

Using the Internet for Political Outreach & Advocacy

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What are we trying to do?

- **Find supporters**
- **Encourage real-world or online action**
- **Influence the public discussion**
- **Raise money**

Modern Media Environment

- **Chaotic**
- **Many voices**
- **Blogs, Twitter, YouTube, Social Networks, MSM websites**
- **Difficulty: breaking through the clutter**

Choosing Tools: The Essentials

- **Online Hub (website)**
- **Way to stay in touch (email, +FB, Twitter, etc.)**
- **Outreach**

How To Build That List: Online Outreach

- **Work to raise your organization's overall profile**
- **Give people a reason to pay attention to you**
- **Give supporters the tools to reach out on your behalf**

Most methods are inexpensive but time-consuming

- **Choose a few, try them out, and evaluate them carefully**
- **Don't be afraid to experiment!**
- **Use offline outreach**
- **More broadly, integrate online and offline**

Most Online Outreach is Incremental

- **Usually siege warfare, not blitzkrieg**
- **Accumulation of many individual contacts**
- **BUT! be prepared to seize the moment**

Content is Key!

- **You are your own publisher**
- **Package content for easy use by others**
- **Text, images, video, stories, data**

Common Outreach Tools

- **Social Networks**
- **Twitter**
- **Blogs/Blogger Relations**
- **Video**
- **Google Ads**
- **Online Communities/Listservs**

Network Influentials

- **national/state/local bloggers**
- **Twitterers**
- **email list/newsletter managers**
- **voices in online communities & listservs**
- **activists with large personal followings**

Importance of Relationships

- **Journalist/source = blogger/source**
- **Twitter**
- **Facebook**
- **Reputation matters**

Your Staff = Ambassadors

- **Voices within own personal and professional circles**
- **Example: issue experts on Twitter, blogs or back-channel listservs**

Your Supporters = Ambassadors

- **List supports your online outreach**
- **Promote your content to list members**
- **Ask them to post it to their own Twitter feeds, forward to friends and contacts, Facebook**

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