Curriculum of Change

INTRODUCTION

Project Overview

Today's digital media--Internet, cell phones, texting and SMS--have become the most powerful way to organize and inform people. We also see how profound a digital divide exists, in that so many people lack the knowledge of how to tell their own stories, even as web-based tools increasingly come to dominate public discourse.

So, how so we address the issue that not enough community members have the online skills, news judgement and social media experience to share information on their issues?

With the support of The California Endowment, Oakland Local has developed a media training module that that can be used to train community members, non-profit staffers, local organizers, college interns, high school students and other interested parties how to tell their own stories

online. We think learning how to tell—and share—these stories will increase activity, generate momentum and strengthen public participation, as well as deepening member engagement.

The curriculum, instructional method and set of forms together make up a tool kit that can be reused by other online news and community sites and non-profit organizations--particularly those that seek to give voice to people working in communities that have too long gone unheard because they lacked the knowledge of how to communicate directly, and lacked control of digital media as well.

For this project, our focus was East Oakland, and our attention focused on organizations working to encourage healthy eating, provide access to healthy food, and forge links between food and health.

The materials in this kit can be viewed online, downloaded as PDFs, and used on your own for both individual and group learning.

About Oakland Local

Oakland Local is a nonpartisan, nonprofit media and capacity-building organization that promotes civic engagement and discourse on local issues that matter. We are both a go-to media resource for diverse voices in the East Bay of California and a capacity-building tool to help low-income and under-served communities make their voices heard online through the hands-on media training we provide. We are particularly focused on serving Oakland's low-income communities of color. Our vision is both to bridge the digital divide and support local community economic development through media, at the same time that we build a vibrant news hub for Northern California's East Bay.

Currently, our site has over 70,000 visitors a month and serves over 160,000 page views, making us the most-visited non-profit independent news site about the East Bay. We have over 5,000 Facebook fans, and over 3,000 Twitter followers.

Our background
Oakland Local was co-founded by Susan Mernit, Kwan Booth and Amy Gahran. Susan Mernit, OL's volunteer editor/publisher, started out as an arts organizer in New York before becoming a senior executive at media portal including America Online and Netscape. Kwan Booth, OL's co-founder and Senior Community Manager/training lead, is an alum of The Oakland *Post*, a long-time West Oakland resident, and an artist and poet as well as a writer. Co-founder Amy Gahran, Senior Editor, is currently a long-time writer and trainer for The Knight Digital Media Center, Annenberg School of Journalism at USC, and a columnist for CNN Tech. OL's managing editor is Michelle Fitzhugh-Craig, President of the Bay Area Black Journalists Association.

Our staff—many of whom are part-time volunteers—includes an impressive array of Oakland-based veteran reporters, rising young local stars, and engaged community members, plus some talented, local designers, techies, marketers and business folks.

We fulfill our mission in three principal ways: First, we report, write, compile and post news and information online at our destination web site, on our Tumblr blog and social media sites, and in the pages of our distribution partners, to whom we provide content for free. We cover a focused range of topics including education, food access, alternative transportation, gender and identity, social justice, public safety, arts and culture, the environment, local development, and of course, county and city government. We also cover the candidates and campaigns for office, with a focus on platforms and issues.

Secondly, we offer hands-on trainings, mentoring and support for staffers and volunteers from non-profits and local community groups and local small business people who wish to improve their skills in telling stories, using social media, and building online presences. The curriculum materials we create are freely shared as open-source materials to help build community engagement and bridge the digital divide by increasing capacity and knowledge.

Finally, we support and present live events and meet-ups: conversations on the issues, community-building get-togethers, and other programs—and then post and share the proceedings on our web site.

We launched Oakland Local on October 19, 2009. During our first year of operation, partly due to our coverage of the killing of Oscar Grant and the trial of Johannes Mehserle, our site had 308,000 unique visitors and served 1.23 million page views. Our site was recognized by Mashable, the Columbia Journalism Review, and a number of other entities as providing a notable level of high-quality grass-roots coverage.

As a mission-driven news nonprofit, we partner with 32 different local community organizations and 15 news and distribution partners to create, publish, and distribute content. Our partners include The Ella Baker Center, Bay Localize, EBASE, Bikes4Life, New America Media, The Center for Investigative Reporting, and The Black Hour.

As a project of a 501c3, The Center for Media Change, Oakland Local is supported by individual contributions, corporate sponsorships of our content, advertising revenue, sales of merchandise and event fees, and foundation grants. To continue our programs in 2011, we need to raise $150,000 across our revenue portfolio. We're working hard on that and appreciate your help.

Our Partners and Participants

Oakland Local has more than 35 local nonprofit and community groups we work with, including Oakland Rising, The Ella Baker Center, Bikes4Life, Bay Localize, EBASE and PUEBLO. For this project, Oakland Local's training team focused on working with local organizations focused on access to healthy food, community gardening, local markets, and food equity. Groups we worked with and offered instruction to during summer 2010 and fall / winter 2011 for the Curriculum of Change program included the following:
  ● Alameda County Public Health

- Center for Environmental Health
- Community Rejuvenation Project
- Earth Island Institute
- East Oakland Boxing Association
- East Bay Church of Religious Science
- Grid Alternatives
- HOPE Collaborative
- Mandela Marketplace
- Oakland Food Connection
- Oakland School for the Arts
- People's Grocery
- Planting Justice
- Pueblo Youth Harvest
- Upinde Roots
- Urban Roots Oakland (formerly Green Digital Arts & Media Center)
- YES Academy

In addition, we offered classes during February and March 2011 that were open, space permitting, to advocates, allied and volunteers for food justice, healthy eating and food access programs.

About The California Endowment
The California Endowment (http://www.calendow.org/) is a private health foundation that provides grants to community-based organizations throughout California.The California Endowment's mission is to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians.

Process and methodology
Oakland Local received the grant in April 2010 and planned an initial program that would run during the summer of 2010. We planned to teach basic storytelling, news literacy and social media skills, and help our workshop participants to publish stories, blog posts, images and data on Oakland Local, as well as on their own sites, their blogs, on Facebook, Twitter and video-sharing sites.

Skills taught in the classes included:
- What is news and how to know it when you see it
- How to create and post to a blog
- How to write a simple story
- How to create an action list
- The basic elements of a news story
- How to make and use simple Google forms and databases (great for surveys & quizzes)
- How to take digital photos and embed them (and use Flickr)

- How to present and create simple video--both video you make and video you find and embed
- How to use Twitter and Facebook to promote and communicate about your program
- How to add this kind of work into your daily life or professional work flow without spending time you do not have
- How to measure and evaluate results of your work

During our first stint teaching, we structured this into 3 information-filled hands-on classes for each group we worked with. In our second, in February/March 2011, we divided this material into three basic classes, each 2-3 sessions long.

The timeline and the elements
For those interested in the planning and scheduling we went through to organize and launch this new program, here's the timeline we followed:

May:
- Build team: trainers, curriculum developers, outreach coordinator and scheduler
- Develop initial curriculum and training modules
- Put out call for student interns in community and at local schools (Mills, Chabot, Laney, Oakland Tech, Oakland School of the Arts)
- Recruit local mentors (2-3)
- Begin informational outreach to East Oakland organizations, meetings to discuss and share ideas
- Develop bilingual handout to bring to informational community meetings
- Define format and core curriculum for classes we will offer

June:
- Train the students and initial core mentors in the program in a 20-hour after-school and weekend training program
- Use email, meetings and phone calls to recruit participants for a series of workshops in July and August
- Develop locations and plans for office hours at East Oakland sites
- Create area on Oakland Local that explains this offer and what is available
- Create workshop handouts and circulate them at events and festivals in East Oakland, including the Day of the Dead celebration.

July:
- Conduct numerous workshops at sites around East Oakland, drawing in the community members.
- Establish drop-in office hours to work in small groups to support hands-on publishing online on Oakland Local, reinforcing using new skills.

- Student interns and mentors both play roles in this phase of the program.

August 2010:
- Team continues to conduct numerous workshops at sites around East Oakland, drawing in the community members.
- We add a hands-on video workshop in August on using photography, Flip Cams and doing simple editing, and uploading to blip.tv and YouTube.
- We offer follow-up mentoring for groups that wish to create their own blogs and/or Facebook pages, or improve their use of video and video curation.

September 2010
- Assessment of first round of trainings, in which we worked with more than 35 people from 15 organizations, in most cases making site visits to train them.
- Curriculum review and revamp, based on what worked best and what went too fast or seemed somewhat off-focus for these groups
- Explosion of social media, blog posts and multimedia from several of the groups we worked with
- Continued to post Curriculum of Change stories and media on Oakland Local, tagged EOT

October-November 2010
- Revision of curriculum and development of new materials

December 2010
- Finalize plans for new format and create schedule

January 2011
- Outreach and marketing for second round of classes

February 2011
- Continue outreach and registration, hold first set of classes

March 2011
- Complete second round of classes

Curriculum Overview

Who is this for?
This teaching resource is for instructors interested in providing a clear, linear guide to content development and social media training. This resource kit is a flexible guide designed for most levels of instruction and can be tailored for use at small grassroots organizations, as well as larger corporate settings. Whether students are novices at the computer or high-level communications workers, they will find valuable content writing information and important social media points.

