

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010



# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

## Foreword

Welcome to the 'how to e-campaign' toolkit! My name is Martyn Sibley and I am the author of this guide. All of the hints and tips come from my personal experiences of starting my own online campaign. Before we dive into this I thought a little bit about me would be useful. I am 27 years old, I have an impairment called Spinal Muscular Atrophy, which means I use a wheelchair for mobility and have 24 hour care to live independently. I drive an adapted car, live in my own flat, work full time and have a rather hectic social life too. My online campaign was inspired by seeing the value in passing on my experiences of being disabled and grabbing life. I wanted to pass on information and advice to those who required it, pass on inspiration to others who needed a little boost of confidence and ideally begin changing some stereotypes of disability for people who had not come into contact with this world.

From this [www.martynsibley.com](http://www.martynsibley.com) was born. Using the contents of this manual I have had hits from all over the world, I was reviewed by an American website, have around 1000 people engaging with me and a network of people who believe in similar values to my own. My campaign is still in its infancy but I achieved the above and more in only one year. Whatever your passion and campaign, by following this guide you can really reach out further and make a bigger and better impact.

Lastly I want to add that I have had no technical or programming training for computers. E-campaigning is as much a philosophy and strategy as it is technical. Sure, I had to learn what the tools were and how to use them, but at no point did I feel out of depth. I would recommend entering with an open, positive mind knowing that computer experience is only a bonus, not a necessity. I say this as I know computers can be daunting.

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

**Commissioning:** This work was commissioned by Disability LIB - an alliance of 7 organisations offering capacity building support and advice to Disabled People's Organisations (DPOs) in England using rights based principles and business skills, at a time of financial crisis and political opportunity.



One of the Disability LIB milestones is to develop the 'younger generation', to take over the leadership of the disability movement. The Internet and Social Media is seen as a good way of reaching young disabled people. Furthermore Social Media gives DPOs other options of how they tell their stories, ensure people listen and ultimately contribute to their work.

It is acknowledged that there are barriers between some disabled people accessing a fulfilled online experience. When planning your social media strategy please ensure your platforms are accessible to all disabled people. This is particularly important to those with a visual impairment who use a screen reader.

For disabled people totally excluded from the digital world there are other methods of communication. Older and traditional marketing such as brochures, telephone calls and face to face is more efficient. You may want to consider a campaign to include marginalised disabled people from the new digital era.

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

## Introduction

The 'how to e-campaign' toolkit is broken down into three main sections;

- Telling your story
- Building your community
- The call to action

Throughout, the toolkit seeks to be clear and concise. Examples of other e-campaigns are used where appropriate to explain particular aspects. Where new social media tools are introduced to you, they should give you an understanding of what they are/do, how to use them and how they relate to one or more of the 3 sections above.

To stop the toolkit from being too word heavy – logos and pictures are used. Also, the websites for the tools have their own step-by-step guides. When this is the case you will be directed to the site and left to your own devices for registering etc.

Should you read any parts and not fully understand it, or a few weeks down the line you need something clarifying, support will be available to get you back on track. For now just read on and enjoy.

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

## Telling your story

### The groundwork –

There is actually a slight first step to telling your story that is the most vital piece of work you can do. This is around knowing exactly what your campaign is about and what it is aiming to achieve. As you read this, you may have a good story to tell and know exactly what your objectives are. In this case you are ready to start shouting from the roof tops. For those who know they have a passion, a group of people to reach out to and an impact to make, (but not sure exactly what this will be practically) the following may be helpful.

### With your fellow campaigners grab a big piece of paper and write down 3 lists:

1. A list of the problem/s you want to change. This could be around access to the physical environment (no dropped kerbs, too many steps, no hearing loops and no Braille present), it could be attitudinal (changing the way people behave towards disabled people, organisational (speak out against employment discrimination) or political (enforcing the DDA better, changing disability laws and policy).
2. Now list the people you want your campaign to engage with. This could be a specific person who you know, a generic group such as disabled students, the age, gender, location etc of a person who could benefit (an elderly person, drawing from their pension, who uses a mobility scooter to access their shops). Also list other people or organisations you will need to work with – government, professionals, experts in certain fields (law, politics) and so on.
3. Finally list what success would look like. Number of people engaged. Number of events setup due to your campaign. . Basically what change would be made? This part will more likely inform your call to action in section 3, but knowing where you are heading is essential before you even begin.

