**20200819\_DNC\_WisDem\_DigitalStrategiesAndOrganization.mp3**

[00:00:00] We start to craft digital content in particular, and so I'm really excited to dove in on the importance of this. And then the third is to identify some of the platforms and tools that campaigns are using to reach voters online today.

[00:00:15] Flip to the next line.

[00:00:18] So what do we mean when we talk about digital on campaigns?

[00:00:24] As Julie mentioned, I was the digital organizing director for the Obama campaign in 2012, and I remember coming out of that campaign and saying there is no difference between online organizing and offline organizing. There's just organizing. There's not a distinction between our online selves and our offline selves. We just are who we are and we engage through different platforms and. You know what, I said that in 2013. It was kind of a mystifying thought to many people, it was a new way to think about digital. Today, I feel like almost anyone on this in this conversation could could say those exact same words. And campaigns are embracing digital and an entirely different way. Some of that is just because the world's changed in the way that people receive information has changed. But we've taken a huge leap this year in campaigns because I've covered 19. And when we are suddenly, you know, in 2020, we were suddenly thrown into this world where our organizing had to be 100 percent distributed, which is a place we'd never been before. And so it forced campaigns that forced organizations in our space to quickly pivot their strategy to stay relevant and actually engage people in an in a moment where we were craving connection and feeling isolated. And it forced campaigns to do that online. And so digital went from, you know, maybe being invited to the decision making table if we were lucky to being central to the decision making table. And a central part of what we mean by campaigning. And that's a fundamental shift. And I don't think we know where we'll go when we get back into a world where we can at least be in the same place and connect more off-line and canvasing safe again and things like that. I'm not sure how that shifts our campaign strategy again, but I think that the muscle memory that we're building, the cycle is really, really important. Because it helps us embrace all of the methods, all of the tools we have in our toolbox of the methods of communication, that we have to engage people in a holistic way and truly meet them where they are. So I would have talked about what digital means on campaigns very differently. Six months ago than I do today. But today it truly is part of a holistic campaign strategy. And in some ways, the driver of what it means to engage people in the political process to get just a bit more granular, though, and some of you will know this, who are who are very involved on campaigns currently. But typically, your digital on campaigns. Well, Will, you'll have a digital director or a person who is responsible for thinking about the digital strategy. And on a presidential campaign, you might have hundreds of people who work under them who are making sure that all of the goals are accomplished and all the channels are optimized and down ballot campaigns. That person might also have seven other jobs. Regardless, what we are seeing and what I think is such a huge step forward for the progressive space is that every campaign, every organization does have someone who is thinking clearly about the role of digital and where a digital channels fit in our overall communication stream. So digital drives and engagement conversions, traffic or fundraising for campaigns, I can serve a lot of different purposes and understanding which purpose you are serving at any given moment will help you determine what your message is and what channel, what platform you're using. And to do that. To do that work. Second, it ties overarching goals of the organization, ties in with overarching goals of the organization, and includes one or more digital channels or platforms in the effort. So I think about this very broadly. Often I think digital becomes like, OK, it's Facebook, Twitter, Instagram, one of our social media platforms. But it can actually be much broader than that. Your organizing program usually has tech infrastructure that helps drive your organizers to be as efficient as possible. Your fundraising program, much of your small dollar fundraising is happening online and people are donating online. And so that's part of your digital program at even for a lot of campaigns. They're budgeting and a jar is happening on tech platforms, on digital platforms. And so in some ways that starts to tie into digital pieces of your campaign. And so all of those goals of the organization, we have to be asking ourselves, OK, what is the technical or digital component of this and how does that fit into our overall strategy? And then third, it integrates organizing efforts to mobilize as many voters and community organizers as possible in a short amount of time. One of the one of the values of of using digital platforms to do your outreach is that it's often one too many and you can scale that outreach really quickly. I remember I got my start in politics as an organizer. So in 2008, I was a field organizer in South Carolina for Barack Obama. I ended up running the field in Michigan for the general. And after that, I went to the DNC to continue to help manage that campaign organization. But we went from having thousands of organizers, one in each community across the country to dozens of organizers, just a couple in each state in a really short amount of time after the campaign ended and we transitioned into having Obama in the White House. And suddenly our strategy had to change in a big way. We needed to reach a bunch of people much more quickly with far fewer resources than we had had during the campaign. And it was at that moment that I actually made the switch to digital organizing in my own career because I saw that we really needed a tool. We needed a set of platforms that could mobilize many people very quickly. And the only way to do that was to start to reach people online. Today, obviously, you know, we see that everywhere, and that's how we're used to getting the information. But there's also a very practical reason for campaigns to use digital to scale their efforts.

[00:06:45] To the next slide. So digital campaigns truly do meet voters where they are online and we've talked about this a little bit.

[00:06:55] But one thing I'll add here, you know, I think our instinct as organizers is often to say, OK, I'm going to get everyone to come to my Web site and I need to build the community on my Web site and I'm going to keep all my people there. But the reality is it takes a lot of work to get someone to come to where you are online, just like it takes a lot of work to get someone to come out of their house and come to a field office. Only your highest engaged volunteers would do that offline as well. And so a huge part of our digital strategy is going to where people are already spending their time going to the places where are going to the platforms where people are already gathering, already building community, already connecting with one another and figuring out how to mobilize them there and move them there. And so Christine will dove into that in in more depth as we and as we dove into the nitty gritty of the session. So I'm interested in and please feel free to use the chat to do this. And how do you use digital tools today and how do you see campaign using campaigns using digital and the work that you're doing? And the interesting examples that you've seen be put to work already this cycle. We'll give folks just a minute to comment their. All right. Feel free to keep typing away, but we'll move to the next slide. So there are three goals of a digital strategy are three main components. And we think about those as the three ends of message, mobilization and money and really everything you do online and someone is everything you do in a campaign period. But definitely everything you do online drives towards one of these three things. When we think about the message and Christina will dove in-depth into into how we use each one of these. But when we think about message, John McCain's campaign. One of the reasons our digital platforms are so valuable in terms of spreading message is we get to own that message a little bit more than you can through a traditional communication strategy. So rather than trusting a reporter or trusting a news outlet to report on you and your candidate and your and the organization that you're building, the way that you want them to, our digital platforms allow us to craft that message and then spread it to an audience in a targeted way. And that we have a little bit more control over. I would say that particularly over the past four years, as people's trust in the news and trust in large institutions has decreased. And as we have a president that consistently erodes that trust, our digital messaging has actually become even more important because it gives people tools to connect with one another. I would argue that digital messaging and peer to peer communication is one of the best tools we have to fight disinformation, which is becoming an increasing challenge in threat in our space. So. Digital message is much more than like, what do we put in a Facebook post today? And it's a much more integrated piece of our overall campaign message strategy. The second is mobilization. How do you move people to action? You see lots of platforms that are helping drive this now. But how do you get people to either take action on their couch or move off their couch to engage with the campaign? That's all under digital mobilization. And then the third is money. Obviously, since 2008 and really growing. And every cycle since then, small dollar fundraising, largely through digital donations online, has been an increasingly large part of the fundraising strategy and operating budget for campaigns. So these are the three things that our digital strategy is usually driving. I think one place where campaigns slip up is in failing to identify which of these goals they're actually driving towards. And so when you start any efforts, start any kind of mini campaign online, you want to be sure to identify which one of these goals you're driving towards. And here are a couple of examples of the platforms that we might use for our message, distributing our message, our digital storytelling, our digital organizing or mobilization and our digital fundraising and that need to go through all of those for you. But there's a growing number of tools in each of these categories that I'm sure you're using and getting familiar with this cycle. So that's a quick overview of how how I think about how I think about digital, and I'll turn it over to Christina, who can tell us more about how she's seeing it being used today.

[00:11:43] Thank you so much, Betsy. So before I get into the nitty gritty of breaking down each of those elements, I want to take some time to pause for talking a little bit about how by diplomacy showing up in digital and how it historically has and what our role is in dismantling that. When I saw the agenda and saw that there was a session from Dr. Carol Banks that happened on the first day, I was elated and I knew that I was among my people. So I went to call that out as something that is really important.

[00:12:17] And like.

[00:12:20] Pretty radical for like the DNC to be talking about white supremacy and calling it out and calling us in as a priority. And one of the places where it shows up very frequently is in the content that we produce.

[00:12:36] And so I what I want to take some time to do is get us from thinking about it is like an abstract concept to what our rules are as digital practitioners and how we can think about it in a very tangible way. The other thing that I also want to acknowledge is that I am not a trainer and anti-racism.

[00:12:55] I'm someone who has worked in this space for a very long time. I'm a black woman who has experienced this. And so I am sharing some things that I have done as a volunteer, as an organizer and just a little bit of my own personal practices.