What's in the kit?
This teaching kit offers a wide range of items for instructors. It includes an engaging slide show presentation that provides key teaching examples along with highlighted instruction bullet points. Detailed curriculum teaching notes are included, as well as important social media sites students will need to know about.

How to use it
Ideally, instructors will be face-to-face with students while using the kit, although students can certainly learn portions of the training via an online setup.

Module 1: What is News, and How Does it Relate to You?

Overview
In today's changing news and media landscape, the barriers between creators and audience are continuing to blur as community focused organizations and individual citizens are taking it upon themselves to cover the news and information that's relevant to their community.

This session helps students understand the changing face of media and online communications and to think about what in their work might actually be newsworthy. We provide examples of community focused media organizations and give instructions on how to write simple news stories.

Aim
Participants will leave with a better understanding of current media practices and what defines an event as "news." We will discuss how what we consider news today may go beyond what traditional news media covers. They learn how to discern newsworthy events in their organizations and communities and how to write simple news stories and search for basic information online.

Audience
People who are attend this class are not journalists or necessarily writers, but who do have a

basic understanding of english and composition. They are working on projects that they want to make others aware. Skills taught focus on ways to get the word out about using online tools and resources, including writing simple news stories, using social media and using basic video.

Participants should have basic computer literacy and some understanding of the Internet.

Structure
1 90-minute session
Lecture and discussion, personal computers are welcome but not necessary.

Materials
1. Speaker Notes
2. Recommended Schedule
3. Resource: News overview, discussion and exercises
4. Resource: Online news examples
5. Handout: How to tell a simple news story
6. Handout: Simple News Story Examples

EMod1: What is News and How Do You Tell It?
Speaker Notes

Intro
This session helps students understand the changing news and media landscape, think about what in their work might actually be newsworthy, and write simple news stories.

One of the goals of this class is to encourage participants to connect what happens in their local communities to what they see and read as news.

Media overview
The decentralization of news from one source to many means that blogs and independent media have more impact and value that they had in the past. Sites like Jack and Jill Politics, Daily Kos, Being Latino, Color Lines and Youth Outlook are independent news outlets that many people turn to for authoritative information from an independent perspective.

On the local level, there are other blogs and news sites people turn to for information. Whether their audiences are large or small, local residents in Oakland, for example, look online at Oakland Local, A Better Oakland, Oakland Seen, Living in the O and other sites for local news and information. Many of these sites have a fairly small number of monthly visitors, but some have fairly large traffic. Oakland Local, for instance, has more than 45,000 local residents visiting the site per month and distribution partnerships with SFGate, New American Media, The Bay Citizen and BlogHer (that means they publish and point to our content).

For many people, going to the website or blog of a project or cause they are involved in, and/ or getting monthly newsletters are other ways to get news they care about, as is joining a local but private Yahoo! Group, Google group or email list. However, this method has limitations: a) you have to know about the group; b) email can be overwhelming to read; and c) where's the archive for new people?

One inexpensive and effective way to make sure your news and events get out is to learn how to create news stories and blog posts yourself and have a plan for publishing them online where they will get maximum attention.

What is news?
Discussion: Ask the class to share examples of news sources in their experiences that mirror the above statements. Make a list.

For this class, we defined news as "information that a community has deemed important and relevant to that community, delivered in a timely way."

Participants will discuss this concept, give some examples of news stories and media organizations they follow, and identify topics and issues to write about.

We want students to understand that not only professional journalists are creating content others wish to read. We will provide examples of newer forms of media and media organizations that have gotten national exposure, big funding, and have had significant impact.

Examples of community media sites
This is where we want students to understand that not only professional journalists are creating content others wish to read. Some examples of newer forms of media that have gotten national exposure, big funding, and have had significant impact include:

- Oakland local: Our community information platform that publishes daily stories on under reported Oakland issues and trains community members how to tell their own stories.
- The Media Consortium: an association of progressive news outlets across the US that is collaborating on projects, including coverage of the Wisconsin union-busting situation and the global warming conferences around the world.
- New American Media: NAM is the largest umbrella organization for ethnic media in the United States, and it creates and distributes original reporting, as well as reporting materials from partners writing in multiple languages.
- Blogher: Blogher's network of over 2,000 individual bloggers is read by more than 11 million readers every month, making it one of the most-visited women's networks in the country.

The role of social and multimedia
We also briefly look at social media tools including Twitter, Facebook, YouTube, email

newsletters, text messages, Google groups, and how community and grassroots media are using them to tell their stories.

- Oakland Local Facebook: www.facebook.com/oaklocal
- Davey's twitter: twitter.com/mrdaveyd
- Breaking News: http://twitter.com/breakingnews
- The Young Turks: www.youtube.com/user/TheYoungTurks
- Ill Doctrine: http://www.youtube.com/user/illdoc1
- Dogtown Neighbors Yahoo Group: http://groups.yahoo.com/group/dogtown/

Once we've established a basic understanding of what news is and how media has changed, we move into writing focus.

What a simple news story is and examples
We provide examples of simple news stories broken down into their key elements. We also discuss issues of bias, accuracy and opinion and their roles in news reporting.

A simple news story is a news story that is under 500 words in length and has 1-2 sources for the information, always cited in the story. A simple news story answers the following questions: Who, What, When, Where and How. Elements of a simple news story are: the lead, body and closing.

Brainstorming individual stories
The session will end with an open brainstorming period where participants will think of news topics in their organizations and projects, and begin to sketch out story outlines.

- Using this criteria, what are some topics you're going to want to discuss?
- What is it that we want to accomplish?
- Decide on at least 2 stories from each group.
- What are your most important points?
- What are you already working on?
- Roles and responsibilities

Module 1: What is News? Discussion

What is news, anyway?

Is it what an editor puts in a newspaper, or an anchor reads off a TV monitor? Or is it what friends and neighbors share on the block? Is it the community information that never hits the newspaper? Crime stories? Celebrity gossip?

We define news as "information that a community has deemed important and relevant to that community, delivered in a timely way." If you're a mom, the what's happening in your kids'

school is news; if you're an activist, then updates from grassroots movements are news to you; if you're a farmer, then what's happening with the organic movement and the FDA is news. One of the ways the world has changed in the past 5 years is that we now get more of our news from direct observers and eyewitnesses than we used to. Whether it's an earthquake, an election, or a demonstration, images and words from those on the scene are often the first information we turn to.

And yet, at the same time we are getting more news from non-traditional sources, those very same sources are covering even less of what is going on. For many people, having media cover the issues and neighborhoods they care about in a balanced way feels like a lost cause. As newspapers and mainstream media's budgets implode and they cut back, getting good coverage of local events on a consistent basis seems even more unlikely.

That's where local blogs, community media and local organizations come in. In this day and age, where Google search, Facebook news updates, and YouTube videos are ongoing parts of our information mix, local media—including media you make yourself, is a new outlet for sharing news and getting the word out.

Discussion Questions
1. What's an example of some important news to you that you didn't see in a newspaper or on TV?
2. What is an example of news from your organization or project that you wanted people to know about? How did you get the word out?
3. Who covers news you care about?
4. Where do you get your news?

Exercises
1. Think about and list some news stories that you would have liked to see covered in your area.
2. Write a list of the news topics you care about that you don't see in the paper.
3. Write down 3 examples of news from your organization or project that could be considered news.

Module1: Examples of online news services

Websites:
- Oakland local: http://Oaklandlocal.com
- Endless Canvas: http://endlesscanvas.com
- 38th Notes: http://38thnotes.com
- Poor Magazine: http://poormagazine.org
- Media Consortium: http://www.themediaconsortium.org
- New American Media: http://newamericamedia.org

- Blogher: http://www.blogher.com
- Oaklandeseen: http://Oaklandseen.com
- San Francisco Bayview: http://SFBayview.com
- A Better Oakland: http://www.abetteroakland.com

<u>Social/multimedia</u>
- Oakland Local Facebook: http://www.facebook.com/oaklocal
- Davey's twitter: http://twitter.com/mrdaveyd
- Breaking News: http://twitter.com/breakingnews
- The Young Turks: http://www.youtube.com/user/TheYoungTurks
- Ill Doctrine: http://www.youtube.com/user/illdoc1
- Journalism That Matters Google Group: http://groups.google.com/group/jtmlist/topics
- Dogtown Neighbors Yahoo Group: http://groups.yahoo.com/group/dogtown/

<u>Resource: Simple News Story Examples</u>

What is a simple news story?

A simple news story is a news story that is under 500 words in length and has 1-2 sources for the information, always cited in the story. A simple news story answers the following questions:
- What: What happened, or will happen?
- When: What is the date or time frame this happened, or will happen?
- Where: Where is the event/news taking place?
- Why: Why is this important? What are the issues it frames? Why should the reader care?
- How: Tell the details of what is going on, provide background, quotes, a written picture / description.

It can also answer these important questions:
- How can you get involved / help? This is the Take Action box at the end—what would you like the reader to know or do to learn more, get involved, donate, etc.?
- What larger issues does this story fit into? Is this simple story a stand-alone story about a happening, incident, or event—or does it also fit into a larger issue or theme? If yes, you might want to provide links to additional stories and organizations, or links to Facebook pages and/or twitter feeds.