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

## Using the right tools –

Now you know your story, you are almost ready to tell the world. For those with a blank sheet of paper and (as is mostly the case) minimal budget, the following will give you everything you need and at a low cost! This part of the toolkit points you towards the key information you need to tell the world about your campaign. Firstly blogs:

Definition: A **blog** (a portmanteau {2 words joined together} of the term "**web log**") is a type of website or part of a website. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. (<http://en.wikipedia.org/wiki/Blog>)

In essence a blog covers all three sections of the toolkit. Later you will learn how it builds a community and calls them to action. For the purposes of this part, it is the platform for communicating your work. Without the blog you have no framework to lay out the campaign you are embarking on. The below are a menu of blog options. You may decide to choose just one or all of them. It is really up to you.



## Wordpress

The way to start your own blog from scratch and ensure full integration is on [www.wordpress.com](http://www.wordpress.com). Simply download the latest version and key in the required information to register. If you already have a website this may not be necessary, instead you can integrate the latter tools straight into your site. Wordpress allows you to create pages and entries for your site. On [www.martynsibley.com](http://www.martynsibley.com) there is a daily perspective page (regular blog posts on progression and general news), 'about' page, helpful links, wiser words (more political articles), details of speaking engagements and a contact page.

By using wordpress you can add, remove and edit these pages. Most pages remain static apart from the front one which will have the regular blog posts and the links to tools we will meet later.

**Cost: £0 - free**

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010



## WooTHEMES

If you want to customise the look of your site, go to [www.woothemes.com](http://www.woothemes.com) and choose off the shelf templates for your design. There are other sites too, so shop around and ensure the design suits your brand. Instructions should be given on how to upload this to your blog.

**Cost: £0 - £10.**

Depending on your preferred option, you can pickup good themes for free



## GoDaddy

You will also need a domain name – you can search for your ideal .com or .co.uk etc at [www.godaddy.com](http://www.godaddy.com) - as well as with many other helpful providers. Again, just use your preferred search engine, search 'domain names' and go wild. It is a good idea to use a url (website address) that is simple, that says what the site is about and is easy to spell correctly.

**Cost: Approximately £10 per annum.**

# How to e-campaign

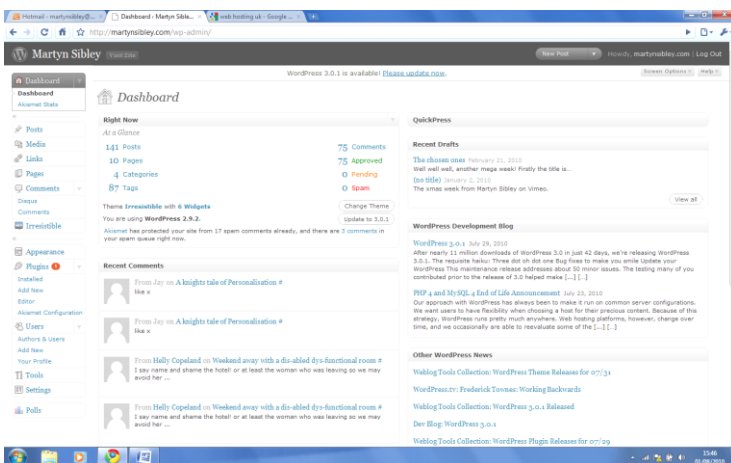
MARTYN SIBLEY | AUGUST 2010



So you have your wordpress login to add content, your design theme and your website domain name, what is next? Well, you need someone to host your site on the World Wide Web. If you go back to [www.wordpress.org](http://www.wordpress.org) and to the 'host' page, there are a selection of options for you to choose from.

