



The Social Web for Skeptics

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

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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).



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LinkedIn

foursquare

You Tube

facebook

twitter

tumblr.

flickr

velp

Like

Asil



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



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There are no
“musts.”

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

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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.)

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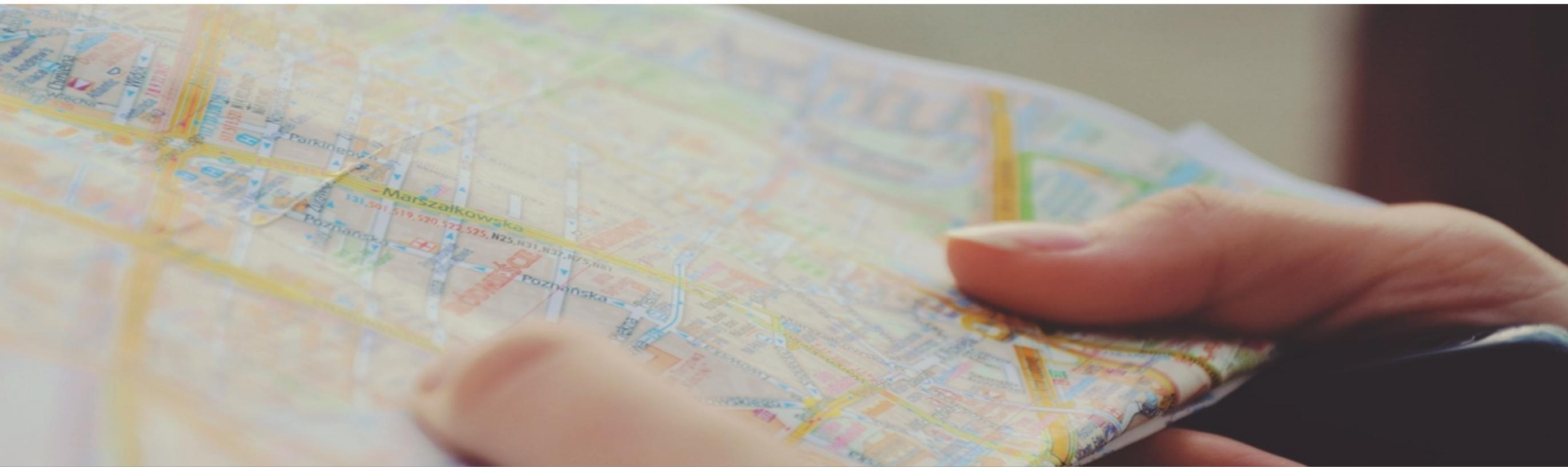
How They Can Help

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	\$\$\$

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5 Effective Strategies for facilitating social change online



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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



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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"

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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

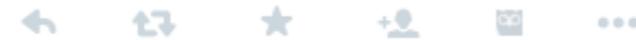
- Gender+DiversityInTech
- Entrepreneurs & Women Inform
- Nonprofit Tech
- Design & Tech
- Connections
- Inspiration & Fun
- Near & Dear
- Code for America
- Arts Vancouver
- good business
- women who rock
- make me think
- inspiration
- nonprofit tech
- apps

Tweets



Museum of Vancouver @Museumofvan · 20s

We're scouting for funky collectors and their unique collections for an upcoming exhibition: ow.ly/N9rgB 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



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...



Recently added members · View all

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Vancouver Recital @vanrec...

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David Pay @david_pay

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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."

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2. Storytelling

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



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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.

