurenbacon.com



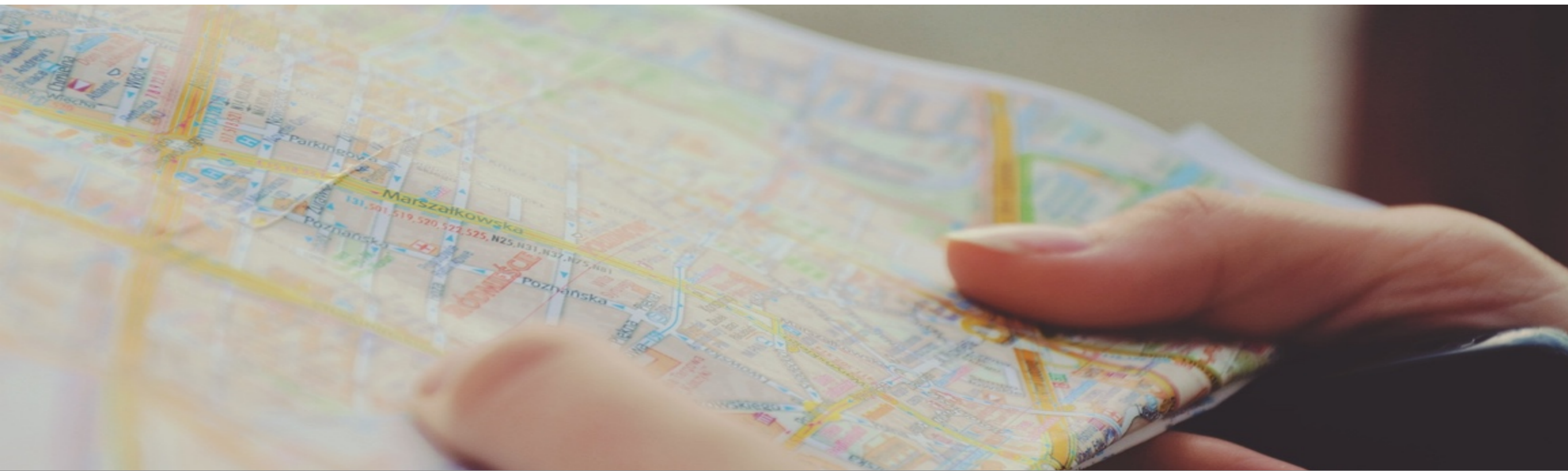
# How They Can Help

Listen & Participate	Understand your stakeholders & field of interest
Storytelling	Engage hearts & minds
Knowledge Sharing	Leverage collective intelligence
Community Building	Connect with peers & supporters
Fundraising & Revenue	\$\$\$

LAUREN BACON

laurenbacon.com

# 5 Effective Strategies for facilitating social change online



LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)

# 1. Listen & Participate

“The desire to be part of a group that shares, cooperates, or acts in concert is a basic human instinct.”

- Clay Shirky



LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)



# 1. Listen & Participate

Understand your field & stakeholders

- Listen to:
  - influencers
  - your “audience” / community
  - stakeholders
  - others in your sector (peers & allies)

# Identify Influencers



Every community has super-users - high authority, highly active  
Know who they are

Source: Neil Perkin, "What's Next in Media: How Social Media Changes the Rules for Good"

LAUREN BACON

laurenbacon.com

# 1. Listen & Participate

Understand your field & stakeholders

- Build coalitions
- Research & collect data
- Comment on blogs, articles, etc.
- Join the conversation where it's already happening.





### Arts Vancouver

A public list by Lauren Bacon



A few of my favourite Vancouver arts organizations

MEMBERS 23 SUBSCRIBERS 2

Edit Delete

Tweets >

List members >

List subscribers >

### More lists by @laurenbacon

View all

- Gender+DiversityInTech
- Entrepreneurs & Women Inform
- Nonprofit Tech
- Design & Tech
- Connections
- Inspiration & Fun
- Near & Dear
- Code for America
- Arts Vancouver
- good business
- women who rock
- make me think
- inspiration
- nonprofit tech
- apps

### Tweets



Museum of Vancouver @Museumofvan · 20s  
We're scouting for funky collectors and their unique collections for an upcoming exhibition: [ow.ly/N9rgB](http://ow.ly/N9rgB) [ow.ly/i/aTgMM](http://ow.ly/i/aTgMM)



View photo



Museum of Vancouver retweeted



Vancity Buzz @VancityBuzz · 18m  
Get out the shades & sunscreen. Sunny weather & highs of 26°C in Metro  
#Vancouver this week  
[ow.ly/N9i1m](http://ow.ly/N9i1m)



View photo



Chan Centre @ChanCentre · 16m  
Talented @UBC\_Music grads perform at tomorrow's FREE Baccalaureate Concert. #UBC #UBCgrad [chancentre.com/whats-on/ubc-s...](http://chancentre.com/whats-on/ubc-s...)