**Cost: Approximately £18 per year (again, shop around for your needs).**

Screen shot -



The above shows a screenshot of the wordpress dashboard (area to control your blog). It is very simple to add new pages and posts, as well as editing existing context. We will revisit this page later for joining up with our other tools.

As mentioned, this toolkit is about the many sites and methods to help run your online campaign successfully. If any of the above proves difficult from an IT perspective, if the individual sites were of no assistance, nor could a generic search of the internet help, then ask someone you know with IT skills or contact Dislib. The most important thing is to be patient and teach yourself as you go. Often online forums such as 'opensource' sites give free advice and assistance, in true community fashion.

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

If you want something basic, a bit quicker to setup and more straightforward, there are 2 options. Please note you will not be able to use the later tools added into these options. These will give a quick and simple solution to providing the platform to tell the world of your work.



Tumblr allows a login facility, much like with wordpress. You can add text, photos and (as we progress into building your community) meet other tumblr people.

Go to <http://www.tumblr.com/register> and see for yourself. A quick and simple blogging option. Your url will be [www.tumblr.com/yourchosenname](http://www.tumblr.com/yourchosenname)



It is 99% sure that you will know facebook. It is mostly used for keeping in touch with friends through text communications, photos, videos and more recently a whole range of interactive applications. This in itself is a good idea for building your community. For telling your story however you can create your own fanpage. Again, name it effectively and share your views whole heartedly through this platform. You write content on the fanpage's wall and upload videos or photos accordingly.



Myspace is a popular platform for sharing music. You can use it for any form of content sharing with other myspace users and beyond.

Click through and see if it could suit your needs - <http://www.myspace.com/>

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

## Shouting from the rooftops –

Having passed through the more technical part of the guide, we can progress to the fun and the action. With a great looking website (or platform) you will need to start creating your pages and begin blogging. Do not get too hung up on content and style, just let your content be free. The idea is as people engage with your campaign; they want to know you personally too. For a long time organisations have acted as faceless entities. Presently and moving forward people like to understand the values, interests and personal side of this life.

There are 3 more accounts you need to open but these are the creative, engaging and most effective ones:



“Twitter is a real-time information network powered by people all around the world that lets you share and discover what’s happening now. Twitter asks “what’s happening” and makes the answer spread across the globe to millions, immediately.” <http://twitter.com/>

Twitter has become the most powerful tool for the success of martynsibley.com. In terms of telling your story, get creative with writing messages in 145 characters. Sounds tough, but when you’re at a rally, meeting someone crucial to the campaign or sharing a funny moment, it really engages people to your cause. Definitely register and start sharing real time moments with your ‘followers’. More to come on harnessing this beauty.



“From the beginning, Vimeo was created by filmmakers and video creators who wanted to share their creative work, along with intimate personal moments of their everyday life. As time went on, like-minded people came to the site and built a community of positive, encouraging individuals with a wide range of video interests. We hope that you feel inspired to show us both your creative side as well as your friendly side.” <http://vimeo.com/>

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

Whether on a digital camera in your drawer or an investment in something new like the flipcam (<http://www.theflip.com/en-gb/>) movie making is so crucial. How better to engage people than speaking straight down the lens about your passion, hopes dreams and aspirations. This is telling your story in the modern day. Whether a diary blog to update the campaigners, a movie on the exact problem you are hoping to solve or a random moment to share; there is nothing else as engaging as a short video.

In the name of fair competition, you can also do everything on Youtube as with Vimeo, its all about preference to your needs <http://www.youtube.com/>



“Flickr - almost certainly the best online photo management and sharing application in the world - has *two main goals*:

1. We want to help people make their photos available to the people who matter to them.
2. We want to enable new ways of organizing photos and video.” <http://www.flickr.com/>

Alongside telling your story with creative, fun and relevant blogs, tweets and videos, we clearly need some photos to showcase the amazing work you are doing. Sign up, get familiar and upload some photos showcasing your campaign. Whether an event you setup or the members in your office, continue putting faces to the names and enable your community you will build to feel a part of your campaign.