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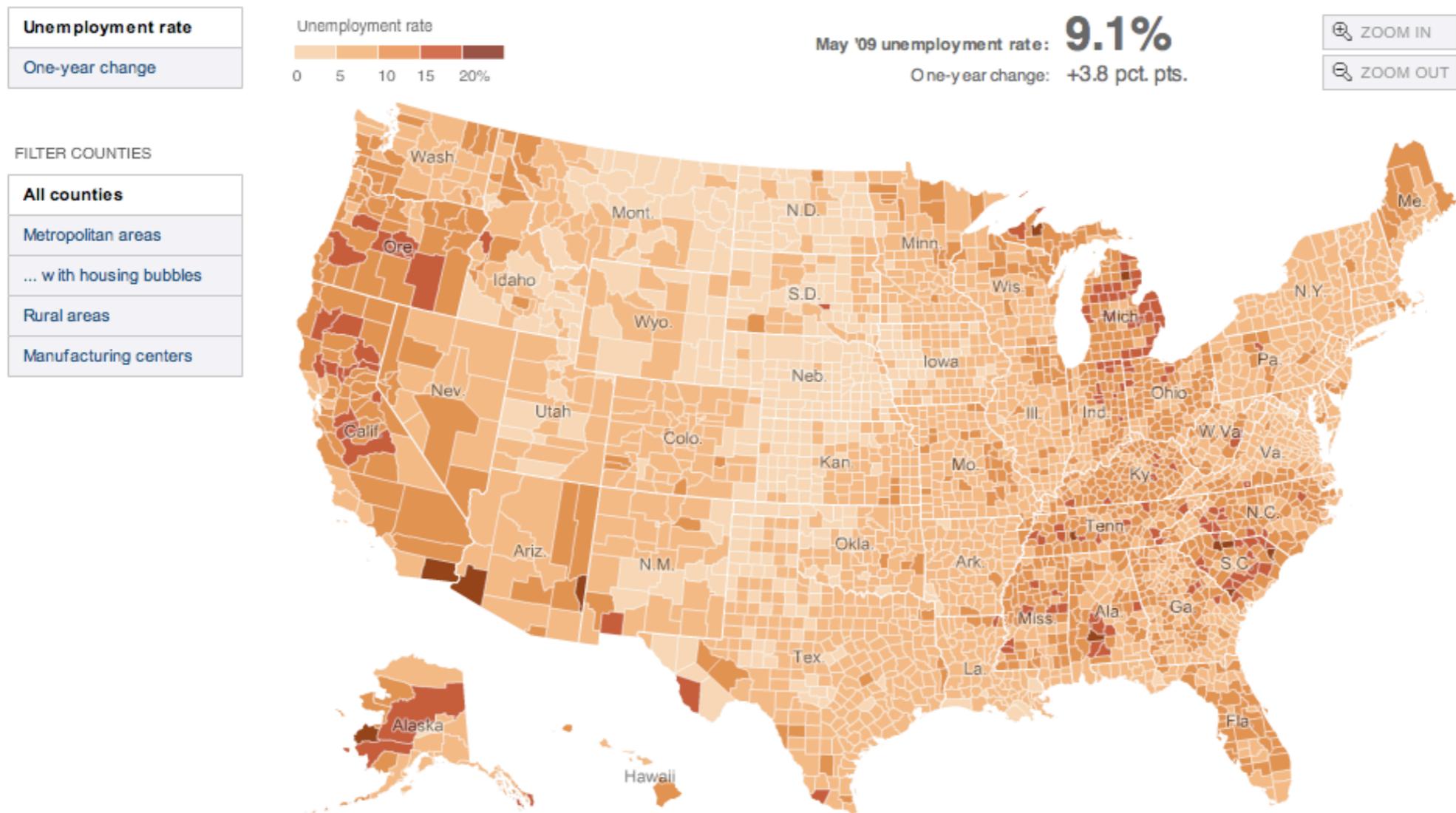
2. Storytelling

- 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

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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

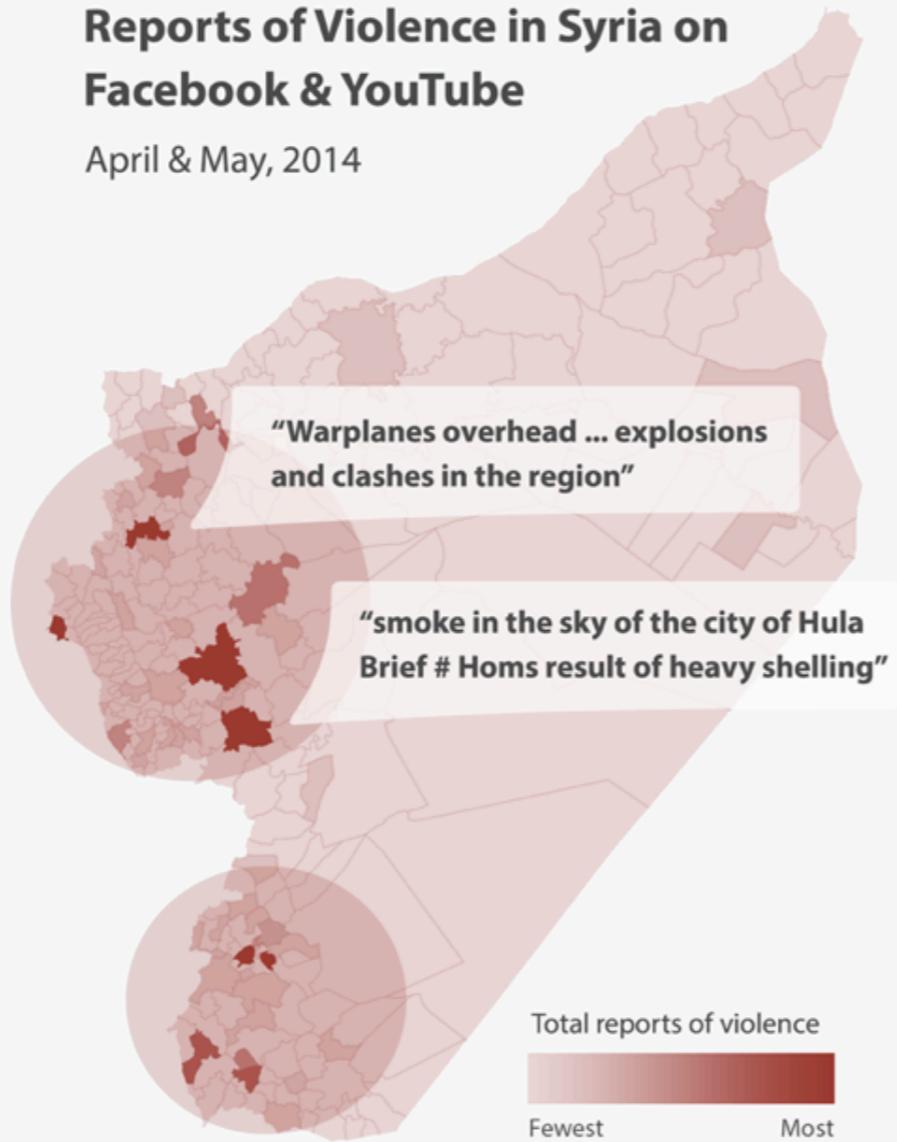
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Mapping Violence in Syria

