Lesbian Gay Bisexual Transgender Queer Center   The Community, Equity, & Diversity Collections

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Digital Advocacy & Activism Presentation 2012

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Digital Advocacy & Activism

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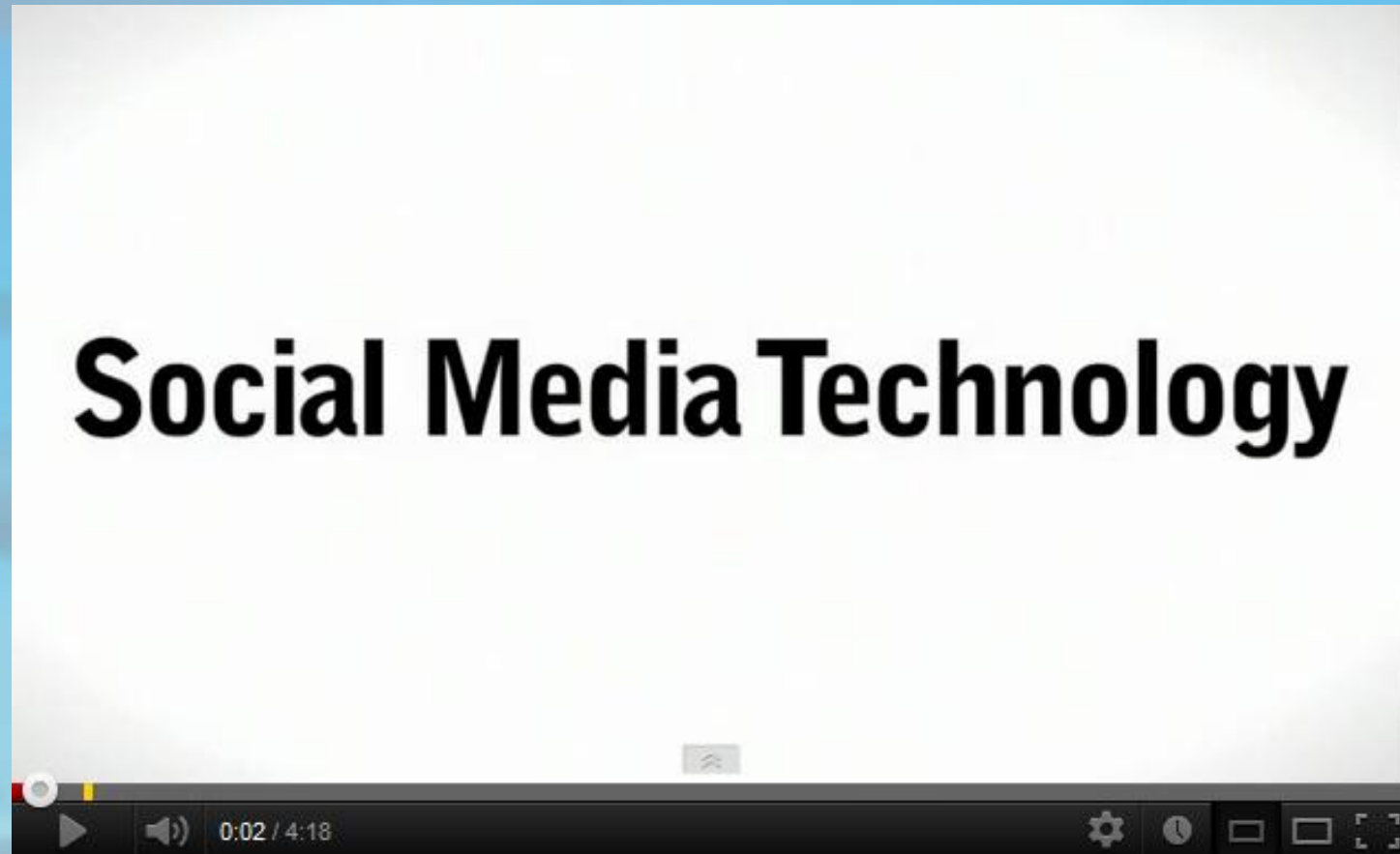Coordinator for LGBTQ Pgms & Svs
University of Rhode Island LGBTQ Center
Administrator of the URI Community, Equity, &
Diversity Digital Collections

How People Think About And Discover the World Has Changed

This presentation is about attracting and advocating for people who use and need our services in a different way than we did only a few years ago.