[00:13:10] And now, as someone who works in an organization who is leading in this space, the way that we approach creating content that is inclusive and reflective of the world that we're trying to see.

[00:13:22] So on these slides, you'll see that I have phrased essentially listed out a set of question.

[00:13:30] I've done that intentionally. The reason why is I think that for folks who are watching this there, we have two roles. There are probably folks who are currently saffer looking to become staff on campaigns. And then there are those of us who are going to be volunteering on campaigns. Those of us who are staff are going to be putting together strategic plans are working, and we'll need to have to think through an answer these questions and those of us who are volunteers.

[00:13:58] It is our role to be able to ask these and hold those staffs accountable so that we are all working in the same system of dismantling. But to how we like to premise, he shows up in a toxic campaign culture.

[00:14:12] Until some examples of this, and this is not an exhaustive list at all, but it is just a starting point, is making sure that the content that we're developing on a day to day basis demonstrates some cultural competency. And to my question here for everyone is, does your content address the real needs of the community that your candidate wishes to serve?

[00:14:34] The second is a question about staffing, and I I really appreciate that that you talked a lot about, like the mindset of a digital director, a digital staffer, a big piece, even before you're thinking about budget or planning, is making sure that the team that you're hiring or the volunteers that you're recruiting, that they're actually reflective of the community. The best way to think about cultural competency or the language that you're using, the visuals that you're selecting is to make sure that you're sourcing it from the folks that you're aiming to represent.

[00:15:07] The third piece here is around accessibility, accessibility, which I wish that I had more language to talk about. I wish that we talked about more the community, but it's really important that your content is both visually and linguistically accessible and not just from.

[00:15:22] You have one post that is in Spanish, but that when you get to a landing page that that full user journey and user draping, that you get to one element, whether let's say it's a social media post. And it's driving you to a Web site that that Web page is also in the same language that that was in. Because you don't want to invite somebody into a space saying that, hey, it's safe here. I see you. And then get them there and they can't complete the entire user flow.

[00:15:51] And then the last bullet here is just like it's covered. We are dealing with three different plagues of racism and this in covered in itself. And Trump, there's a lot going on. There's a weight that we're all carrying. And just making sure that we're being honest. Of the fact that we're managing a lot.

[00:16:10] And we also have a lot that we're trying to overcome in a brief period of time and like navigate navigating that with humanity.

[00:16:23] Next on.

[00:16:27] So a couple of things that I do are making sure that I set up some clear accountability feedback loops. I somebody who is not a practitioner but wants to begin the process of getting this right.

[00:16:39] What is really important is that I hear from folks and that they know that I am open to feedback. And so that means that for volunteers that you feel like you feel comfortable giving feedback to staffers, that constituents feel comfortable giving feedback to volunteers, and that you're able to solicit feedback both online and for the moments where you are in person, that you're you're sharing that we're all on this journey together. I want to hear from you in even we're talking about dismantling something that is deeply as entrenched as this is. What surprising?

[00:17:14] The second bullet here is around in storytelling with dignity. Or some people will refer to it as ethical storytelling.

[00:17:22] For me, this is so important to me. The folks, their stories are theirs. They are not our. It feels like practitioners. We do not control them. We cannot manipulate them. And so it is so important that if someone is a surrogate for our campaign that they have ownership over their words and that we always ask them for consent in like using their likeness or how it's going to be distributed. Because too often there is tokenized people and we manipulate what they're saying for the benefit of the candidate.

[00:18:01] And we've been hearing a lot about.

[00:18:08] That we need to be listening to black women, for example. And then black women often get forgotten. And so I don't. I'm speaking from my personal experience. I don't want you to just take my story and then have it not be utilized and implemented in in any real concrete way. And so making sure that when you're telling stories that there is a follow up that also leads into this feedback loop. The other bullet is less about like content and more about the structure of digital is just calling out and addressing and thinking and reflecting upon who does and does not have power and resources in your campaign. Who has access to a budget? Who where are you deploying your ad dollars? Who are you trying to target? That makes it may ensuring that you're not just targeting or spending time with or scripting folks who you easily have access to. Often what is referred to as low hanging fruit. That's how we got into this mess, is that we're constantly trying to engage with people who we know are going to vote for us. We want to make sure that we're going after voters who are infrequent or who are distrustful of the system. They're rightfully distrustful. And so we do have to do the extra work to show people how to vote. The system is very complex. We are in uncharted territory and doing the extra work that Barry crossing that barrier is an act of dismantling white supremacy. And the last two bullets here are. Listen to your community, which.

[00:19:41] Do next time.

[00:19:46] So let's talk about messaging. So what is digital communication? It is the exchange and dissemination of information, both fact and opinion, to motivate voters to exchange, engage in the electoral process. Digital communication allows for quick updates without expending a significant amount of time, money and physical effort while allowing voters to easily gain access to information through various online platforms.

[00:20:15] So talk about those platforms next.

[00:20:19] Before we talk about those platforms, I do want to talk about that timeline of campaigns. So.

[00:20:27] Throughout the duration of that, those campaigns, our message has to align. And as you'll see from this chart here, the throughout the entire campaign. As I'm saying this, you can also look to the next slide. We are always going to be focused on capacity building. Capacity building is all about recruiting money, raising money, recruiting volunteers.

[00:20:51] It's all about like getting the resources that you need in order to, like, for your campaign to function. Never stop doing that. Never stop soliciting the things that you need to function. You have a shorter timeframe, and I really want to like call this out to persuade people to support your candidate. This is the time where you tell your candidate's story and you differentiate them from your opponent. As a volunteer, as a as a candidate, you have to set a date, a timeframe for when you're going to, like, stop trying to persuade people and just focus on turning people out. And in this election, that is so important because the time window that we have to get out and vote, we don't just have one election day. So deploying resources is. Deploying resources towards that Election Day, it's it's more confusing, it's more ambiguous, and you don't all have as many, depending on the resources that you have within your campaign, you will it makes more sense to allocate the minimal resources that we do have. And when I'm saying resources, I am talking about money, but I'm talking about. Like volunteers, capacity, mental capacity, or like fried and exhausted because of potent.

[00:22:17] To focusing your energy on the people who are going to turn out for your candidate. In October. Do not spend your time talking to your uncles and aunts who about Trump? It's not it's not a good use of time. Talk to your family members who do not know how to vote. Talk to the people who are do not know where the ballot drop boxes are. Make sure that everyone has a plan to vote and that they are acting on it. If you are telling people about why they should vote for your candidate.

[00:22:57] On the 5th of October, on the 15th of October, we're in trouble.

[00:23:02] Next.

[00:23:05] So the ways that we communicate digitally are on four different platforms. We'll talk about today or four different like mechanisms. So the first is email. Email is a way that you can communicate more long form. These are folks who have indicated that I like you. I wanna hear more from you. And you can give them longer pieces of information about your values, your policies, and ask them to take even more actions. Social media is a mechanism that allows for you to communicate. To a wider audience that doesn't necessarily have to opt in to. Indicate that they support you. Bay, if I want to find out about a candidate, I can go in and look at their social media page and may from there. Go and sign up for their email account and so on. Your social media, you want to make sure that you have a higher frequency of posting and that you're also like humanizing your candidate, that you're showing and illustrating your values, that you're in touch with what's happening in the world and what your what your then being elected is actually going to look like.

[00:24:25] The other bullet here is around digital advertising, which is really crucial, which is that in order to reach a target, a more targeted audience, you're going to have to digital advertise on platforms like Facebook, sometimes on platforms like Twitter, and amplify and target your art target people within a particular jurisdiction or particular identity group. And then the last bucket here is your campaign Web site, which is on the move, most formal of all of these. This is where you are and it's the most traditional.

[00:24:58] And where you have the sort of these flexibility is where you state your like I'm so bad with phrases like mix them up all the time.

[00:25:07] But when you declare I'm running, this is where my policy proposals are. This is who I am. This is my about me. This is where you can donate to my campaign.

[00:25:18] And this is where you draw when you send people to learn more information about you that is solid throughout the entire duration.

[00:25:33] So here's the next couple of slides, I'm going to show you some examples of digital messages, and I will also show you a little bit of how we've tried to approach that dismantling of white supremacy within this. So this is an example from supermajority where we are. This is the announcement of the V.P.. And so we sent out a long form email. Our approach here is that we wanted to get our list very, very excited about Kamala Harris and that we knew that there would be some attacks coming, but that we were going to hold space to celebrate how historic it was that she was selected. So our approach was that we wanted pink graphics. We wanted confetti. We chose visuals that evoked celebration and happiness. We in all of our emails make sure that we keep a donate button. This illustration here is actually an ad. People signed the card and that means that they were then put on our email list. And then this is an Instagram, a screenshot of an Instagram post. That was fun. That was a gif that was like here all the things we're going to do today to celebrate that she was selected.

