



Digital Organizing 101

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ALL OF OUR WORK AS ORGANIZERS COMES BACK TO THREE OBJECTIVES:

1. Building Communities


This includes: strategies for creating and building a Facebook group of community members, growing a Twitter audience, and collecting volunteers' email addresses and cell phone numbers.

2. Engaging Communities

This includes: best practices for engaging the members of a Facebook group, posting content that cuts through the internet, and keeping your community primed and ready to take action.

3. Activating Communities

This includes: strategies to mobilize your Facebook friends, group members, and Twitter followers – as well as how to email and text people to get them to take action.



Remember:

Digital IS organizing. As an organizer, your job is to meet people where they are. Increasingly, people are online – so you need to be online too. There's no mystery around this: find people and ask them to do things – whether that's in your office, at an event, or on the internet!



Digital Organizing vs. Digital Marketing

Building authentic relationships to build power

Vs.

A transactional interaction to earn a profit



Authenticity + Strategy + GOOD CONTENT =Strong online relationships

To build, engage, and activate your audience, any content that you post should accomplish one or more of these three things:

1. Educate
2. Inform
3. Entertain

[ACRONYM's Digital Organizer Handbook](#)



Who's on which platform?

Voters and your personal networks → Facebook

To shape the narrative among press, public officials, and organizations → Twitter

Skews younger than Facebook → Instagram

Skews younger than Facebook or Instagram → TikTok



Facebook

2.45 billion = number of monthly active users on Facebook worldwide

The most common age demographic on Facebook is 25-34, making up 29% of users worldwide

Most people are using Facebook (and every social media platform) on their phones, not desktop

Facebook is the best place to organize online because so many people are on FB (more than Insta, LinkedIn, Snapchat, and Twitter combined!) and because FB allows you to do so many things (events, groups, messenger, etc.)



Facebook

Groups - can join existing group, but make sure to be engaged member, message the admins to introduce yourself, build relations, post relevant content

Events

Messenger - can send directly or set up a bot

Tool Box

- Facebook:
 - Groups, Event pages, Messenger
 - Your personal profile
 - Facebook Live
- Instagram
 - DMs
 - Hashtags
 - Actions on IG Stories
 - Drive action to your "link in bio"
 - Business Tools (analytics)
 - Instagram Live
- Twitter
 - Hashtags
 - Twitter lists (either secret or public)
- Peer-to-peer SMS
 - (A fancy way to say texting.)
 - Great for voter contact and/or identifying new volunteers
- Email
 - Google Groups
 - Action Network, EveryAction, and other CRMs
- Google Drive
 - Forms, powerpoint presentations, one-pagers
- Content creation
 - Canva, Kapwing, Spark Post, Google Slides