### Recently added members · View all

all



Music on Main @musiconm...

Following



Vancouver Recital @vanrec...

Following



David Pay @david\_pay

Following



Assaulted Fish @assaultedfi...

Follow

© 2015 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers Cricket

# LAUREN BACON

laurenbacon.com

# Listening Tools

- Follow relevant blogs, publications, folks on Twitter & LinkedIn
- Subscribe to email newsletters, YouTube channels, podcasts, etc.
- Online surveys

# Questions to Consider

- What do I want to learn more about?
- Who is sharing relevant content?
- What's my preferred mode of taking in that content (text, video, audio, visuals)?
- Lead with your preferences! You don't need to do everything. Think "front section of your newspaper."

---

LAUREN BACON

laurenbacon.com

# 2. Storytelling

“The truth about stories is, that’s all we are.”  
- Thomas King



LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)



# 2. Storytelling

Engage hearts & minds

- What kinds of stories engage people?
  - Emotional impact
  - Personality
  - A vision of a better world
  - Successes, statistics, momentum
- Especially online, we crave connection.

---

LAUREN BACON

laurenbacon.com

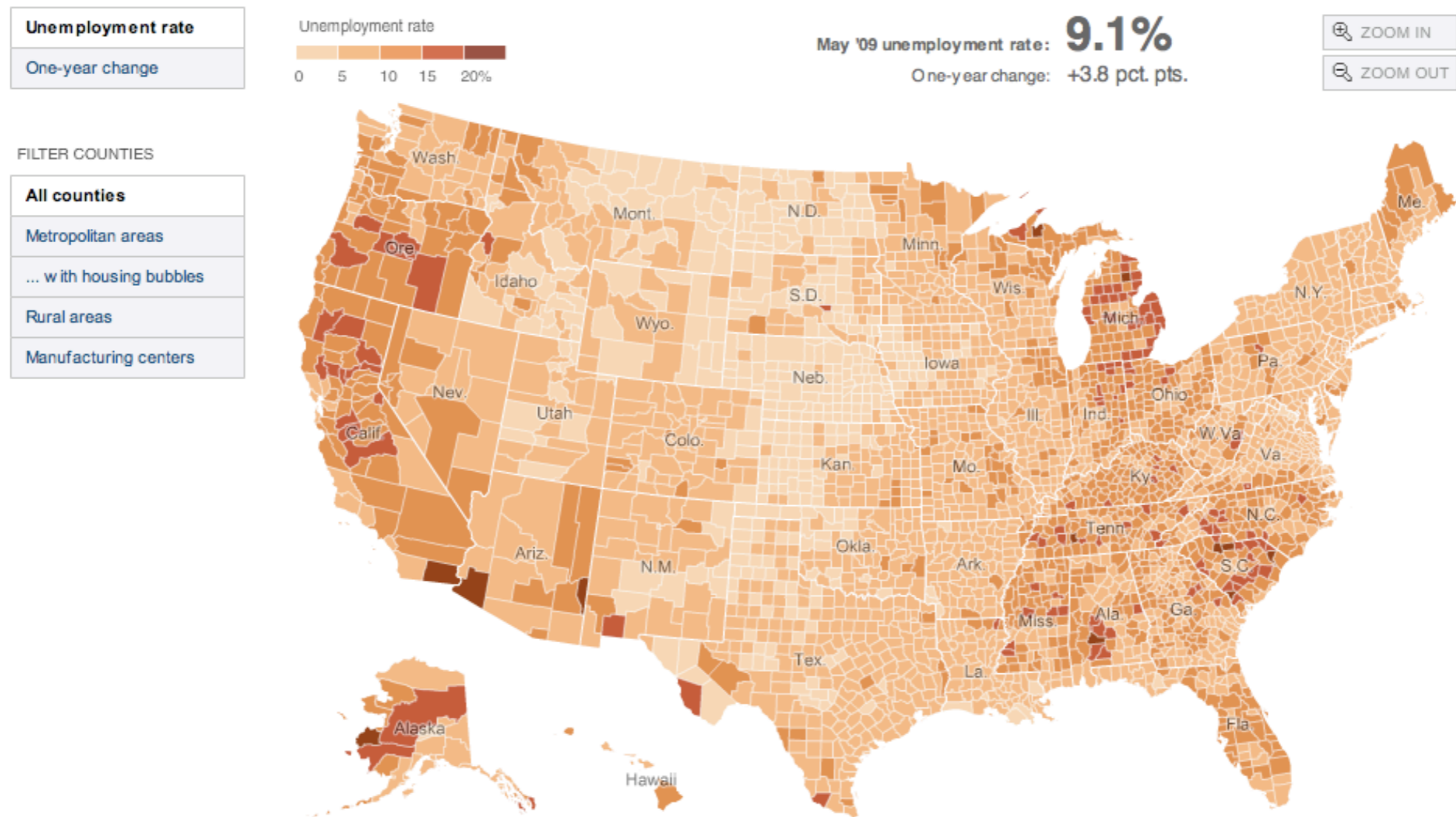
# 2. Storytelling

- How & in what form are they best told?
