

DIGITAL ORGANIZING 101

COURSE OBJECTIVES

Define digital organizing.

Examine the “Theory of Change.”

Understand best practices.

Learn what’s possible.

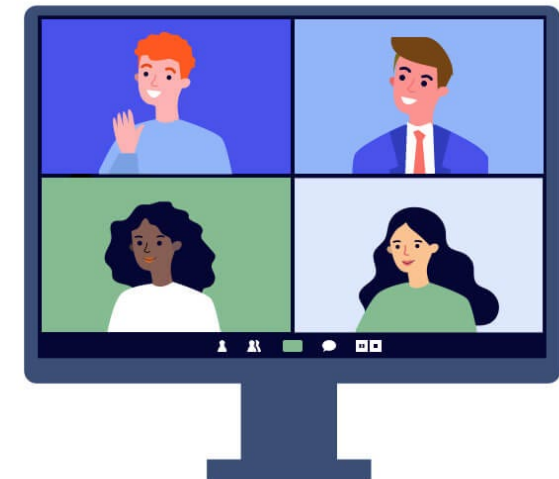
Create your local's digital space.



WHAT DOES DIGITAL ORGANIZING MEAN TO YOU?



Tips & Tricks



DIGITAL ORGANIZING IS NOT...



DIGITAL ORGANIZING IS...



Digital: A set of tools and tactics



Organizing: Engaging and mobilizing people to create community or to build or confront power



CAN drive action and mobilization efforts

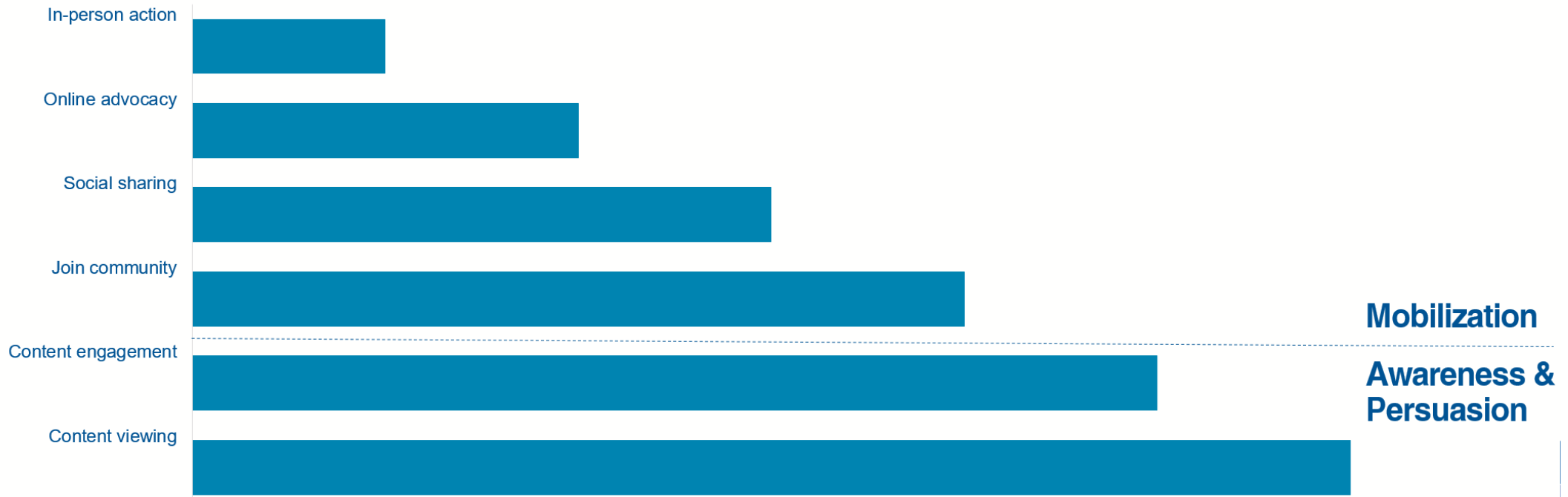
CANNOT replace offline organizing

DIGITAL TACTICS OFTEN OVERLAP WITH TRADITIONAL ORGANIZING TACTICS

- Applying public pressure.
- Creating a media narrative.
- Shifting public perception.
- Mobilizing your audience to ACT.
- Create solidarity within your locals and agitate around actions.

