

Cooperatives and Social Media

Creating and Maintaining Social Movements

2011 ACE Institute
Opening New Doors
Winnipeg, Manitoba July 29, 2011

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Agenda

- Introduction
- Social Media and Movement Building
- What are Social Media
- Strategic Social Media Planning

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Why Bother

- | Canada | USA |
|-----------------------|----------------------|
| 80% of adults | 77 % of adults |
| 16 to 24, 98% | 18 to 29, 90% |
| 45 or older, 66% | 50 to 64, 76% |
| Incomes \$85,000+ 94% | Incomes 75,000+ 96% |
| Incomes \$30,000-56% | Incomes \$30,000-63% |
| Some college, 89% | Some college, 89% |

Statistics Canada May 10, 2010

Pew Internet & American Life Project December 2010

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<http://www.flickr.com/photos/el-amro21533689937/inset-7415702590288904>

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A Little Background

- Median age: 24.3 years
- Literacy rate: 71% (M=83%, F=58%)
- Unemployment: 9.7% (4% of youth enter workforce yearly)
- Food price inflation: 17% ↑
- Protest activity: April 2009- May 2010
 - 169 sit-ins, 112 strikes, 87 demonstrations, 63 protest marches

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Social Media as Protest



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Social Media and Mobilization

January 2011

- Facebook: 4.5MM
- Twitter: 360K

One month later

- Facebook: 5.6MM
- Twitter: 450K



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Social Movements and Their Actions

- ❑ A large number of people with a sense of collective identity who organize to promote or resist social change.
- ❑ Disseminate information
- ❑ Recruitment
- ❑ Promote interaction
- ❑ Mobilization

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Social Movements and the Internet

- ❑ Early adopters – Anti-globalization Movement
- ❑ Information - Publicity- Resources
- ❑ Identity formation
- ❑ Community development and network coordination
- ❑ Rapid mobilization

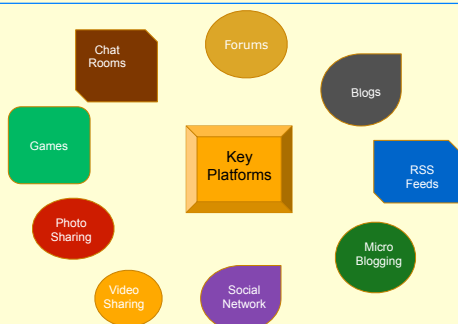
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Social Media

- ❑ A platform for conversations and informal learning
- ❑ Multiple conversations
- ❑ Places for sharing and collaboration
- ❑ Organic and uncontrolled
- ❑ Based on Social Network Theory

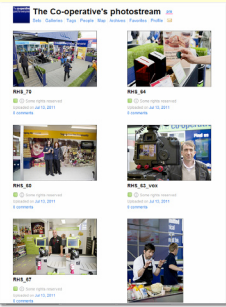
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Social Media

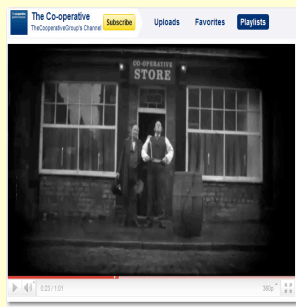


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Flickr



YouTube



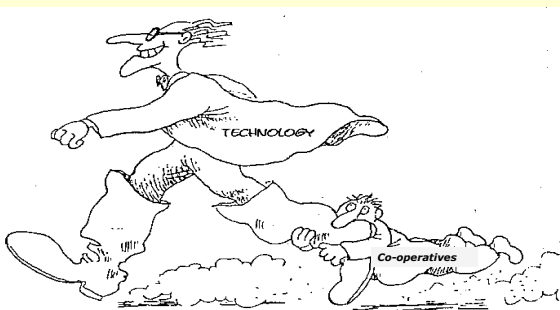
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Strategic Social Media Planning

"You've got to be very careful if you don't know where you are going, because you might not get there"
Yogi Berra

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BEWARE



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Be Aware

- ❑ Don't get caught up in the hype
- ❑ Every tool isn't appropriate for every organization
- ❑ Looks simple, but requires time
 - to understand and learn how to use... socially

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Strategic Social Media Planning

- Mission, goals, objectives
- What business are you in?
- Map technology to organizational goals
- Organizational goals, capacity and culture drive technology strategy

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What Are Your Objectives

- Increased awareness
- Increased communication
- Provide information
- Education
- Build reputation
- Increased sales
- Specific, measurable and realistic

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Get To Know Your Audience

- Demographics
- What do they want from the organization
- Listen
 - RSS Feeds
 - Alerts
- Comfort with technology
- Cyberliteracy
- Keep in mind future stakeholders

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Know Your Organizational Culture

- Tolerance for change
- Tolerance for risk
- Issues of privacy
- Issues of control
- Learning culture
- Remember "culture eats change for breakfast"

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Situation Analysis

- Annual budget
 - Size
 - Technology budget line
 - Training
- Present technical situation
- Barriers: lack of money, time and staff/volunteers etc
- Organizational support

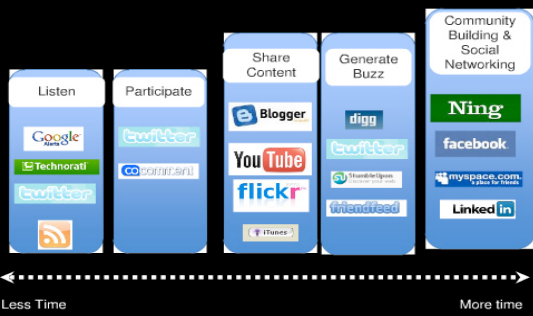
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Evaluate Technology/Application

- Evaluate based on goals, stakeholders, situational analysis and culture
- Budgetary evaluation: include purchasing, training, maintenance, support
- Evaluate hidden costs: ease of adoption, work disruption, learning curve
- Total cost of ownership

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It takes Time



Beth Kanter Creating your Organization's Social Media Strategy Map Slide 48
<http://tinyurl.com/ardjcl>

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Considerations

- Have other nonprofits demonstrated that the tool is worth the time to learn and use regularly?
- Does my organization need to reach the particular demographic on which this tool is focused?
- Does the tool provide significant resources and better access to people my organization doesn't already interact with?
- What is the ROI

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Monitor and Change as Necessary

- Some things work, some things don't
- Get feedback
- Rapid change is the norm
- Revisit plan often, at least to fine tune tactics

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Thank You

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