

Smart Digital Strategies for the Real World



Audrey Ann Ross

audrey.ross@ppsp.org & @wevehadenoughpa

Colin Delany

cpd@epolitics.com & @epolitics

Lizandra Vidal

lizandra311@gmail.com & @lizandra311

Smart Digital Strategies for the Real World



Partnership

All of the teams need to be at the table.

Goal Setting

All of the teams need to be at the table.

Strategies and Tactics

Dont reinvent the wheel, learn from others

Smart Digital Strategies for the Real World



Integrated Online and Offline Activism

Colin Delany

cpd@epolitics.com

@epolitics

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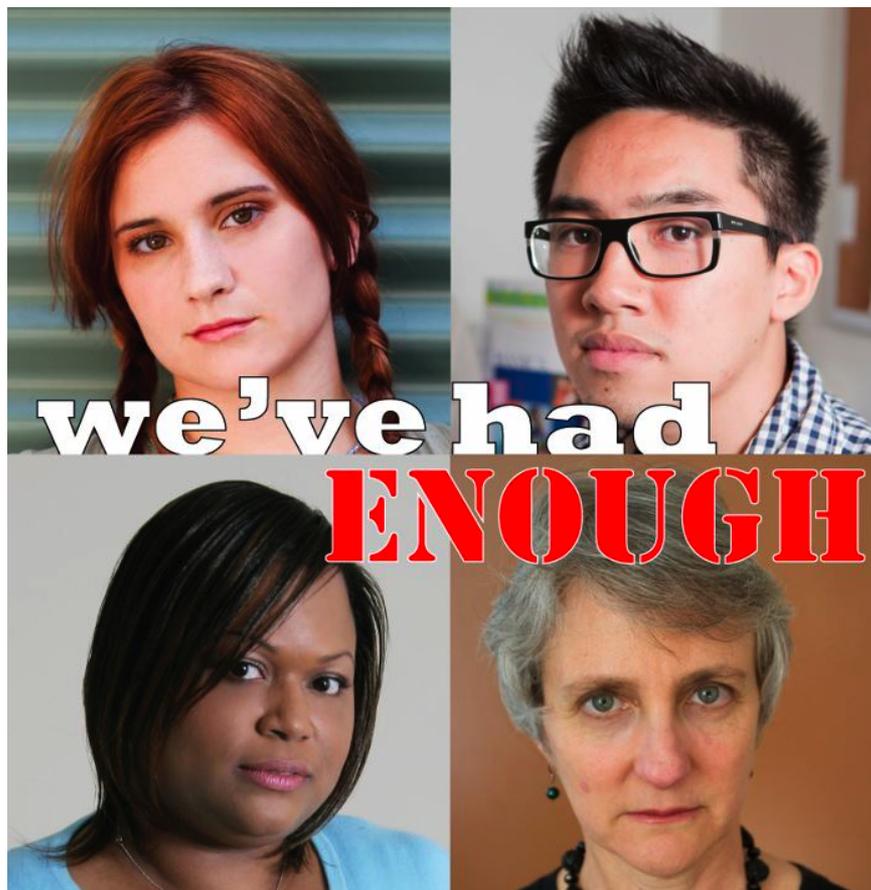
We've Had Enough PA

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We've Had Enough!



Concept to Campaign

We've Had Enough!



Why?

- Onslaught of attacks on women's health
- Initial messaging not resonating

Campaign Name

- personal
- inclusive
- collective

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How?

