

Engaging People Online

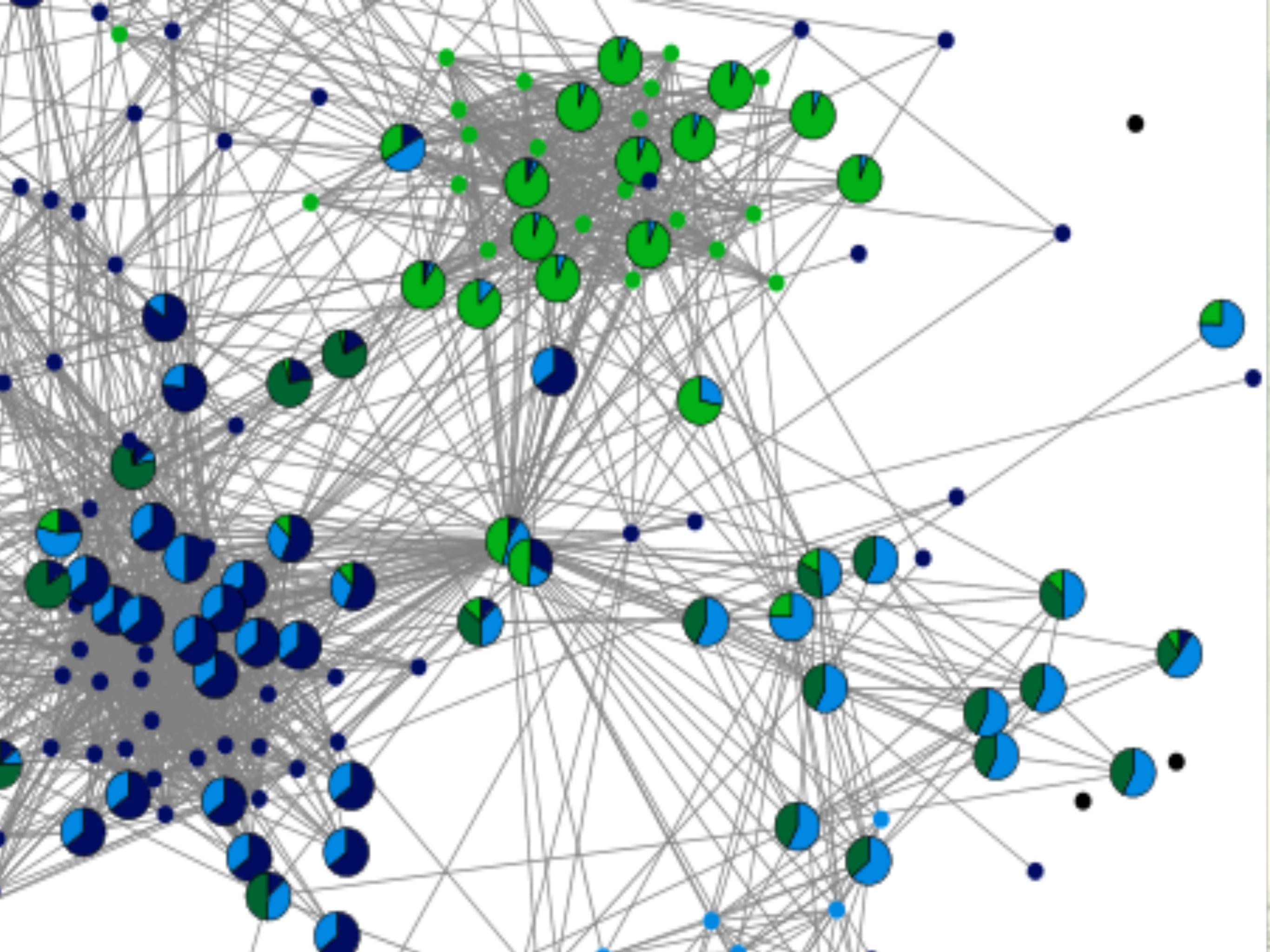
I. ONLINE COMMUNITIES

II. URGENT RESPONSE


III. TRANSPARENCY & ACCOUNTABILITY

Engaging People Online

I. ONLINE COMMUNITIES



Q: WHAT IS THE MOST
IMPORTANT THING TO
KNOW WHEN ENGAGING
PEOPLE ON (OR OFF) LINE?