Once you have added the content to your blogs, thought of some tweets, created some video and uploaded your photos you need to integrate everything. If you plunged for the more basic platform you will need to cross reference all of the above to ensure people look at your different mediums. If you went for the Wordpress route you need to download the relevant applications from the Wordpress website ie. Twitter, Vimeo and Flickr. By embedding (placing all the different tools into one place) your tweets and photos onto your website so the information is easy to digest. They should also link direct to the actual Twitter and Flickr url you have.

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

Using your Vimeo account you have an option for every video uploaded to 'embed'. By clicking on this option you can copy and paste the coding into your Wordpress dashboard and the video will appear simply as a new blog post. Magic.

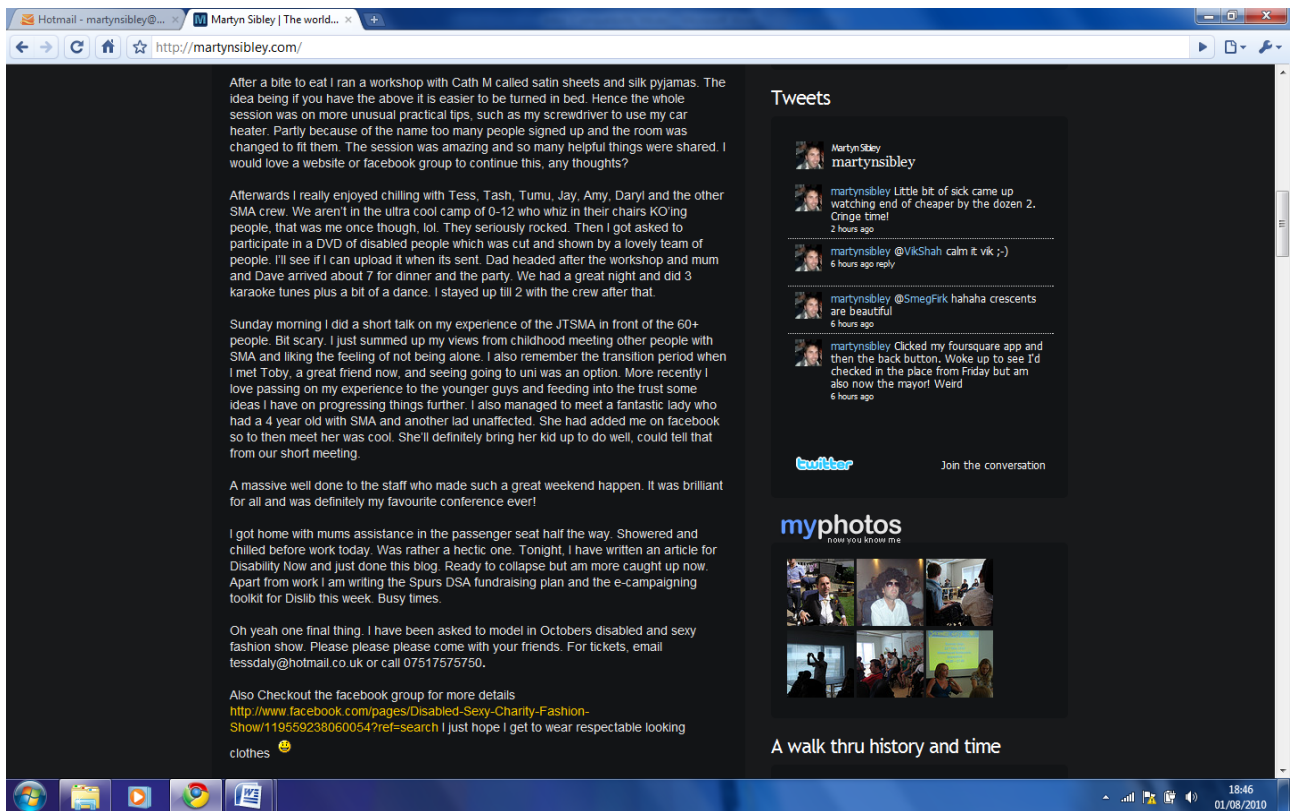
All of the sites I've mentioned should support you in maximising their services. When it comes to adding the applications, Wordpress will talk you through how to do so. If making your photos and Tweets appear on your blog proves hard, speak to a computer programmer for the assistance required here. That was my experience and it only took them 20 minutes to add this piece of the puzzle.