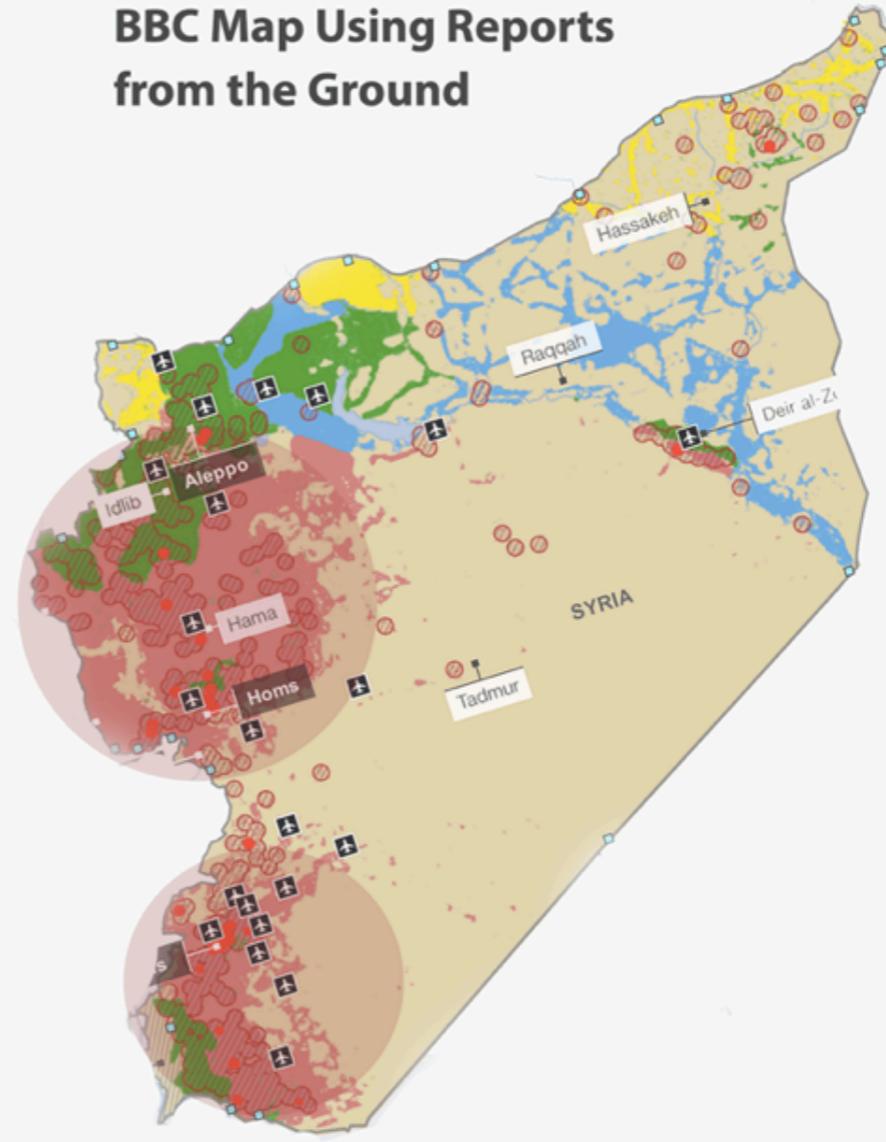
Reports of Violence in Syria on Facebook & YouTube

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>

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\$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

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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



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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.

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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	\$\$\$

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But also...

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

Keep in touch.

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