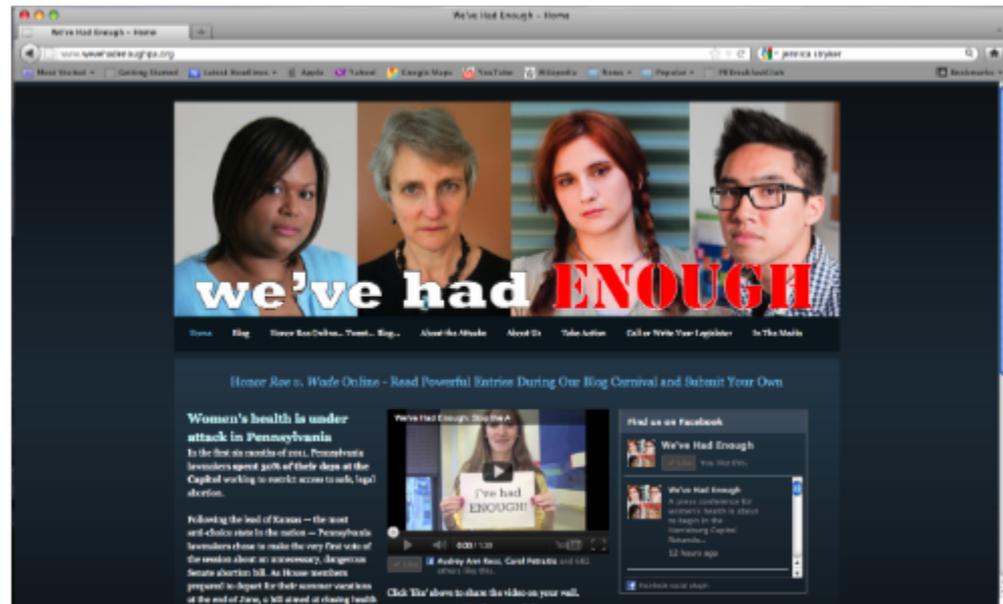
- **Three pronged approach**
 - Website and Social Media
 - Facebook
 - Twitter
 - YouTube
 - Blog
 - Rally and Lobbying
 - Traditional Media Outreach

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Website

- Informative
- Action-oriented
- Interactive



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Facebook

- Capturing Tool
- Multiple Voices
- Varied Content
- Fan Interaction



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Twitter

- Varied content
- Real Time in conjunction with in-person events, votes, etc.



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YouTube

- Video with content collected from social media sites
- Embed into other sites



WeveHadEnoughPA uploaded 5 months ago



We've Had Enough: Stop the Attacks on Women!

Join at <http://www.facebook.com/wev...>

1,836 views

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Blog

- Put a story and “face” to the issue
- Citizen journalism
- Pitched to bloggers - National Coverage!
- Used social media sites to call for entries

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Connecting Online and Offline

- Pictures and videos @ fairs and events this summer for the WHE video
- Postcards
- Social media “How to Guide”
- QRM Codes on the health center flyers
- Rally in September - Posters; T-shirts; Videos; Twitter Rally
- Roe v. Wade events Statewide - Twitter Rally & Blog Carnival & palm cards & petition signatures
- General info to pass out at events
- Phonebanks throughout
- Bumper stickers
- Website information with bill info and legislator look-up tool with interactive map
- Referenced campaign in editorial board meetings & with reporters working for traditional media outlets

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What Worked!

- Collaboration
- Varied content
- List building
- Exposure to a diverse audience
- Mobilization
- Revisiting Messaging Consistently
- Benchmarks

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What didn't work!

- Didn't defeat the bill
- Consistent blogging is difficult even with multiple collaborators
- Difficult and took a while to get Twitter followers
- Burnout!
- Measurement

Smart Digital Strategies for the Real World



Safer Chemicals, Healthy Families & Women for a Healthy Environment

Lizandra Vidal

lizandravidal@saferchemicals.org
[@lizandra311](https://twitter.com/lizandra311)



Safer Chemicals, Healthy Families



Our Smart Digital Strategies:

Social & Engaging

Online and Offline Connections

- Partnerships
 - Internal teams coordinate
 - National & State Org's



Safer Chemicals, Healthy Families

Social & Engaging on Facebook

- Tripled weekly traffic in 2 months
- "Please Like & Share this post if you"
- Strategic Facebook Ads
- Links, Pictures, Asks



Safer Chemicals, Healthy Families



Online and Offline Collaboration

- [Stroller Brigades](#)
- [Hearing Watching Parties](#)





Safer Chemicals, Healthy Families

Partnerships

- You need everyone at the table for strategy and goals
 - Legislative, Communications, Organizing, who else?
- A broad umbrella coalition