<u>Examples of simple news stories from Oakland Local</u>

<u>Oakland Local to be Official Media Sponsor of FreshFest 2010</u>

By Tymeesa Rutledge

http://oaklandlocal.com/blogs/2010/08/oakland-local-be-official-media-sponsor-freshfest-2010

Oakland Local and Grind For the Green are proud to announce that OL will be the official media sponsor for FreshFest 2010, a "green festival for the people," happening August 14 at Oakland's Mosswood Park.

"First and foremost, this event is all about the community," said Grind For the Green co-founder Zakiya Harris. "We're coming from a grassroots point of view, so for us, it makes a lot of sense to partner with a media organization which is also very community-minded and grassroots-oriented."

"I love what Zakiya has been doing as a teacher, educator, and activist, and an event like FreshFest is totally in sync with *Oakland Local*'s mission: to spotlight positive, fun, things happening in Oakland, as well as spread community awareness among like-minded organizations," said OL co-founder Susan Mernit. "To have an event which promotes social justice, food justice, environmental justice, and conscious youth development, and is happening locally to boot, is very cool."

In the days leading up to FreshFest, billed as the largest youth-led eco-music festival in the country, be sure to visit the OL site for advance coverage of the many eco-sustainable, entertainment, youth- and family-oriented activities taking place.

Police Appreciation Day deemed a success by co-organizer (Community Voices)
By Don Link
http://oaklandlocal.com/blogs/2010/07/police-appreciation-day-deemed-success-co-organizer-community-voices

From 5 p.m. to 10 p.m., hundreds of Oakland residents, business owners, and police officers active and retired, poured into the Rotunda to talk, and eat and mix.

For many, myself included, it was the first reunion with police officer friends and partners in community policing in years, and many had moved up in rank from Officer to Sergeant, Lieutenant, and Captain. Retired OPD officers and off-duty police in their civilian clothing mixed with those in uniform, some just finishing their shifts. The mood was festive and there was a celebratory spirit in the air.

The setting was spectacular and the food equally satisfying. Phil Tagami, who made the Rotunda available for the event, also arranged for the catering crew that kept the tables cleared and the food plentiful and warm for the guests who came in in waves. Local restaurants, such as Picant and other food vendors, provided finger food, while a catering chef cooked pasta in the kitchen. The event was seamless.

Talking to Phil later in the event, he said that he felt that this sort of gathering was long overdue and should be an annual occurrence. If I gauged the situation correctly, I think he was right.

Everyone seemed to thoroughly enjoy the interaction and the chance to meet informally in a beautiful, comforting setting.

There were no speeches, no formal presentations, and no program other than providing an inviting setting where people could meet, talk and eat and drink comfortably. Everything was good, and everyone was smiling and visibly enjoying the evening. There were children scurrying around and people of all ages mingling and talking and enjoying themselves and each other.

Oakland did itself proud last night and can feel hope for the city's future based on the character and motivations of its citizens, businesses, and police.

Oakland Conservatory evening honors Elayne Jones, African-American classical music pioneer
By Debi Mason
http://oaklandlocal.com/article/oakland-conservatory-evening-honors-elayne-jones-african-american-classical-music-pioneer

On Friday, the Oakland Public Conservatory of Music presented musical pioneer Elayne Jones with the first National Treasure Award during an evening of music and entertainment at the Piedmont Piano Company.

A hugely respected musician and Juilliard graduate, Jones is recognized for her tireless efforts toward breaking the color barrier for numerous classical musicians around the world since the 1950s. Jones' talent as a timpanist and percussionist drew national attention in 1949 when she became the first African American to play with the New York City Opera and Ballet. Her love of music, her skill as a professional musician and her absolute spirit of excellence made her one of the most sought-after freelance musicians in the country during the 1950s, 60s and 70s. She received international acclaim, when in 1972, she became a timpanist with the famed San Francisco Symphony making her, again, the first African American to hold a principal position with a major symphony orchestra.

Small in stature with the most endearingly broad smile, this powerhouse has spent the greater portion of her life and career fighting against the racial and sexual barriers that have hampered black female musicians throughout the years. Jones' stint with the San Francisco Symphony was not without controversy when she was ultimately denied tenure. Although she may have lost the skirmish with the symphony, she continued to fight against discrimination in the world of music by helping to initiate the "behind screen" audition process that is practiced by symphony orchestras across the nation.

Any accolades and recognition that this trailblazer receives are well deserved, and some might say, long overdue.

The National Treasure Award was presented by the Dean of Students and founding member of Oakland Public Conservatory of Music, Angela Wellman, a gifted jazz musician herself. A renowned trombonist, Wellman is a third-generation jazz musician and educator with a Ph.D.

in musical education. She told the audience Friday that the Conservatory was founded on the desire to give every child an opportunity for a conservatory experience. The core values of the Conservatory includes creativity, integrity, love and a whole lot of fun for its students, while providing affordable, quality music education for all ages.

Friday night's event, "Music, She Wrote," was celebration of women composers. The OPCM's Frederick Douglas Youth Ensemble opened the show. The ensemble of musicians as young as 16--under the direction of Steven Turner--rocked with a number of tunes, including the all-time jazz favorite "Spain" by Chick Corea. A real standout was a young man by the name of Tracy who played the trumpet with skill and expertise far beyond his years. An all-female jazz ensemble then took the stage and brought down the house with Angela Wellman playing lead trombone and Jones on drums. Jazz classic, "Willow Weep For Me" never sounded so good.

In these tough economic times, the Conservatory, or OPCM, manages to keep its 4400 square-foot facility, located at 1616 Franklin Street, afloat. A strong board of directors and a faculty that is a who's who of internationally acclaimed artists and teachers work diligently to ensure that a positive light shines on local youth, instead of the negative one that often plagues the city. Donations that benefit Oakland youth through the art of music are greatly appreciated.

All of the proceeds from tickets sales went directly to the Frederick Douglas Youth Ensemble. To learn more about the Oakland Public conservatory of Music, visit its website at www.opcmusic.org, or call (510) 836-4649.

Module 1: How to tell a simple news story

The Lead

A simple new story often starts with a factual lead that sums up the news/event/action.

Example 1
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Example 2
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Example 3
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The Body

Now write the body of the story: 1-3 paragraphs that describes the rest of the who, what, why, where, when, how. In your finished version, the body is where you may want to include a quote from an organizer, a community member, or a program participant; right now, you can write the story with the idea you can fill that in later.

"First and foremost, this event is all about the community," said Grind For the Green co-founder Zakiya Harris. "We're coming from a grassroots point of view, so for us, it makes a lot of sense to partner with a media organization which is also very community-minded and grassroots-oriented."

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Small in stature with the most endearingly broad smile, this powerhouse has spent the greater portion of her life and career fighting against the racial and sexual barriers that have hampered black female musicians throughout the years. Jones' stint with the San Francisco Symphony was not without controversy when she was ultimately denied tenure. Although she may have lost the skirmish with the symphony, she continued to fight against discrimination in the world of music by helping to initiate the "behind screen" audition process that is practiced by symphony orchestras across the nation.

Any accolades and recognition that this trailblazer receives are well deserved, and some might say, long overdue.

The National Treasure Award was presented by the Dean of students and founding member of Oakland Public Conservatory of Music, Angela Wellman, n gifted jazz musician herself. A renowned trombonist, Wellman is a third-generation jazz musician and educator with a Ph.D. in musical education. She told the audience Friday that the Conservatory was founded on the desire to give every child an opportunity for a conservatory experience. The core values of the Conservatory include creativity, integrity, love and a whole lot of fun for its students, while providing affordable, quality music education for all ages.

Friday night's event, "Music, She Wrote," was celebration of women composers. The OPCM's Frederick Douglas Youth Ensemble opened the show. The ensemble of musicians as young as 16--under the direction of Steven Turner--rocked with a number of tunes including the all time jazz favorite, "Spain" by Chick Corea. A real standout was a young man by the name of Tracy who played the trumpet with skill and expertise far beyond his years. An all-female jazz ensemble then took the stage and brought down the house with Angela Wellman playing lead trombone and Jones on drums. Jazz classic, "Willow Weep For Me" never sounded so good.

The Closing

Once you have your lead and body, the last thing to write is the ending, or closing. What makes a good ending to a simple news story? An ending wraps things up. It can:
- Recap the opening lead in a more definitive way.
- Explain or identify next steps

- Offer an interesting quote that gives the reader something to think about.

Example 1
In the days leading up to FreshFest--billed as the largest youth-led eco-music festival in the country--be sure to visit the OL site for advance coverage of the many eco-sustainable, entertainment, youth- and family-oriented activities taking place.

Example 2
Oakland did itself proud last night and can feel hope for the city's future based on the character and motivations of its citizens, businesses, and police.

Example 3
In these tough economic times, the conservatory, or OPCM, manages to keep its 4400 square-foot facility, located at 1616 Franklin Street, afloat. A strong board of directors and a faculty that is a who's who of internationally acclaimed artists and teachers work diligently to ensure that a positive light shines on local youth, instead of the negative one that often plagues the city. Donations that benefit Oakland youth through the art of music are greatly appreciated.