Who has a cell phone connected to the internet?

17% of cell phone owners do most of their online browsing on their phone, rather than a computer or other device. Most do so for convenience, but for some their phone is their only option for online access.

Some 88% of U.S. adults own a cell phone of some kind as of April 2012, and more than half of these cell owners (55%) use their phone to go online. We call these individuals "cell internet users" throughout this report, and this represents a notable increase from the 31% of cell owners who said that they used their phone to go online as recently as April 2009.

Moreover, 31% of these current cell internet users say that they mostly go online using their cell phone, and not using some other device such as a desktop or laptop computer. That works out to 17% of all adult cell owners who are "cell-mostly internet users"—that is, who use their phone for most of their online browsing.

Millennials
AGES 18-34

97% in cell household
95% own cell phone

Gen X
AGES 35-46

96% in cell household
92% own cell phone

Younger Boomers
AGES 47-56

90% in cell household
86% own cell phone

Older Boomers
AGES 57-65

90% in cell household
84% own cell phone

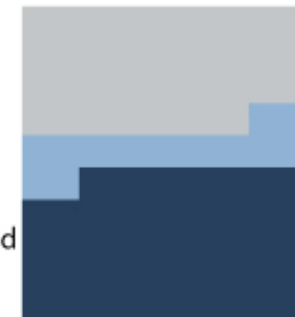**Silent Gen.**
AGES 66-74

76% in cell household
68% own cell phone

G.I. Gen.
AGE 75+

62% in cell household
48% own cell phone

Defining **Advocacy**

Advocacy is an act of earnestly supporting and encouraging a cause, policy, or interests and welfare, of a group, community, or individual, within the bounds of a system or process. These action may or may not be public.

Can we say that activism and advocacy are the same thing?

Activism is defined here as an extension of the advocacy process where some kind of direct and deliberate action is taken publically to bring about political or social change.

How do you define digital advocacy?

Defining **Digital Advocacy**

Digital Advocacy is the act of educating and influencing people. Not only in traditional face to face communication but it extends into networked groups, in such a way that it can be shared, and signal others about the message.

A digital advocate must develop their message and its surrounding culture by creating opportunities for people to work with the messages and pass it on.

How do you tailor your message for different types of personalities and digital media engagement?

Why Target Audience Is Important

The programs and services you have to offer depend on being relevant to a target audience.

Defining your target audience relates to how your developing your message and services so that what is being communicated causes your audience to recognize that you are talking specifically to them.

Part of every organizations mission is being recognizable and visible to the communities to which it serves. An audience will not interact with you if they can't see themselves in what is being offered to them.

The power of your organization relies on the ability to focus the needs and wants of its target audience.

Our Target Audience is who we are serving and who we desire to serve.

1. Who is your target audience? Age, education level, etc.,

2. Where is your target audience located? Same building, on campus, off campus, etc.,

3. What do they think or know about you?

4. What would you like them to think and know about you?

5. How will you attract them to your location, programs, and services?

6. Who else is competing for their time, energy, and investment?

7. What do you offer to recruit and retain them?

Social technology ladder

Media Engagement Profiling

Creators	• Publish a blog • Publish your own Web pages • Upload video you created • Upload audio/music you created • Write articles or stories and post them
Critics	• Post ratings/reviews of products or services • Comment on someone else's blog • Contribute to online forums • Contribute to/edit articles in a wiki
Collectors	• Use RSS feeds • "Vote" for Web sites online • Add "tags" to Web pages or photos
Joiners	• Maintain profile on a social networking site • Visit social networking sites
Spectators	• Read blogs • Listen to podcasts • Watch video from other users • Read online forums • Read customer ratings/reviews
Inactives	None of the above

Groups include consumers participating in at least one of the indicated activities at least monthly

Coming Out- A Student Identity Model

Cass	In Practice
Identity Confusion Who am I?	Visibility: Orientation programs & Information; Campus-wide events; web pages & social media; passive programming (e.g. bulletin boards)
Identity Comparison I may be.	Same as above
Identity Tolerance I probably am.	All of the above, and... Support: peer support and professional support (e.g. counseling)
Identity Acceptance I am!	All of the above, and... Social Connections: Intentional Identity Development: Queer discussion groups
Identity Pride I am here, I am Queer!	All of the above, and... Personal development: Leadership development opportunities (e.g. student organizations) and involvement in organizing & activism
Identity Synthesis I am...and more	All of the above, and... Community building activities and personal & professional development programs (e.g. LGBT alumni panels);