- A) What you want them to do
- B) Which tools you will use
- C) Who they are 

WHERE WE'RE HEADED

I. Audience



II. Action ladders

a. Content

b. Connections

c. Action

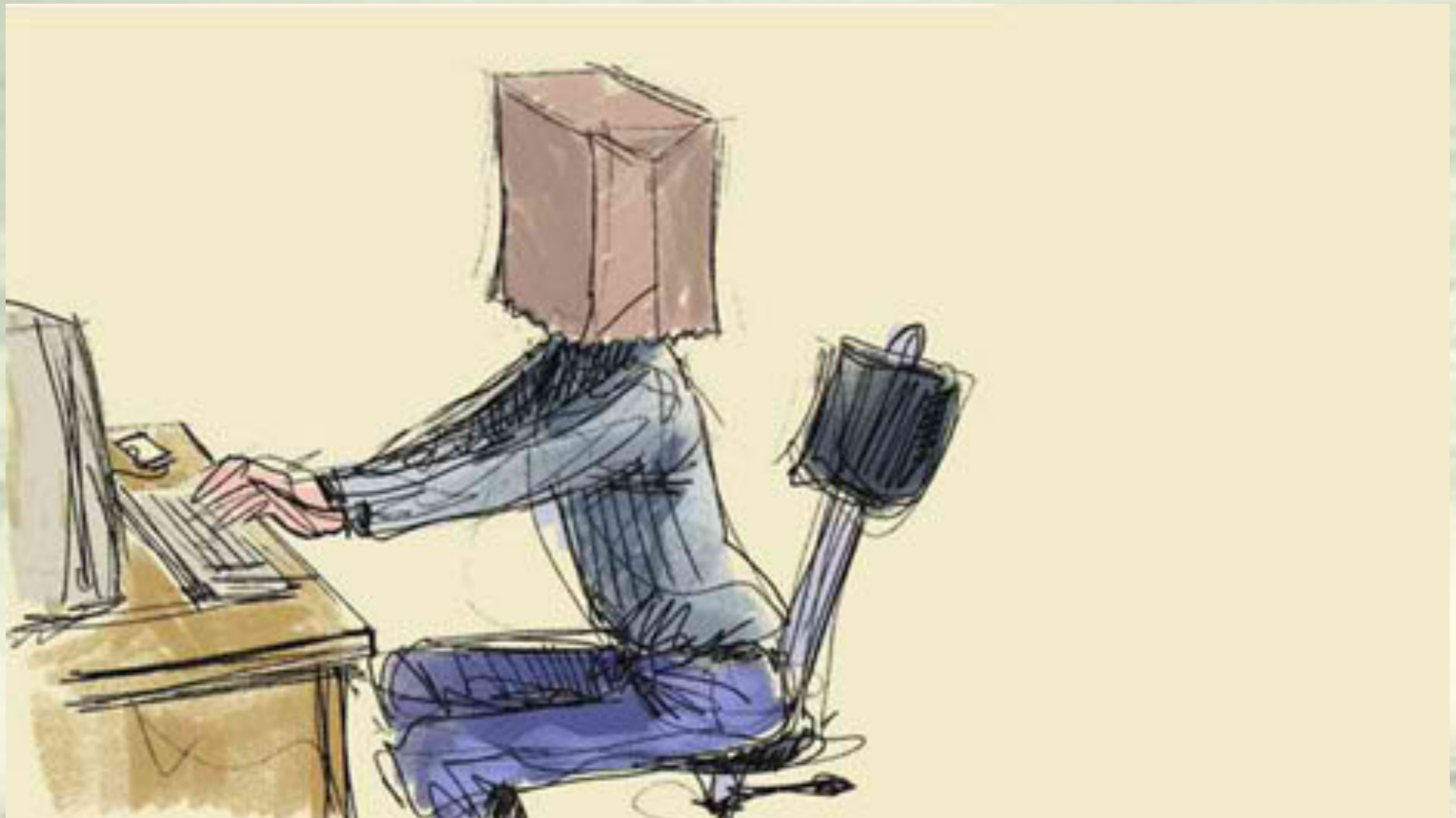
TO BETTER UNDERSTAND WHAT WE MEAN BY AUDIENCE LET'S START WITH OUR SELVES:

Why are you interested in this topic?

Define “engagement” (for you).

If someone were trying to engage you online where should they find you and what should they say?

CAN YOU KNOW AN ANONYMOUS AUDIENCE?



WHAT CAN YOU KNOW ABOUT THEM?

- Interests
- Education + Language
- Behavior
- Goals

3 QUESTIONS TO ASK ABOUT YOUR AUDIENCE

Any Guesses?

1) WHERE ARE THEY?



2) WHERE DO THEY
EXCHANGE INFORMATION?



3) AND WHY?

