

# Making Democracy Work Online: LWV and Social Media

May 2011

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# Purpose

Demonstrate technology such as MeetUp, Twitter, YouTube, Facebook and Podcasts to discuss how to leverage them for:

1. Member recruitment
2. Marketing events and mission
3. Target different demographics
4. Voter education
5. Advocacy



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# Why is this topic important?



People get info  
from peers &  
companies  
directly instead  
of just the  
media



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# Why is this topic important?

- If we don't fill the niche, other groups can and ARE!
  - 2010 Study: How Social Media is Changing Grassroots Organizing Among US Political Advocacy Groups (Burson-Marsteller)
  - Info at [Http://www.slideshare.net/BMGlobalNews/bursonmarsteller-dc-advocacy-groups-social-media-study-final](http://www.slideshare.net/BMGlobalNews/bursonmarsteller-dc-advocacy-groups-social-media-study-final)



# Who is using new technologies?

## Individuals

- Sharing info
- Living the brands they love

## Corporations

- Going Viral
- More credibility

## Nonprofits

- Free resources
- Advocacy
- Promoting events



# Advantages of social media

- Cheap
- Builds relationships
- Communicates directly with the people who care about what you are doing





Social  
Media:

It ain't  
perfect

# Marketing 101

People need

**5 to 7 message impressions**  
for **minimum impact**

and up to

**11 impressions**  
to inspire action.



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# Marketing 101

1. Write engaging copy
2. Reduce use of jargon
3. Appeal to motivations of the reader
4. Answer why would anyone want to read this or attend?
5. Know your audience - What is interesting to them?
6. Have a consistent logo and messaging



# Tips for use

Unsure where to start?

Focus on one social medium  
you think will have  
**the greatest impact**



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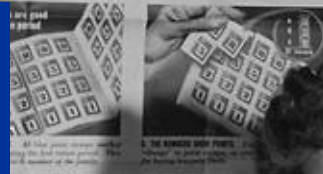
# Tips for use

- Use in combination for maximum effect
  - Can post YouTube or links on Facebook, link Twitter to Facebook and vice versa
- Social media is getting more intuitive and user friendly
- Volunteer opportunities for those interested in social media



What social media are you already using?

**HOW TO SHOP WITH WAR RATION BOOK TWO**  
... to Buy Canned, Bottled and Frozen Fruits and Vegetables;  
Dried Fruits, Juices and all Canned Soups



**YOUR POINT ALLOWANCE MUST LAST FOR THE FULL**  
Plan How Many Points You Will Use Each Time Before

**BUY EARLY IN THE WEEK**

First Month's Points

A 8	B 8	C 8
A 5	B 5	C 5
B 2		2
B		1

Fruits  
Vegetables  
Soups  
Juices

BOTTLED

FROZEN



# Facebook

facebook.com

## Great for building community & connecting supporters

- Use “Pages” for organizations (preferred over “groups”)
- Direct link to create a Page: <http://www.facebook.com/pages/create.php>
  - Causes.com (affiliated with Facebook) Donations to Causes for registered 501(c)(3) nonprofits and major presidential campaigns.
- Fastest growing demographic on Facebook is **women 55 years and older**
- **Cost:** Free



# Facebook

facebook.com

The screenshot shows the Facebook interface for the League of Women Voters of Ohio. The page header includes the Facebook logo, search bar, and navigation links (Home, Profile, Find Friends, Account). The profile section shows the LWVO logo, name, and 'Non-Profit Organization' status. The wall features a post from the Ohio Secretary of State Jon Husted, a post from KV Central Ohio about a youth council member, and a post from the League of Women Voters of Ohio about an upcoming convention. There are also sponsored ads for Cincinnati 1-Day Coupon and Cincinnati Mani-Pedi.

**Benefit:** Engage members already on Facebook and organize people who are aware of the cause but who need more information

## Downside

- Breaking through the chatter
- Obsolete in the future if something new comes along?
- Can get inappropriate wall posts and discussions



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# Twitter

twitter.com

## Great to Broadcast messages & communicate with individual users

- Tweets are text-based posts of up to 140 characters in length
- Can organize information and share ideas beyond your social sphere.
- Cost: Free



# Twitter

twitter.com

The screenshot shows the Twitter profile for 'GOPLeader'. The profile picture is a small image of John Boehner. The name is 'GOPLeader' and the bio is 'I'm the Republican Leader in the U.S. House of Representatives.' The profile shows 109 following and 3,734 followers. A tweet is visible: 'GOP Leader Blog: Small Businesses Are in For a World of Hurt Under Obama Budget <http://bit.ly/2aRjqw>' posted 24 minutes ago. The URL 'Twitter.com/GOPLeader' is shown at the bottom.

The screenshot shows the Twitter profile for 'BarackObama'. The profile picture is the Obama 'O' logo. The name is 'BarackObama' and the bio is 'Question about the economy? Ask President Obama: <http://whitehouse.gov/OpenF...>' posted 1:04 PM Mar 25th from web. The profile shows 765,060 following and 998,197 followers. The URL 'Twitter.com/barackobama' is shown at the bottom.

- **Why use Twitter? Conversations**

- Connect to other people who have similar interests
- Notify people of organization events
- Talk to people using “@” feature
- Use in conjunction to with website updates

- **Downside**

- Tweets may be lost if you’re not tweeting enough. Should tweet least once a day
- Hard to maintain conversation as an organization

- **Ideas for use**

- Could ask members to tweet events and important announcements



# YouTube

youtube.com

## Use: Broadcast

- **Summary:** Upload and share video clips. People can watch first-hand
- **Traffic and Stats:** People are watching hundreds of millions of videos a day on YouTube and uploading hundreds of thousands of videos daily. In fact, every minute, ten hours of video is uploaded to YouTube.
- **Cost:** Free (except equipment and software capable of creating video, i.e., ranging from cell phone or video camera to more elaborate technologies.)