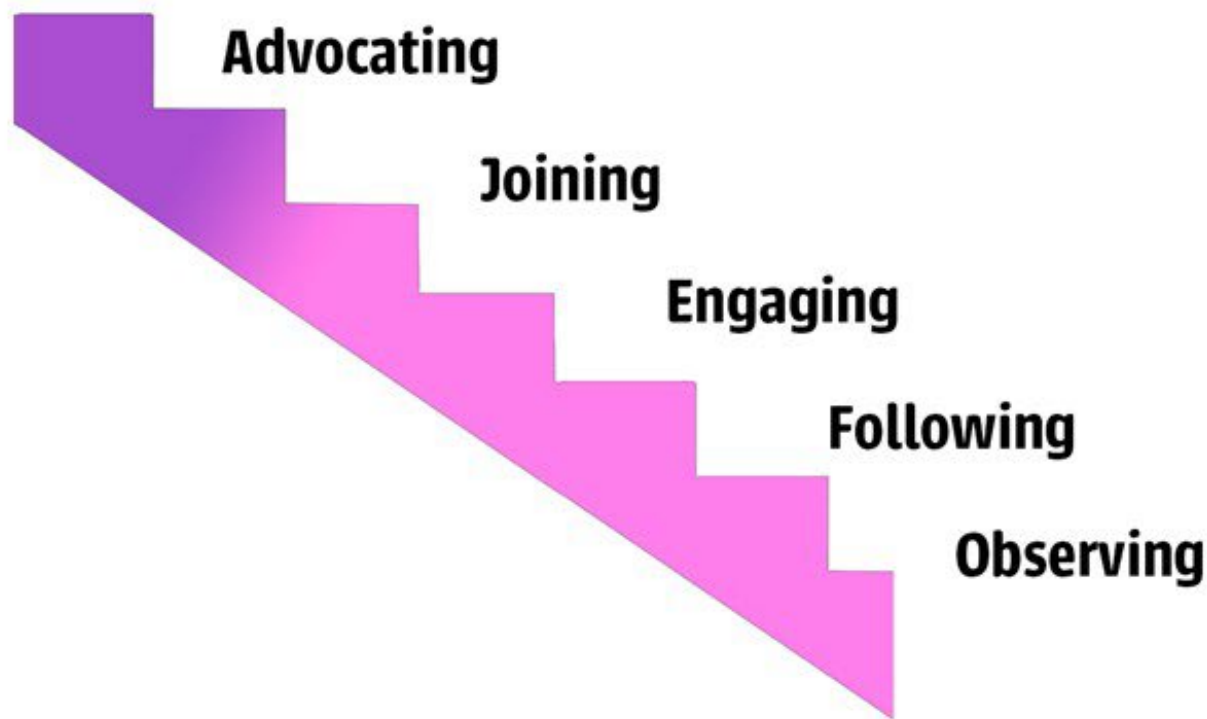
DIGITAL DRIVES MOBILIZATION EFFORTS

YOUR DIGITAL PROGRAM SHOULD BE DESIGNED TO GENERATE ACTION. EVERY MESSAGE SHOULD SUPPORT THIS GOAL, EITHER DIRECTLY OR INDIRECTLY.



WAIT, WHAT?

Ladder of Engagement



Ladder of engagement example for a new member:

Step 1: New member joins your union and receives a handout with the local's social media channels to follow, link to the local's website (mothership), and newsletter link.

Step 2: Local sends a text message to the new member personally inviting them to connect on social media, subscribe to the newsletter, and link to the website.

Step 3: Local shares snippet of bargaining update on Twitter and Facebook with a link to a more in-depth post housed on the local's website (mothership). Post includes call to action in the form of contacting school board members via phone and email provided.

Step 4: Newsletter goes out asking for volunteers to send text messages (Hustle) to members in the local to recruit volunteer members to attend the school board meeting to discuss bargaining issues.

Step 5: Hustle volunteers are asked to commit to regularly sending text messages for time-sensitive updates to members.

Step 6: As new members join or express interest in assisting with digital organizing, regular volunteers are asked to help train new volunteers.

Adapted from: <https://collhub.io/digital-organizing/>

WHAT THIS ALL MEANS

There is purpose and intention behind every digital interaction. In organizing terms, the Theory of Change, if we do "x" we can expect to see "y."

The Challenge

There is limited time and space to engage members on issues they care about.

The Charge and Goal (y)

Build a strong digital space (mothership) to engage and unify members and allies.

The Theory of Change (x)

By creating digital spaces focusing on issues members care about, we can better engage, collaborate, and build power.

THEORY OF CHANGE



What is the challenge?



What is the solution? What do we want to accomplish? (Y)



How can [digital] organizing influence change and who is the target? (X)



THEORY OF CHANGE
IF WE DO "X" WE CAN EXPECT TO SEE "Y"

What's the challenge?

Classrooms are too hot for students to learn and the district isn't responding.

What do we want to accomplish (y)?

District to commit to AC in classrooms?

How can digital organizing support this change (x)?

Gain support from parents and community through digital platforms and apply external pressure to the district.

*What is the theory of change?
If we do "x" we can expect to see "y"*

THEORY OF CHANGE

What's the Challenge? Classrooms are too hot for students to learn and the district isn't responding.

What do we want to accomplish (y)?

District to commit to AC in classrooms?

How can digital organizing support this change (x)?

Gain support from parents and community through digital platforms and apply external pressure to the district.

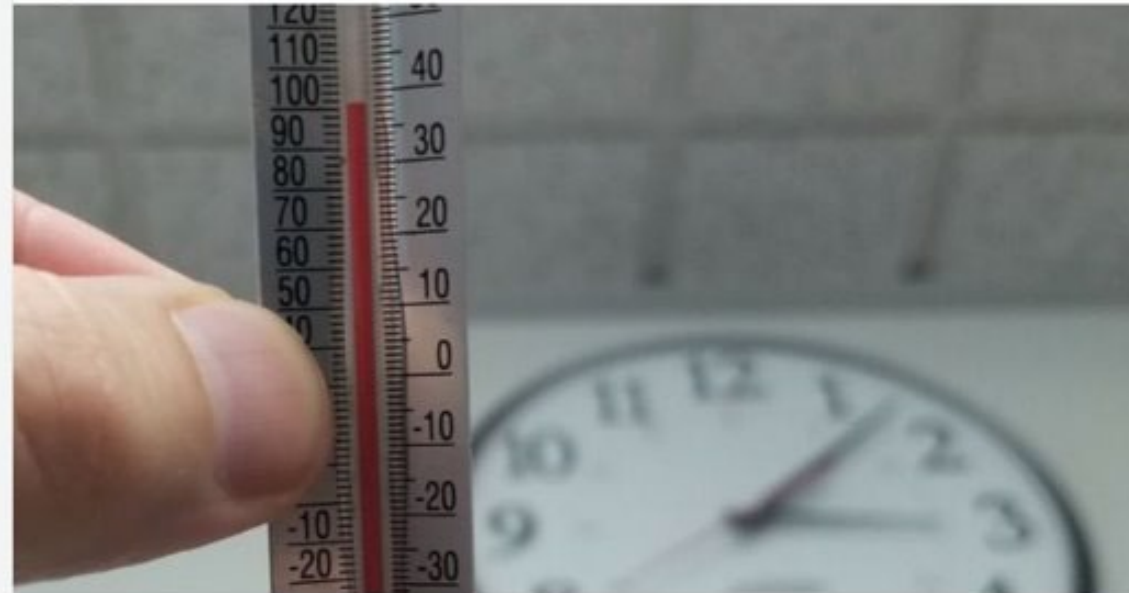
St. Paul teacher pleads with school district to take action over sweltering classrooms

"I need to stand up for my students I need to stand up for my colleagues."



