

JL from KG

We are a firm dedicated to helping our clients build, maintain, and utilize power grassroots networks to help causes embrace the power of the people they serve.

We often find ourselves out in the field working to build momentum behind some kind of reform cause by engaging, agitating, organizing and mobilizing people into a coordinated and organized force.

In other words, if your agency ever finds itself the target of some professionally organized citizen group, it's likely being managed by someone like me.

As such, I've been asked to talk to you about how we use social media in organizing these kinds of groups, and some practical advice to you about how not to step in it.

First - let's recognize what we are talking about - social media is an EVOLUTION of communication - not a REVOLUTION - being present in social media is about being present where the conversation is.

Social media does not replace the need to think about traditional media, or direct customer service.

In fact if anything it highlights even more the power and importance of building relationships with the community.

The great evolution of social media is that it makes finding and building those relationships more efficient.

How I use it:

Lists of people supportive of a cause is like gold to organizers like me. Before social media list building was a very slow and very resource intensive process. It just to take weeks of petitioning, tabling, door to door to build a decent size list of supporters - and now the same process can be done much more efficiently with social media because it has decentralized recruitment.

The old way - was a stranger saying - "This cause is important - join us"
Now its increasingly looking like your friends and relatives, people you already trust saying "This is a cause I support - join me."

The power in that style of recruiting should be readily apparent.

Now its very easy for me to go out and build a list of 800-1000 supporters just by leveraging the social recruiting power of social media.

But listing building is just the first step - and where unfortunately where many social

media evangelists stop. The goal is not to get as many followers as possible, but instead to build the most genuine relationship possible.

Once I get that list of supporters - I view those in much the same way as a salesman would view sales leads. I have a list of people that have all said "I care about this" and my job is to figure out how to build on that.

I firmly believe that there is no more powerful way to influence a decision maker than highly personal contact. 10 face to face conversations can be more powerful than 100 generic emails.

But if I want to get my people to communicate personally, I am going to need to develop that relationship OFFLINE.

Recruit online. Inform online. Engage offline.

Here is a practical tip when you find yourself the subject of attention by an organized reform minded group. Remember that good organizers often use a strategy similar to Ju-Jitsu. Ju-Jitsu is a martial art that is not about brute force, or aggressive attacks, but instead the strategic redirection of energy.

Instead of punching your opponent, you wait for them to punch and use their own force against them.

The same is true with organizing. The power of a tactic is never in its direct effect on the target, but in the reaction it generates from the target.

If we are completely ignored by our target - we use it to illustrate how "out of touch" and disconnected they are from the community and we recruit based on that.

If the target is callous in their response or otherwise missteps we likewise can use it as fuel to organize.

So whats the answer?

Smart, genuine engagement -

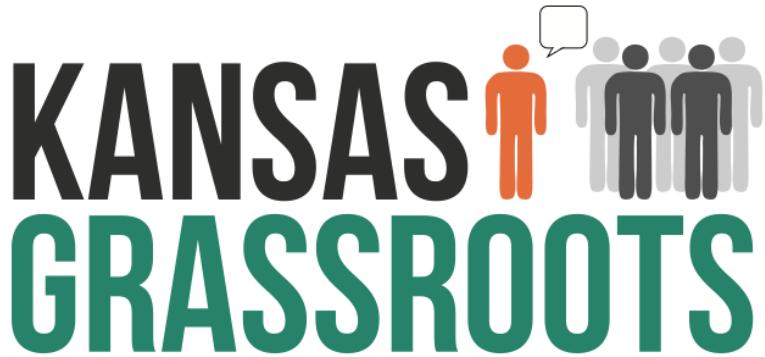
BE PRESENT wherever the conversation is - If you are absent then you've lost the ability to shape it. So be present on social media.

Finally - respond deliberately and intelligently -

The US Air Force has figured this one out - In seeking to draft a social media response policy they have developed a decision tree which works very well in guiding how to engage deliberately and intelligently.

<<SHOW AIR FORCE Chart >>

I'm going to get out of the way now and let some of our other panelists discuss more directly how social media can be used to meet the unique challenges and opportunities of the transportation sector. I will stick around to take questions at the end or I invite you to contact me anytime.



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AIR FORCE WEB POSTING RESPONSE ASSESSMENT V.2

AIR FORCE PUBLIC AFFAIRS AGENCY - EMERGING TECHNOLOGY DIVISION

DISCOVERY

WEB POSTING

Has someone discovered a post about the organization?
Is it positive or balanced?

YES

NO

CONTACT INFORMATION

Phone: 703-696-1158
E-mail: afbluetube@gmail.com

EVALUATE

CONCURRENCE

A factual and well cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.

You can concur with the post, let stand or provide a positive review.
Do you want to respond?

NO

YES

LET STAND

Let the post stand -- no response.

"TROLLS"

Is this a site dedicated to bashing and degrading others?

NO

YES

"RAGER"

Is the posting a rant, rage, joke or satirical in nature?

NO

MONITOR ONLY

Avoid responding to specific posts, monitor the site for relevant information and comments. Notify HQ.

"MISGUIDED"

Are there erroneous facts in the posting?

YES

FIX THE FACTS

Do you wish to respond with factual information directly on the comment board?
(See Response Considerations)

"UNHAPPY CUSTOMER"

Is the posting a result of a negative experience?

NO

YES

RESTORATION

Do you wish to rectify the situation and act upon a reasonable solution?
(See Response Considerations)

SHARE SUCCESS

Do you wish to proactively share your story and your mission?
(See Response Considerations)

FINAL EVALUATION

Write response for current circumstances only.
Will you respond?

YES

YES

YES

RESPONSE CONSIDERATIONS

TRANSPARENCY

Disclose your Air Force connection.

SOURCING

Cite your sources by including hyperlinks, video, images or other references.

TIMELINESS

Take time to create good responses. Don't rush.

TONE

Respond in a tone that reflects highly on the rich heritage of the Air Force.

INFLUENCE

Focus on the most used sites related to the Air Force.