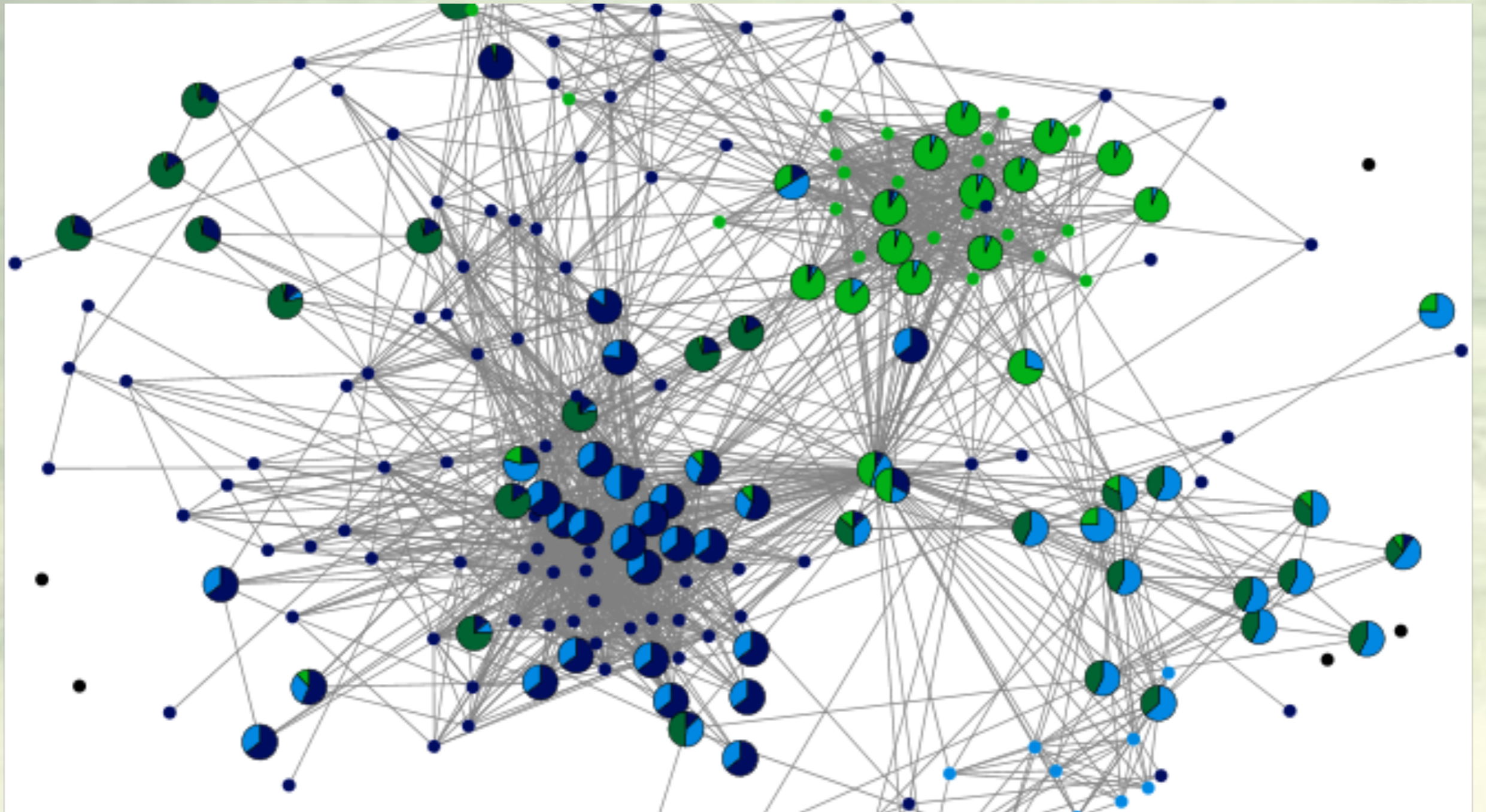


WHAT DOES KNOWING OUR
AUDIENCE HAVE TO DO WITH
KNOWING HOW TO ENGAGE P
ON ONLINE COMMUNITIES?

BY KNOWING AUDIENCES WE
CAN GET FROM THIS:



TO THIS:



HOW DO WE LEARN MORE ABOUT OUR AUDIENCE?

Common Sense
Research & Analytics

COMMON SENSE

I wouldn't hire me to engage these people 😊



RESEARCH & ANALYTICS

- Observe
- Audit Content
- Analytics and Insights
- Polls

AUDIENCE SCENARIOS



Techie

Mike

25-34 single male
living with friends

Mike works as a graphic designer in a small agency and one day wants to run his own agency.

He's got an iPhone and a Vodafone 360 H1 by Samsung phone, one personal and one for work. He follows friends and key people in the design industry via Twitter, blogs, and RSS feeds. He uses his iPhone for work emails and his H1 for Facebook.

He uses Twitter to post updates about what he's up to with his project work as well as using it as a tool to find out what people are up to and to invite them to events. He uses Facebook to share personal photos and video and keeps a Tumblr blog to post interesting things he discovers and share them with his friends and followers.



Socialite

Zoë

18-33 single female
living with friends

Zoë is studying a Masters in International Development unsure of what the future lies ahead of her.

She is constantly using the Facebook app on her Vodafone 360 M1 by Samsung phone as well as on her PC to upload and tag photos and videos from places she's been to with her friends, as well as to find out and comment on who's been where at which club nights and parties.