PAUL AND JORDANA

MAY 30, 2018 - 8:28 PM



Courtesy of Mark J. Westpfahl

CATEGORIES: News

A teacher in St. Paul says his classroom is dangerously hot after our recent streak of 90 degree days.

Mark Westpfahl teaches at St. Paul's Capitol Hill Gifted and Talented Magnet School. He talked with

THEORY OF CHANGE- LOCALLY

- Challenge: *Identify a local problem*
- What do we want to accomplish? *What does a win look like?*
- How can digital organizing support this change? *Define how digital organizing can play a role.*
- What's our Theory of Change? *Put it all together.*

DIGITAL ORGANIZING BEST PRACTICES



Identify your “why” – why are you doing this? What’s your goal?



Identify your audience(s) – who are you trying to reach?



Create a central digital hub – website, Facebook page or group, etc.



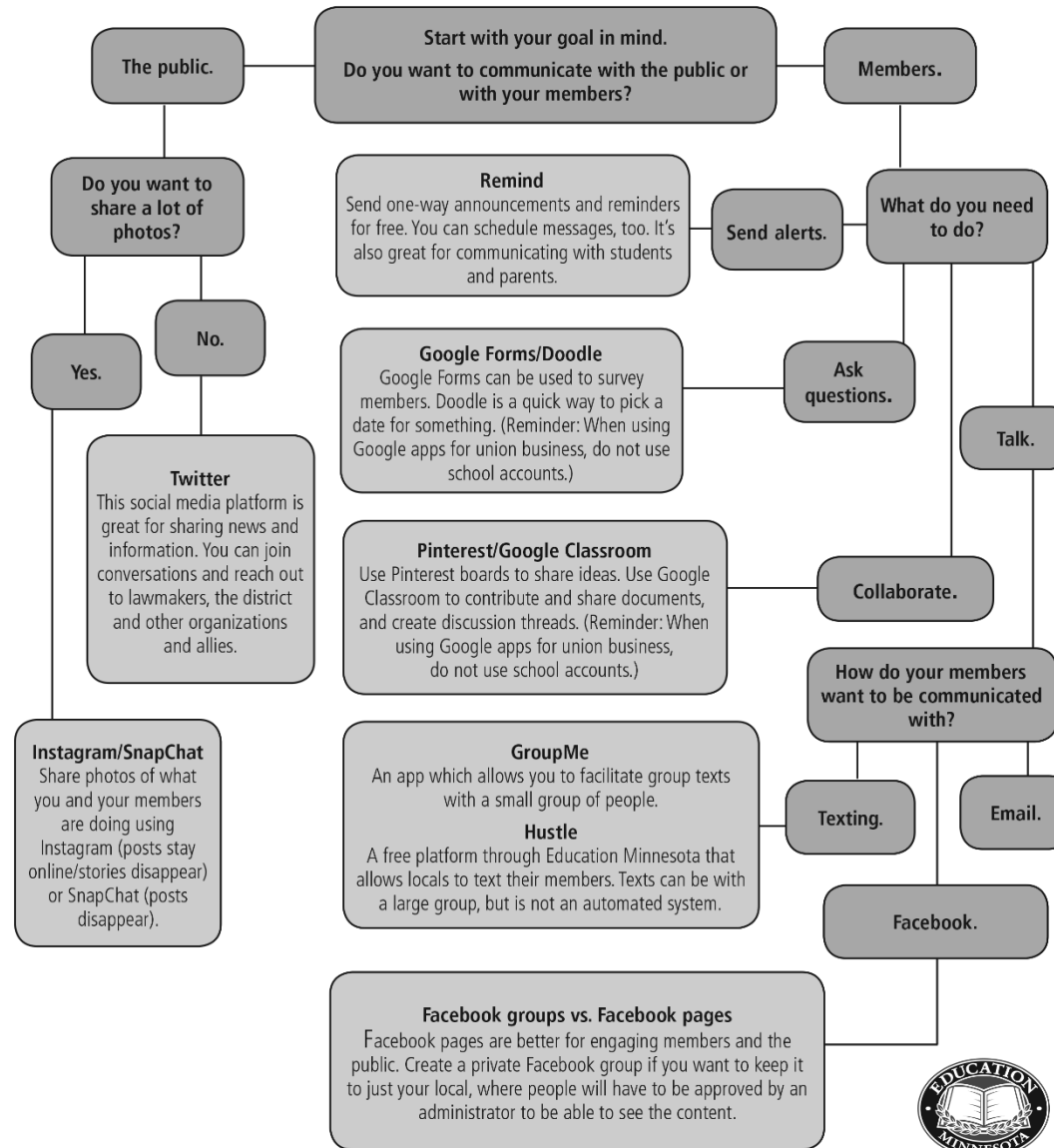
Keep it simple – don’t try to do everything with too many people.

BEST PRACTICES FOR ALL PLATFORMS

- Create tailored content depending on the platform.
- Create templates: visual consistency and saves time.
- Use images or videos whenever possible – increases engagement/viewing.
- Send a clear message: storytelling or bullets depending on the platform.
- Include a direct and/or urgent call to action related to your theory of change/goal.

