

# Catalyst Campaigns

Notes on Social Networking for New Organizing Institute 3/8/07

Its more than just a few young people on the campaign chatting...



AIM pages



Friendster

## Why use social networks for organizing:

By design, Social Networks are an incredible way to achieve third party validation of the campaign's messaging and a way to disseminate information quickly in very simple terms that can be rebroadcast over and over again!

## Social Networking and Political Campaigns:

Social Networks are only one part of the campaign but a great way to communicate a message to the base and motivate folks to stay involved. – However - do not look to social networks to solve all your campaign needs!

## Know the Uniqueness and the Limits of Each Social Networking Community:

- MySpace is music fans and cultural niches
- Facebook – Mostly college educated and regional networks
- Youtube – Content managing system for people that share videos
- Digg – Community of people that are news junkies
- StumbleUpon – are for folks that like checking out new websites
- AIM Pages – Instant Message based system with a ton of video content
- del.icio.us – A social book-marking manager system
- Flickr – Content managing system for people that share photos

## Catalyst Campaigns 10 Basic Rules for Social Networking for an Organization:

1. Social networks are about building a base of friends – Not doing persuasion or negative advertising
2. Find people with the same interests and communicate your message to them!
3. You only get out of social networks what you put into it!  
Your social network site is a conduit to your campaign – so the person that "staffs" your MySpace account needs to be able to answer questions, post new information, etc and represent your campaign to the community.
4. Advertise your social network sites! – Too many campaigns do not incorporate their social networking sites into their overall campaign ads. If you do not tell your friends that you have a peer to peer campaign – you will not be successful. Tell folks about your social networking sites online, off line, on lit, e-mail, supporters lists, etc
5. Frequently link back to your actual organization website to get e-mails and other information from your social network database.
6. Allow members to comment freely!  
Even if you do not always like what they have to say... You can still govern against spam advertisers and delete offensive comments – but you should allow negative comments just like a blog would.
7. Use search tools to find folks with similar interests!  
Ex: Search for Bob Menendez equals a number of NJ Democrats webpages come up, Buy blue, Blue Jersey, Drinking Liberally, and other organizations..
8. Make a bold statement – If its not passionate – people will not forward it! Rule of thumb: people only forward Sexy, Pain, Passionate or Humorous items!
9. Anything you say on your social networking site is fair game and part of the campaign!
10. Continue to communicate and build a community or your efforts will stagnate.  
Post new blogs, ask for input from the community, add video, take action, change your page layout!