All of the proceeds from tickets sales went directly to the Frederick Douglas Youth Ensemble. To learn more about the Oakland Public conservatory of Music, visit its website at www.opcmusic.org, or call (510) 836-4649.

Putting your story together
Once you have a basic draft of a simple news story, you will want to take some additional steps:
- Insert a quote if needed.
- Check for accuracy and thoroughness.
- Check spelling and punctuation.
- Make sure you have the right URLs to insert in your story.

Module 2: Social Media Basics

Overview

Everyone uses Facebook, Twitter & the video sites—but how do you use them to get the word out about your causes & events—and track the results? This workshop gives an overview of several social media sites and lays the groundwork for effective use of social media for your program.

Aim

We will show attendees various social media best practices and the basic ways to use social media help get the word out. We will provide an overview of what Facebook, Twitter, Flickr and

video-sharing sites can do for your organization and suggest the easiest and most productive ways to get started.

Attendees will leave with an understanding of the basics of driving traffic and influence using social media.

Audience

This workshop is for anyone just getting started with social media and is looking for an easy to follow way to jump online. Attendees would likely be volunteers and marketing/development associates who may or may not have social media accounts already, but who are trying to figure out what to do with them for maximum impact.

All attendees should have basic computer literacy, some understanding of the Internet, and basic writing skills. We recommend that everyone sign up for personal Facebook. Twitter and Youtube accounts before hand but this can be done in class as well.

Structure

1 90 minute session
Primarily lecture and Q&A. Laptops are welcome but not necessary.

Training Materials

- Speaker notes
- Suggested Schedule
- Handout: Social Media Tools
- Handout/Resource: Facebook Best Practices
- Handout/Resource: Twitter Best Practices
- Handout/Resource: Tumblr Best Practices
- Handout/Resource: YouTube Best Practices
- Handout/Resource: Flickr Best Practices

Module 2: Social Media Basics
Speaker Notes

Basic social media overview

Essentially, social media is a blanket term for the websites and services that promote social engagement and community building online. Most of us work on reputation and social capital. We get our information from our friends and trusted networks, and we prioritize that information by relevance to our personal interests and by the trust we have in the original distributors (social

capital).

The main ways people distribute and retrieve information right now are through social channels: Facebook, Twitter, news groups, Youtube, Flickr, and text messages, for example. Posting content from your organization is now a two step process.
1) Publish
2) Promote through your trusted social media channels. Understanding how to best leverage these channels can make the difference between an organization being successful online and them becoming invisible.

What are the principles?

The three biggest principles of social media are community, sharing and trust. These principles will be the basis for your success or failure, no matter whether you're marketing a new class or product, raising funds or pushing for policy change.

Community. In social media and just about everything else online, it all starts with your community. And it's important that we think about these people as your community, not just your donors or your members or your clients. These can definitely be distinctions in your community, but it's important to acknowledge the specific aspects of a community. Who are the people that follow you, that you follow that you share information, skills and resources with?

We're all getting closer and closer to information overload and we've consciously and unconsciously began to set up filters to help us wade through the noise. One of the primary filters is personal connection. Do I know this person? Are they speaking about issues that I care about? What do I have invested in this organization or issue.

The same as in real life, if two people knock at your door asking for donations and the 1st is someone you've never heard of, speaking a language you can't understand talking about an issue you don't care about, and the second is your deacon from your church collecting donations for Sister Mable's surgery, who are you going to give money to? Community is important because you're developing relationships that you can then leverage for various types of action.

Sharing: Passing information, resources and opportunities to your community is one of the best, most cost effective and most organic ways to ensure that your message is heard by the widest audience possible. Think about how word of mouth information spreads. It's like a pipeline: 1 person tells another who then tells another. And it's more than likely you're going to tell more than one person and they're going to tell more than one person and what you get is a large web of pipelines.

People share information and it moves through their community in real life. The internet's the

same way. And just like in real life you probably wouldn't go out of your way to share info with someone who's never shared anything with you, if you're starting a social media initiative and you're asking people to help you promote it, but you've never promoted or even talked to them before, your conversion rate is going to be pretty low. So you want to build your community and share information with them to get love in return.

Trust and transparency: The internet is full of misinformation, half truths and people selling wolf tickets. And one of the best things you can do for your online community is to be a source of quality, accurate and relevant information and tools. And as you gain this trust, and you prove that you know what you're talking about and that you're a good net citizen and that you care about your community, THEN you can start to ask them to do things for you.

What is social media good for?

Building communities of like-minded individuals and organizations. Using a basic search engine, it's possible to find just about anything online. Any group, quirk or idea has its own website, mascot and conference. You want to use tools like analytics, customized search, forums and other tools to find them.

Discussing issues and ideas with your communities. Since most social networks are open to a degree, it means that you can engage in conversations, get feedback on ideas and projects, and figure out what's working and not working with your plan, community or organization. Many groups, Oakland Local and House of Local included, use social media platforms diligently for market research. If we need ideas for stories, experts or particular issues, if we're rolling out a new project or want some specific feedback, we ask for it, and we get some really great, actionable intelligence from these informal requests. It also helps to build trust because your community sees that you value their opinions.

Educating, entertaining and raising awareness. This is the sharing principle we were looking at. By proving that you're a valuable source of information, your online network will grow. It shouldn't just always be news and policy papers and theoretical information. You can post some fun stuff, too, such as jokes, video, audio, and lighthearted messages. Back to real life, even if a person's really, really smart, if all they talk about is their intelligence and "the issues," we're going to get turned off. We're going to want to know more about who the person is behind the information. It's the same with social media.

Providing underserved and unheard communities platforms to create their own media networks. Through technology, marginalized communities now have the ability to speak directly to their constituents and tell their own stories. We have tools to set up online publications, shoot video and photos, and host online discussions directly with the people that matter to us, without having corporate media, publishing or oversight committees regulate it first. This freedom is inspiring new projects in activism, media, publishing, education, social justice and many other fields.

There's still a barrier to entry because a lot of us don't have the skills. But the good news is that, at least for now, once you get the skills you don't need the help or validation of anyone but your community.

"Crowdsourcing." I think this is the area that a lot of people in the room are interested in. Crowdsourcing is the act of harnessing the resources, energy, intelligence, and emotions of your community for direct action. That action could be changing pubic policy, fundraising, attending events, or whatever.

What is social media not good for?

Pushing one-way messages. This is two-way street. If you want to give the information, you have to be willing to get feedback publicly. You can't just push people and continually ask them to do something with no warm-up or interaction. Impersonal communications, spam, form letters are not the key to success online. The web thrives on customization and personalization. That doesn't mean that you have to send individual emails or tweets to all 1000 of your followers. It means that your should tailor your responses to meet the interests of your specific community in ways that are acceptable for that platform.

Reaching non-web-based audiences. Social media is all the rage, but ask yourself if is it right for you right now. If the population you're trying to reach doesn't have access to technology, then they're probably not going to be able to access the information we're talking about. But tech comes in many different forms. Advances in mobile technology are addressing some of these issues, but it's still something to be mindful of when you're planning your campaigns.

Your tools for social media

While the strategy will vary by organization and be updated as the online tools continue to evolve, these are the basic platforms that will make up your social media network. These channels will allow you to communicate with your followers and fans effectively.

- Essentials:
    - Website/blog
    - Facebook fan/business page
    - Twitter
    - Google Analytics (or equivalent)
    - bit.ly
- Nice to have:
    - Flickr (or Picassa)
    - Youtube (or Vimeo)
    - Social Oomph or Hootsuite
    - Meetup.com: Organize events!

Social Strategies

Here we're going to go platform by platform and talk about the main features of each one. We can use OL as the main example or ask for examples from the audience.

Facebook

FB is the largest social network on the planet and a feature-rich (if slightly confusing) platform. The size, social components, and large community of content creators and distributors makes it an effective tool in your marketing plan.

- Privacy settings
- Pages vs. groups and personal accounts
- What to put on your page
- Events
- Calls to action
- Photos
- Videos
- Other people's info
- Other pages
- Searches: How to use searches to monitor your brand
- Analytics
- How to use FB Analytics
- Integration
- Suggest pages to friends
- "Like" button and links on website
- Links in email signatures
- Browser plugins-https://addons.mozilla.org/en-US/firefox/addon/3794/

Twitter

Twitter is a short, quick, public way to get your content out. Its power and its weakness are in its character limits and short shelf life. You have to keep your messages short and focused for easy processing. The real time/crowd sourcing aspects allow you to immediately leverage the power of your network for information and contributions.

- Operations
  - @replies
  - Direct messages
  - Hashtags
- Lists
  - OL Lists: http://twitter.com/oaklandlocal/lists
- Daily protocols
  - 3 times during the day
  - 3/3/3/1
- Searches
- Extensions
  - https://addons.mozilla.org/en-US/firefox/addon/5081/
- Bit.ly

Flickr

Flickr is a great place to host your photos, find captivating images and curate images for future use. It's a low-cost way to find photos for stories and media projects, and the curation feature allows you to collect images from several sources, positioning you as a go-to source for that information.