- Writing (blogs, emails)
- Photos
- Videos
- Podcasts
- Interactive tools



Consider combining  
several formats

# 2. Storytelling



Sources: Bureau of Labor Statistics; Ofheo; U.S.D.A.

The New York Times

Source: The New York Times, "Geography of a Recession" [http://www.nytimes.com/interactive/2009/03/03/us/20090303\\_LEONHARDT.html](http://www.nytimes.com/interactive/2009/03/03/us/20090303_LEONHARDT.html)

LAUREN BACON

laurenbacon.com

# Storytelling tools

- Writing: blogs, Medium, online publications (e.g. HuffPo, etc.)
- Video: YouTube, Vimeo, Vine, vlogging
- Photography: Instagram, Flickr, etc.
- Audio: podcasts, audio blogging
- Interactive tools: infographics, etc.
- Don't forget email!



# Questions to Consider

- What can I contribute that's easy and fun?
- What's my preferred mode of communication?
- What is one small storytelling experiment I could try?
- How might I repurpose existing content in new formats?

# 3. Knowledge Sharing

“One part anarchy, one part aristocracy, one part democracy, one part monarchy”  
– Jimmy Wales on the Wikipedia Community



“In the past you were what you owned.  
Now you are what you share.” — Charles Leadbeater

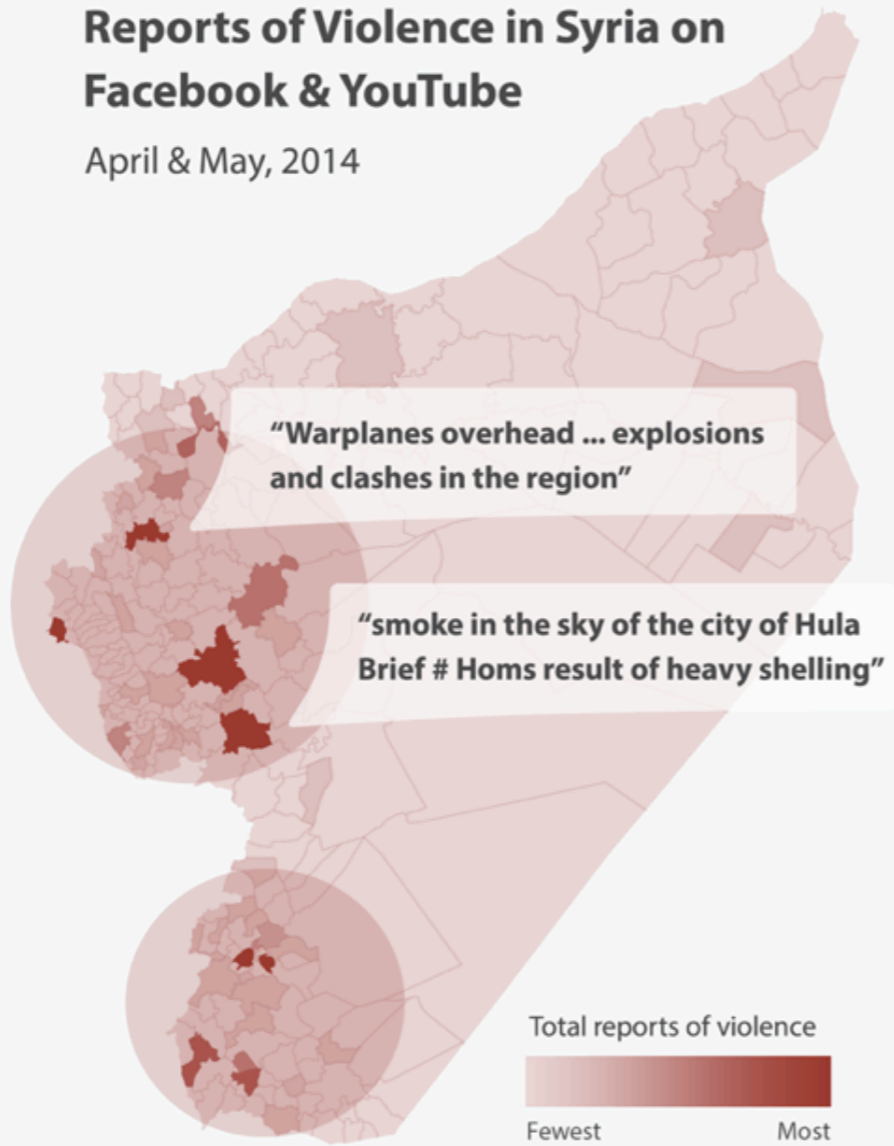
LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)