She regularly texts and messages her friends to find out if they've heard about a new pop-up shop she heard about via a flyer, or one-off warehouse party started by friends of friends.



Cost-conscious

Geoff

35-49 married male
with young kids

Geoff works as an senior architect in a large practice, and has a wife and a young girl and 6-month baby boy. He thinks the time is right to start looking for a bigger home for his family.

Geoff uses his Vodafone 360 H1 to take photos and videos of prospective sites he visits. He purchased the H1 because of its ability to check email, surf the web, use apps, and take photos and video.

He loves the built-in camera and also uses this phone on holiday to take snaps of the family as it fits in his pocket and doesn't want to carry a large SLR around with him. He likes to upload his photos and video to Flickr and share them with his family and friends. He also creates photo books from his holidays snaps to give as gifts to his parents.

REVIEW

True/False Question:

“There is only one audience for each online community.”

Add your answer to the chat box!

REVIEW

- What **don't** we need to know about our audience?
 - A) Where they hang out online
 - B) How they learn about current events and what their family/friends are up to
 - C) Their email address
 - D) Why they care about exchanging information online

Add your answer to the chat box!

REVIEW: TAKEAWAYS

- Learn the wheres, whats and whys of the people you want to engage online
- Never enter an online platform without knowing that there is a community there who you want to engage with
- Any given platform has many overlapping/connected communities within it

Question/Answer/Comment Break

go on



without me

WHERE WE'VE BEEN:

I. Audience

WHERE WE'RE HEADED:

II. Action ladders

- a. Content
- b. Connections
- c. Action



ACTION LADDERS

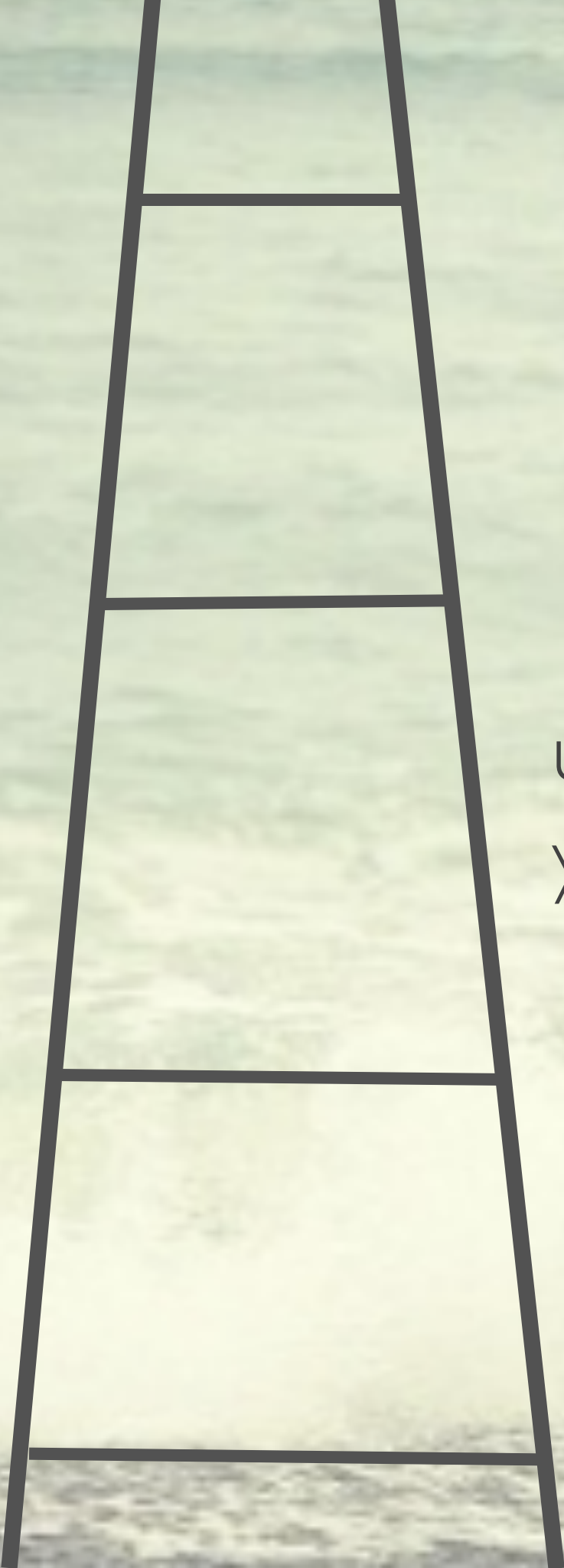
- Foot in the door technique
- Content, connections, & action



What makes content good or bad?

