

DIGITAL ORGANIZING

Finding Our People Online

Goals

- To understand who your people are, what they care about, what they fear, and what activates them
- To be able to articulate who our audience is and key ways to engage with them by engaging in small group conversations, activities, and scenarios

What does it feel like to be in a room with our people?

When we find our community, we find power.

By:

- **building connections rooted in shared values and experiences;**
- **finding each other online and off across those issues and across identities,**

we find better opportunities to organize together and build power.

Why does audience matter?

Once you know who your people are, you can:

- Vividly understand your people's experiences, values, and inspirations
- Tailor your digital content towards those people, without being afraid of losing others
- Provide opportunities for your people to stay connected to your campaign or organization once they find you
- Be ready to engage with cultural moments that connect to your people

Don't forget your organizing skills. Things don't just go.

How to Determine and Engage Your Audience

1 Make the assessment of who your people are

Take the time to paint a vivid picture of who you're trying to organize, way beyond top-line demographics.

Be authentic to yourself and your organization. People can tell if you're faking.

Take 10 minutes to reflect and write:

- Who are you? Where do you come from?
- Who are your people?
- What does it feel like to be in a room with just them?
- What do they care about? What matters to them?
- Who do they listen to?

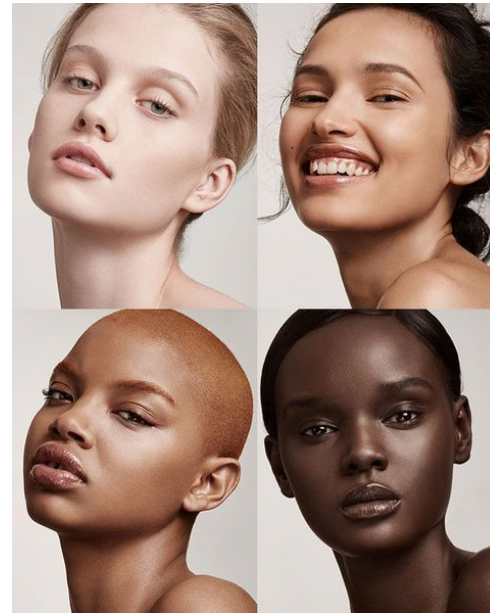
2 Tailor your content

- Intentionally create content that will resonate with your people.
- If you have multiple “people,” craft content to engage each.
- This might mean losing some people. That’s ok!

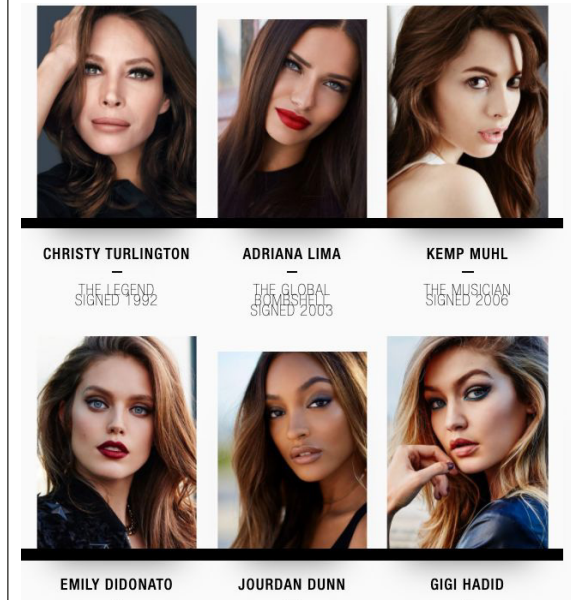
Tone matters

The lingo and cultural symbols we use signify to our audience that we are talking to them

When “neutral messaging”= white men



FENTY BEAUTY
BY RIHANNA



MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE!
MAYBELLINE
NEW YORK

3 Keep them with you

Have multiple ways for people to stay connected beyond the initial point of contact.

- Petitions
- Text sign up
- Events to attend
- Direct Emails

Connect the communication to the organizing

- Petitions or Fundraising Asks
- “Text 99999 to join our community”
- Events to attend in the person’s area

Find a healthy balance between building relationships and asking for things.

4 Seize the moment

- When something in the world has your people's attention, organize around it—don't just mention it arbitrarily.
- Sometimes you can plan content (like a holiday), sometimes you have to react to the moment and pivot.

Seize the moment

Mijente using the crisis of COVID-19 to expose the illegitimacy of the Trump presidency, the threat of neoliberalism, and galvanizing their people around an electoral strategy



Source: @conmijente Instagram



Activity

Imagine that you are scanning your Twitter feed. Here are the headlines that you see:

- Actresses are wearing black to an awards show to protest sexual harassment and violence
- Police officer claims Black youth are violating shelter and intend to begin roundups
- Unemployment rates skyrocket while corporations profit from stimulus packages
- The CEO of the largest employer in the state gave an interview about raising the minimum wage in which he suggested that low-wage jobs are meant only for teenagers earning extra cash

For the next 10 minutes, plan a mini-campaign to take advantage of this moment, include:

- Which of these headlines is an organizing opportunity for you?
- Who are you and who are your people? What do they care about?
- What is the persona and tone you want people to picture when they see the campaign?
- What action do you want people to take in this moment?
- Given the above, are there any cultural motifs that you can draw on? Brainstorm a hashtag or meme that might illustrate this.

5 Mobilize offline too

- Nothing online just ‘goes viral.’
- Connect with people who have a wide reach in your community so that they’ll share your content.

Tools we use matter

- Email lists
- Facebook
- Twitter
- Youtube
- Instagram
- Tik Tok
- Good ole SMS