# Mapping Violence in Syria

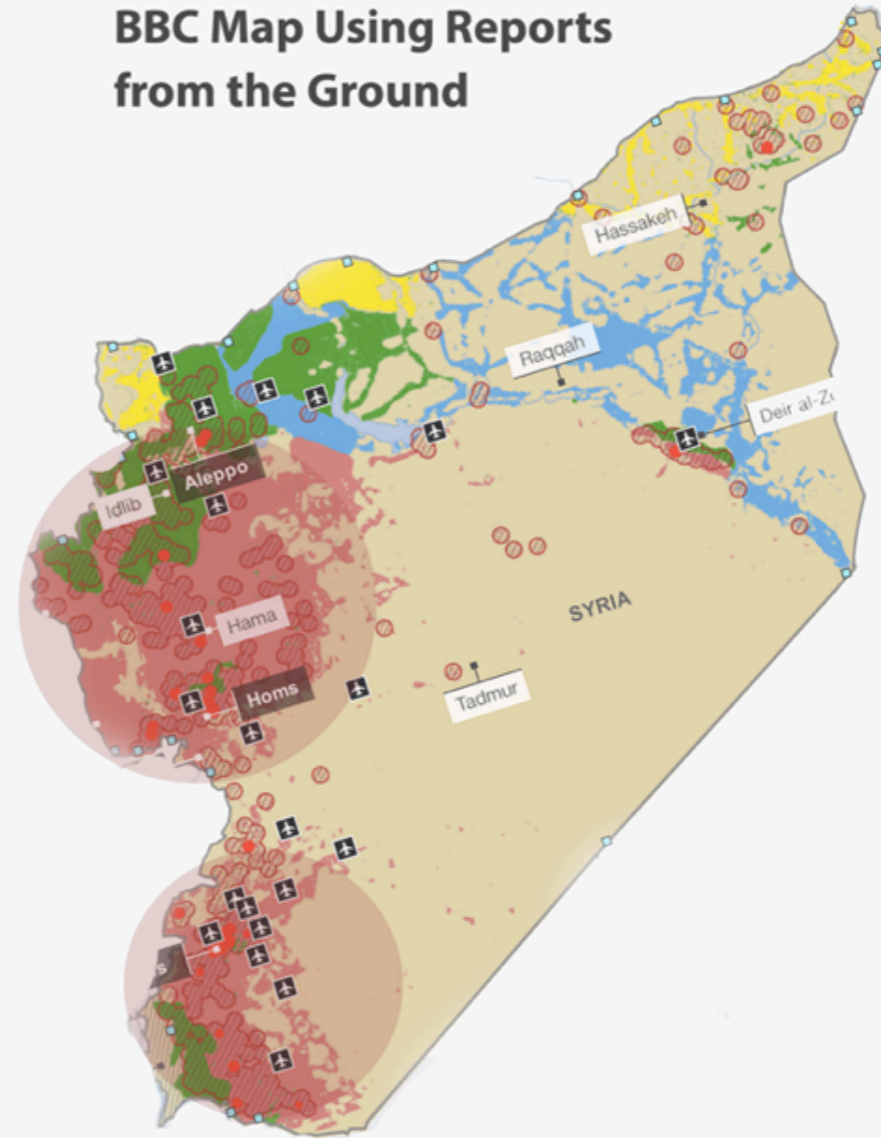
## Reports of Violence in Syria on Facebook & YouTube