- Targeted
- Character driven
- Intelligent

CONTENT

- 
- Why all this focus on content?
 - When community members step up the ladder...what does it mean for your work?
 - Horizontal ties for vertical actions



CONNECTIONS

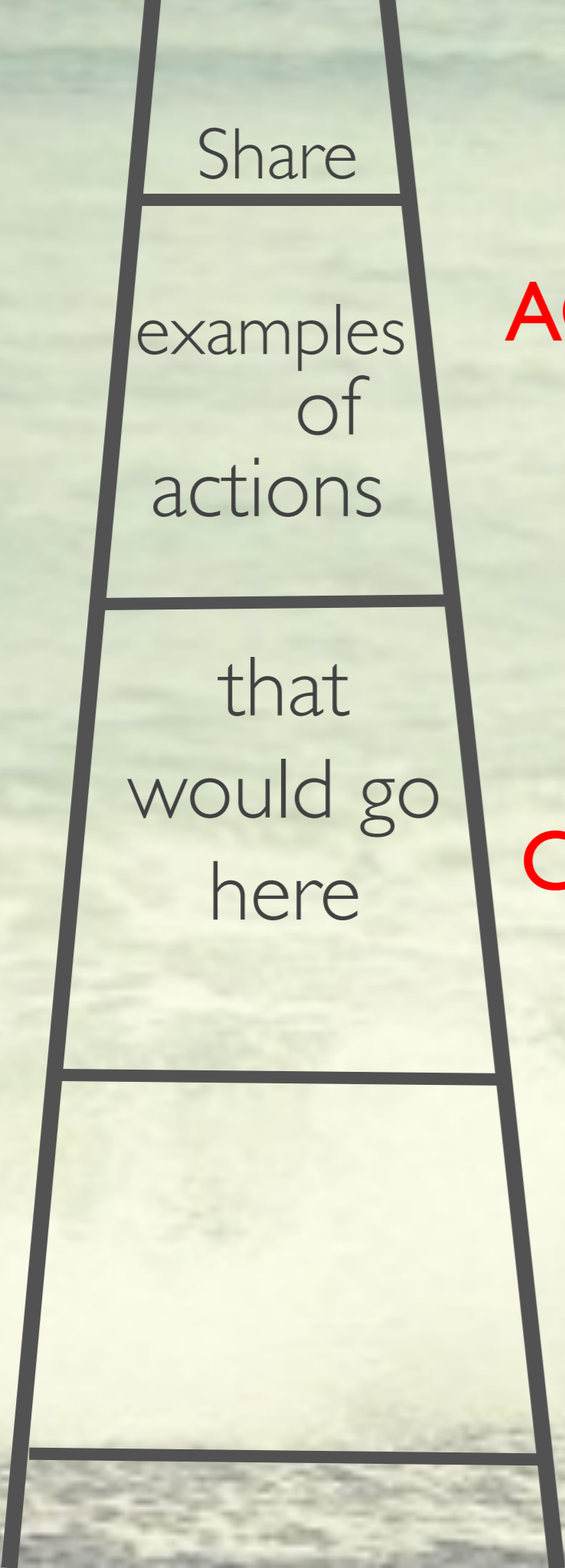
FACILITATE CONVERSATIONS

Communities, unlike teams and other structures, need to invite the interaction that makes them alive. For example, a park is more appealing to use if its location provides a short cut between destinations. It invites people to sit for lunch or chat if it has benches set slightly off the main path, visible, but just out of earshot, next to something interesting like a flower bed or a patch of sunlight