- Slideshows
- "Share this" options
- Groups
- Creative Commons images

Video

Youtube is the largest video site, and the second-largest search engine, on the web (behind Google). With this kind of power, you're going to want to use it to host your video content. You can use other programs for better quality videos and functions, but you want to start with YT.

- Show a YT channel and the benefits
- Go over sharing options: FB/Twitter/embeds
- Explain going viral and how that scales to local levels
- Other video services to consider
- YouTube for uploading
- Blip.tv for distribution
- Vimeo general presentation
- Vod.pod for galleries

Module 2: Social Media Tools and Applications

One of the keys to integrating social media into an organization is the effective use of third-party tools to post and schedule content, while monitoring your efforts across networks. There are countless tools that can be used for these purposes, but here are some of the best that we have found, broken down by social platform and use.

Bit.ly: Track retweets and clicks on your tweets. Useful for identifying supporters and popularity of stories.
http://bit.ly

Blog Pulse: Track links, keywords and conversations across the blogosphere. Useful for monitoring articles, writers' conversations and topics.
http://blogpulse.com/

Co-Tweet: Team management tool for Twitter, similar to Hootsuite. The standard version now includes Facebook integration.
http://cotweet.com

Disqus: Useful for integrating social media into the "comments" section of websites. Pulls tweets, links and mentions into the comment field to centralize conversations. Tends to slow down website loading speed.
http://disqus.com

Facebook Insight: Provides an overview of posts, follower demographics and content popularity.
http://www.facebook.com/insights/

Google Analytics: A must-install on your web site. Free and invaluable.
http://www.google.com/analytics/

Hootsuite: Multiuser Twitter and Facebook manager. Good for scheduling posts, managing conversations and running promotional campaigns with multiple users.
http://hootsuite.com

Involver: A full suite of Facebook-specific widgets and applications that allow site admins to create custom FBML pages easily, import video, photos, audio, newsletters, contests and other features onto your fan page. The company allows two free applications per page and various paid options.
http://www.involver.com

Klout: Measure the health of your Twitter stream. Provides metrics on your influence and reach.
http://klout.com/

Listorious: Directory of Twitter users and lists curated by topic and interest. Features real-time search and trending topics organized by tag. A good resource for finding communities and industry experts.
http://listorious.com/

Posterous: Flexible publishing platform, similar to Tumblr.
http://posterous.com

Seesmic: A number of desktop and mobile tools for managing social media.
http://seesmic.com/

Social Mention: Social media search engine.
http://www.socialmention.com/

Tweetmeme: Real-time aggregator of the most popular links on Twitter. Useful for following top social media stories.
http://tweetmeme.com

Tweeple: Check and manage follows and unfollows on Twitter
http://www.tweeple.com

Tweetdeck: Popular tool to manage and see multiple Twitter streams and accounts on your desktop.
http://tweekdeck.com

Tweetreach: Measure the success of your tweets by retweets, influence and sentiment.
http://tweetreach.com/

Tweetstats: Graph and chart your Twitter stream.
http://tweetstats.com

Twitcam: Stream live with your webcam as you chat via Twitter.
http://twitcam.livestream.com/

Twellow.com: Directory of public Twitter accounts.
http://twellow.com

Twittergrader.com: Free service that grades the effectiveness of your Twitter account based on followers, influence and customizations.
http://twittergrader.com

Topsy: Social media and blog search engine.
http://topsy.com/

Tumblr: Between a tweet and a blog post.
http://tumblr.com

Twibes: Allows users to create twitter groups, which are then listed in a directory.
http://twibes.com

Twitterfall.com: Real-time desktop search on keywords and hashtags.
http://twitterfall.com

YouTube Insight: Track video views, subscribers' comments and more.
http://www.youtube.com/my_videos_insight?feature=mhsn

We Follow: Self-organized directory of Twitter accounts.
http://Wefollow.com

Module 3: Multimedia Engagement

Overview

Does your organization need to know the best ways to promote your multimedia once it's online? Do you have videos and photos you're wondering how to get onto your site? How about a FlipCam full of video, but no editing skills?

If the answer to any of these questions is yes—and you have access to a computer and a simple video or digital camera you want to put to better use—this class is for you.

Using techniques and training methods largely developed by the staff of Community Bridge Video, attendees learn ways to use video and sound media to build your social media presence

Aim

This two-session workshop includes a basic overview of key production tools: cameras, video, and editing software, but will focus mainly on ways to engage your community, including multimedia best practices on how to increase page views, gain community support and measure results of your efforts.

At the end of this workshop, participants will understand how to use their Flip Cam or other basic video recorder. They'll also be able to publish video on YouTube and embed a video in a blog post. We will also cover how to read YouTube insights and other video measurement/ analytics tools and why monitoring comments on video sites is critical.

Audience

Community members, organizations, non-profit and community organization staffers and volunteers who want to document what they are doing, and get the word out.

Attendees should have computers if possible with Firefox and the latest version of Macromedia Flash. Video cameras are also encouraged. Our recommended camera is the Kodak Zi8 Video Camera.

Structure

2 120-minute sessions

Materials and resources needed for instruction:
- 1 or more computers with Internet access
- Ability to project onto a screen
- Accounts on You Tube and a blog software site
- Flip or other multimedia camera
- Wifi internet connection for access to web-based video editing app: http://jaycut.com/

Training Materials Included
- Speaker Notes

- Suggested schedule 1
    - Slideshow 1
    - YouTube Basics and Best Practices
    - Do more and learn more with video
    - How to post YouTube videos to Facebook
- Suggested schedule 2
    - Slideshow 2
    - Tips for Shooting Great Video
- Research: Teens Use Media: A Nielsen report on the myths and realities of teen media trends. June 2009: http://www.scribd.com/doc/16753035/Nielsen-Study-How-Teens-Use-Media-June-2009-Read-in-Full-Screen-Mode

Module 3: Multimedia Basics and Engagement
Speaker Notes

This 2 part session focuses on engagement and multimedia. You will learn ways to use video and sound media to build your social media presence using techniques and training methods largely developed by the staff of Community Bridge Video.

Session 1
The focus here is on "the big picture" and methods for networking media. This lecture focused session allows attendees to get acquainted with the concepts and tools they'll use and why, and how it all fits together and works to support their goals.

We also show how to incorporate media from other people into your own website. The session covers ways you can increase hit counts, and also gives you strategies for making media more accessible--both to viewers and to the potential media-makers at your organization.

There are step by step instructions on how to upload and embed a YouTube video.
The session ends with a discussion on online engagement and best practices when posting content online, including include ways to promote your content, third party applications and tips on how to measure effectiveness.

Before the next class attendees without YouTube accounts should register for an account. Any attendees with their own websites should follow the instructions for embedding a video on their sites.

Session 2
The session is a more hands on instruction, focused on capturing, organizing, and uploading materials. Participants will learn what editing tools are available to them at various price points. They'll learn about the process of editing as well as basic shooting and editing techniques, but will not spend much time on hardware. The goal is to give a basic overview of the tools rather

than extensive training.

You should bring photo or video cameras if possible, and a laptop computer to this session as well.

Module 3: Do More and learn more about multimedia

To Do More
- Flip Video Cameras http://www.theflip.com
- Kodak Video Cameras
- Imovie Editing Software http://www.apple.com/ilife/imovie/
- MovieMaker Editing Software
- YouTube Video Hosting www.youtube.com
- YouTube Alternative Blip TV www.blip.tv
- Stills & Video Editor/Host www.animoto.com
- Online Video Editing Tool www.jaycut.com
- Online Video Editing Tool www.moviemasher.com
- Current Social Media Darling www.facebook.com
- Social Media Runner Up/Micro Blog www.twitter.com
- Blogging Option - Simple www.blogger.com
- Blogging Option - Robust www.wordpress.com
- Blogging Option - Even Simpler www.tumblr.com
- Mapping Media www.maps.google.com
- Social Media Manager http://www.socialoomph.com/

To Understand More
- Ways Use Video Online http://mashable.com/2009/12/09/business-video-tips
- Internet Video Research http://www.pewinternet.org/
- Internet and Video and Media trends http://en-us.nielsen.com/content/nielsen/en_us/insights.html

To Watch More
- The New Dork: http://www.youtube.com/watch?v=exmwSxv7XJI
- Tosh.0: http://tosh.comedycentral.com/
- Community: http://nbc.com/community

Module 3: Tips For Shooting Great Video
Adapted from info at www.simacorp.com by CB Smith-Dahl

The Camera
- Take time to get to know the features of your camera. Learn the automatic and manual controls for focus, white balance, sound and exposure.
- Experiment with your camera. What happens when you shoot video on a really bright, contrasty day? Or at night? Or indoors? Look at how different situations make for a good or bad picture.

Composition: Follow the Rule of Thirds
- Watch a TV or movie closely. The actors are rarely dead center on the screen.
- To make the scene interesting, the actors are usually one-third the total viewing distance from either the left or right edge.
- When an actor (or car) is shown moving you will see 2/3of the scene in front of the movement.