The first screenshot shows the page names at the top, the latest blog entry to the left side, the latest video to the right side, as well as the beginning of 'my background' explaining who I am and why I made the website.

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010



The second screen shot shows the end of a blog that was uploaded from the dashboard, the Twitter feed (linking to Twitter) and my photos (linking to flickr) on the right.

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

## Building your community

Having decided what your campaign and website is for, created some content to get things started and ensured they come together as soon as possible its time to tell people about it. Before you get carried away with talking, tweeting, writing, filming, photographing and so on remember this from the outset – you want a community of people with the same ideals as you, you want their input to add value to the cause and in the long run you are providing a platform for others. The first mistake many people make is to have one-way conversations. While you have started the campaign and know why, it can only work with 2 way conversations and support from a wider group of people.

Before we look at how you can do that, lets have a look at a case study of someone who used these tools for their own campaign. You may recognise him?



# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

Barack Obama had a simple story to tell and that was of hope. It applied to many people in the form of differing proposed changes to American policies, but the fundamental story was a campaign of hope. Through his website, blogs, tweets, videos, pictures and any other way he could communicate his story, he unified a massive community for one cause.

- He built a community of 13 million supporters on his email list
- 3 million online donors
- 3 million Facebook friends
- A peak of 8.5m monthly website hits
- 800,000 blogs were created to repeat this view
- 35,000 volunteer groups mobilised to run 200,000 offline events
- 70,000 fundraising hubs raised \$30 million

No wonder he made President!

The above shows how he told his story, built a community and the outcome from his calls to action, resulting with him becoming president. But how did he build such a massive community? Lets be honest, there was some money to invest in this scale of infrastructure and many, many people telling the story for the now president. However the theory is applicable to you and your campaign, believe me.

There are steps to take enabling the putting together of your community along the lines Mr.Obama took. These are to get out there on the World Wide Web and have conversations. It is not cool to keep talking to people and requesting they visit your blog. A much more subtle approach is needed.

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

## Reaching out –



Basically people need to come, see your platform and read your campaign messages. To get people interested in your facebook page or blog it is a good start by going to a search engine and searching for key words around your campaign. Partly you will get an idea of what is going on in this field from other people. It could further inform your ideas of your own actions and content. It is also a great start to acknowledge good work being carried out by other people. It is recommended therefore to blog and tweet about newsworthy stories.

This will give you a reputation of understanding the bigger picture and giving credit where credit is due. Essentially you can position yourself as a thought leader and expert of your field, by sharing relevant information to others.

Not only do you want to gain a good reputation, but you also want to simply engage with the right people. Use your online search for discussion rooms and forums. Start by observing the questions asked, seeing if they have a relevance to your campaign. Maybe post a question that can help you make your own progress. Also start to answer and contribute to the discussion. At this stage just engage. Over time people will like your comments and be intrigued to learn more. You will find appropriate moments to promote your campaign and general activities, just ensure it comes across as information and not just self promotion. An example would be a tweet and facebook update saying “new blog post: ‘Title’ – [www.linktoyourwebsite.com](http://www.linktoyourwebsite.com)”.

