

Social Media for Member Mobilization and Political Action

What is **Social Media**?

An umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio.

Social Media is an **unstoppable** global phenomenon

Why use Social Media?

- Cost effective – FREE
- Reaches a different audience
- Websites are static, social media is interactive and encourages participation
- Digital Native vs. Digital Immigrants
- “Friend” your legislators, NYSUT, members and follow “tweets”
- Easily accessible
 - Computer via internet
 - Mobile devices (cell phones, iPads)

The Internet and Elections

- 54% of adults used the Internet for political purposes in the last cycle (2010), this is 74% of adult internet users
- Online political users:
 - Get political news - 24% of adults got most of their news about the 2010 elections from the internet (up from 7% in 2002)
 - Take part in political activities (watch videos, share content)
 - Use social networking for political purposes

Social Networking and Politics

- Social networking can be used to:
 - Share information about candidates
 - Participate in volunteer activities
 - Direct members to websites to send emails/faxes or watch videos
 - Allow members to share political info with friends and family

LP/PAC Communication to Members

- Types of Communication
 - Posting of relevant articles
 - Action Alerts on calls/faxes
 - Direct traffic to a website (www.nysut.org)
 - Publicize events, rallies, meetings, volunteer opportunities
- Build new connections – for those who don't read existing communications (i.e. newsletters)
- "Viral" communications

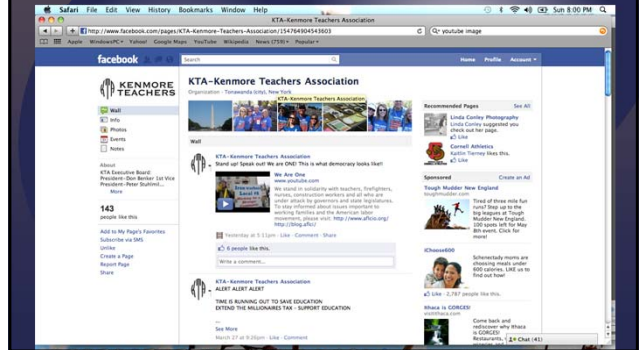
facebook

- Information hub
- Create events
- Redirect members to nysut.org or your website
- Open vs. closed vs. secret groups
- Members can interact with the content you're posting

- Approximately **500 million active users**
- More than **700 billion minutes** are spent on Facebook each month (worldwide)
- More than **50 percent of users login** statuses at least once each day
- The average user has **130 friends**
- More than **7 million videos** uploaded each month



Page: KTA – Kenmore Teachers Assoc.

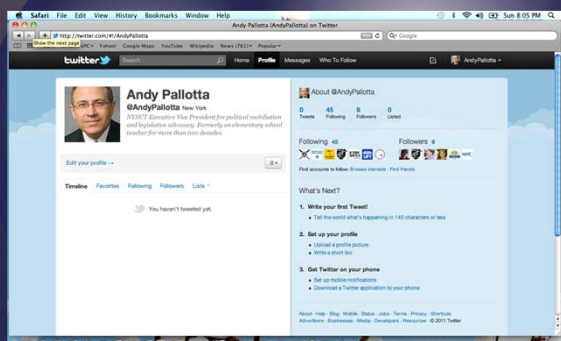


Group: North Country PAC



- Microblogging
- Short messages known as "tweets"
- Link to cell phone

Twitter: Follow Andy's tweets @AndyPallotta



- Create a channel just for your local
- Share videos and link to the NYSUT page

Best Practices and Other Considerations



- Keep it professional
- Remember your role within the school community
- Think before you post to the internet (Digital footprint)
- Inform your members about how you will use social media
- Update regularly