Vary Shot Views and Perspective
- Shoot the scene from different angles and perspectives to make it more interesting.
- Try to make your angles match your subject.
- Bring your camera down to their level when shooting children. Shoot from a little below someone if you want to show them as a "big" person.
- Walk the camera closer to people; don't just "zoom in." Look for the difference in perspective between the two shots.

Look for ways to add depth to your shots
- This can be done conceptually, like an old woman holding a baby doll.
- It can also be done literally, using a shot that has elements in the foreground, midground, and background.
- You can also do both at the same time.

Good composition also uses patterns, contrast, and repetition to create pictures that are pleasing to the eye. You can do this with shapes, lines, and movement. Show your audience where to look.

Lighting & Exposure: Use what you have
- Look around at people's faces before you start rolling your camera. Which lighting looks the best? Over by the window? Under that tree?
- Once your eyes tell you what looks best, shoot at that spot or from that angle.
- As the sun moves, lighting changes. Keep an eye out to see if you need to move your

camera or change its settings.

Watch Out for Backlighting
- Your camcorder automatically sets exposure to the brightest lighting
- If a person is in front of a window, the camcorder will make the person dark and the window "normal" unless the "backlight" mode is operating.

Movement: Do Not "Firehose"
- Firehosing is when bad video is shot like a fireman's hose: it moves all over the place and never settles on anything.
- Get a good steady shot of what you are shooting for at least 8 to 10 seconds, then move steadily to the next shot.

Do Not MotorZoom
- Keep zooming to a minimum. It is distracting to watch and drains your battery.
- • Try to avoid shooting with your camera zoomed all the way in. This makes your shots very shaky.

Pay Attention to your Sound (Audio)
- Always bring headphones. (If your camera has no jack for headphones, play back a test.)
- Your brain automatically leaves out background noise your camcorder is picking up.
- Pay extra attention to ALL the sounds around you, then be sure your camcorder is facing away from these sounds. For example, shoot with your back towards the busy street.
- If you are interviewing people, it's worth it to spend $30 on a clip-on microphone.

For Your Editor:

If you are shooting videotapes only, at the beginning of the day or tape:
- Shoot 15-30 seconds of black at the beginning of each tape. If your camera has a "color bars" option, shoot that instead of black.
- This will also help you to avoid 'dropouts' and other digital problems with your footage.
- Be sure to check your tape after your first few shots. Rewind the camera and play back 15-20 seconds of what you've shot so far. Listen with headphones. Any problems?

Get Coverage
- Coverage is another way to say "a variety of shots." To give you a chance to cut shots up and move things around in editing, you need to get a variety of shots/coverage.

- You can use movement within a shot to do this (zoom, pan, etc.)
- You can move the camera between shots to do this.
- Get a variety of shots of your subject and surroundings.
- Get a variety of shots of the other people, animals, etc. around.

Do Not "Snapshoot"
- No matter how good you are, you will always want the option to edit your tapes.
- This requires each of your scenes to be at least 10 seconds long to edit them properly.
- You also need to leave a little room (at least 3 seconds) at the beginning and end of each shot in case you will do a fade in / fade out, or some other kind of effect.

Module 3: YouTube Basics and Best Practices

1. Why YouTube matters

YouTube is not the only — or even necessarily the best — service for distributing online video, but it's definitely where most people search for video. You can certainly distribute video on other services ([Blip.tv](#) is a good central loading point for distributing to many services at once), but make sure your videos also get posted to YouTube.

YouTube videos get great search visibility in Google — which just so happens to own YouTube. (Think that's a coincidence?)

Mobile friendly: So far, YouTube is the only video service that reliably works easily and well on most smartphones and tablets, especially the iPhone and iPad.
- Dead-easy video sharing via social media and embedding
- Channels and subscriptions make it easy to engage people over time with your videos
- Pretty good statistics about where and how much people are watching your videos

2. Embed a YouTube video

For online videos, *embedding* means inserting a video posted on a service like YouTube onto your web site by grabbing a bit of code from the service and pasting it into a page or post on your site. This allows people to play the video without leaving your site, but you don't have to worry about uploading or managing video files.

Embedding is easy. Even though it involves copying and pasting a little bit of HTML (the code that supports web pages), you don't need to know programming. All you need to know is how to copy and paste, and to access the HTML view for creating pages on your site. It's a little ugly, but really very easy.

EXERCISE: You can practice this right now! You can embed any video, not just your own.

Try it:
- Log into the content management system or blogging tool (like WordPress) that supports your site. Create a new page or post.
- Search YouTube or another service that supports embedding ([Vimeo](#), [Viddler](#), etc.) for videos that are relevant to your current issues, campaigns, events, or community. *Example videos: See my [YouTube playlist of food justice videos](#) for ideas.*
- When you find a video that's relevant to your site or project, click the "embed" button under the video. (If you're on a playlist or channel page, you'll first have to lick the link under the video that says "View comments, related videos, and more" to get to that video's unique web page.)
- The YouTube embed dialog box will appear under the video. Select the size of the player you want. Also, I recommend checking the box that says "Use old embed code" — for geeky reasons, that tends to work more reliably on more sites.
- The code field at the top of the dialog box will show ugly HTML code that begins with something like: *<object width="640″…* Select ALL of the text in that field, and copy it to your clipboard.
- Switch back to your site's content management system (CMS). In the "body" field for the new page you created, write a sentence or two introducing the video you're embedding, and mention why you think it's relevant to your work or interesting to your community.
- Near the "body" field, there are probably some buttons that let you switch between "visual" and "HTML" view. Select HTML view. The contents of the body field will change to show some HTML code around the introductory sentence you wrote. Click down to the bottom of that field, and paste in the embed code you copied from YouTube.
- Save your post as a draft, and preview it (so you can see how it would display as a web page). You should see a YouTube video player at the bottom of your post.

That's it! If you don't want to really publish the video to your web site, you can delete your draft. But now you know how to embed any YouTube video — whether your own or someone else's. And you don't even need a YouTube account to do it.

Drive traffic right from your video. When other people embed your videos on their site, they

may not always explain what your organization is or link to your site. So make sure, when you're producing a video, to include "bumpers" at the beginning and end of your videos that show the name of your group, your city and state, and the URL of your web site. The closing bumper might also mention your Twitter ID and the URL of your Facebook fan page and YouTube channel.

HOMEWORK: 3. Set up your YouTube account/channel

Setting up your YouTube account is easy, fast and free. It's like signing up for any other free web service.

When you sign up for a YouTube account, that account automatically gets its own channel page that showcases all videos uploaded from that account, plus favorites, playlists, subscriptions, and more. Example: [Oakland Local's YouTube channel](#).

YouTube account do's and don'ts:
- DO make sure your organization has its own YouTube account channel. Don't just use your personal YouTube account.
- DON'T use your personal Gmail address to create your organization's YouTube account. This creates lots of login headaches down the road. I recommend setting up a Gmail account for your organization, such as *OFJadmin@gmail.com*, and forwarding that address to whatever e-mail account you normally use. That tends to make your login process go more smoothly.
- DO choose a username that reflects your organization's name, rather than a general topic or an individual. Example: for a group called "Oakland Food Access Project," *oaklandfoodaccess* would be a better YouTube username than just *foodaccess*.
- DO choose a YouTube username that's easy to say and spell, and that's easy for people to remember after hearing it in conversation just once. This means acronyms (such as *OFJPC*, cute spellings (such as *Phillyphood*), hyphens (such as *Oakland-farms*) or letters that are repeated across words (such as *alamedaaccess*) aren't your best choice for a username.
- DO complete the profile for your group's YouTube channel. Under your account settings, choose "profile setup" and fill out the form. Add an image or logo that displays well at a small icon size.
- DO [set up your YouTube channel page](#). At the top of your channel page, choose the "settings" tab. "Title" should include the name of your organization (if that's different from your YouTube username). "Channel type" should be "YouTuber." Leave your channel publicly visible. Specify keywords that will categorize the general themes or topics of the videos you intend to post (separate keywords by spaces, enclose multiple-word keywords in quotes).
- DON'T set up separate YouTube accounts for different projects or campaigns of your organization. It's easier and more effective to distinguish sets of your videos through tags or playlists.
- DO [set up a branded channel page](#) at some point. It's better for marketing and branding.

HOMEWORK: 4. Upload a video to YouTube

First off, you should always include information in your video about your organization to drive traffic back to your site, to [prepare just in case your video gets popular](#).

Once you have a finished, produced video that you wish to post online, here's how you'll upload it to your YouTube account ([YouTube's uploading instructions](#)).

Tips for preparing your video file for uploading:
- **Keep it short!** More people will watch your video if it's no more than 3 minutes long. (15 minutes is the maximum you'll be allowed anyway.)
- **File size: 2GB maximum** — but if you're keeping your video short and exported it set for web viewing, rather than burning it to a DVD or for HD viewing, you should be fine.
- **File format** Here are [YouTube's recommended file formats](#). Generally .MP4, .mov (Quicktime), and .AVI work fine. If you upload a Flash (.flv) file, keep in mind that this will play as just a straight video; no interaction functions in the video will work via YouTube.

