Digital Organizing

Introduction to Digital Organizing
You have chosen the right space if...

- You see value in the digital arena as a way of building community and building power towards change

- You're starting out on your digital organizing journey and want to be inside of a learning community

- You are grappling with the impacts of COVID-19, the recent uprisings, and the rapidly shifting political context on your organizing efforts and campaigns, and are having to switch programming and want both training and hands on support
In this resource, we’ll...

- Understand what digital organizing is and why it’s important
- Understand the tools available for digital organizing
- Understand the basics of a digital organizing plan
Digital Organizing
Where organizing & communications get facebook-married.
What was your earliest or most impactful memory of being politicized by an online space?
Digital Organizing is the practice of building a digital presence and community, rooted in trust, in order to move people to action online to confront the state and build power.
Digital organizing for power

**IS ABOUT:**
Building the capacity to create and seize opportunities to affect meaningful change using digital tools

**IS NOT:**
Communications strategy
We’re no longer just trying to push out information

We’re trying to inspire action, build momentum, and cultivate community

Analysis and sentiment almost always come with the news itself

“Politics” and “culture” are almost always consumed together
Digital tools help us:

- Find our people
- Connect with our people more meaningfully
- Tell our people we see them
- Get more time to be with our people
- Build people power rapidly
Digital tools

- Petition builders
- Client relational manager
- Social media: IG, Twitter, Tik Tok, etc.
- Email list
- Blogs
- Organization’s website
- Youtube/Vimeo
Your digital strategy cannot exist in a vacuum.

Facebook, Instagram likes, and Snapchat videos won’t vote, organize, or mobilize. **People will.**
ONLINE
We communicate, inform, educate, and organize supporters into actively supporting our work by donating, taking online action when possible, and ultimately, if they fit the organization’s criteria, taking offline action and joining us in the streets.

OFFLINE
We build power as organizations to confront the state and systems that oppress our communities. We build leadership that fight for resilience, self determination and the freedom of all oppressed people. We create the content for online.
What makes digital organizing uniquely impactful?
Design and narrative plus

Using effective design and a clear narrative, National Bail Out (NBO) used regular social media posts and video content to organically reach where their ad budget couldn’t get them.

Source: @nationalbailout Instagram
Integrating with Organizing

Actual field organizing—the campaign included in-person organizing efforts

Source: @nationalbailout Instagram

BLACK MAMA’S BAIL OUTS ACROSS THE U.S.
Plus talking straight to your people

A direct line of communication—to energize their base and fight back against ongoing attacks

Source: @nationalbailout Instagram
Raising money

The campaign did (and does) leverage their connection with their base to raise money online.

Source: @nationalbailout Instagram
Responsive to the times

Crafted a narrative and digital strategy that is nimble

WOMEN ON THE RISE, ATLANTA, GA
COVID-19 BAIL OUT DEMANDS

1. Stop arresting for minor offenses
2. Immediately release people currently housed in Atlanta City Detention Center. Giving special attention to people who are elderly, diabetic, pregnant, immune-compromised, trans, and LGBTQ
3. Provide immediate emergency housing for folks without homes
4. Provide COVID-19 test to every person at jails
5. Relocate all people who test positive for COVID-19 hospitals immediately
6. Abolish solitary confinement
7. End the use of cash bail and pretrial detention

Source: @nationalbailout Instagram
These aspects of a campaign are fundamental to building digital power online.

- Understanding narrative power and strategic storytelling.
- Using Digital Organizing as a tool to fundraise strategically.
- Creating a direct line of communication with your base.
- Using political momentum and cultural motifs to drive the relevancy of your campaign.