Intro to applied social architecture

Maslow's Heirarchy of Needs in Online Communities

Humanistic psychologist Abraham Maslow believed that people are motivated by the urge to satisfy needs ranging from basic survival to self-fulfillment, and that they don't fill the higher-level needs until the lower-level ones are satisfied. Amy Jo Kim's book, Community Building on the Web, uses Maslow's hierarchy to clarify the goals and needs of online community participants.

Need	Offline (Maslow)	Online Communities
Physiological	Food, clothing, shelter, health	System access; the ability to own and maintain one's identity while participating in a web community
Security & Safety	Protection from crimes and war; the sense of living in a fair and just society.	Protection from hacking and personal attacks; the sense of having a "level playing field"; ability to maintain varying levels of privacy
Social	The ability to give and receive love; the feeling of belonging to a group.	Belonging to the community as a whole, and to subgroups within the community.
Self-Esteem	Self-respect; the ability to earn the respect of others and contribute to society.	The ability to contribute to the community, and be recognized for those contributions.
Self-Actualization	The ability to develop skills and fulfill one's potential.	The ability to take on a community role that develop skills and opens up new opportunities.

Advancement in Hierarchy

Source: Amy Jo Kim's *Community Building on the Web* (Peachpit, 2000)

How do you use social media for digital advocacy?

Creating a Plan Step 1

You must have a clear definition of the problem and how it affects people in both positive and negative ways.

You must take on the problem in manageable bites.

You must be able to express and show in multiple ways the desired behavior.

You must have a strategy and a measureable outcome.

How do you use social media for digital advocacy?

Creating a Plan Step 2

Clarify your main goals and then choose your social media with those objectives in mind.

Ensure that messages are interactive, collaborative, and easily shared.

Establish partnerships and promote a centralized channel for people to link back to you and join your advocacy efforts.

Channel online interest into specific, targeted activities that further the campaign's goals.

How do you use social media for digital advocacy?

Creating a Plan Step 3

Recruit- How will your plan attract and get to people?

Retain- How will you keep them engaged?

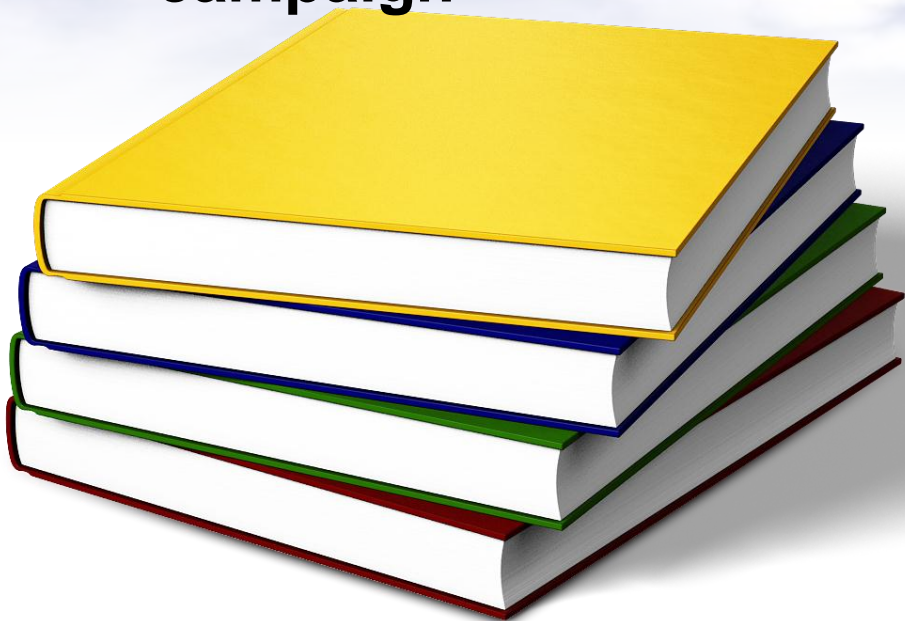Reevaluate- How will you respond to the data from your primary audience and opposing audience?