[00:26:49] Next, I.

[00:26:55] I'm going to skip through these the like Tildy are here is that we're a part of a war room that is making sure that we're calling out racist and sexist messages about the election. Here's their website and some social posts on the next slide.

[00:27:10] I'm showing that there are there's a whole network of organizations that are putting together content that is useful for campaigns to re share. And so you can drive people there if you're looking for additional content to show how you're what your candidate's values are. And so what we took was where we created this graphic to link out to that as a resource for folks to learn more about what to do or what to say or how racism and sexism is showing up next.

[00:27:43] All right. More digital messages. So here's an example of a candidate who it's her launch video into issues. We're seeing her in her home introduce herself to the world. Here's two screenshots of her Web site. Her Web site was in two languages, English and in Spanish. And I just want to show that the full user Drini was in Spanish. And then here's an example of a tweet from her responding to Donald Trump. It's a little pixilated on my end, but he said something crazy. I don't need to report. Read it out loud. And she said something great. And she was talking about her background.

[00:28:15] Next to.

[00:28:20] All right.

[00:28:21] Audience targeting and I'm going a little quicker to make sure you get all the information. So a couple of questions. Just make sure that are on your checklist when you're thinking about who to target.

[00:28:34] When you're thinking about your campaign writ large and who your constituency is, the people who you're trying to or historically were you were trying to reach afine are the same folks who you're trying to reach online. And so depending on your budget capabilities, you may want to reach out, reach out to or divide up who which portion of that is you're going to devote towards more traditional organizing. And which, of course, in this moment is a very small amount, if at all. And you want to look at what is your pathway to victory, how many people do we need to turn out or how many people do we need to engage with and what did they look like? And so when you're thinking about. You are happy to victory. My line here is always replicate your experience online.

[00:29:21] The other question to think about are where do your voters spend time on online, which platforms are they using? Often books are like, should I be on Facebook? Should I be on Twitter? Should I be on Instagram? What's your constituency?

[00:29:33] What do they use, make a judgment call there. Invest in a platform and stay on platforms that you can also actually use and keep updated. If you're not going to keep a Twitter account updated every single day. Do not use it if you're not. If all of your if your constituency is very young and is on tock, consider investing in it. What type of content they consume and what relevant information is going to be useful? Here's four different types of ad targeting. So you can get the first one is audience targeting. So this is based off of the demographic or behavioral characteristics. The second one here is keyword targeting. And so this is you can put in a set of keywords in a platform like Facebook, such as often on with supermajority will put in women or equality or fairness.

[00:30:27] And folks will put it will display your content next on pages that index high for folks to frequent pages that align with those keywords. The next bucket here is retargeting. And so this is a type of ad targeting that you can familiarize yourself with and do a little bit more research that allows for you to display your ads or your content to people who have already indicated that you're interested in your campaign mix. This is really, really key. If someone is already raise their hand and said or like Googled who your candidate is, they're familiar with you. And so ensuring that you get more information in front of them is huge. And then demographic and geographic targeting is also significant, especially for campaigns of smaller resources, because it's just like hone in on where on the specific date on prophy, where you're trying to you're trying to turn out.

[00:31:21] Next line.

[00:31:25] Money. We need it. Capacity building the entire time. Let's talk about the ways you can raise money. So fundraising, using digital technology, which means fundraising online, the ways that we can do that are.

[00:31:43] So the ways you can fundraise, you can put a donation button on your Web site. We're seeing a lot of estimate's texting. I'm sure everyone watching this has gotten a fundraising solicitation from some sort of campaign or entity in emails. You'll be able to solicit fundraising or fundraising solicitations in that screenshot that I showed you before, there was a donate button in our super majority e-mail. We keep a donation button in all of our emails, even if that is not the ultimate ask. So sometimes we'll be sending out an e-mail directing people to watch another, like a video or sign something else that donate button, is there something people will give us five hundred dollars or a thousand dollars when we're not asking for it?

[00:32:36] Always make it easy for people to give you money.

[00:32:40] The other ways that people can give. Are through surrogate events were asked. These can also be virtual. Peer to peer fundraising digital events in March. I will show you a couple of examples of some Mirch on the following sites.

[00:33:00] So here are some examples from the Biden campaign. So if you're on their list, Joe needs money. He will ask you for sure. And here's a screen grab of some fundraising solicitations. On the next over, you'll see an example of an email.

[00:33:18] From there, you'll also see a full scale of the Web site. Make sure when you're putting together Web sites that the fundraising page is just as easy and simplistic, like don't make it hard. The easiest thing that you can do is ask people for money. And then Mirch.

[00:33:35] People love to feel like they're not donating. So give them something in exchange. Next line.

[00:33:46] Here's some other fun examples. My favorite personal bias is the one in the middle from Lucy McBath, which came out the day after. The A.G. of New York said that she was gonna be investigating the NRA so you can play around with some rapid response and putting together some merch. Even if the merch is not completed yet. You can have a mock put up and begin to take orders.

[00:34:13] All right, mobilization. We're gonna blaze through.

[00:34:18] Digital organizing. So using digital media and digital tools to create community increase efficiency. Digital lead. And tell the story of our campaign. So digital organizing, it's happening online. We're doing it right now. It's figuring out ways to create community, especially when we're feeling newly really disconnected from everyone in our lives.

[00:34:42] And so that means if that means setting up resume calls for four different events at super majority, we have like different groups. We utilize Facebook groups to allow for folks to share what they're feeling and also distribute different ways that they can volunteer or engage with us. Go to the next slide.

[00:35:05] A couple of ways that you a few additional things to keep in mind is that digital organizing helps drive the narrative of the campaign. And it also helps you generate content. So if you're thinking there's she said a lot and she's starting to say it really fast and there's a lot of things that I need to think about developing. Think about digital organizing.

[00:35:25] It's like it's a great way for user generated content when people are really excited about your campaign and they're feeling really connected to your candidate and the other people in their candidate. They actually start to create content for you, which is amazing.

[00:35:38] It feels like a system that is starting to work altogether and sync.

[00:35:43] Take screenshots of it shared on your social accounts in it. It's also another feedback loop that is affirming. Build an online community. This last much longer and is much bigger than your candidate and your campaign. Here's an example of a matchmaking party. This this is amazing.

[00:36:03] Jamie Harrison shared this and I just wanted to share it with you all make maps, share them to people in tangible and functional. I have fifty five seconds left.

[00:36:15] Next time.

[00:36:18] And then you're some example of some mobilization that's happening at super majority. We are having a day of action. The thing that I'll just, like, call out here with digital is just making sure that it's all everything's really connected and seamless. If you're sending out an email asking for people to volunteer the landing page that you're sending them to. Because all of our lives are happening online. Our phone tabs and our work tabs and our volunteer tabs are all on the same device. And our babies are crying in the other room and our mothers are calling us. And we also need to be able to cook. And it's all happening within the same square footage.

[00:36:55] If you step away from your computer, you want to make sure that when you come back that they remember why they clicked on that tab. So ensure that everything just design and that everything's very clear so that when they get back to that tab, they click through and sign up for your. We're having a day of action. Sign up. It's gonna be really great. Next, the.

[00:37:22] Next. I think that's everything. We've covered a lot.

[00:37:34] So much. I wish I could hear you all. I hope you're not too overwhelmed. You're gonna be great. You're gonna be so great. Listen to your volunteers.

[00:37:42] Digital is the best part of campaigns. That's my bias. But I just had to say it out there. And also everything is digital. And that's a lot and it's very overwhelming.

[00:37:50] But it's going to be great. I promise, Jeff. And you're going to continue to hear throughout the rest of the day on ways to help make it feel less overwhelming. So thanks for joining. Thanks for sticking with us. Thanks for your patience.

[00:38:07] Let's give the incredible Christina and the incredible Betty Hoover a huge round of applause, we're gonna do this digitally.

[00:38:16] But I want to feel that energy from all of you around the country who are joining in, who are listening to this.

[00:38:21] All of that incredible applause. Let's feel it for these two amazing women who are such incredible digital expert. We are going to go right into the next session. In case you didn't notice, Christina and Betsy, you covered sort of the overview and now we get the opportunity to kind of double click on each one of those topics. So we have this first section is on digital mobilization, a.k.a. digital organizing, which I'm so thrilled for.

[00:38:53] I'm always, first and foremost an organizer and an organizer at heart. I'm going to do one thing first, which is to say, in case you haven't found it yet. There is a chat slash comment feature on your feeds. So what you have to do is it is on the right hand side of your screen. If you scroll down, guess what? The video is going to come with you. You're not going to miss the video. The video is going to start coming with you. If you scroll down, you'll be able to find the chat feature because these incredible next speakers, as well as what you heard from Christina and Betsy. We want to hear your reactions. We want to see your comments. We want to get some feedback from you. So be sure to use the tap feature. It's our way to interact with you. And with that, I am thrilled to turn it over to our two next presenters who will be speaking about digital organizing. We have the ineffable Saleem's I met who is the vice president of digital at 50 plus one strategy. William is the digital strategist with a decade of experience in the political and digital space. He helped manage a multimillion dollar ad buys and has raised millions of dollars online for progressive candidates and causes. Fun fact.