ACTIONS

- Clear
- Options
- Transformable



Share

examples
of
actions

that
would go
here

ACTIONS

Management

Endorsement

Attendance

USG

CONNECTIONS

SMS

Emails

Shares

Retweets

CONTENT

Likes

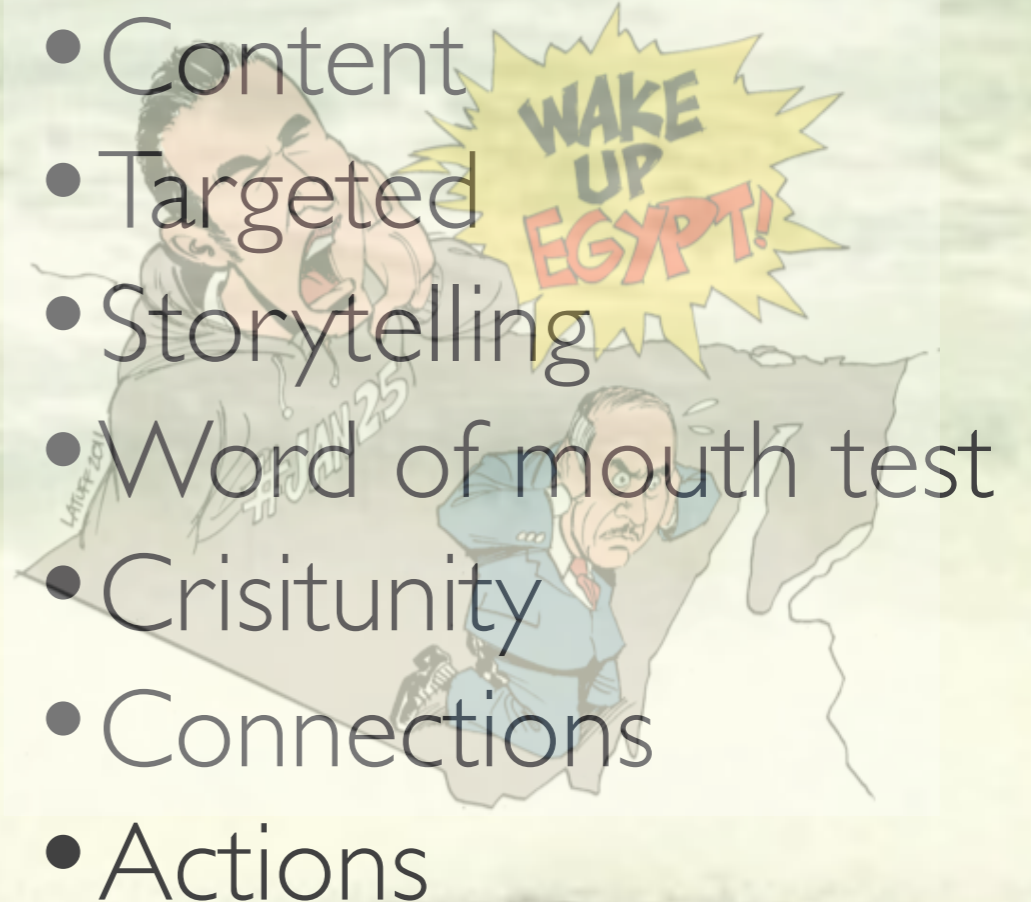
REVIEW

To create a strong action ladder what do you need?

- A. AUDIENCE INFORMATION
- B. GOOD STORIES
- C. RELATIONSHIPS
- D. ALL OF THE ABOVE

We Are All Khaled Said

CASE STUDY DEEP DIVE

- Content
 - Targeted
 - Storytelling
 - Word of mouth test
 - Crisitunity
 - Connections
 - Actions
- 
- A cartoon illustration featuring a man in a grey hoodie shouting with his mouth wide open. A yellow starburst next to him contains the text 'WAKE UP EGYPT!' in bold, black and red letters. Below the man is a map of Egypt, and another smaller figure of a man in a blue uniform is visible on the map. The background of the illustration is a light, textured surface.

WHAT HAPPENED?



كلنا خالد سعيد

June 14, 2010

يا ريت تعملوا لايك يا جماعة: أنا عايز أسأل أي شاب أو شابة لسه مغيرش صورة البروفايل لصورة خالد سعيد ... مغيرتوهاش ليه؟ دي أبسط حاجة تقدرنا تعملها للتفاعل مع قضية خالد .. خالد شاب زيي وزيك اتضرب واتعذب وصرخ لحد الموت .. خالد هو رمز القهر والظلم .. وحق خالد مش هيبجي الا لو اتحدنا سوا .. انضموا للآلاف اللي غيروا صورتهم ... وكل اللي غير صورته يقول لنا علشان نشجع بعض



FIRST POST

The first thing I posted on the page was direct and blunt. It voiced the outrage and sadness that I felt.

Today they killed Khaled. If I don't act for his sake, tomorrow they will kill me.



49 Likes



33 Comments

VOICE

I spoke on the page in the first person, posing as Khaled Said. What drove me, more than anything else, was the thought that I could speak for him, and if even a single victim of the regime could have the chance to defend himself, it would be a turning point.

PERSON TO PERSON

that were regularly used by activists, like *nizaam*, the Arabic word for “regime.” I was keen to convey to page members the sense that I was one of them, that I was not different in any way. Using the pronoun *I* was critical to establishing the fact that the page was not managed by an organization, political party, or movement of any kind. On the contrary, the writer was an ordinary Egyptian devastated by the brutality inflicted on Khaled Said and motivated to seek justice. This informality contributed to the page’s popularity and people’s acceptance of its posts.

CHARACTERS



Like · Comment · Share

👍 2,888 💬 2,893 📄 12

CONNECTIONS

One picture the page received drove this point home; a pregnant woman sent us an ultrasonographic image of her fetus with a caption that read: “My name is Khaled, and I’m coming to the world in three months. I will never forget Khaled Said and I will demand justice for his case.”

The images worked like magic. Members



SIES
الحياتية القلوبان
19 52

كالبيدا
إستراتيجية تقنية بالحدائق

FRESH

TORNA
EL ARA

SMART

القنطرة
El Moadi

ACTIONS

MEMBERS FOR THE SAME WAY.

Mohamed, 26, Alexandria: How about if we all gather along the Alexandria coast on Friday? We would face the sea with our backs to the street holding hands in silent expression of our disapproval of the injustice inflicted upon Khaled Said. We should try to cover the stretch between the Alexandria Library and Muntazah. It's not a demonstration, but a silent expression of disapproval.