Regroup- How will you tap and partner with your audiences?

Redesign- Update the plan, measures, messages, media, responses to audiences, and ways to engage.

Repeat

Targeting audiences by developmental level and media engagement profile

Ensure some of your messages hit all these areas to start your campaign

- Be action focused
- Be problem focused
- Be solution oriented
- Be a news source
- Be a resource
- Be welcoming
- Be collaborative
- Bring in the big picture
- Bring a good story
- Engage pop culture
- Provide role models

Social media applications and strategies for you to consider

Geo-tagging photos, videos, and wikis to a location.

Geo-tagging becomes geo-bombing when it is part of a organized campaign. Geo-bombing is one of the techniques that can be employed to enable more effective dissemination of your YouTube videos campaign through applications like GPS enabled Smartphones and Google Earth. Any geo-tagged YouTube video will show up when the Youtube layer of Google Earth/Maps is turned on.

Social media applications and strategies for you to consider

Geo-tagging your video

During the upload process on YouTube you can geo-tag your video with a location. Sign into Youtube and click Upload. Select your video and fill out all the text boxes and then click on the Advanced tab. You will see **"Video location" click on it and search for the place you shot the video."** Follow the directions and upload your video.

Any Geo-tagging for photos or videos you do across sites will be very similar.

2012-06-26 13.37.32.3gp ✅

Upload complete! Your video will be live at: http://youtu.be/ECw-cSt1OFE

Share   + Add to ▾

⚠ **The video you uploaded may have audio/video sync issues. Please refer to this article for advice on how to correct this issue should it arise.**

Basic Info	**Advanced Settings**

👤

Comments and responses

☑ Allow comments: [All ▾]

☑ Users can vote on comments

☑ Users can view ratings for this video

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Syndication

◉ Yes, make this video available on mobile phones and TV. Note, the video may not be available on all devices due to copyright or licensing issues.

◯ No, this video should not be available on mobile phones and TV.

Embedding

☑ Enable Embedding ❓

Video location

[   ]   Search

Recording date

[June 26, 2012   ]   Today

3D Video

[Please make this video 3D ▾]

All changes saved.   Saved

▲ Less

Important: You must own the copyright or have the necessary rights for any content you upload. Learn more

+ Add more videos

✱ **Monetize your videos and grow your audience.**
Become a YouTube Partner today!

Upload complete

2012-06-26 13.37.32.3gp ✅
Upload complete! Your video will be live at: http://youtu.be/ECw-

⚠ **The video you uploaded may have audio/video sync issues. Pleas**
arise.

| Basic Info | Advanced Settings |

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41.52529 -71.63578   [Search]

Recording date

[June 26, 2012]   [Today]

3D Video

[Please make this video 3D ▾]