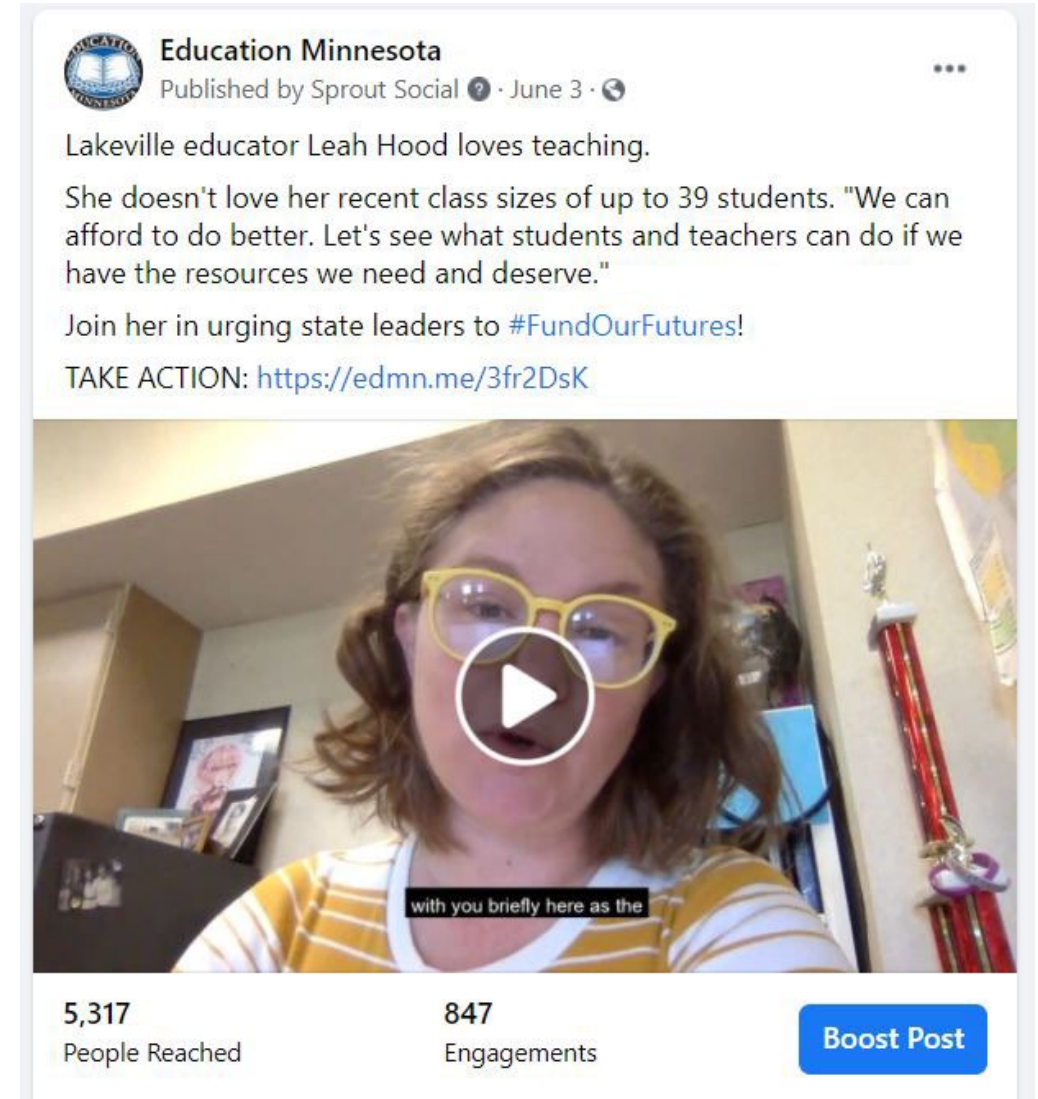
Choosing the right communications tool

There are so many digital tools for communicating with your members and the public. Which one or ones should you use? First, you have to decide what you want to do.



FACEBOOK

- Still the biggest, most popular social media platform
- Great for getting people to take action
- Groups vs pages
- Profile pic graphics
- Events
- See handout for more info



Education Minnesota
Published by Sprout Social · June 3 ·

Lakeville educator Leah Hood loves teaching. She doesn't love her recent class sizes of up to 39 students. "We can afford to do better. Let's see what students and teachers can do if we have the resources we need and deserve."

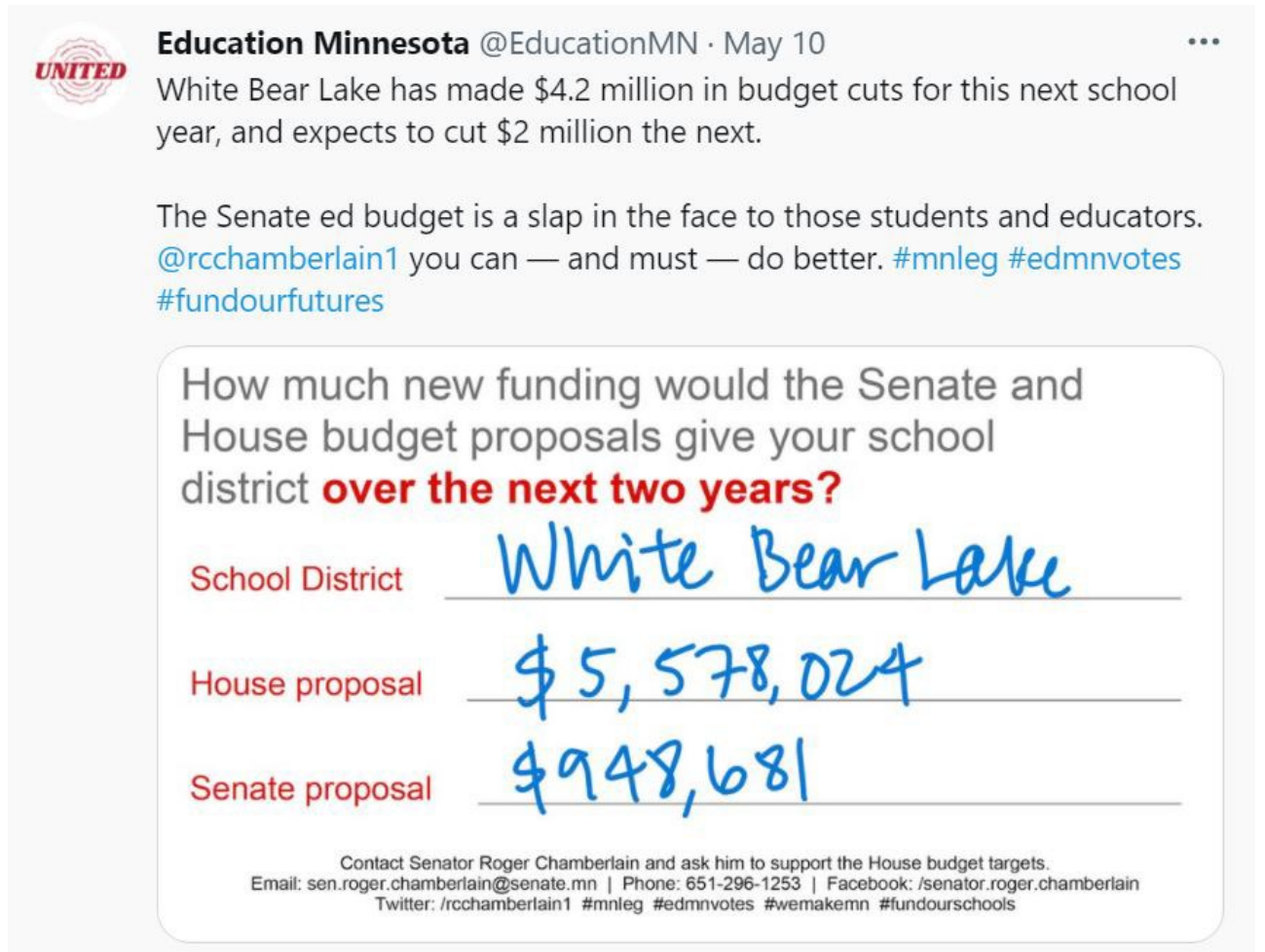
Join her in urging state leaders to #FundOurFutures!
TAKE ACTION: <https://edmn.me/3fr2DsK>


