

Trainer Contact

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Helpful Email Lists

- [Beth's Political Social Grab Bag](#): Beth's monthly email on best practices.
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- [Beth's Training Alerts Email List](#)- Announcements of public trainings
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- [Progressive Exchange](#): Great discussion on what's shifting in digital media plus people willing to help when you have a question or run into trouble.
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- [NerdyMail](#) - in the notes area note that you went thru one of my trainings
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- [Radical Comms](#)- recommended by a trainee- go to the join tab
- [Progressive Digital Professionals](#) - the Facebook group I mentioned...in the questions mention you went to my training
- [Matt Lockshin's Jobs Email List](#)- super helpful if you are job hunting

Helpful Websites/Blogs

- [Accessible Social](#) - this is a great resource hub for making social content accessible
- [Inclusive Campaigns](#)- A really great resource compiled by organizers living with disabilities
- [Hemingway App](#)- great tool to help improve your writing
- [Mashable](#): Latest digital including social media news.
- [AllFacebook](#) (now AdWeek's Social Times): news and tips for all things FB and social media.
- [EPolitics](#): Digital strategy for politics and advocacy work (also if you do a search for Social Media you will find all of the past editions of Beth's Political Social Grab Bag)
- [Simply Measured's Resources](#): Great set of benchmarks, reports, case studies, etc. No need to buy their product to download these.

- [M+R's Annual Benchmarks Report](#): Every year you can compare yourself to others on social (and email, fundraising, etc.) using this report
- [EveryAction's 2019 Email Deliverability Benchmarks Study](#)
- [Action Network's Deliverability Guide](#)
- [Digital Resources for Labor and Progressives](#)
- [AFLCIO's digital trainings](#): All archived for you!
- [The Management Center](#)- all kinds of resources that are useful whether you are the manager or employee

Resources on accessibility

- [Disability Rights Washington/Rooted In Rights](#) has a wealth of information on their site about making your digital content accessible to people with a wide variety of disabilities

Resources on audio descriptions:

- <https://digital.gov/2014/06/30/508-accessible-videos-how-to-make-audio-descriptions/>
- <https://digital.gov/2014/06/30/508-accessible-videos-how-to-make-audio-descriptions/>
- <http://acb.org/adp/ad.html>

Color contrast tools:

- <https://webaim.org/resources/contrastchecker/>
- Downloadable browser plug-in that allows you to use an eyedropper to analyze your content's colors: <https://developer.paciellogroup.com/resources/contrastanalyser/>

Stock Photo Archives

Note: all of these are not your dad's stock photo archives...these are all purposely inclusive across all peoples

[Affect The Verb](#)

[Create Her Stock](#)

[WOC in Tech Chat](#)

[Representation Matters](#)

[Broadly Gender Photos](#)

[Tonl](#)

[Ageing Better](#)

Information about Digital Security

[Cybersecurity Recommendations for Campaigns & Organizations](#) - Mike Sager or Emily's List is one of the leading digital security experts in politics- many of us ask ourselves "WWMD" (what would Mike do) when considering Digital Security in our work

[DNC Cybersecurity Checklist](#) - This is the checklist the DNC provides to their campaigns

Password Managers

[How to use Dropbox's new Password Manager Feature](#)

[Dashlane](#)

[Last Pass](#)

[1 Password](#)

Link Checker

Use something like [URLVoid](#) to ensure links you are clicking on and/or sharing are valid

Facebook Best Practices/Advice/Tools:

- [The New York Times study](#) on what makes things shareable.
- [Buying Facebook Ads: A Beginner's Guide](#) or [Facebook's own ad guide](#)
- [Beth's webinar on Facebook Ads Strategy](#)
- [Getting started on Facebook Live](#)
- [Useful article with how tos for Pixels for FB ads](#)

Twitter Best Practices/Advice/Tools:

- [Which Tweet Did Best? A Quiz](#): Great test of what works on Twitter...
- [Twitter Profile Image Sizes](#)
- [Hootsuite](#) or [TweetDeck](#): Free tools for scheduling and managing a Twitter account.
- [Twitonomy](#)
- This is a great primer on [Twitter Lists](#)

Tools for Editing Images:

Obviously having and learning to use Photoshop is really helpful for digital work, but when that's not in the cards, here are some options:

- <https://www.canva.com/> - Free (and easy) graphic design site (and iPad app) that lets you make both digital and print-ready graphics. ([Canva for NonProfits](#))
Also a handy tool to use within canva: [Color Palette Generator](#)
- <http://www.gimp.org/> - Free (and robust!) downloadable software that lets you edit pictures - a little work to get going.
- <https://pixlr.com/> - Free online photo editor (or download it too). Just have to deal with ads on the site.
- [Pixelmator](#)
- <http://www.photoshop.com/tools?wf=editor> - Basic free, online version of Photoshop. Only accepts JPEGs as starting images but you can create your own from scratch too.
- <http://www.someecards.com/usercards/create> - These do great on Facebook and take seconds! Find an image, add your text. Boom.
- <http://www.easel.ly/> - For infographics
- <http://piktochart.com/> - Also for infographics

Tools for Creating/Editing (Short, Simple) Videos:

- [Windows Movie Maker](#): Comes with most PCs.
- [iMovie](#): Comes with most Macs. (You can download it for your phone too!)
- [YouTube Video Editor](#): You can upload a video to YouTube, make simple edits, then download it to upload directly to Facebook.
- [WeVideo](#): Cloud-based, collaborative video tool. The free version lets you do five minute videos (once a month).
- Not a tool but a [great primer on optimizing your thumbnails](#)

Tools for Creating GIFs:

- Mashable has you covered [here](#).

Creating Mobile Multimedia:

- Awesome guide [here](#).

Instagram

- [Creating Stickers on Instagram](#)
- [Best practices for Instagram Stories](#)

Other Good Tools:

- [New/Mode](#): Digital Engagement tools (Integrates with Action Network)
- [CSEmpathy](#) - Comment moderation tool for Facebook and Instagram...gamechanger!
- [Speechifai](#) - think Click to Tweet on steroids. They also have an excellent tweet writing assistant <https://www.assistant.speechifai.tech/>.
- [TextOut](#): Peer to peer Text Messaging
- [Attentive.ly](#): Lets you learn about where and what your supporters are doing on social media, find influencers, target messaging and do "social listening."
- [Crowdboost](#), [SimplyMeasured](#), [Buffer](#) and [Radian6](#) are all good (but not free) social media tracking/listening/scheduling software.
- [Shopping Gives](#)- Get your supporters to shop thru this portal and a % of their buy will be donated directly to your organization

- [UpContent](#)- content discovery tool- find non social content to then bring into the social ecosystem
- [Demolists](#) - Email acquisition
- [Snapheal](#)- App to touch up images for macs
- [FlipGrid](#) - a useful tool for collecting user generated content

CRMs

[Action Network](#)

[Blue Utopia](#)

[EveryAction](#)

[Salsa](#)

Not sure which CRM to use? NGP/EveryAction put together a great [list of questions to ask vendors](#). Still not sure? Email Beth & she'll help you think it thru!

Optimizing Your Website for Social Media:

- Twitter Cards How-to: [Twitter's guide](#) and [Buffer's guide](#)
- Facebook Meta Tags: You'll need someone with access to your website to help with this, so if that isn't you, show whoever it is [this post](#). If you have Wordpress, there are easy plug-ins to do this for you.
- [Link for When Facebook Isn't Reading Your Website/Post Right](#)
- Adding Share Buttons: [Mashable has a solid guide](#), but again, if you have Wordpress, there are plug-ins!

Statistical Calculators

- [T Test from M+R](#)
- [Chi Square Test from M+R](#)
- [A/B Test Sample Size Calculator from Optimizely](#)

Worksheets from Beth

- [Metrics](#) - remember after you get access to make a copy for yourself before you put any data in
- [Rapid Response Strategic Planning](#) - remember after you get access to make a copy for yourself before you put any data in
- [Beth's Action Network Checklists for Actions & Email](#)
- [URL Code Generator](#) - (not my spreadsheet, this comes courtesy Vanessa Butterworth Consulting)

Doing an Audit

[Running an effective Social Media Audit](#) - handy primer of things to look at

Good Extra Reading:

- [This is one of the most comprehensive lists of things to read as you work to confront racism- both your own and that of others- I did not compile this list but have been reading everything on it](#)
- [The Psychology of Social Media](#)
- [It's Everywhere. the Clickbait](#)
- [Click Farms have inflated social media currency](#)
- [The 2018 Pew Social Media Research Data](#)
- [A Guided Tour of the Data Facebook Uses to Target Ads](#)

Books that might be of interest:

Victory Lab by Sasha Issenberg

The Digital Plan by Brad Schenck

Any of the books by Dan and Chip Heath: Switch, Made to Stick, Blink and Power of Moments

Questions?

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