Social media applications and strategies for you to consider

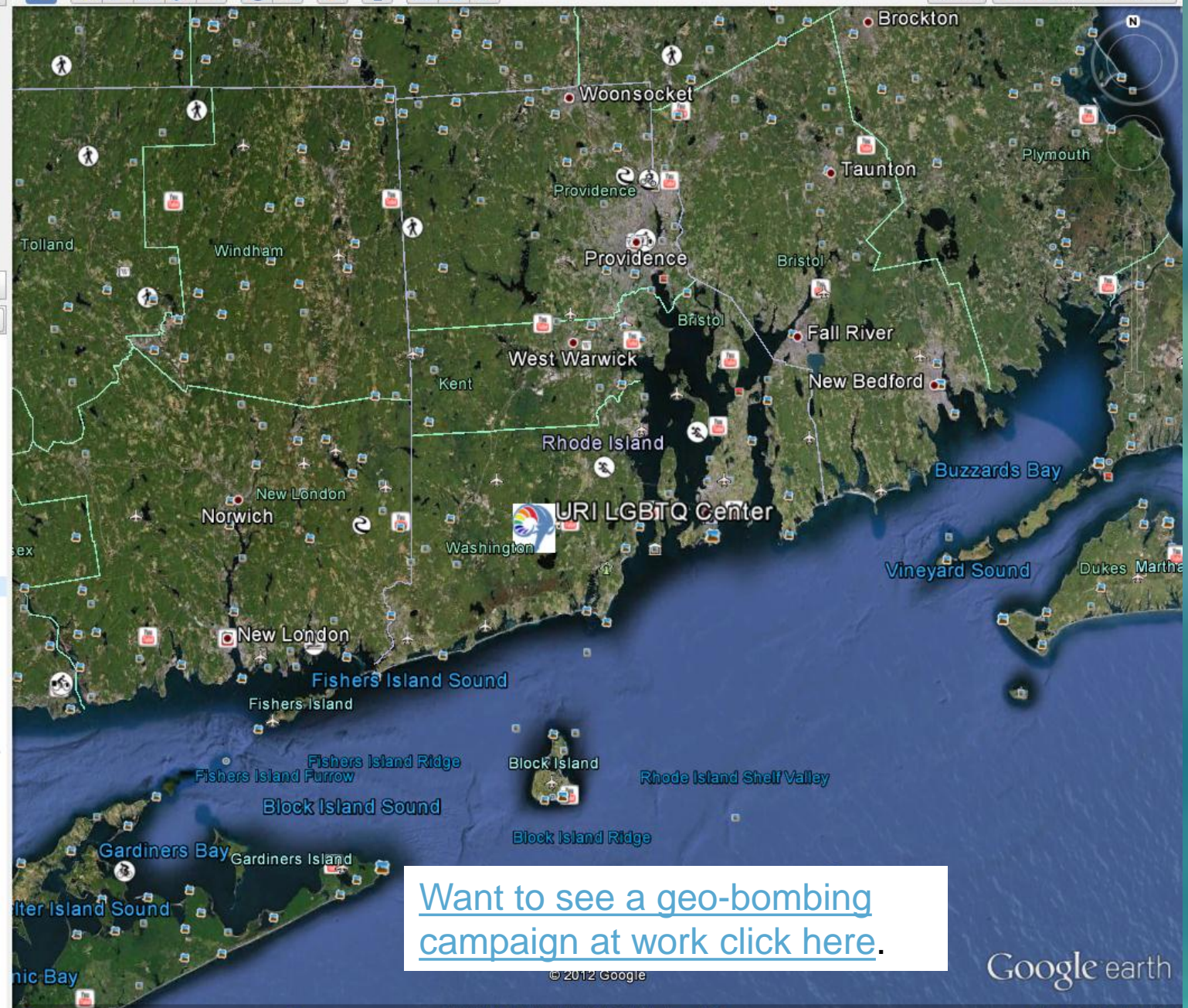**How to display geo-tagged YouTube videos on Google Earth?**

To activate the Google YouTube layer, you have to navigate to the "Layers" menu on the left-hand side of Google Earth. Expanding the "Gallery" node in the layers tree will expose the "YouTube" layer. Once you check the box next to YouTube Layer all the Google YouTube icons appear all over the globe.

Want to see a geo-bombing campaign at work click here.

Social media applications and strategies for you to consider

Cross posting is an e-campaigning tactic that requires basic familiarity with different technologies, web applications, and services.

An example would be a text message sent to Twitter updates my Facebook, LinkedIn, RSS feed; Word Press account, YouTube, and Google maps.

The content on a blog and website are not separate entities. They can now be connected over countless web platforms and services simultaneously.

Your blog, Twitter, or website, may remain your primary medium of choice for content, but since only some readers will follow you on one service this broad dissemination approach is useful to engage more people.

What we are doing at URI LGBT Center

We have established The Community, Equity, & Diversity Digital Collections (CEDDC) which has received approximately 34,000 downloads of our programs (audio, video, and reports) over the last year.

The LGBTQ Center within the CEDDC has received over 27,500 of those downloads for our programs (audio, video, and reports) over the last year. The goal for the collections next year is to establish it as a North East LGBTQ resource with a global reach.

The Coordinator of the LGBTQ Center , Joseph Santiago is Co-Chair of the Digital Community Voices Committee at URI. This committee goal is to encourage dialogue around diversity education while supporting a digital media literacy skillset. Shared programs from this committee will have the potential to reach approximately one million television viewers in Rhode Island and many more across the US.

The LGBTQ Center is in the process of doing a campus climate and needs assessment for our students.

Thank You

Questions or comments contact

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