[00:40:25] Saleem and I know each other because we're both campaigning in Ohio in 2016. So we're so thrilled to be joined by him today. We also have the incredible Lauren Creped, who is the deputy national training director with 20/20 victory. Lauren Cruft got her start as a content manager for Hillary in 2016. After that, she worked to elect Governor Pritzker in Illinois and was the team's deputy training director. So Lauren then joined the Pritzker administration and she is now working on the national coordinated campaign for Biden and Kamala Harris. We are so thrilled to be joined by these two experts who are going to talk us through digital organizing.

[00:41:10] I'm going to let Saleem introduce himself in his own words. First.

[00:41:16] Thank you so much, Julia. It is fantastic to be with everybody, as you can see, and quite a big fan of Arena. Not to mention like Democrats up and down the ticket. So real briefly, I won't bore you with my entire biography, but Ophelia had been doing this for a decade.

[00:41:32] And the thing I love most is helping organizations across the country achieve their goals using digital tools, tactics and strategies. So you've got a great primer from Betsy and see that. And we're going to go deeper in this session on using disorganizing to do that, you know, from fighting voter I.D. laws to electing Democrats up and down the ticket to the Black Lives Matter movement. Every single organization out there is trying to raise money, recruit attention, pass laws, elect people, and we can weave digital organizing and all that.

[00:42:06] So really excited to dig into that. And this year, I'm really, really focused on helping Democrats win up and down the ballot. There's so much attention at the top of the ticket and there's so much we can learn from what's happening at the top of the ticket and apply it to down ballot races at the state assembly and state Senate level. So really excited to begin with that. And without passing over to Lawrence Andrews herself.

[00:42:33] Things really excited to be with everybody today. Like with said, I'm one of the deputy national training directors on the coordinated campaign. My role is to make all the content that gets used in our battleground states to train the field staff, to train our volunteers. And like Saleem said, I'm really passionate about making sure we're electing up and down the ticket. I think what's really crucial about digital organizing at this time is one. It's where everybody is right now. And two, these are skills that can be continued going forward, kind of regardless of what the presidential race is. But thinking about those local races that happen at different times throughout the years to make sure people are constantly being plugged in to what is happening in their community. So I'll send it back to Saleen to get us started.

[00:43:27] Thanks, Lauren. We pull up, the session goes Flybe.

[00:43:37] Well, thank you very much to the slide mover. So here are the three goals we're going to cover each day. We're gonna get comfortable with integrating disorganizing best practices into our our organizing work. We're going to understand how the national campaigns and all the state, the Senate and congressional and every campaigns, if we could think about this organizing. And we're gonna hope that you leave feeling empowered to use his organizing as a campaign volunteer to recruit folks and win for all the organizations and candidates we've got. So with that, I'd love to take a second to have everybody on the Internet watching at home on YouTube or Facebook or in the zun fat to please type in. Just you know, we've said digital organizing quite a bit now and we haven't defined it. So I'd love for you to help us if I can just type into the chat and let us know what you think digital organizing is. This dog, as you can tell it really wants to know.

[00:44:44] And I'll just give it like 15 more seconds to let people give us their thoughts. Awesome. One person said connecting with potential voters online. One hundred percent.

[00:44:55] Bringing your supporters into your campaign. Getting new supporters, getting media attention. Connecting with and bringing together volunteers through online means digital organizing must be campaigning online. Everybody gets this. Creating a community organizing tool to reach voters who don't answer the phones. So true, especially young people. They refuse to answer their phones. Even the people who work for me won't answer my phone calls. I need to talk to them sometimes. Does Leito says that digital organizing is recruiting people to exercise our collective power. I love that kind of visionary definition. OK. So clearly, folks have a pretty strong gasp of what we mean in broad terms, mass organizing information, getting targeted info to our targeted audience. All of these things are digital organizing and frankly, everything that everything in life can be considered organizing and everything in life is digital right now. So the whole world is really under our fingertips here. But we'll get a bit more specific what we're talking about on the campaign side, on the electoral organizing side. So here's a definition for you just to get specific. And you already saw this in the last session. And a lot of people already said so. But it's utilizing digital media to create community, increase efficiency, identify volunteers and tell the story of our campaign. So four key things that we can do verbalized not amount to win campaigns. Right. Create that community. Make it easier for people to take action. Let's bring people on and tell the amazing story, the work we're doing. So as quick side note is that there is another session happening at Arena about relational undistributed organizing tactics. That's going to be amazing or it's already happened. One of the two. But either way, I highly encourage attending and learning about relational and distributed tactics because they are kind of the new IT thing that campaigns are doing this cycle and really exciting innovations happening in the field.

[00:46:50] We're going to get a bit more broad, more broadly focused. But we'll talk about relational organizing a bit in this session to Exline.

[00:47:01] An excited just to say it even simpler. We are talking to voters online to win elections or pass laws or whatever else needs to get done. So. Here's what's really powerful about his organizing and a lot of folks said this and the charts and the previous session. So driving the campaign narrative, it is easier than ever to tell amazing stories online. We've already seen this happen with the convention. People got to know Jill Biden in a really powerful way last night and in a way that they wouldn't have. Food is just a TV show, right? People were watching on YouTube, on Facebook, on Twitter, and they were immediately sharing her amazing speech and that moment that her and Joe Biden shared right afterwards. It's just really easy to tell stories and build narratives and get folks to share. So that's really powerful. Tool is organizing. Another is the community that you can build. So whether you're using a slack room or a Facebook group or an email listserv or a text thread or Twitter DMF red building community with like minded folks is easier than ever and really important if we want to get folks to take the actions where we're we're showcasing. So, you know, going back to the last session, actually, Christina was mentioning having a donate button in every single super majority, you know. And part of the reason that people are likely to give when you include donate buttons and their e-mails is because supermajority is spent a lot of time building true community with their supporters in a way that makes them feel really powerfully connected to super majority.

[00:48:37] So it's not just like an out of the blue past. So it is really important.

[00:48:45] Mobilizing volunteers to take action. Obviously, we can include links anywhere we can have calls to action or digital content. But that's a really powerful tool. A digital organizing it really do to connect powerful, powerful content to actions that people can take as a for instance.

[00:49:04] Everybody's asking people to text vote two, three, three frio at the convention. So really, Devolites, folks, everybody is online these days. The average American before Corona virus was spending seven hours connected to an Internet device, whether it was their phone or TV or computer work.

[00:49:22] So this is where voters are.

[00:49:26] And we need to meet them there. And lastly, it's really easy to scale and share digital organizing content. Right.

[00:49:32] One tweet can be shared by the future president of the United States and be seen by millions of people really easily. Web site.

[00:49:44] Thank you. OK. So as organizers are, strongest asset is our relationship with the people in our communities. So for me, the person I have the most influence on in the world is my mom. She'll listen to me to always take my calls. And I can really you know, she's not currently volunteering, so I'm going to make sure that happens. But she's the person to listen to me most, right. And then my girlfriend will listen to me. Second most I hope I'm on a good day. Then after that, it's my normal circle of friends. Then it's my coworkers. Then it's my acquaintances. And then it's the rest of the world. All of you.

[00:50:17] So as you're thinking about your digital organizing, you do want to put your relationships front and center. And as much as you can ensure that your community is going along that journey with you and taking action. Next slide.

[00:50:31] We live in a digital society. We have to meet people where they are. That means digital organizing. It looks a lot different than know. Winning this year looks a lot different than it did in twenty eighteen. And it's not just because of the coronavirus. It's also because the trends were already moving towards digital as the primary means that people want to engage with the world by clothing to do their jobs and support Democratic campaigns.

[00:50:58] Exline.

[00:51:01] This last piece is really important and it's really, really cool to see, you know, I think a lot of people were so inspired and enthralled by the roll call last night at the DNC, and I certainly was. And that was such a new and cool way to experience that moment. Right. And that happened because rhinovirus. Right. It gave us this really interesting disorganizing opportunity to see the whole country in a quick time period.

[00:51:26] So digital organizing really gives us the opportunity to make things more accessible. There are no back rooms at the DNC this year. Everybody is having the same experience, whether you are, you know, a very high level county chair with a party in a state or whether you're just a foot a person who's watching on TV, everybody saying the same experience. And that means our campaigns are more accessible than ever, which is really great.