## Using the tools –

The above really is a matter of the more you put in, the more you get out. While you engage out in the World Wide Web you can also utilise the tools provided in section one. Run searches on flickr, vimeo and Twitter for key words. Use the same approach in terms of spreading interesting news from these mediums and sharing the work of great individuals. Again, you will learn more yourself

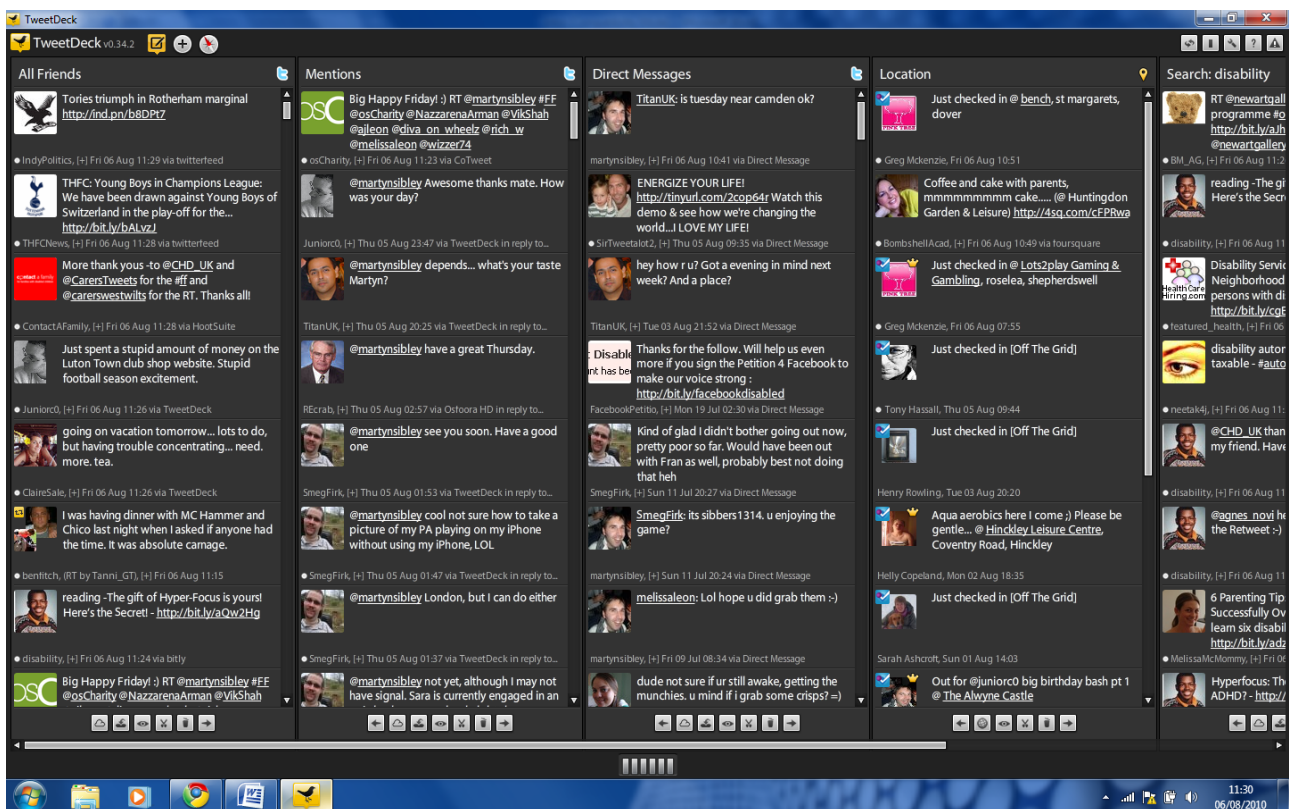
# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

while forging interesting relationships in these arenas, in turn raising awareness of your blog and campaign.



<http://www.tweetdeck.com/> is another must use tool. It is a piece of software that enables you to use Twitter more effectively. Most importantly you can send your Tweets from here, so you can efficiently do away with Twitter.com and use the one portal for Tweeting. Secondly as the below screenshots shows you can do much more.