How to upload your video:
- Log in to your group's YouTube account, and click "upload" at the top of the page.
- Click the yellow "upload video" button and select the video file on your computer that you'll want to upload. Your video will start uploading.

Provide descriptive information about your video that will help people find it, want to watch it, and understand it better. Some tips:

Title your video:
- The default title for your video will be the file name. Usually, that's not very engaging or useful.
- Change the title to something intuitive. You video title should make sense out of context, because it will appear out of context in search results.
- Do include useful contextual words in title, like "Oakland" or "California" or "food justice" or "farmers market."
- Don't include includes words that no one would search for, like the acronym for an organization or event, or the proper name of someone who is not famous.
- Convey the "so what." Give people a reason to watch! Example: *Food deserts: Why it's so hard to buy fresh produce in West Oakland* is a more compelling (but still explanatory) video title than: *February food justice rally.*

Describe your video in the larger box below the title field:

- Briefly explain the main point of your video: what it covers, and why it's interesting or relevant to the people you're trying to reach.
- Mention important context, such as setting, time, place: *"This video was shot at the February, 2011 Northern California Food Justice conference in Vallejo, CA."* This helps with search visibility as well as helping viewers understand your video.
- Keep it short: 200-300 words maximum. Make your first sentence the most important point about your video, and describe the rest in a paragraph. People won't read more than that.
- Finish with "boilerplate." Write up a standard final sentence as a "footer" for your video descriptions. It should include the name of your organization, the URL of your web site (or a specific campaign page, if one is relevant to a certain video), and the URLs for your Twitter account, FB fan page, donation pages (Kickstarter, etc.), and your other key online engagement points. These show up as live links when the video is published.

Tag your video with useful keywords:
- YouTube tags are separated by spaces, not commas.
- Enclose multi-word tags in quotes.
- Use common relevant keywords that people might search for, such as: *nutrition Oakland California youth "urban farm" "food justice."*
- Don't get too wonky. For instance, the names of legislative bills, such as *SB201115* make lousy tags.
- Don't list the names of people or groups as tags, unless they're already pretty famous among the general public.
- Don't go overboard. Try to keep it to 10 tags maximum per video. Choose them well. Give priority to tags which reflect things that people who aren't familiar with your group might search for.

Finally, **make sure your video is listed as "public."** You want people to see it!
Once you're finished uploading your video, it will appear on its own unique web page. When you publicize this video, make sure you share the link to this page, rather than to your YouTube channel page. You don't want to have to make people hunt for a specific video.

After you've been publishing YouTube videos for a while, check the stats for specific videos to see how they're performing.

This is useful because the instructions are VERY specific, and it's important for participants to watch rather than just take notes.

Before giving this session again, it's important to check YouTube and update the instructions on how to complete these tasks, since YouTube modifies its user interface frequently.

Module 4: Telling Your Story: Online Content Planning

Overview
Do you know how to use blog posts, news stories and social media messages to talk about issues relevant to your community?

This three-part series will teach the basics of how to use blogging, social and multimedia to tell your story, build community campaigns, and manage the process with free and low-cost publishing tools. The course is appropriate for beginners and intermediate users with some social media and online publishing experience.

Aim
This three-session workshop will include a basic overview of news and information today, and help participants understand how they can use online storytelling to document, share, and publish information related to projects they work on, and issues they are concerned about.

At the end of this session, participants will have a basic understanding of how to plan a content strategy, the types of web content they can create, how to use social media to effectively promote your work and how to create engaging an useful content.

Audience
Community members, organizations, nonprofit and community organization staffers and volunteers who want to document what they are doing, and get the word out. Students should have a basic understanding of online navigation and have some social media experience. Before class students should register for Twitter, Flickr and Facebook.

Structure
2 Instructors, 3 90-minute sessions
Includes slide presentations. Project and screen recommended.

Included Training Materials
1. Speaker Notes 1
   a. Schedule
   b. Slideshow 1
   c. Online news examples
   d. Social Media Tools and campaigns
2. Speaker Notes 2
   a. Schedule
   b. Slideshow 2
   c. Content planning types and times
3. Speaker Notes 3
   a. Schedule

Module 4: Telling Your Story: Online Content Planning
Speaker Notes 1

What is "your story?"
Essentially, your story is the narrative of your organization. Your story defines, who you are, what you do, what you stand for and what issues are important to you.

It's the information that others use when forming an opinion and deciding which organizations to support. While news and feature stories are ways to tell your organization's story, they're not the only ways. And for community organizations, they might not be the most effective way tp reach the community you serve. You can also tell your story by writing and posting social media updates around:
1. Upcoming events
2. Staffing news
3. Issue/policy changes
4. Community updates
5. Research and investigations
6. Awards and distinctions
7. Requests for help/donations

Much of the content developed for organizations will be determined by the experience and background of the content producer. When creating a content strateg, be sure to consider the writing experience and computer skills of the producers. It's important to make sure that your strategy goals are in line with the organization's ability.

Why do you need to tell it?
As we move away from traditional sources and top-down communications, community organizations have begun to fill the information gaps and take up the role of media maker. While there will always be a need for professional journalists and editorial teams, there is also room for community media, blogs and other local organizations to inform their followers and drive conversations.

An organization's storytelling efforts can have a combination of both inward- and outward-focused goals.

Creating media for news purposes allows organizations to inform followers and fans of the organization's work, as well as cover important issues in their communities and fields of interests.

Development directors, marketing and fundraising teams can use media for organizational

development. Depending on the goals, timeline, size and skill of the team, media strategies can be used for marketing and controlling your public image, crowdsourcing for funds and support, building and motivating teams for direct action and documenting an organization's history.

The websites and social media accounts we have included give examples of the various ways organizations can use media to gain attention for their wor.. The second and third sessions of this module dig deeper into how to develop an editorial and content strategy.

What is a media campaign/content plan?
Essentially, a media campaign is the strategy used for covering issues or gaining attention for a project, and the content used to achieve those goals.

As we stated, the goals of the campaign can be a combination of editorial, promotional and informative, and the content produced can be just as broad.

Throughout this module, we speak broadly of media campaigns that straddle these lines. The second session goes into more detail about the differences between promotional and editorial campaigns.

Examples of media campaigns, storytelling and organizations
The examples we've provided range from investigative news packages covering youth prostitution and promotional articles designed to call attention to "corrective rape," to organizations using video to push for union rights and blogging, to providing information on AIDS hazards and treatment.

Media Campaigns: These websites are examples of organizations using editorial content, social media and community-building to push initiatives, educate and inform their communities and affect public policy.
- Do Something (http://dosomething.org): : Social media-heavy campaign aimed at powering youth offline action.
- The Girl Effect (http://girleffect.org): International campaign made up of non- and for-profit organizations dedicated to empowering girls in impoverished countries to create better lives.
- Greater Than (http://greaterthan.org): Florida-based organization that uses blogging, fact sheets and "information toolkits" to educate African Americans on a wide range of AIDS issues.

Storytelling: These projects provide good examples of the power of effective storytelling to inform your community and to gain support around important issues. The stories can be scripted and predetermined by the final goal or developed organically based on breaking news and ongoing occurrences.
- Luleki Sizwe (http://lulekisizwe.com): A volunteer-run Capetown organization dedicated to ending the "corrective rape" of young women. They use a combination of first-person

accounts, news articles, online petitions and social media to publicize their cause and humanize victims.

- Oakland Local's sex trafficking Investigation (http://oaklandlocal.com/article/youth-trafficking-series-index): A small team, including 2 reporters and an editor, spent months investigating youth sex trafficking in East Oakland, CA. This editorial series developed organically, based on information acquired by the team on an ongoing basis.
- Community Rejuvenation Project (http://communityrejuvenation.blogspot.com): Oakland-based youth arts and public art project that uses video, blogging and music to document the creation of public art projects and tell the story of the organizations and communities they work with.

Organizations: These organizations are dedicated to using media to inform communities and cover under-served communities. They combine more editorial, fact-based content designed to educate the public with more passionate, emotional media designed to motivate their following and encourage real-world actions.
- The Ella Baker Center (http://ellabakercenter.org): Multifaceted social justice organization that uses blogging, research, email marketing and real-world events to effect policy change.
- Change.org (http://change.org): Web platform that allows activists and community advocates to create online petitions and campaigns directed at government and business leaders. Campaigns combine news articles, fundraising requests, outside media coverage and social media.
- New American Media (http://newamericamedia.org): Nonprofit collaborative of ethnic media organizations around the country that cover under-served populations and provide perspectives usually not seen in traditional media. The newsrooms publishes content on their own sites as well as collectively through their newswire.
- The Media Consortium (http://mediaconsortium.org): Coalition of progressive news organizations and media advocates dedicated to changing media policy and promoting diversity and inclusion in the larger media community. The consortium regularly works together to develop story packages, share content among partners and provide media workshops and training to members.