[00:51:54] On the flip side, not everybody has really reliable access to the Internet. So is important to note that digital organizing isn't the end all be all. If you're organizing rural areas or you're trying to get folks who don't have great bandwidth, then you need to consider other approaches as well. The mail is obviously a very important way to reach people. But in general, digital allows us to build far more accessibility into campaigns.

[00:52:20] And that's something to be celebrated and utilized. This year I signed.

[00:52:28] Thank you so camp and ask, how are we recruiting volunteers, identifying leaders and mobilizing people to vote online and do the things we need them to do?

[00:52:38] So what should we ask as digital organizers? Next slide. So now we've talked a bit about digital organizing and a couple of different ways. I'd love to have people out there on YouTube, Facebook and in the zoom and classroom type out what kind of questions you're asking. As a digital organizer.

[00:53:02] And I'll just throw out some that I often ask most.

[00:53:07] Where are people organizing most?

[00:53:09] What are existing communities that I don't have to recreate from scratch that I can jump into and expose to my candidate?

[00:53:22] Where there are. Who are we trying to reach? Is one question we're getting, and that's a really, really important one. Richard asks if rural voters are digitally engaged and suspects that they are less engaged than urban voters. And that is, you know, for the most part, true, especially if they don't have great Internet issues. Internet access. And it's especially true if you look at it from a young younger Americans versus older Americans perspective.

[00:53:49] So that is definitely something to mind. But older Americans are incredibly active on Facebook. My mom included that.

[00:53:56] Carol wants to know which age groups are most effectively moved by different types of social media. Super important question. John says establishing and enhancing relationships and creating electoral community absolutely is an important question to ask an atmosphere. What does research show about effectiveness of digital organizing? Love that question, Carol. There is quite a bit of research, actually, especially to indicate that let leveraging our relationships is really key.

[00:54:28] What social media is getting used the most?

[00:54:31] Yeah, there there are a lot of questions we need to ask ourselves here. So we actually wrote out some of these questions to this guy. That's a bit. Thank you to everybody who engaged. We can go to the next slide here. Cool, so what digital cool's tools can we use to grow our teeth? One of my favorites in that everybody alongside the Zoom Zoom generation, we're now in. It's I think it's also the slack generation in. A lot of people are using Slack to organize community online. You can make it really easy to have folks join Facebook groups, a Facebook page, Instagram, like there's so many tools out there. Which tools should we be using to grow our team? Which folks do we think are most likely to be using those tools? Those are the questions to ask.

[00:55:18] Next line.

[00:55:23] Thank you. Should we be talking to. What are we asking them to do? Literally something somebody put it in the chat. So great job to you. It's a really, really, really important question. What platforms are potential volunteers most active on? Another incredibly important question. So if you're organizing a community college, you probably need to be using tech to pass Facebook because they're such a big age differentiation when you're talking about community college versus like a high school. Obviously, it's all about tick tock these days. And if you're organizing folks like my mom, email, phone calls, Facebook Messenger.

[00:56:01] So it's really important. You just meet people where they are and think about the platforms they're active on, like Sly. Awesome. OK, so now we're going to dig into some key principles of digital organizing. There's three of them. Next, Luckman. Thank you.

[00:56:20] OK, so the first is to be authentic. I mean this in a couple of ways. Obviously, nobody is more authentic than Joe Biden when it comes to cars. And I believe that's a Corvette. And I myself love Corvettes. And, you know, Joe Biden is an incredibly authentic candidate. And Joe Biden is not AOC. Right. And he can't run the kind of campaign that AOC can. He is running a campaign true to him. And it's important that all of us be true to ourselves when we're organizing online. I don't expect anybody to just, you know, parent the talking points that a campaign provides. I expect you to personalize it, make it about yourself and speak like a human from the heart about what matters to you. So I talked about my mom a lot, and that's because I'm a single kid. My mom was born in Kenya and came here and she's 13, kind of lived the American dream. And that's like my authentic truth. And it's important that you weave that in when you're organizing online and trying to get folks to join you on this journey and winning for Democrats. Next slide. Cool. So relevance is really important. We do some work at 50 plus one for the California Democratic Party and the single best fundraising day, it will come as no surprise to all of you. This year was Tombola Harris being selected as the vice presidential pick. Obviously, she's from California, which is awesome as a native Californian. But, you know, we jumped on that announcement as soon as we possibly could. I think it was within 15 minutes. We, like, had the e-mail template ready to go. We got it further proving that we had sent. The point here is like the most relevant you can be is meeting people in that moment when there is breaking news, really powerful moments online happen in that time period. I think similarly, like Michelle Obama in her speech on Monday when she said it is what it is and people like latched on to that and everybody was posting names about it is what it is. And that moment, you know, if you're posting it is what it is. I mean, you're being relevant in your meeting. That moment, this example we have on the picture here is actually amazing because it's relevant all the time forever, because it's an amazing 14 year old who is stepping up and volunteering with so many different candidates.

[00:58:34] And for Joe Biden now, they'll always be relevant. And meet the moment if you're able. Next time. Lastly, we're talking about impact.

[00:58:43] So with every single thing we're do, we're doing, we want to give people an opportunity to make a difference. We are all organizers so that the P.A. coordinated campaign to do a great job here in promoting their story share tool right after Commonweal is selected. You know, our our stories, like I just said, are such a powerful tool we have. So it's important that we make it easy for people to share them. So authenticity, impact and relevance are the three core principles of all the digital organizing we're going to be doing. So next slide. Let's let's take a moment to think through some of the best examples. I've shared quite a few from the DNC. I'd love to hear from the online community again about some of the key, not the key moments, but some of the best content you've seen in the last couple of weeks that you think demonstrate impact, relevancy or authenticity. Considering we're in the midst of the DNC. There should be a lot of good examples here. But I would encourage folks to also think about those down ballot races that they might be paying attention to that are putting out equally relevant, authentic and impactful content.

[01:00:00] So you can just describe what you saw.

[01:00:03] And Lisa says that she's really excited for Comilla tonight, which I have to admit, I fully agree, and there's going to be a lot of impactful, relevant content coming out that speech. Yeah. Julia says majority's content around the BP announcement. Totally agree. I'm obviously at a historic moment for everybody who cares about gender or racial equity in this country. What are some other examples of really relevant content? Just Leito. Thank you for being a very participatory member of this training video, the woman who worked in the elevator who nominated Joe Biden. So through incredibly touching and powerful. I love that moment in that it was able to happen because of this convention. Local congressional nominee, my invitation to resume chat. I love that right now people can join you and be part of your campaign from wherever they live at the far edge of the congressional district. No driving involved. Beto O'Rourke saying we cannot wait for the cavalry to come. We are the cavalry.

[01:01:08] Super true.

[01:01:11] Mary Beth says that she's been surprised by how the concept of the soul has resonated with me.

[01:01:16] Somehow that happened even though she's not religious. I love that. Right. It's Joe Biden being his authentic self. Talking about restoring the soul of the country. Patti Parkin's video last night, another really good example is so powerful. Definitely drove me to tears. And, you know, all of those videos actually did have an ask at the end, which was that we have to make a change in this country. We have to elect Joe Biden. And, you know, you can donate, you can volunteer and you can spread the word to make sure that happens. And Erica says that she used the 100th anniversary of the Ninth Amendment to connect with Kamala and why we need to motivate women to vote, which is awesome. I saw that in quite a few the roll call videos as well. Yeah. And the California Democratic Party also sent a great e-mail from that on that from Christine Pelosi, Dogra, Nancy Pelosi. OK. Thank you, everybody, for engaging in that. As you can see, there is an embarrassment of riches when you come clean. So when you're Democrats, when it comes to authentic content. So now I'm going to kick it over to Lauren and to talk about digital organizing events.

[01:02:23] Thank you so much. It's really exciting to see everyone participate in the chat. This is wonderful. So we're going to talk about something kind of specific within digital organizing, and that is are events.

[01:02:34] You could go to the next slide.

[01:02:37] So has it's been talked about a lot? Organizing is online.

[01:02:41] Our events are online. It's just the reality of the situation we're living in right now. So that means we need to think really creatively about how we're using our digital networks to take action with us, how we're really using our events to further the story of the campaign to keep getting people involved and coming back to being volunteers and taking more action with us.

[01:03:06] The next slide.

[01:03:09] So there are three phases for a digital organizing event, which shouldn't really surprise anyone. These are the three phases of any event in person or online. This is the before the recruitment and identifying the supporters, who's going to come and how are you going to get them there during? What are you doing? Actually, during your event to bring people in to get them excited. What are you going to post about during that event and then after how are you creating that ongoing narrative of your organization, creating those connections between you, the volunteers and the campaign that you're working for?

[01:03:49] So to start with the recruitment.