with you briefly here as the

5,317 People Reached 847 Engagements [Boost Post](#)

X (TWITTER)

- Best for engaging with – and pressuring – elected officials, district administrators, organizations and media
- Hashtags
- Tweetstorms
- See handout for more info



 **Education Minnesota** @EducationMN · May 10

White Bear Lake has made \$4.2 million in budget cuts for this next school year, and expects to cut \$2 million the next.

The Senate ed budget is a slap in the face to those students and educators. [@rcchamberlain1](#) you can — and must — do better. [#mnleg](#) [#edmnvotes](#) [#fundourfutures](#)

How much new funding would the Senate and House budget proposals give your school district **over the next two years?**

School District White Bear Lake

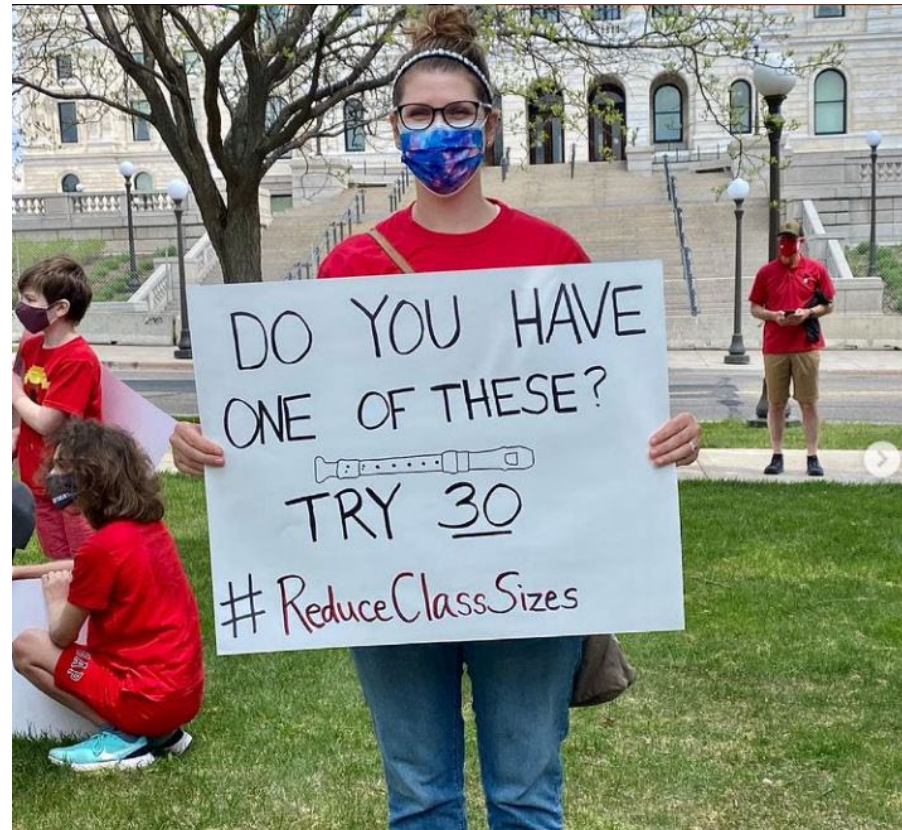
House proposal \$5,578,024


Senate proposal \$948,681


Contact Senator Roger Chamberlain and ask him to support the House budget targets.
Email: sen.roger.chamberlain@senate.mn | Phone: 651-296-1253 | Facebook: [/senator.roger.chamberlain](#)
Twitter: [/rcchamberlain1](#) [#mnleg](#) [#edmnvotes](#) [#wemakemn](#) [#fundourschools](#)

INSTAGRAM

- Share compelling photos and videos
- One of the fastest-growing social media platforms
- Best for telling a story or pushing a narrative, engaging with early career and aspiring educators
- See handout for more info






 **educationminnesota**
Minnesota State Capitol


 **educationminnesota** Fully funded, welcoming schools. Affordable health care. Paid leave for all.

Today, we rallied at the Capitol with hundreds of educators and other workers for all of this and more. By working together and making sure the wealthiest 1% pay their fair share, we have more than enough to ensure everyone can thrive.

We also delivered our petition for full funding with more than 20,000 signatures to the office of Senate Majority Leader Paul Gazelka — putting him on notice that our students deserve better than 7500.

