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A full service
digital political
consulting firm

A few select clients
Jeff Merkley for US Senate
Joe Kennedy III for Congress
WA Alliance for Gun Responsibility
Yes on CCC Bond, 2014
Overview

• Who we are
• Some historical perspective
• Big Picture: the Net Effect
• Internet Organizing 101
• Survive & Succeed
The Past is Prologue

- 1862: Telegraph
The Past is Prologue

- 1933: Radio
The Past is Prologue

- 1960: Television
The Past is Prologue

- 1970s - 1980s: Direct mail fundraising
The Past is Prologue

• The 2000s: Campaigns go digital

**John McCain**
In 2000, the first million-dollar night

**Howard Dean**
$51 million
625,000 donations
61% under $200

**Barack Obama**
2008: $500 million
2012: $525 million
92% under $100
The Past is Prologue
The Net Effect

• Bad Old Days - one-way communication

• Voters Talk Back - the impact of email
The Net Effect

- Networked Communities of Interest
The Net Effect

• Who are your friends?
  - They share your values and interests.
  - Often, they share your geography and age.
  - It’s the cause of *The Big Sort*. 
The Net Effect

• The rise of “people like me”
  - Trust in institutions is collapsing
  - But “people like me” winning trust
The Net Effect

• It’s all about the network.
  - People can talk to each faster and easier than ever.
  - Ideas move like wildfire. (Even bad ones.)
  - The networks are ad hoc & independent.
The Net Effect

• Politics is social networking.
  - Victory, as always, goes to the team that organizes and communicates best.

• Your job: Activate the networks
Internet Organizing 101

• Tools
  - Compelling content
  - Email broadcasting
  - Social media
  - Digital advertising
Internet Organizing 101

• What the internet isn’t...
  - a magic ATM
  - a one-way message machine

• What the internet is...
  - old-fashioned organizing
Compelling Content

• audience
  - active supporters
  - **not** undecided voters

• voice
  - personal, one-on-one
  - **not** brochure-ese

• message
  - get involved
  - **not** “vote for me!”

• fresh & timely
  - daily/weekly updates
  - **not** build-and-forget
Email Broadcasting
Reach out and touch someone

• Effective email
  - campaigns; not one-shot emails
  - short is sweet; be compelling & personal
    • subject lines are critical
    • say one thing, ask one thing
    • email is one-to-one
Email Broadcasting
Reach out and touch someone

• *Don’t* send regularly
  - abolish "newsletters"
  - be sporadic
  - be timely
  - be meaningful
Email Broadcasting
Reach out and touch someone

- List management and growth
  - use an email broadcasting provider
  - don’t be a spammer
  - focus on organic growth
    - capture everywhere
    - use petitions
    - don’t forget paid opt-in acquisition
Social media

- Facebook: chat with my friends
  - trusted, non-anonymous, semi-private
  - mostly two-way relationships
  - ~75% market share
- Twitter: talk to the world
  - anonymity, celebrity, spam
  - mostly one-way relationships
  - ~12% market share
- (Instagram, Pinterest, Snapchat...)
It’s a Facebook World

• 1.35 billion active global users.
• 182 million in the USA.
  - That’s 75% of all Americans.
• 2.4 million adults in Oregon (78%)
  - 1.6m over 30, 680k over 50
• Half use Facebook every day.
Facebook: Profiles vs. Groups vs. Pages

- A profile is a person.
- A group is an informal gathering.
- A page is a brand or organization.
Relevancy & the News Feed

- News feed surfaces relevant stuff
  - special people & major life changes
  - people & pages you interact with
  - posts that your friends interact with
Relevancy & the News Feed

- Consider the implications!
  - interaction is critical
  - continuous feeding is critical
  - conflict is good
  - (jumpstart with paid promotion)
Facebook insights

• **Metrics**
  - Shares (per post)
  - Engagement
  - Reach

• **Pay attention to what works**
  - And do more of that!
Communicate like a human

• What are you thinking?
  - (not just: what are you doing?)
• Ask questions.
• Post photos - smiles earn likes!
• Ask for the share, like, or comment
• Post outside 9-5 work hours.
  - When are you on Facebook?
• Engage, don’t do drive-by posting.
How many Facebook fans?

• It’s about reach.
  - How many friends do your fans have?
  - Your goal: 100% second-degree reach.
  - This usually means 1-3% of the electorate.
  - *Sharing is everything*...
How many Facebook fans?

• It’s about reach - your fans’ friends.
Digital Advertising

- Acquisition & Fundraising vs. Branding & Voter Contact
- Types of ads
  - Facebook ads
  - search ads (Google)
  - display ads (Google, direct)
Digital Advertising: Facebook

• Display + text.
  - Deliver persuasion messages
  - Win new fans
Digital Advertising: Facebook

- Display + text.
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Digital Advertising: Facebook

• Targeting
  - by geography, age, gender
  - by interests, workplaces, colleges
  - your fans and friends-of-fans

• Ads are actionable and clickable.

• Goal: Find fans and acquire emails.
  - Also, boosting interaction and giving your message big reach
Digital Advertising: Facebook

• Key content tactics
  - Be relevant, timely, and specific
  - Big, bold colors and faces
  - Use “like”-able text
  - Promoted posts can pop interaction levels
Digital Advertising: Google

- **Google Adwords, Search**
  - On the search engine
  - Text only
  - Keyword-based targeting
  - Pay-per-click (CPC)
  - Small volume, high clickthrough
  - For the “homework doers”
Digital Advertising: Google

100 Years Ago
Portlanders came together to build great schools. Let's do it again!

Great schools build a great city.

Great schools build a great city.

Great schools build a great city.

Great schools build a great city.

Great schools build a great city.
Digital Advertising: Google
Digital Advertising: Google

- Key tactics for Adwords
  - Pay per impression (CPM)
  - Big, bold colors and text
  - Big photos (smiles!)
  - Clear call-to-action
  - Target by geography
Digital Advertising: Other

• Direct Purchase of Display Ads
  - Target specific sites (esp. non-Google)
  - Very expensive - $10-20 CPM
  - Very little ad rotation
  - Poor reporting
  - In some local areas, the only option
  - New: voter-file targeting (?!)

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Digital Advertising: YouTube
Digital Advertising: YouTube

• YouTube video
  - Geo-targeted (better than cable/broadcast)
  - Lean-forward, not sit-back
  - Consider the SKIP button
  - Make YouTube videos, not TV ads

• Facebook video
  - Muted, so use text on screen
  - Make it “like”-able.
Survive & Succeed

• Be authentic.
  - Be yourself. Be human.
    • (don’t be the organization)
  - Be real-time.
  - Don’t be afraid of taking a stand.
  - Grow and empower the network
  - Have a plan, but don’t wait until it’s perfect.

• Above all else:
  Act online like you act off-line.