[01:03:52] I want people to think about what is a creative way, a creative place that you've seen recruitment for any event, political or not. If you want to start putting that in the chat as I go through you, we really want to create excitement for what is happening and to break through the Twitter feeds and the Facebook posts. Catch people's eye to what is happening. I really like this example that we have on the slide. It gets really specific about what community is joining together this easting county, and it creates this urgency.

[01:04:26] We have one hundred and one days to victory. And most importantly, we have links to actually get involved. We have those sign up links. We can't just put up the ask and expect people to come if we don't tell them how to get there. And then with those lengths, most of the time, we're using a tool called Mobilized that I would assume a lot of people have been familiar with. It's where we post the events. Let people respond. And this is a moment as we're talking about authenticity, to use this to write about why this event matters, what you're going to be accomplishing there. It's a really good way to bring out what's unique about your event that's happening. So, again, before, as we've talked about, what are the questions you ask when you go into digital organizing? What are the questions that you're going to ask yourself before your event? So thinking about who you can recruit from your community, what groups do you know that you can connect with? So, again, if people want to write in the chat, what are some groups that they have reached out to when they maybe had events or whatever is a group that you've been a part of where people have reached out to you about getting involved? I think we need to think really creatively about this. It's not always the obvious. It's not the, you know, local democratic group. Well, that makes sense. They should be invited. But let's dig deeper than that. Do you have a list serve for everyone who lives on your block? Are you part of a knitting club that you started since quarantine began? Can you reach out to them? Who are the other people that you know that should be invited to come and join you on this campaign? And thinking about what's happening locally, I think events work really well when you can connect to what people are going through, what are events that are happening in your town, in your city that you can use as a recruitment tool to build off of. Just going to check in to see what some people have said in the chat here. Indivisible. Absolutely great organization. Swing state sundaes. I like that. That's really authentic thing about this is what we're doing. Like very specific moms demand action. Love. The League of Women Voters are the people who first registered to vote. That kind of I a team. Love them. Young Democrat group. Government classes. I think that's really important is that people, you know, already have some kind of connection to what's happening. But how can we elevate what they are currently doing? Climate groups for sure. I love the online gaming group. This is a group of people who already have a community. So let's use that community for something really specific. So if we could go to the next slide. So thinking about what's happening during your event, how are you plugging people into the campaign? What are you doing to identify other leaders? Who's taking a really active, participatory role? Who's someone that you make a note of that you should be reaching out to after and saying you had a lot of really good ideas? Why don't you host an event as well? How are we elevating them again into being part of this campaign? We want to show that volunteering is a really accessible experience, both accessible and the physical tools that we're using, just like a little bit ago when Julie was talking about where the chat function was on this. It's really important that we take a moment to call out like these tools are new for a lot of people. So let's reset. Make sure we're all on the same page and know how to use these tools together. And then you want to go to the next part. We're in this group together. This is accessible. We can do it. So now let's talk about making calls, texting, posting and Facebook groups. These are really accessible things that we can do together. I'm going to be calling people in the community on an off line to do this. There's lots of people around that we know can take action. And to me, most importantly, is creating a really positive and inclusive culture for volunteers. Sometimes social media can get a bad rap of being, well, toxic, a little harsh. So we want to take this moment to say, like, yes, we're doing something online and virtual. And that might come with a lot of, you know, like nervous energy. But you're owning the space and you're creating a positive environment where people are going to want to come back to volunteer and you want them to go out to their networks and talk about. I didn't know what I was getting into, but I went to this event. It was wonderful. I met so many people who thought like me, who have similar goals, who want to enact really good changes for our community. You need to come with me next time to keep spreading what these events are about. So one kind of little thing that everyone should definitely be doing during our events is shouting out any surrogates that are in attendance. It's really exciting when electives, influencers, activists join our events. They kind of bring a little legitimacy to what we're doing. And we want to be able to shout out and say, look, look, they were here with us. This is an important thing that we're doing together. But also, in turn, that surrogate, that person kind of brings will then shout out the volunteer work to say this is important. Volunteers are the backbone of our movement. Volunteers are the backbone of our campaign. We can't do it without them. And it just kind of connects everyone together and shows volunteers that their work is appreciated.

[01:10:25] Go to the next slide.

[01:10:29] Then after the event, I think it can be really easy that, you know, you're recruited for the event. Everyone came. It was wonderful. They logged off of Zoom. And I think it's over. And that's just not true. None of our events. And the moment we log off, like I said, this is a continuing thing we're always working to. And next changes elect people. This is something that doesn't end when the zoom ends. You want to create momentum? We're continuing the movement, we're continuing to bring people in. We want to show that we have an army of volunteers that will not stop working no matter what. We want to voice commitment from our organizers, from our volunteers to the candidate to the campaign in the online networks that we already have. So I want people to think about. Have you volunteered on an event where you then got shouted out afterwards? And what did that feel like? What do those look like? If people want to write in the chat and share with each other about creative ways to show volunteers that their work matters?

[01:11:45] Want to the next web?

[01:11:48] An example of that kind of looks like this. We're celebrating the success of what volunteers did very deliberately, like this is what they did. This was wonderful. And something I really like about this example is that it shows that this group of volunteers has some culture together. They have some community. It's really difficult in this virtual space to always feel that bond, that closeness with our volunteers, with the people we're working with. So we have to get creative in bringing that culture, bringing that community together. So if it's cute pictures together, if it's a group chat that everyone is posting about the best calls or text responses they get, it's just a way to show volunteers that they matter, that we care about them, and that this is a community together.

[01:12:42] Want to check the chat to see what some people have said with every debrief, after every volunteer ship, start with a thank you. And with Reese shifting, that is the most key. But every time someone is with you, that is a moment for them to come back. Again, no one leaves without being re shifted just to make sure that everyone under understands the language I'm using means when someone comes in to take an action with our campaign, they're joining the Zoome and doing a dialer shift. And we've taken our funny picture together before they're logging off. We know when they're coming back, they're coming back for another shift with us. I really like Erica's thing is doing shout outs before doing what's coming up next. And ever so often drawing names for prizes unexpectedly welcome bags for new members. I really like that. That gives people excitement to join. It gives people excitement to keep coming back. I think it's a really sweet idea that gives thanks to the volunteers for their time and their commitment.

[01:13:45] You go to the next slide.

[01:13:50] So a lot of this is talking about that we're using digital tools to make a connection. I think we all know that it's been challenging in these times, but it's really possible. And we might have to work a little bit harder. We can use these tools to make a connection between the campaign, between the organizer and the volunteers all together under one umbrella, working to enact the changes that we want to see.

[01:14:21] So I'm going to go through just a couple digital tools that we've all mentioned throughout this Zoome events, obviously as kind of the preferred way. I think a lot of not just campaigns, but families and friends are joining together to meet each other. Emails and text messages and social media. I really my preference is emails and text messages for that personal communication, that one on one or that team meeting that we're all on a text read together, or we have one email chain about our next big event. And then social media to do some of that recruitment work to shout out our volunteers. That's my personal preference. But everyone, as we talked about before, meet people where they are, where you know, where your volunteers live, your potential volunteers. That's for you. What the tools are that you should be using. Additionally, other website makers and apps. If you guys like using a Google doc as a way to track every, you know, everyone's upcoming birthday, let's say, as a way to create that community, a few others, we have slack, which is a communication tool. I think I saw some people in the chat talking about that earlier through text, which is the peer to peer texting service mobilized, which we've gone through with all our events, are House and the Vote Jo app, which we've also talked about as well. And kind of to close out the really the beauty of these virtual digital events is to create that foma, that fear of missing out volunteering, getting involved even in virtual spaces. Even on digital spaces. This is something that everybody should be doing. This is something we want people to be doing to create that excitement, that community, that culture is a really great way of showing others what they're missing out on. If only they joined us on these events, they would be having just as much fun. And more importantly, there are working with us to elect new candidates, reelect the candidates we love, enact policy changes that we care deeply about their being part of the community, taking an active role in doing something really wonderful. With that going to hand it back to Saleen.

[01:16:40] Thank you so much, Lauren. Before we dig into the next section, I'd love to lift up just two other things I thought were amazing from the chat. Well, one person suggested that laughter they continuously completed actions. A organizer kind of asked them to take on a lot more leadership with the campaign, which I love and should be celebrated. And a good example that in this age is like you can deputize your Zoome person who like, understands all the ins and outs of Zoome. Another person could be your social media and a rock star, too. That's what's going to resonate on Facebook and Twitter. So I love elevating people into leadership positions. When somebody else mentioned it was Alicia H. Mentioned organizing like a movie club rather than a book club because reading is hard. And watching movies is fun. And, you know, it's a great way to connect with people, watch a movie and then make some phone calls afterwards. It's one of those two fun things from the tax. So with that, let's talk about photography, which you've seen a lot of photos from so far in this presentation. I'm sure in all the presentations and the age of 19, most of the photos are of the same trilogies and dalla-riva.