[View Insights](#)

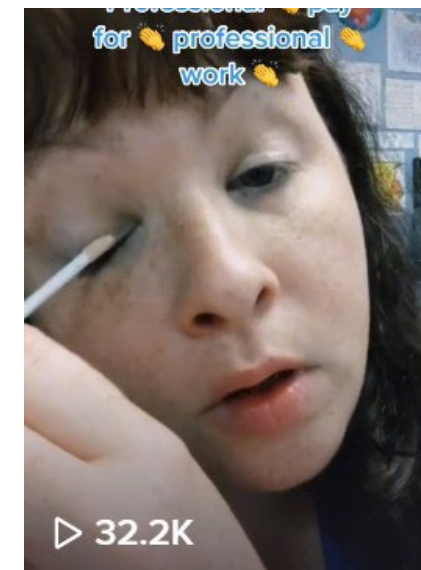
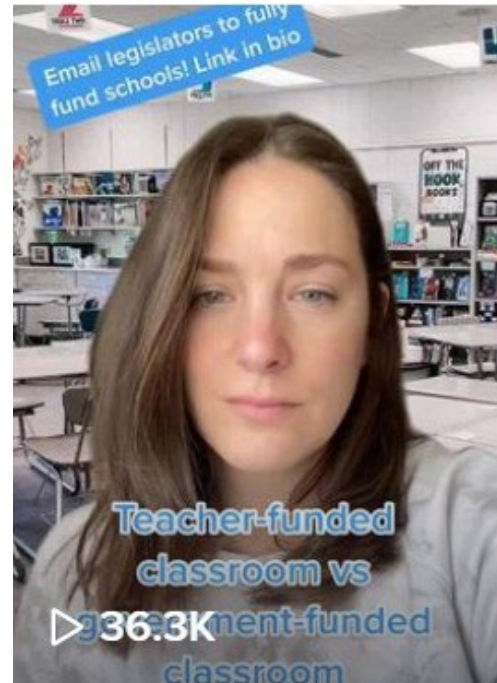
   

 Liked by gretacallahan612 and 468 others

MAY 15

TIKTOK

- 63% of users are 18-34 years old
- One quarter of U.S. adults under 30 get their news from TikTok regularly...Instagram, too
- 40% of Gen Z uses TikTok and Instagram as an online search tool (not Google)
- Teachers have 2nd highest viewing hours
- Teacher TikTok videos are the second-most watched on platform



What's a Firestarter? Simply put, Firestarters create things, disrupt things, and/or start things. They're the people who change the world...and innovate when others are content. They inspire others to be better, and seek out situations where their impact can be maximized.

-Forbes

MEMBER NEWSLETTER

- Promote open, two-way communications.
- Make sure you are concise and clear not only in your message, but also in what your expectations are from the readers.
- Be transparent.
- Less is more. Don't try to cram 20 messages into one email, but also don't send out 20 emails a week.
- Use different mediums. Emails may get you in the door, but short videos, meetings or creative signage in your schools will help get the point across and will also convey that you're committed to sharing the message.

Cheers

TO THE NEW SCHOOL YEAR

WELCOME BACK!

This year will hold much for us as we grow and change under new leadership, not only within our District, but within our union. As we find our sea legs, we will explore ways to reach out to you and develop mechanisms for you to reach us. We want to hear from you. Your Executive Council will take on a more direct role in working for and with you to not only address issues of need, but to recognize and elevate positive efforts in our District for the betterment of all, but especially our student body. We will publish a monthly newsletter to keep you abreast of changes or events that are happening in our union and within the District. We will strive to find common ground and strengthen ties within EMPEM. We have our work cut out for us, but that's the natural course of things whenever there is change. It's going to be a great year!

~ Jen and Rachel

What's in this issue?

- Welcome from the co-presidents.....p1
- The evolution of *The Firestarter*.....p1
- Hey! We have new staff!.....p2
- Superintendent Insights - A Shared Commitment and Responsibility.....p3-4
- The Golden Apple.....p3-4
- The Field Rep.....p5
- The Dog Dish.....p6
- Upcoming Events.....p7
- Talk to Us.....p8

*The inaugural issue of *The Firestarter* is a lengthy one, but there are no page limits; it'll be as long as it needs to be. Thank you to all who contributed.

Evolution of *The Firestarter*

In his interviews for Superintendent , Mr. Strosahl spoke often of a book that is, for lack of better words, his Bible, for excellence. Many of us took the opportunity this summer to read [Hardwiring Excellence](#), by Quint Studer. It is inspiring to learn that Studer's beginning was in education, and to follow his path toward excellence, learning what it is to seek it, to achieve it, and to walk away and know that it's still there. To explore those extraordinary footsteps is a quest worthwhile. We owe that discovery, at least, to our profession, and certainly to our students, if not also to ourselves. In his book, Studer talks of the people who make a difference in an organization, those that fan the flames to make excellence happen. They are the firestarters. WE are firestarters. This newsletter is just where we write it all down.

Executive Council: Co-Presidents: Jen Koehler/Rachel Beck

Secretary: Jen Simon **Treasurer:** Matt Cada **Membership:** Mike Matias

Building Reps: 9-12 Bill Schultz, 7-8 Ben Peter, 4-6 Julie Yost-Minnich, PK-3 Laurie Yankosky

RESOURCES AVAILABLE

- Best practices handouts: Overall, Facebook, Instagram, Twitter, livestream video, selfie video.
- Resource links: free stock photos, photo editing platforms, social media scheduling apps, and others.
- List of locals using social media/digital organizing and examples.
- Digital engagement planning tool.
- Education Minnesota staff support.

WHAT LOCALS ARE DOING

↳ SPFE Local 28 Retweeted



Sarah Washenberger @SarahMae1390 · Feb 6

My students can't wait for mental health supports. @JoeGothard, it's time for @spps_news to invest in more counselors, social workers & other support staff. #WeAreSPPS #WeAreSPFE



↻ 8

♥ 20



CREATING LOCAL WEBSITES AS A “HUB” FOR IMPORTANT UPDATES & OTHER INFORMATION

Education Minnesota can help your local create a website for FREE using software from the AFT.

Contact your field staff if interested!