 431 Likes  152 Comments

ACTION IS SHAPED BY COMMUNITY MEMBERS

proactive but not provocative. The general reaction to the idea was positive, and most of the members' comments expressed agreement.

Scores of e-mails flowed in to develop the idea. The most important comment was that the effort should not turn into a typical political demonstration, so I called it the Silent Stand, to make the name a clear reminder to all participants that they were not supposed to chant or wave placards or banners. Following a suggestion from one of the members,

COMMUNITY MEMBERS ARE THE BEST MARKETERS

the page. The page resembled a product being marketed by its loyal users. For this reason, we relied on the members themselves to promote the event.

The press release was published on the page, and members were asked not only to distribute it but also to promote the event by designing invitations. A call was put out to all professional graphic designers who were willing to help design logos and banners for the Silent Stand.

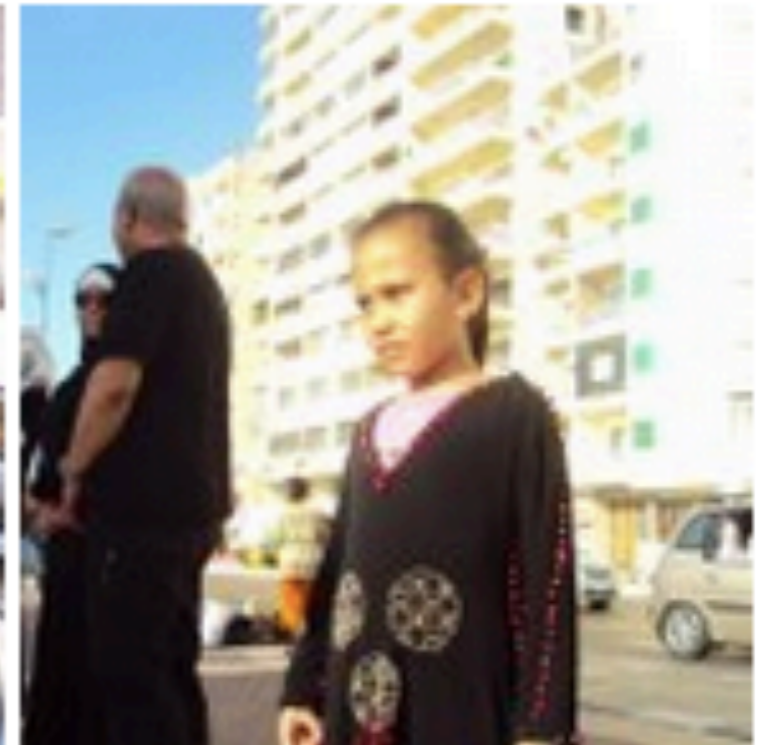
SHARE CONTENT FROM ACTIONS

Each one of the images we posted carried much greater impact than many days' worth of writing. There is a difference between writing to urge people to do something and showing an image that proves it can be done. Whoever said

FOR ONLINE – OFFLINE



الوقفة الصامتة added 36 photos to the album
الأولى لخالد سعيد
June 19, 2010



OPTIONS FOR PARTICIPATION



كنا خالد سعيد added 29 photos to the album كنا خالد سعيد.
June 23, 2010



ACCELERATED

Last Friday this page was launched . . . On Tuesday Mohamed sent his suggestion and it was announced to everyone . . . On Friday more than 100,000 members had joined the page and thousands went out in Cairo and Alexandria implementing an idea that was never done before in Egypt . . . So can we do just about anything or what?!



557 Likes



206 Comments

TRUST/ANONYMITY

The nature of the comments also changed significantly. The page developed its own culture, and its members began to feel that they belonged to a community. Commenters defended Khaled Said and the page's mission, even though no one knew who was behind the page.

COMPLETELY HORIZONTAL BUILDING CONNECTIONS

How did security forces react to your participation in the stand?

- 47% They did not even speak to me.
- 32% They spoke with me but I was very calm.
- 15% They spoke with me and I was normal.
- 6% I got angry and they provoked me.

Do you feel the Silent Stand was effective?

- 28% Very effective
- 38% Satisfactory
- 3% Not effective
- 12% Useless
- 19% I don't care

For those who didn't join the Silent

Stand, why didn't you participate?

- 6% I was scared.
- 4% I had exams.
- 6% I was too lazy.
- 16% I had work.
- 25% My parents would not let me.
- 20% I'm outside of Egypt.
- 17% I'm not convinced.
- 6% I did not know the scheduled time.