[01:17:58] But, you know, you can go outside and take photos of the world around you and taking photos of yourself in your home. Doing the work that needs to get done to elect Democrats is still important. And we can talk through the best practice principles of simple photography from your camera to do a great job.

[01:18:18] So with that.

[01:18:21] Anybody in a chat want to suggest why this photo might not be the most representative of the Obama 2012 campaign? I worked on the Obama 2012 campaign and I can tell you that it did not feel like this photo.

[01:18:38] Why do people think. So that isn't the best photo. Everyone looks exhausted and bored. Yeah. Anyone else want to have their farts fly? This isn't very good. There's a myriad of reasons.

[01:19:01] It's dark and hard to see what is happening. Is anything happening? We don't know. Not well lit or focused. You can't see people's faces. Yeah, these are.

[01:19:13] They look like passive observers and sitting engaged volunteers. Yes.

[01:19:18] Everybody is on the money. So, you know, obviously, we won that. Campaigns of this photo didn't think our chances are anything, but it certainly wasn't representative of the amazing experience the vast majority of people were having. And it's it's honestly, everybody in this photo loves working on the Obama campaign, as far as I remember. It's that they do know that the photographer just took it at the wrong moment. They were watching a movie. It was dark and it wasn't the right time to take a photo. So the photos are really the photos are really important. So let's talk through how we can avoid taking photos like that. The first thing is to focus on lighting. It's really easy to do a photo training when you have a great subject for me.

[01:20:00] So this beautiful corgi can be made to look quite sickly in the wrong fluorescent lighting.

[01:20:08] So especially as we're at home taking photos after dark with, you know, in our homes doing work for Democrats and the age of coded the way that we position our cameras as it relates to the lamps and lighting in our home can make a big difference on how we look.

[01:20:27] And that also is true when we're talking when we're thinking about how we love talking to the room camera. So I am positioned sideways to my window. That's over there. And it's giving me some pretty good lighting, I would say.

[01:20:43] And I'm not going to get into the specifics of, like, lighting angles and whatnot, because it doesn't need to be that complicated. All that you need to do is like look at your phone screen and the photo you're about to take and think to yourself. Do I look like the dog on the left or the dog on the right? And hopefully you're looking a bit more like the dog on the right. And so just changing the angle. Right. Like making a 90 degree gray turn in one direction or another usually solves your lighting issues.

[01:21:10] And it's a really important thing. You. The next line.

[01:21:14] OK. So consider the background and fill the frame. The cute dogs really help sell pictures from the chat. I totally agree. In this photo on the left here is actually amazing that the dog is so happy to be having its photo taken. But there are two things I'd like you to consider. Number one is if you look closely, there's trash strewn about behind the dog, which is respectful to this majestic four.

[01:21:43] And number two, the photo would be even better if it was just cropped in on the dog and it's blowing beautiful face. So all this photographer had duty to move the camera closer or zoom in on the camera. And they would have been even better than the photo on the right where you've got, like, this beautiful lady with a duck in the background. So even though the dog has an amazing expression in the left, the photo on the right is a better example of filling the frame and considering the background.

[01:22:16] You know, the typical thing in campaign offices that we had to worry about was whether or not the Wi-Fi password on the wall was being shown in the photos that we were taking. But now I think you just need to consider what's happening in your home, which is a little bit easier to control, but still important to think about.

[01:22:37] OK, next slime.

[01:22:39] Thank you. So we're the last and most important thing is to focus on action. So in the photo on the left, the dog is still beautiful. You know, it's a beautiful dog. You can't you can't even see its face. And you don't know what it's doing in the photo. Right. You felt like it was very clear to display that this dog is like hanging out with a human, is about to get a treat. And it's very excited. So you'll notice that in all the zoomed photos that we showed previously, people were giving a thumbs up or otherwise smiling, indicating that they were enjoying the activity versus being just passive observers. Right. So even though we're on the zoomed reality, there is like small little thing you can do to create that sense of action and make the photo more interesting. So if you're making phone calls, you know, having the phone at your ear or if you're sending texts, you know, like this is fine. This is a good photo, especially for something that's things like that.

[01:23:39] Erica asks if there are any concerns of asking volunteers in pictures to post with permission.

[01:23:46] And that is really important, actually. So, you know, all you need to say is like, hey, guys, I want to take a screenshot of our zoom and I'm going to post on social media if you have any issues that turn off your video.

[01:23:58] You know, something to that effect works great. Or let me know if you have any issues. But it's a really good point, you do want to get people's consent before you post these photos. And the guy in this photo with a dog is a member of my team in 2016. So he's happy and he's been in many trains. So it's good to be in the photo.

[01:24:19] OK, great.

[01:24:20] So now we've talked through taking photos and some of the key principles there in lighting, filling the frame, considering the background and focusing on action. Next, we're going to talk about some key principles of digital content and the words that go alongside those photos that you need to take to tell a story. So next line.

[01:24:47] OK. And these are really simple copyrighting best practices, but they're really important. So keeping it short and keeping it simple is really important. And frankly, I'm really thankful to Twitter for forcing us to do this. I usually draft content for Twitter. And then if I have if I really need to, I'll add some words for Facebook.

[01:25:10] But in general, the 280 character limit from Twitter is more than enough to get your message across in a single tweet. You know, here right now or something.

[01:25:23] This is a this is not a hard and fast rule. This is simply a guiding principle. The vast majority of successful content online is short and simple. But obviously, you know, emails from the Biden campaign and I think Elizabeth Warren is quite popular for this. And Bernie Sanders. Well, their e-mails are sometimes quite long and dense, indivisible is another good example of something long, intense e-mails. And that works really well for their brand. There is so much built up trust and community there.

[01:25:55] But if you're trying to start from scratch, you likely don't have that and do need to keep it short and simple. But that's not to say that you can't put out the long, heartfelt emotional appeal. Those often worked really well to the next line.

[01:26:10] Show, don't tell. This one's pretty obvious. We just talked a lot about photography as much as possible. Weave that into the content. Don't you know? Just don't go overboard in telling people. Just show them what they need to do. And that often can apply to all sorts of things. So rather than like sending them a 10 page how to document on how to use your texting platform, it's probably going to be easier to schedule training wise and lock them through it in person.

[01:26:44] Web site.

[01:26:49] Connect with others through hashtags and tagging. So, you know, in your communities, for your candidates and campaigns, there's gonna be different hashtags and accounts that are resonating most. Back when I was a digital director for a Senate campaign. Every race in the country basically was state abbreviation and then SC and for Senate. And that was like the unifying hashtag, if we wanted to make sure reporters noticed.

[01:27:14] But whatever you need to find that unifying hashtag and then you need to use it a lot and make sure that your supporters are crushing it so that the true power of our campaigns is sound to the world. I mean, you want to tag folks.

[01:27:28] As well, and I see that they share your experience. Hashtag volunteers win is now on the screen, which is really cool and the great technology. And I encourage you to tweet in this session. We're actually going to have a little Lauren will guide us through a call to action at the end to have your post. But you did pre post right now as well.

[01:27:48] But if you need a bit more guidance, Lauren will will help you out at the end of the session. But definitely keep in mind hashtag, I think.

[01:27:59] And last but not least on the next slide, always include and ask for key to do that. You know, you don't want to, but you can share a really heartfelt story and it will move people and they will likely take action next time. But generally speaking, your heartfelt story and appeal to the nation's conscious conscience.

[01:28:21] And you know why we're all fighting to restore the soul the nation should include and ask or otherwise known as a thing somebody can do to help with your objectives, whether that's giving money or signing up to volunteer, attending an event, chairing the post. There are a lot of different tasks that you can read into your content, and that kind of checker's of social media is that you need to pair really good asked for with really good content. And each piece of content generally has its best ask that you can terabits. So in launch session there were quite a few examples of Zoome sums up Everybody's having a good time. Sign up for the next event like that. Thinks a lot of sense. You're showing one event and asking people to come to the other at the convention because of the format. It's like kind of a TV show. It's always text two, three, three, three. It's really easy to whip out your phone and do that versus going to Joe Biden dot com slash convention. It is harder to type out on your phone than texting three or three for you. So make sure that the ask is relevant and connected to your digital content.

[01:29:31] OK, so let's put it all together and do some recap.

[01:29:36] We want to get comfortable. The next slide, please. We're gonna get comfortable with integrating digital, organizing best practices in schools with our work. Hopefully we've covered that and you feel more comfortable. We've definitely talked a lot about how campaigns think about this at organizing. And I really hope that you all feel empowered to use the Internet to volunteer and win elections up and down the ticket.

[01:30:00] There is not a lot of other ways to do it right now. So hopefully you're using the Internet to make it happen.