April & May, 2014



Powered by 

## BBC Map Using Reports from the Ground



Syria: Mapping the Conflict  
<http://www.bbc.com/news/world-middle-east-22798391>

LAUREN BACON

laurenbacon.com



NEWEST CHALLENGES

Sort ↻

Search

Submit

226 Competitions Found

Agency Search

Agency Search

Prize Amount Range

Prize Start From:

0

Prize End To:

10000000+

Challenge Type

Software / Apps

Ideas

Designs

**ORNL Buildings Crowdsourcing Campaign**



[View Prize List On This Challenge](#)

Submit Your Technology Ideas to Advance Energy Efficiency in Buildings

**Open Until** May 31, 2015

Posted by:  
**Department of Energy**

**Mental Health and TBI Care Challenge**



[View Prize List On This Challenge](#)

You can help shape the future of mental health and traumatic brain injury care!

**Open Until** Jun 05, 2015

Posted by:  
**Department of Defense--Military Programs**

**America's Seed Fund Logo Design Competition for the SBIR/STTR Programs**



**\$2,500 in prizes**

The SBIR/STTR Programs are seeking a new logo-design.

**Open Until** May 29, 2015

Posted by:  
**Small Business Administration**




# 3. Knowledge Sharing

- Crowdsourcing projects don't need to be big or complicated. Consider options like:
  - Voting content up or down
  - Collaborating on shared documents (e.g. Google Docs, etc.)
  - Correcting errors and typos

# Questions to Consider

- What tasks would I love to get help with?
- What could be possible if we had many hands making light work?
- What data might already be out there & available for us to use?

# 4. Community Building & Social Networking



“Communities already exist. Instead [of building your own online community], think about how you can help that [existing] community do what it wants to do.”

- Mark Zuckerberg

LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)

# 4. Community Building & Social Networking

- Social networks
- Advocacy tools
- User profiles & connections
- Convening conversations
- Contests



# 4. Community Building & Social Networking

- Start with baby steps:
  - Cross-post content from wherever you currently publish it to Facebook, LinkedIn, etc.
  - Convene a Twitter conversation using a #hashtag (e.g. #WEAADweekly)
  - Invite allies to an online group and seed discussions

# Questions to Consider

- What are my goals with social networking?
- What collective actions do we advocate (e.g. petitions? letters to MPs?)?
- What platform(s) am I already comfortable with? What are the opportunities there?

# 5. Fundraising & Revenue Generation

“Maybe we should stop asking, ‘How do we get people to pay for music?’ and start asking, ‘How do we let them pay for music?’ ” –Amanda Palmer



LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)

# 5. Fundraising & Revenue Generation

- Fundraising (and sales, too) has always been about building relationships.
- The Social Web is all about relationships, too.



# 5. Fundraising & Revenue Generation

- Kiva.org: 1.3 million active members
  - Total loans: \$709 million
  - Average loan size: \$416
- Kickstarter: 22.6 million pledges
  - Total dollars pledged: \$1,721,116,799
  - Average pledge: \$76

# 5. Fundraising & Revenue Generation

- So...the amounts may be small, but if you can hit critical mass, the number of donations/pledges can multiply the effect significantly.
- Key takeaway: Build your community first. Then ask for money.

Let's recap.

---

LAUREN BACON

[laurenbacon.com](http://laurenbacon.com)

# The tools must support the mission.

- Not everyone needs every tool.
- Where are your community members?  
(The data might surprise you.)
- Select the tools that support your mission.



# Narrow your focus.

Listen & Participate	Understand your stakeholders & field of interest
Storytelling	Engage hearts & minds
Knowledge Sharing	Leverage collective intelligence
Community Building	Connect with peers & supporters
Fundraising & Revenue	\$\$\$

LAUREN BACON

laurenbacon.com

# But also...

- Risk making mistakes & learn from them
- Iterate, measure, refine - and try again

# Keep in touch.

web: [www.laurenbacon.com](http://www.laurenbacon.com)

twitter: [@laurenbacon](https://twitter.com/laurenbacon)

email: [lb@laurenbacon.com](mailto:lb@laurenbacon.com)

---

LAUREN BACON

laurenbacon.com