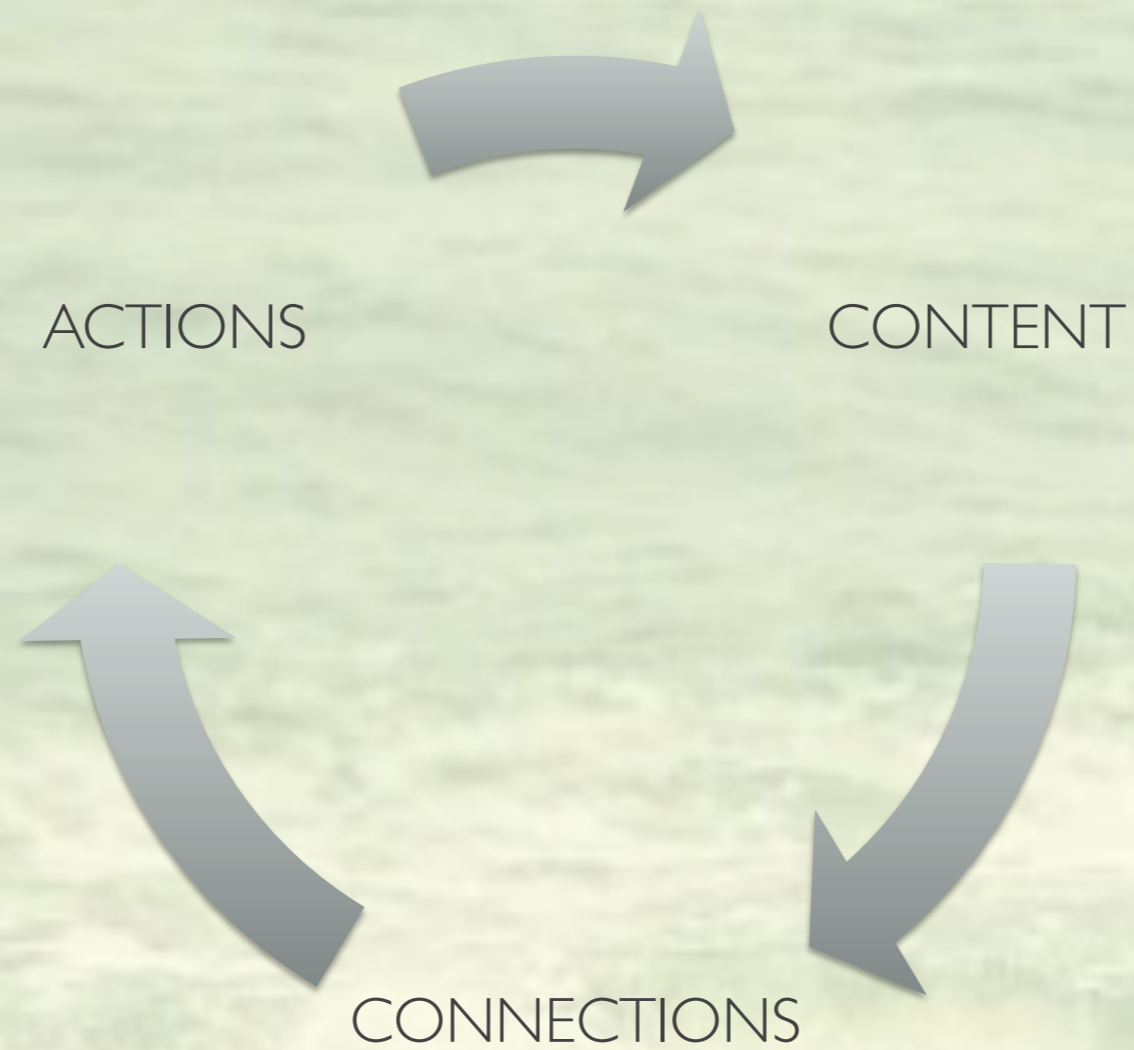
Will you come to the next stand?

- 39% Certainly.
- 39% Most probably.
- 22% I will not come.

MORE CONTENT

The day following the stand I felt the need to create a video that would compile the spectacular images captured by the participants. The video would have to be set to a song that expressed the current situation.

VIRTUOUS CYCLE



REVIEW

- Who was the audience?
- Did the community builder know them?
- What was the content?
- Actions?

Type answers into the chat area or raise your hand!

FACEBOOK DEEP DIVE

EdgeRank

Affinity

Weight

Likes < Statuses < Links < Pictures/Videos

Recency

Social Ads & Microtargeting

TWITTER DEEP DIVE

Part of audience research – find where they
are on Twitter

Hashtags? Influentials?

- @ people (but not too much)



**Do I LOOK
as if I
feel like
sharing?**

Links

- <http://blog.kissmetrics.com/user-personas-for-cro/>
- <http://icanhas.cheezburger.com/>
- <http://blog.kissmetrics.com/guide-to-facebook-insights/>
- <http://www.youtube.com/watch?v=2guKJfvq4ul>
- <http://developer.vodafone.com/>
- [“Revolution 2.0” by Wael Ghonim \(Houghton Mifflin Harcourt 2012\)](#)