[01:30:07] I am going to ticket over to Lauren to guide us through that callbacks. Mormon's.

[01:30:13] So great. Thank you, everyone, for joining us on this training today. And I want everyone to think about what we went through. Celine talked about what the best practices and from either this training or one of your other trainings that you will be in today. Take a photo. Think about the best moments of it and create that. Ask create that content and send it to three friends, either, you know, texting, email, as we said, to meet people where they are, where they're going to be most responsive to you or posted on social media. Are you trying to start a Twitter following? Are you really active posting on Facebook? Use our mobilize link so people will join our next events. Absolutely. Use that hashtag. Volunteers win that we know as the unifying message of these training sessions. And I will say, if you posted on Twitter, I will do my best to search through, find the people that were on this training. Give it a like give it a retreat and think through how you're going to use these digital tools that we talked about today to inspire more people to get involved. So thank you, everybody.

[01:31:33] So we're just putting into practice what we've just learned. Go ahead and tweet or post on insta or Facebook or text three friends and help us grow our movement. We need to elect Joe Biden and Kamala Harris. And so we're going to you know, as folks are posting and sharing out, we are going to take some time for questions and ask you two quick follow questions as well. So the first is, what is one takeaway that you're leaving with? Just drop it in the trash. And let us know. The second is, what great ideas are you bringing into the organizing for this campaign cycle? Mean, I've already seen some great questions in the chat that we can answer as folks are posting these takeaways to the.

[01:32:25] So Grace is asking that she can't really find enough media coverage of local candidates and it's becoming a real problem and that they're not very active on social media either. How should I inform people about these local candidates? I'm so glad you asked, Grace. That is literally a big part of my job. We've got judicial candidates in California that we're working with.

[01:32:47] And so social media is really, really important. And I do not mean to discount its importance at all. But when you're at a down ballot level, probably more important than social media will be for the campaign to build its own group of followers through the list.

[01:33:04] Or another, you know, like if off like a Facebook group or a slack community, something that people are opting into where you can reliably reach them. That isn't dominated by the social media algorithms that make it hard for local candidates to break through. So I'd highly encourage that candidate to create an email list and regularly update folks that way and to get as many people as possible onto that. You know, it's but social media is also a great way to do it with a question.

[01:33:35] Erica says that she's already doing a lot of what we've suggested and then it's reassuring and I'm glad that we were able to reassure you, Erica.

[01:33:47] Russell is asking if we can recommend some tech tools for smaller budget campaigns, and I absolutely can. We definitely want to have your social media channels if you have the capacity plus an e-mail tool.

[01:34:00] I would recommend MGP Action Network or Milchan for those just named three. So there are many, many e-mail tools that you can use. And then, you know, you can you can make a free Web site on with Google. They have a site stop Google dot com. That's kind of interesting. But obviously, the big players in this space are Squarespace and Wick's. You definitely do need a Web site as a central hub to get people information and have them sign up their email list.

[01:34:30] Kim is asking that she's a local candidate and she's trying to share. She's not asking for Sharon. She's trying to share candidate posts in her district page and aggregate posts of all the candidates in the district. And that's awesome. Candidates Sharon love one another. It is fantastic and important. Amanda is saying that she's looking forward to using these tactics to engage people across wide geographic areas. The issue is in the very remote area, and that's awesome. So really glad to hear that. You know, Zoom is bringing us all together and making us all zoom fatigues together as well. But has really powerful implications for organizing.

[01:35:29] There are a lot of really good questions from Chad. And fortunately, we're not able to get to all of them. But Kim asks how we can make create asks in tweets even though there are so few characters. And what I would say is that No. One, a photo is worth a thousand words. So try to sell some of the content through the photo. And number two, keep it short, sweet and snappy. So as simple as like let's let's take this training as an example. I just attended a great session with Arena and Wisconsin Dems, and I encourage all my friends and family to sign up to volunteer so we can elect Joe Biden and pummel Harry's hashtag volunteers, win link to mobilize. I don't know exactly how many characters that that was, but I know it's under the character limit. And that's like just, you know, that's an example that you can use.

[01:36:24] Let's get one more question on here.

[01:36:27] Erica asks what kind of info we shouldn't cherish strategically, and I love that question. It's a one the Democrats debate. Actually, I think the battle campaign famously put out all of their door door knocking targets in 2018 on a public map. And that's the kind of information campaigns don't usually share. But the veto campaign made a strategic decision that they wanted to.

[01:36:52] Traditionally speaking, we don't want to share our targeted voter universe, our win numbers and any kind of internal strategic thinking that might give Republicans a tip off. But it is a decision that you have to me. And the more open campaign you run, the easier it is for people to feel connected to it.

[01:37:15] And with that, I'm going to kick it back to Julia. She thinks those left. Thank you so much, everybody who sit in that.

[01:37:22] Thank you so much, Stufflebeem.

[01:37:25] And to Lauren, I hear the roars of applause coming from across the country. I know we also have some folks in Alaska and Hawaii who are tuning in and what the Ricoh shout out to everyone. I am so excited. I'm looking at the content that is coming in at the hashtag volunteers when it is exciting and incredible. I also want to encourage folks to drop into the chat. Let us know where you're joining from. Let us know who you are here representing. So thank you to Saleem and to Lauren. I feel like I know so much more about digital organizing. It's all happening in one place this year, which is pretty incredible. Again, just to encourage folks, you can share your experience at hashtag volunteers when we are headed into a break. And a long break at that because it is lunchtime and so lunchtime where many of us are. Some of us are. So we have a 45 minute break. We will be back here at one 30 p.m. Central Time. But you're not going to want to miss it because we have two special messages going into this break. And coming back from this break, we have the one and only director of surrogates for the Biden campaign. Michelle Quan has a special special message for us going into this break. And then when we come back at one 30 p.m. Central, we have another special message from Wisconsin Lieutenant Governor Mandella Barnes. So we'll see you back here at 1:00. Thirty Central.

[01:39:08] Hi, everyone, it's Michelle Quan here. Olympic figure skater and proud member of Team Biden. It is so wonderful to join all of you today. I'm joining you from Los Angeles, California. Wanted to share with you what I've been up to on the campaign trail and why it is so important to lean in and get involved. I'm currently serving as the director surrogates for our next president, Joe Biden. I played a similar role in the last presidential cycle. I think it's a little bit surprising to many people to learn that an Olympian whose sole focus was doing a triple s cow at times is now sort of a political operative and working on Joe Biden's campaign. You know, transitions are never easy, especially for an athlete. But after my competitive years, I turned my focus to school. I actually got a degree in political science and international relations and a master's degree in foreign policy. And prior to joining this campaign and the one in 2016, I worked for the Department of State. So you can say that my degree is going to great. Use all that to say. Is it is one of the many, many reasons why I'm so excited to support campaign academy and applaud the work that you're all doing together over the last four years. What you're doing in creating the next generation of people getting involved in politics? No, it's been almost 10 years since I first volunteered on a political campaign. But I can remember that feeling like yesterday. I remember signing up and feeling very nervous about talking to my first voter. And luckily, I had good training that made me feel like I could and should do this work. And that is one of the many reasons why I stuck around. I had to say that it's a real bummer that given this, you know, situation of the pandemic, traditional campaigning is out the window. You know, one thing I love to do is really hitting the ground and meeting voters. Nothing better than knocking on doors and talking to communities about what's at stake in these elections and the importance of voting, especially for Joe Biden. I know sometimes it can be exhausting work, but it's important work. The success of the campaign is relied heavily on the support of our volunteers. Without them, it wouldn't it wouldn't be possible. So I'm glad you're all here, whether your brand new to politics or a veteran volunteer to brush up on your skills, because we're going to need every one of you to win in November. I know one of the things you're focusing on during the academy is the reason of why. Why are you motivated to do this work? What keeps driving you forward in the face of adversity? And we all have personal reasons. For me, it's it's my parents. They immigrate to the Incap, to California in the 70s. They arrived here with nothing in their pockets. But. They worked hard to make the transition to the US. Juggling multiple jobs to put food on the table, roof over our heads for siblings. And yes, to afford an expensive support like figure skating. Really chasing after what we know to be the American dream. They did it because they believed in that possibility and the soul of this nation. And I do, too. It was one of my greatest honor to be an Olympic athlete, to represent the United States. And it's why gravitated so naturally towards political work. So when I see what's happening around us, when the president of the United States is is trying to terrorists down and apart. Well, it's time to get to work. Learn all you can here and then have all the conversations you can with your friends, your neighbors, your family members, with undecided voters through your local campaign and center, why you're all in it. Joe Biden says we are in battle, the soul of our nation. And this is the army I want to go to battle with. I want to thank each and every one of you. I want to thank Wisconsin Democratic Party and Arena for making this event a reality. And thank you for being here. See you on the field.