Strategic Social Media Tools for Public Engagement

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The Local News Lab.

Creative Experiments in Journalism Sustainability
Who is in the room?
As of today, all 100 members of the Senate as well as 90% of the House of Representatives are on Twitter. A total of 123 world leaders out of 164 countries had accounts on Twitter set up in their personal name or through an official government office. In 2011 only 69 out of 164 countries had embraced Twitter. The new figures represent a 78% increase in the number of heads of state and national governments on Twitter from 2011.

**Trends: World Leaders Who Tweet**

![Graph showing adoption of Twitter amongst heads of state from 2010 to 2012.](image)
If the topic of government surveillance programs came up in these settings, how willing would you be to join in the conversation?

<table>
<thead>
<tr>
<th>% of population</th>
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<tr>
<td></td>
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<tr>
<td>Very willing</td>
</tr>
<tr>
<td>At a family dinner</td>
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<tr>
<td>At a restaurant with friends</td>
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<tr>
<td>At a community meeting</td>
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<tr>
<td>At work</td>
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<tr>
<td>On Facebook (based on FB users)</td>
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<td>On Twitter (based on Twitter users)</td>
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Columbine Survivor Pens Bold Open Letter to Obama Rejecting Gun Control: 'V
“The average story about the Ice Bucket Challenge was much more heavily promoted by Facebook’s algorithms (a factor of 8x) than the average story about Ferguson.”
“Algorithms control the marketplace of ideas. They grant power to certain information as it flies through the digital space and take power away from other information.”

Kelly McBride, Poynter Institute
How can we use social media tools to better engage the public in meaningful policy debates, foster agency in politics, and facilitate creative conversations that address critical community concerns?
“A country's constitutional culture is made up of the stories we tell each other about the kind of nation we are.”

Yochai Benkler
“Cultural change is often the dress rehearsal for political change. Or put in another way, political change is the final manifestation of cultural shifts that have already occurred.”

Jeff Chang
Curation Best Practices

Context - add relevant details
Connect - bring together diverse ideas and people
Converse - encourage dialogue
Credit - always provide attribution
Check - verify the content whenever possible
Capture - document good discussions
Create - spark something new
<table>
<thead>
<tr>
<th>SEEK</th>
<th>SENSE</th>
<th>SHARE</th>
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<tbody>
<tr>
<td>Define topics and organize sources</td>
<td>Product: Writing w/links, presentation,</td>
<td>Credit sources and answer questions</td>
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<td></td>
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<tr>
<td>Scan more than you capture</td>
<td>Annotate, Archive, Apply</td>
<td>Feed your network a steady diet of good stuff</td>
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<tr>
<td>Don’t capture unless high quality</td>
<td>Must add value to work or strategy</td>
<td>Comment on other people’s stuff</td>
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<td></td>
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<td></td>
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<tr>
<td>Time: 15 minutes 2x Daily</td>
<td>Time: 30-60 minutes Daily</td>
<td>Time: 15 minutes 2x Daily</td>
</tr>
</tbody>
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Inspired by Harold Jarche: Networked Learning Is Working Smarter
Beth Kanter, http://www.bethkante.org
Why do Big Listening?

1. Meet your audiences where they are, using language they’re already using
2. Check assumptions, adjust your gut
3. Identify targets, influencers and campaign ideas
4. Identify patterns of online engagement
#WHOWEBE: A Near History of Racial #Counterculture Presented by @AAWW

2011 Timeline of Protest, Revolution and Uprising

#WHChat: College Affordability
Go Kayla!
A story of Kayla, an 8-yr old jumper with heart, and the power of social + email

While monitoring our mailchimp brand on twitter, we noticed the following tweet:

"Teaching my 8yr old daughter about social media. She and I worked on a @mailchimp campaign for her fund raiser http://t.co/LdkpsL2"

Ok, this is pretty hard to resist. An 8 year old MailChimp user? So we checked out the campaign...

Kayla Foster’s Fund Raiser
us2.campaign-archive2.com
In 2010 I joined millions of other kids to help save lives with the donations I had been saving from my babysitting jobs. 

Barack Obama is TIME's 2012 Person of the Year | #POY2012

Any of these runners up would have been fantastic. GTIME. See all five Person of the Year covers | #POY2012

The president was a great choice. He's been through plenty trials over the past year and has done tremendously.

Wish it was PERSONS of the year so the top 2 would win. #POY2012

When it comes to con:CERNas that really matter, women take the helm #POY2012
Labeling the Syrian opposition as a terrorist threat to isolate it from western help; accelerating the use of force with all types of weapons in hand (conventional and chemical); using the so-called political solution as a method of buying time: These are Assad's (and his allies) key strategies to reach victory in a few months. It is unsafe for the world to live with such a dangerous regime!

- Lilac, USA
9 Sep

We do not have an ally in this potential war. We do, however, have two enormous potential opponents; Russia and China. The US cannot afford another engagement at present. If the allegations that Assad used those chemical weapons against women and children are true, it is to be hoped that the international community will act against his regime in such a way as to pull his teeth, preventing any further use of such internationally dangerous weapons. As to the generals' distaste of military engagement, does it occur to anyone that Obama forced most of his top generals into retirement and appointed liberal-leaning puppets in their place? The old guard knows what danger there is in going into a conflict without a plan. And that's exactly what Obama is doing.
PLANNED PARENTHOOD SAVED ME

Planned Parenthood is dedicated to women's health. We're posting stories from women whose lives were saved or changed because they had access to affordable healthcare like cancer screenings through Planned Parenthood.

A quick note, too-- we'd really love pictures of you holding up your stories, or just pictures of you that you'd like to include.

(Not affiliated with PP, by the way. We're just big fans. Questions? Get in touch with @deanna on Twitter.)

Pinkwash *this.*
my life, now with breast cancer.
Imagine how innovative we'd be if we looked at our garden in full before going to the shed, instead of looking at our tools & imagining gardens.

@elle_mccann
Content Curation: Step-by-Step

Goal

Sharing

Topics

Sense Making

Sources

Process Before Tools

Beth Kanter
www.bethkanter.org
Questions to Consider

Consider Your Goals
Consider Your Audience
Consider Your Issue
Consider Your Capacity
Consider Your Outreach
Consider Your Next Steps
Email: jstearns@grdodge.org
Twitter: @jcstearns
Newsletter: Tinyletter.com/jcstearns
Project Website: LocalNewsLab.org
Blog: stearns.wordpress.com

More: bit.ly/CurateKSG