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# YouTube

youtube.com

- **Benefit:** Users can view content on demand ANY TIME.
- **Downside:** Videos have to be 10 minutes or less or published in series.
- **Demographics:** It is so easy to watch a video, everyone uses it.
- **Other video services:** Ustream, Vimeo



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# YouTube

youtube.com



The screenshot shows a YouTube video player interface. At the top left is the YouTube logo with the tagline "Broadcast Yourself™ Worldwide | English". Below it are navigation tabs for "Home", "Videos", "Shows", "Channels", and "Community". A search bar contains the text "league of women voters cincinnati". The video title is "Issue 1, Ohio Ballot, November, 2006". The video frame shows an elderly woman with short white hair and glasses, wearing a light-colored blazer over a red top, speaking into a microphone at a podium. The video player controls at the bottom show a progress bar at 0:06 / 3:50, along with volume, HQ, and other icons. Below the video, there are 4 star ratings and 3,721 views. A share bar includes options for "Favorite", "Share", "Playlists", and "Flag", with social media links for MySpace, Facebook, and Twitter, and a link for "(more share options)".

- Cinci LWV video had 3700 hits
- Ideas on how to use:  
Post program meetings,  
voter service.



# MeetUp

meetup.com

- **Summary:** Creates an online group and organize meetings. People find groups by interest and by location.
  - Meetup is the world's largest network of local groups. More than 2,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities.
- **Cost:** \$72 every 6 months (\$144 per year)
- **LWV use:** LWV Greater Dayton Area used for 4 years



# MeetUp

meetup.com

## Demographics & Stats

- Monthly visitors: 5 million
- Members: 4.7 million
- Monthly RSVPs:  
1.7 million
- Monthly Meetups:  
102,000
- Local groups: 46,315
- Topics: 4,916
- Cities: 3,601

## Benefits

- Reaches non-members in same geographical area.
- People can find group based on topics such as Women, Politics, Voters, etc.
- Can get an idea of how many people will or will not attend an event.
- Members rate event and venue so you get feedback.



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# MeetUp

meetup.com

The screenshot shows the MeetUp profile for 'The Dayton League of Women Voters Meetup Group'. The page includes a navigation menu on the left with options like Home, About, Calendar, Members, Photos, Mailing List, Message Board, Polls, Files, and Promote!. The main content area features a 'Welcome!' message with details about the group's location (Dayton, OH), membership (44 so far), and next meeting (May 1-3 at Crowne Plaza Hotel). There is also a 'Join us!' button and a 'What's new?' section with a poll about Obama's first 100 days.

- **Features:**
  - Can describe your group and connect to similar groups to attract members
  - Can email group and members can email you
  - Send auto-generated reminder one week and one day before event.
  - Organizer receives emails notifying when members will or will not attend an event. Questions can also be answered from those interested
  - Can survey group and polls
- **Downside:**
  - Get occasional email from people “who want to know more about the LWV.”
  - Cost: \$144 per year.
- **How to use:**
  - Increase attendance at events, planning (RSVP)
  - Increase membership: Recent meeting on Gov. Educ. Reform Program
  - Can try to develop personal relationships.

<http://womenvoters.meetup.com/1/>



# Podcasts

- **Summary:** An internet radio show, traditionally audio only but can be used with video (vlogging)
- **Cost:**
  - Depends on your webhost
  - Can use free podcast hosting:  
[MyPodcast.com](http://MyPodcast.com), [PodBean.com](http://PodBean.com)



# Podcasts

**Podcast Alley**  
Free the Airwaves

emusic. **35 FREE SONGS**  
No DRM or confusing restrictions  
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-----

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Webinars and Webcasting Solutions for Publishers  
www.talkpointcommunity.com

**Free Podcasting Guide**  
Start Your Own Podcast Download Our 16-Page Guide Now!  
Voices.com

Insert Search Term Below  
voting rights

We Found: 200 Results for "voting rights"

Podcast Title

1. **MPR: Electionwise**  
Electionwise is a weekly podcast that presents thoughtful answers to listener questions about democratic processes, elections and voting.

2. **Netroots Network Early Voting**  
Oct. 31 - November 10th, Netroots Network will be Podcasting Election Integrity Issues surrounding the "Early Voting" week and afterward. Awareness is half the battle...

3. **Reseller rights**  
<!CDATA[http://www.resellrightsclub.com Have you ever wanted to have unlimited access to a huge library of Reseller Rights ebooks and articles each and every ...

**UC Radio**  
hitemefcc.com

**No Rules  
No Regulations  
No Problem**

Pirate Radio for the

**Top 10 Podcasts**

- [RED BAR RADIO .com](#)
- [BLAST THE RIGHT](#)
- [The New Hampshire Afte...](#)
- [Stereo Radiation](#)
- [AVRant Home Theater Po...](#)
- [Nobody Likes Onions A...](#)

[PodcastAlley.com](http://PodcastAlley.com)

**Benefit:** User can listen to content on demand. User can take content with them.

**Downside:** Bandwidth may be expensive

**Ideas for use:** Monthly forums, educational and advocacy topics, Voter Service work: explain ballot issues, can use volunteers for short-term commitment



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# THE VOTE GIRL

Thanks!



**Melissa Currence**  
[twitter.com/currencem](https://twitter.com/currencem)

**Teana Nicol**  
[twitter.com/Teana1](https://twitter.com/Teana1)

I WANT THE VOTE, AND I MEAN TO HAVE THE VOTE, THATS THE SORT OF GIRL I AM ~