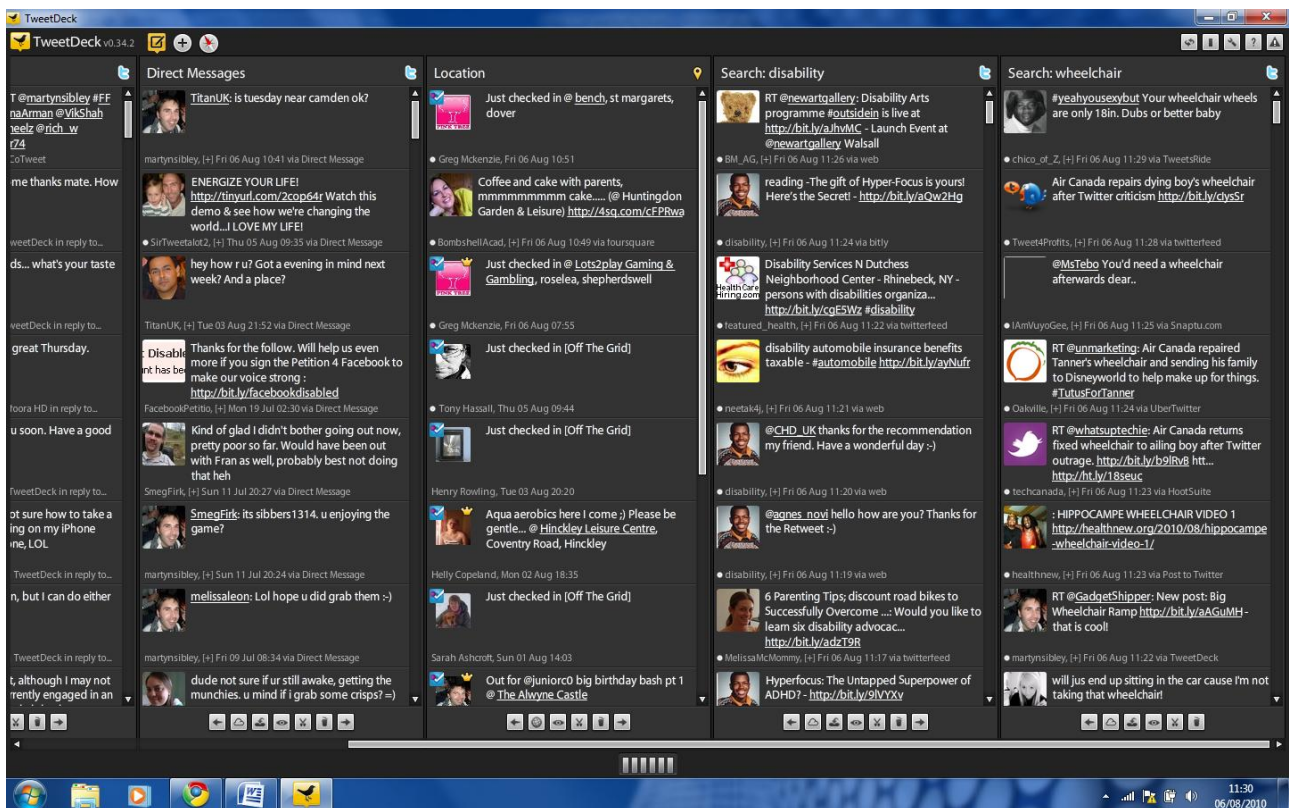
- The left column shows the chronologically ordered Tweets of people you follow. Once you have connected with interesting people you can see their up to-the-minute tweets.
- Next to this is 'mentions'. Whenever anyone uses your tweet-handle (mine is @martynsibley) this will show up here. It may be they are openly replying to you (as opposed to a private direct message), or are retweeting something you already typed (sharing your tweet with

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

their followers). Either way this is great because their followers will hear of you and may follow you too.

- Direct Messages are next along the screenshot. These are messages only you can see. Just adds a bit of privacy if needs be.