Chisago Lakes Meeting Minutes

Members only

Search site

MEMBER LOGIN
User ID *



Feature a Teacher



Holly Lathe, PMPS Teacher

I would love to see Holly Lathe get some recognition for all her incredibly hard work. She is one of two music teachers at Pine Meadow and I see in her action

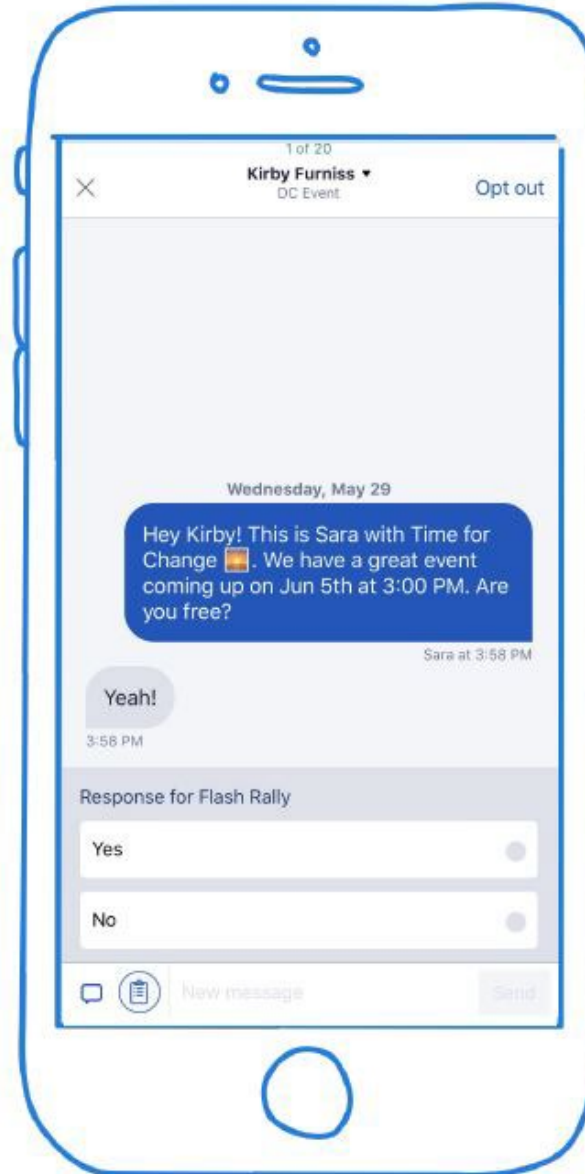
Search site

MEMBER LOGIN
User ID *

Enter your user ID.

Password *

TEXTING MEMBERS ABOUT EVENTS AND BIG UPDATES USING HUSTLE



P2P = Easy two-way conversations over text

- Text from a real, local phone number
 - *We generate a phone number for each texter*
- Looks like a normal text
- Personalized texts to each recipient
- Send hundreds of texts in minutes

TWEETSTORMS

 **SPFE Local 28**
@SPFE28

SPFEducators at the table today with [@JoeGothard](#) demanding Student Mental Health Support, School Integration, Racially Equitable Funding, Multilingual Staffing
Let's see some movement!
[#WeAreSPFE](#)
[#WeAreSPPS](#)
[@EducationMN](#)
[@AFTunion](#) [@NEAToday](#)

8:19 AM · Feb 6, 2020 · [Twitter for Android](#)

14 Retweets 25 Likes







Kelly Jenson @KJensoncreative · 4d ...
[#reopensafely](#) Let's keep our staff, families and students safe this school year! Re-open when we have access to vaccines! We want a good educational foundation with qualified teachers for years to come. [#keepusalive](#)
[@SPPS_News](#) [@JoeGothard](#)

  2  3 








case face @case_face · 4d ...
hey [@JoeGothard](#) & [@SPPS_News](#)! as community spread remains high, we need to make sure when we open our schools, they stay open.
let's ensure the safety & stability StP students and families need by waiting to open until after school staff is vaccinated. [#ReopenSafely](#)

  2  2 



Stephanie @hubbashhubbash · 4d ...
I'm on my [#DutyFreeLunch](#) break right now. Will teachers be able to eat safely, or at all with [@SPPS_News](#) new plan? I haven't heard yet. [#ReopenSafely](#)
[#WeAreSPFE](#)

  5  5 



VIDEO UPDATES ON BARGAINING ISSUES AND NEGOTIATIONS PROGRESS



MFT 59 ESP

March 28, 2020 · 🌐

Update with Ma-Riah

Update with Ma-Riah..... See More



LIVE VIDEO



Fergus Falls Education Association

February 8 · 🌐

Vicki Hanneman, a 3rd grade teacher with over 40 years experience, reminds us that "Something is Not Quite Right," when it comes to the way our district negotiates contracts with its teachers. EDIT: Because many people have asked, the woman who spoke and laughed at the end was board member (and lead board contract negotiator) Melanie Cole.



98K Views



MFT 59 was live.

Published by Greta Callahan · January 19 · 🌐

👍❤️👍 181

158 Comments 8.4K Views

👍 Love Comment ↻ Share 🌐

Comments Hide

Most Relevant

Mary Cuff · 0:00
Thank you to everyone who came out or logged on! MFT 59
Solidarity is the only way ❤️❤️❤️

Love · Reply · Message · 6w

Aleah Celeste · 8:19
You all are awesome! Wish I could've been there! Thank you for all your hard work! 🙌



Comment as MFT 59



FACEBOOK GROUPS





Friends of South Washington County Educators

Community

[Send Message](#)

[Home](#) [Reviews](#) [About](#) [Videos](#) [More](#)

[Liked](#) [Search](#) [More](#)

About

See All

We support our District 833 teachers. Working 300+ days without a new contract is 300 too many.

856 people like this including 42 of your friends

905 people follow this

[Send Message](#)

[Community](#)

[Create Post](#)

[Photo/Video](#) [Check in](#) [Tag Friends](#)

 Friends of South Washington County Educators


May 2, 2018 · 🌐

I support the hardworking and dedicated teachers of South Washington County. My daughters are receiving an excellent education and our teachers are worth every penny. I feel that our teachers deserve a fair contract that recognizes the hard work that they do every day.

-Katie Mahli

[Like](#) [Love](#) 146

13 Comments 7 Shares



Education Minnesota

@EducationMinnesota · Education

[Edit](#) [Learn More](#)

[Home](#) [About](#) [Photos](#) [Live](#) [More](#)





[Promote](#) [Search](#) [More](#)

Groups by This Page

Groups are a way for fans of your Page to post, comment and discuss everything your Page is about. You can link an existing group or create a new one.

