Going Viral: How to Elevate your Message Online

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Outline

A Quick Look at Our New Site
Why Digital Organizing?
Tools to Elevate Your Message
Organizing Ourselves for Digital
One Faculty, One Resistance

The site is our new organizing tool and utilizes the techniques we’re going to discuss in the webinar.

- Ways for people to get involved
- Easy sharing on social media
- Ways to collect email addresses
Outline

Why Digital Organizing?
Tools to Elevate Your Message
Organizing Ourselves for Digital Demos
Why Digital Organizing?

1. **New tools** give us the opportunity to learn about our supporters and targets, and engage with them more quickly in new ways, on a massive scale.

2. **New battlegrounds** in the political, labor, and economic landscape may require digital tools.

3. We have a **vision for higher education** that we want to share with a wider audience.
What is Digital Organizing?

Building enduring relationships

Engaging with current and potential members

Building a base of supporters and stakeholders

Moving them up the ladder of engagement, systematically

Mobilizing people into action
Outline

Why Digital Organizing?

3 Ways to Elevate Your Message

Organizing Ourselves for Digital Demos
Get Started: See How We Do It & Get Content Ideas

- Follow the AAUP on Facebook: https://www.facebook.com/AAUPNational/
- Follow the AAUP on Twitter: https://twitter.com/AAUP
- Bookmark our campaign website: https://onefacultyoneresistance.org
Start a Facebook Page and Don’t Abandon It

• It’s an easy, fast way to reach people where they are.
• Pew Center data from 2016 shows:
  ○ 79% of online adults use the platform, including 84% of 30-49 year-olds and 72% of 50-64 year-olds
  ○ That’s 68% of all Americans
  ○ 32% use Instagram; 24% use Twitter
  ○ 76% visit Facebook daily
  ○ 66% of Facebook users get some their news on the site.
• All you need is a personal account to create a page, and multiple people can contribute.
Facebook: Insights and Ease

- Great for internal and external communication.
  - Engaging current members
  - Reaching out to new members
  - Sharing news
- Create events
- **Track** your progress
  - Insights
  - Engagement
Posting on Facebook

- **Add status updates:** they perform better and have higher engagement than simply sharing links to news articles, etc.
- Post around **newsworthy events**, and use a #hashtag: there’s a lot happening in the higher ed world, so get in on the conversation, and post in a timely manner.
- Use tags in a way that’s relevant -- if you’re posting about another org or public figure, tag them in a post.
- Use hashtags (but make sure others are using them too)
- **Share!** Put on your personal page and encourage others involved in your page to do the same.
Secrets of the Facebook Algorithm

- **Complete your profile:** fill out all of the required information, upload a profile photo, and a cover photo. Incomplete profiles are ranked lower in the algorithm.
- **Try Facebook Live:** the Facebook algorithm was tweaked to make live videos appear higher in the News feed because according to Facebook
  - People spend more than 3x more time watching a Facebook Live video on average compared to a video that’s no longer live.
  - People comment on Facebook live videos at 10X the rate of normal videos.
- **Invite people who have engaged with your post:** liked, commented, shared -- to like your page.
Website/Blog

Use your website/blog to showcase original content for your chapter.

- Post longform, and mixed-media content. Use a combination of images and written text to create timely and relevant posts. Post original longform content to Facebook.
- Invite others to write a guest blog on a specific topic where he/she has expertise.
- Create pages for “sticky” content, but don’t overuse.
- Embed sign-up forms or petitions on your website (AAUP sign-up) or blog post (petition/event registration).
Build a Website/Get a Domain

**Wordpress.com**: Trusted, widely-used blogging platform. Lots of great free and premium themes to choose from. (Free/Paid)

**Squarespace**: Trendy, very nice looking themes. Supports all kinds of content, including blogs. Great for photos. (Paid)

**Wix**: Similar to squarespace, somewhat more affordable. (Paid)
Our latest project, T-shirt Online, is now live!

After months of development, we've finally launched it. Thank you to all the team at T-Shirt Online for being so patient with us.

RELATED
Working on our next project
In "Photos"
Clothing store
In "Photos"
Let's get down to business
In "Writing"
Today, we are extremely pleased to announce that we have filed a petition to form a union with the New Mexico Public Employees Labor Relations board. This is the first formal step toward forming a union for full-time faculty at SFCC. Over the last 2 weeks, we have collected signed authorization cards from an overwhelming majority of you, who have said loudly and clearly that you want a union for faculty. Filing our cards with the labor board today carries more than legal significance, it is an overwhelming show of support for collective bargaining, and a demonstration of our commitment to ensuring the highest quality learning environment.
Website Best Practices

- Use *posts* (not *pages*) for blog content. Think carefully before you create a new page. Will you always need it?
- Make use of featured images, which will appear in Facebook posts
- Videos are great if you have the capacity to create them
- Use interlinks to link between different kinds of content on your website
- Don’t use your website for very short content, or for events (use Facebook for events)

**[BONUS]** Ask a talented friend or colleague to create a logo for your chapter
Outline

Why Digital Organizing?

3 Tools to Elevate Your Message

Organizing Ourselves for Digital Demos
Rapid Response Teams

Rapid Response Teams (RRTs) are an organizational structure for coordinating your supporters in support of online actions.

- Useful especially in professions where workers spend several hours per day behind a computer screen.
- RRT’s can be mobilized to quickly respond to events: legislative or otherwise.
- RRT’s are typically comprised of members, but can include other supporters, where appropriate.
- Use Facebook Groups, Telegram, GroupMe, Slack, etc. to coordinate RRT.
What can your RRT do?

Use Facebook intentionally, systematically, and regularly

- Share 1x/week, 2x week
  - Event Announcements
  - Post from another org
  - Report back from an event
  - Action-oriented posts
- **Comment** on other posts
  - Tag people in comments
- Seek out **Related Groups**, engage with their campaigns and they will engage with yours.
- Use RRT to monitor your FB page (esp. during strikes, and other heated actions)
What else can your RRT do?

- Comment on editorials or other articles in the newspaper
- Take photos/video for social media at events
- Post articles to forums/reddit/list serves, then comment
- Submit editorials to newspapers
- Forward to personal e-mail lists
- Fixate on a particular target’s social media, and craft coordinated responses, then share those responses on your page.
- Start a parody account
Thanks for joining!

Questions?

You can also email us at jlenes@aaup.org or mquinn@aaup.org.
If we have extra time: Email!
Email: You can start simple and then grow.

- Collect emails, keep them in a spreadsheet.
- Use Google at first if that makes sense. Google Forms will easily allow you to collect names, and Gmail will allow you to send.
- Once you reach scale, consider other platforms that allow you to email on a mass level and track statistics like open rates and action rates.
Email Best Practices

- Keep it simple, keep it short. Get straight to the point. Use the opening line or two to lay out exactly what you’re doing. If you need longform content, link to your website.
- Keep the layout simple.
- This is not a family Christmas newsletter: Make one ask. Make it again (this time with a naked link).
- Be creative. Pick a subject line that sticks out. If it’s warranted, test some subject lines.
- Personalize
- Follow up: send a kicker to non-openers.
- Sign up for lots of lists. Spam is delicious for learning.