- Following on from DM's you can add your own columns. Above you can see I have 'Location' which is when people use an app called foursquare (it would be possible to do a whole new toolkit on potential uses of this).
- Then there are 2 searches above for 'disability' and 'wheelchair'. This shows the most recent tweets (scrolling down to older ones) with these words in them.

Having familiarised yourselves with Tweetdeck, how does it help build a community? Well firstly you are able to see what the people you have chosen to follow are saying. You can see when someone has mentioned your tweets and you are viewing tweets with keywords related to your campaign. The trick is then to send out engaging tweets (tell your story), reply to tweets

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

mentioning you in them and in an engaging and inspiring way. Finally to then make contact with those tweeting about things of interest (build your community). You will need to start slowly, purposefully and patiently. Over time you will find good people and organisations, have more people following you and participating in interesting, 2-way dialogues on the matters closest to your heart.

Now you are talking about your campaign, engaging with the right people and learning many new things as you go, there are one or two other things left to do.

- Make sure the content is fresh, consistent in message and sent through all of your channels. As you engage with new people be proud of your work and tell them about it when its relevant.

- Be interested in what others are doing and share their success and problems. Continuing this interaction will energise your activities, create perfect opportunities to collaborate and get you to the final part of this journey – the call to action.



# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

## The call to action

Starting with another example of how social media assisted a campaign – Attendance Allowance and Disabled Living Allowance (AA and DLA).

It was proposed there would be cuts under the Labour government (oh how far we have not come since then). The issue was the AA/DLA benefits may have been swallowed up by the new social care reforms. Disability charities mobilised their supporters and began flexing their lobbying muscles. This time they got very serious and went – online!

Through telling the story of the problem, engaging people through different mediums and discussing potential solutions a newer force was created. Whether on twitter, facebook groups, through videos and pictures a whole community was gathered to speak out.

Now we are on section 3, the call to action, it is helpful to look at this aspect with the AA/DLA campaign. As soon as the community was formed and fired ready to act, they needed their call. So an online e-petition was placed designed and uploaded. The call to action was for the community to simply go to the link and fill in their details of support. The petitions collected 23,710 names opposing the cuts. It provoked a government response stating these benefits would be protected. As importantly it put social care and disability at the forefront of any further government policy decisions.

As you can see after all of that build up, both for the AA/DLA campaign and indeed from this toolkit, the action itself didn't seem so amazingly complex and intricate. Instead this call to action, like any good call to action, was simple yet effective.

Firstly there is a need for the right timing. Had the call have come too soon there would not have been as many people engaged in the campaign. Equally

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

if it had of come later the government may have already made their decisions and acted. Therefore always make your call to action at the right time.

Secondly, think of the simplest way to call, with the most impact. Look back at your 3 lists from part one of this toolkit. What are your campaigns values, who are you working with and who are you trying to support, and finally what is are your outcomes? You will probably have multiple calls to action and only you can know how they are carried out best. It most probably will be a call to action for one or more of the following:

- # People to join the campaign in some way – membership, petition, facebook group
- # People to donate money for the cause – monthly giving, one off amount, their time
- # People to volunteer – a donation can be in time. With people's time they can amplify your message, setup their own events, fundraise for you and many other ways too
- # People to attend an event – whether a gathering, a fundraiser or a campaign rally, people need the call to action to attend

This should give you some ideas of the final, yet most crucial part of this journey. For Obama it was an action to empower people supporting in their chosen way. For the AA/DLA cuts it was a simple online petition. For [www.martynsibley.com](http://www.martynsibley.com) it has been to attend events aimed at enhancing disabled people's leisure time.

Whatever yours is, please do one thing. Make sure the call follows passionate and creative messages, after gathering as many people (who share your campaign principles), and make the

# How to e-campaign

MARTYN SIBLEY | AUGUST 2010

action simple yet full of impact. You will be amazed at the rewards your campaign can reap from such a simple use of low cost tools, all on the World Wide Web.

## Good Luck!