[Link Group](#) [Create Linked Group](#)

Linked Groups

	Women's Issues Network 83 members · 3 posts a year	Invite	Unlink
	Education Minnesota Local Presidents 141 members · 4 posts a week	Invite	Unlink
	2019 NEA RA delegates 115 members · 1 post a year	Invite	Unlink
	Education Minnesota Learning and Teaching During COVID-19 1.1K members · 8 posts a month	Invite	Unlink

FACEBOOK PROFILE PICTURES



ISD #2142 Teachers

-Working to Build a Better Future-

YOUR KIDS ARE OUR BUSINESS

FACEBOOK EVENTS

Solidarity rally for Chisholm and Hibbing teachers

Show your support for our teachers and tell our school district leaders it's time to settle the teachers' contracts now! Their contract expired July 1, 2017.

Wednesday, Sept. 26
6 p.m. social hour (cash bar available)
Rally begins at 6:30 p.m.

Minnesota Discovery Center, Taconite Square
1005 Discovery Drive
Chisholm, MN 55719

Strong schools are the building blocks for strong communities. The Chisholm and Hibbing school districts can afford reasonable, competitive settlements to keep high-quality teachers and attract new ones for our students. Wear your local union gear if you have it!

SEP 26 Hibbing/Chisholm Teachers Solidarity Rally
Public · Hosted by Hibbing United Educators

★ Interested ✓ Going ...

🕒 Wednesday, September 26, 2018 at 6 PM – 8 PM
about 2 months ago

📍 Minnesota Discovery Center
1005 Discovery Dr, Chisholm, Minnesota 55719 Show Map

🗨 Hosted by Hibbing United Educators
Typically replies within a day Message Host

GREAT SOUTHWEST UNITED PRESENTS

FALL SEMINAR

📍 JACKSON COUNTY CENTRAL Oct. 3rd
🕒 4:45 - 8:15 P.M.

- Dinner
- Keynote - Ali Sultan
- Door Prizes
- GSU Update
- Breakout Sessions
- FREE to GSU members

TUESDAY, OCTOBER 3, 2023 AT 4:45 PM

Fall Seminar

Jackson County Central Schools

★ Interested ? Going ...

👤 Event by **Great Southwest United Educators**

📍 Jackson County Central Schools
1128 North Hwy, Jackson, MN 56143-1075, United States

✓ 2 going · 3 interested

🌐 Public · Anyone on or off Facebook

About Discussion

Event Insights

MON, NOV 4, 2019

GOTV for Erin Heers-McArdle- Win a Happy Hour Party

Anoka Hennepin Education Minnesota · Coon Rapids

Edit More


🚩 Event by **Anoka Hennepin Education Minnesota and Education Minnesota**

📍 Anoka Hennepin Education Minnesota
3200 Main St NW, Ste 360, Coon Rapids, MN 55448 · 21 mi

🕒 0 Times · Oct 21, 2019, 5:00 PM - 2019, 8:00 PM


FACEBOOK EVENTS


Event
Insights





MFT Bargaining Session
Thursday, March 4 at 5 PM
This is the second MFT/MPS contract bargaining session, open to the public via Zoom
For more information go to facebook.com/mftlocal59/events/

HAPPENING NOW
MFT 59 Bargaining Session
Online Event



Promote



Edit



Invite



More


[Go To Link](#)

 7 Going · 17 Interested · 3 Shares

 Event by **MFT 59**

 Online: zoom.us

 Today at 5 PM CST



Event
Insights

District 57 Legislative Screening

Please join Education Minnesota members as they conduct a virtual candidate screening for District 57 via ZOOM. Educators require legislative support to fund the schools that students, parents and communities deserve. Both Education Minnesota members and members of the community play an important role in making sure that happens! We are inviting Education Minnesota members and community members from District 57 to attend a screening for their MN Senate and MN House seats.


**June 11
12 p.m.**

ZOOM Virtual Meeting

Register by June 10.
All staff, parents, administrators, students and community members are welcome!

THU, JUN 11, 2020

SD 57 legislative screening
St Paul, MN


Edit


More

 Event by **Education Minnesota and Dakota County United Educators**

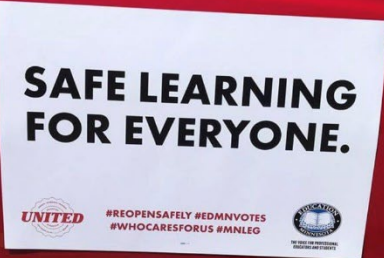
 Zoom meeting

 Thursday, June 11, 2020 at 12 PM CDT – 6 PM CDT
about 8 months ago

 Price: Free · Duration: 6 hr





Event
Insights





MON, AUG 24, 2020


AHEM Rally for a Safe and Equitable Return to School
Sandburg Education Center · Anoka



Edit


More

 Event by **Anoka Hennepin Education Minnesota and Education Minnesota**

 Sandburg Education Center
2nd Ave, Anoka, MN 55303 · 22 mi

 Monday, August 24, 2020 at 5:30 PM CDT – 7:30 PM CDT
about 6 months ago



INSTAGRAM STORIES



AN OPEN INVITATION TO ALLIES & CO-CONSPIRATORS

TUES 1/26 @ 5:30

OUR CTOC WILL HOST A SPACE FOR BIPOC FOLKS & ALLIES TO GATHER & GET ACQUAINTED

REACH OUT TO GET THE LINK:
@PLSEACTOC
PLSEACTOC@GMAIL.COM

NEXT STEPS



WHAT NOW?

- Conduct a local communications audit
 - How do we currently communicate?
 - What's working? What's not?
 - Who do we want to reach?
 - What do we want to start doing in the digital realm?
- Recruit a local digital engagement leader
- Reach out to your EdMN field staff:
 - To inquire about a local website
 - To get set up on Hustle
 - If you are feeling stuck or overwhelmed and need help