Elements of an online campaign
The second and third sessions will go into deeper detail into each section of the editorial process. For now it's only important to go over the basics of the section and consider how the examples fit into this structure.
- Set your goals: Always begin with the end in mind.
    - What does your end solution look like? Think of concrete goals that can be quantified and measured.
    - Understand and plan for any potential challenges.
- Identifying your team: Knowing who's on your team, what roles they play and the skills they possess is crucial to developing realistic goals and plans and can help scale the project and to avoid confusion around responsibilities.
    - Editorial and content creators

- Tech/production team
- Editors/project managers
- Partner organizations

- Defining your audience: Who are the people you're talking to? The types of content you produce and the tools that you use will be largely determined by the characteristics and habits of your target community. Do they understand the issues you're discussing, or do you have to provide background information?
    - What is their understanding and access to technology? Are they tech savvy or tech beginners? Do they have computers in their homes?
- Skills and Tech Check: Look at the skills and resources you have in the room first. Conducting an audit of skills and materials you already have can save time and energy.
    - What skills do you collectively possess?
    - What tools and resources do you have on hand? (websites, social media, hardware, etc.)
- Create your content: After you've identified your goal, team and skills, it's time to use these factors to help determine what you'll actually say. This can be a loose outline, but it's recommended that the plan be as detailed as possible while still allowing for adjustments and changes.
    - What is the content theme?
    - What tools to use?
    - Who's going to create it?
    - Where is it going to go live?
- Milestones and Metrics: How do you know if things are working, and what important dates and goals you have to hit? Use a combination of social media measuring tools, real world interactions, and other relevant information.
    - What are the important dates?
    - What numbers should you pay attention to?
- Execute, measure and refine: One of the benefits of online communications is the flexibility. After the project launch, it's important to monitor results to be able to fine-tune your content as it develops.
    - Roll out content in stages
    - Check your responses and feedback regularly
    - Refine your approach based on feedback

Tools we're going to use
Services like Google, Facebook, Twitter, YouTube and Wordpress have made it incredibly easy and inexpensive to begin new media publishing. There are hundreds of social media platforms and tools available. We're going to focus on the larger networks and the recommended essentials for maintaining an online presence.
1. Website/Blog. The homebase of your online network.
2. Flickr/Picasa: http://flickr.com An easy photo uploading service with a large community of photography enthusiasts.
3. Facebook: http://facebook.com The most popular social network at the moment with over 500 million users. Be where the people are.
4. Twitter: http://twitter.com A "microblogging" service that allows short 140 character messages.

5. Hootsuite: http://hootsuite.com A project management software used to manage multiple social media accounts with multiple users.
6. Bit.ly: http://bit.ly A simple URL shortening and tracking service.
7. Gmail/Analytics/Docs: http://google.com The best way to create group documents and calendars and monitor the effectiveness of your web content.
8. Manymoon: http://manymoon.com Project management tool that allows you to communicate with a large team, share files and information and assign tasks.
9. Listening Tools. The Internet is a huge place and it's important to know what people are saying about your organization and topics you care about. These tools make following conversations easier.
    a. Twitter Search http://search.twitter.com
    b. Google Reader http://www.google.com/reader/view/
    c. Socialmention http://socialmention.com
1. Extras: These are some tools you can use to push your campaign farther.
    a. Twitpic: http://twitpic.com
    b. Twitcam: http://twitcam.com
    c. QR Codes
    d. Tumblr: http://tumblr.com
    e. Blip.tv: http://blip.tv
    f. Blogtalkradio: http://blogtalkradio.com

Discussion: What issues in your organization/community do you want to cover, and how?

After considering the state of media, the process of creating a media campaign and the various types of content and tools to use, take some time to consider how this structure could be adopted to your organization and what stories you want to tell.

Module 4: Telling Your Story: Online Content Planning
Speaker Notes 2

What is an editorial content plan?
The editorial plan is a master guide for reporting projects that will keep things moving forward as events develop. Editorial plans are less focused on persuasion and the content unfolds as the story develops.

It's important to include writers and content producers in the plan, but also establish an editorial team that will help with editing, perspective, and keeping things on track.

The goal of an editorial plan is more to inform. The main goals are to cover an event or issue accurately, educate the community about ongoing developments and to engage the readers.

A good example of an investigative editorial package is Oakland Local's 8-part sex traffic series. http://oaklandlocal.com/article/youth-trafficking-series-index

Trafficking children for commercial sex has become big business in Oakland and across America, rivaling only the weapons and narcotics trades in size, according to the U.S. State Department. Investigative reporters Barbara Grady and Sarah Terry-Cobo spent six weeks on "the track," Oakland's International Boulevard, talking with survivors, police, social services advocates and the District Attorney's office to get inside the booming problem of trafficked youth in Oakland.

Although the reporters and editors had an idea of the issues before they began, the stories were largely determined by the contacts they made in the field and events that happened while they were reporting.

What is a promotional content plan?
More focused on specific goals, promotional campaigns tend to be planned more beforehand with constant measuring and updates. Just like reporters have to do background research to learn about the issues before they begin reporting, a promotional campaign plan should include a research component during the planning process. This is both to find out more about issues, and to find out more about the audience you'll be addressing, as well as any potential opposition you'll be facing.

The goals of a promotional campaign tend to focus more directly on outcomes that will benefit the organization and community they focus on. They can be used to promote an idea or event, be designed to inspire policy and institutional change, or request support for the organization through fundraising and donation of time and resources. Campaigns can also be used to build general community and serve as community information hubs.

The plan should have a timeline attached, preferably with established start and end dates, backup strategies, and potential networking and community building opportunities.

The East Bay's Community Rejuvenation Project public art project provides several good examples of how to use text, multimedia and social media to promote your work and gain a larger following: http://communityrejuvenation.blogspot.com/

After talking to residents about the history of their neighborhoods and collaborating on mural ideas, neighborhood youth and artists created huge, colorful murals that combine the area's history with its vision of the future. The project videotapes their process, and includes interviews with residents and photo slideshows recording the "community rejuvenation" through art. They also regularly update their blog and have conversations on Facebook and Twitter. They've even used Google Maps to create citywide map of their work, complete with multimedia.

Developing your content plan

Now we'll talk more about the specific sections of your content strategy. It's important that organizations understand the entire process in detail. The Content Assignment Form and the Content Type List provide a framework organizations can use to sketch out their plan and determine the types of content that works best for their project.

Goals
Always begin with the end in mind. No matter if it's an editorial or promotional campaign, it's important to have an idea of what success looks like, so you'll know it when it happens! What does your end solution look like? Think of concrete goals that can be quantified and measured.

When developing your goals, realism trumps idealism. It's best to decide on what absolutely must be accomplished, then what you'd like to accomplish, and finally, things that would be nice but are not essential to consider the project a success. Take into account the time you have, your team, and your audience.

Identify the tangible and measurable end results. What specific policy are you changing? How many people are you trying to reach? What financial amount do need to raise? If there is a problem, what is your solution or alternative policy? Identify what can be measured, and also consider any organizations that might be pushing a competing agenda, or any setbacks or issues you have to deal with during the campaign.

Discussion: This would be a good opportunity to ask the class to provide some examples of possible goals for their project and evaluate their appropriateness.

Team
Knowing who's on your team, what roles they play and the skills they possess is crucial to developing realistic goals and plans and can help to scale the project and avoid confusion around responsibilities later on.
Generally your team should include:
- Content creators that manage the writing, multimedia and social media responsibilities.
- An editor/project manager that oversees the content creation and makes sure the project stays on track and on budget.
- A technology and production team to handle the technical aspects of the campaign. This could mean anything from creating a website and setting up social media accounts to creating fliers and editing videos.
- Your partner organizations are groups that are not intimately involved in the planning process, but will still be involved in various ways throughout the campaign. Make sure you know who's going to be doing what.

Much of the time in small organizations there is only one or two people responsible for content, marketing and promotions, so it's okay for one or two people to wear several hats during the creative process. Just be sure that you keep this juggling in mind and set goals that can be accomplished by a small team.

Audience
Who are the people you're talking to? The types of content produced and the tools that you use will be largely determined by the characteristics and habits of your target community. For example, if you are working with largely Spanish-speaking immigrant populations without regular access to high speed Internet, it's probably not the best idea to create an English-only multimedia campaign designed to be delivered primarily on high-end smart phones. Similarly, if you're targeting young people, who mainly visit music and entertainment networks like Myspace, developing content plan that uses LinkedIn isn't going to go very far. Know your audience.

What do they care about? Where do they spend their time online? What is their understanding of, and access to, technology? Are they tech savvy or tech beginners? Do they have computers in their homes? Do they understand the issues you're discussing, or do you have to provide background information? Think about who they are and what issues they face.

Organizations usually already have some idea of who they serve. Some of it is available on the Internet, and some of it you'll have to ask your community directly. This is also a good way to get into the habit of asking for feedback and suggestions from your community on a regular basis.

Write out demographic profiles of different types of people you hope to reach and refer to these when deciding on what types of content to create.

Skills and Tech Check
What skills do you collectively possess? What websites do you own? Can they be easily updated with news and information? Who has social media properties already? Who's creating video, graphics and photos already, and who wants to?

You'll often find that there are members of your team who have experience creating content and are already participating in various types of online conversations. You'll also see that the organizations involved can bring their skills and resources to the table. This could be anything from a Facebook account with 5,000 followers to an assortment of video recording and editing software, to an unused computer training room. Consider the skills, tools and resources you have on hand as well as those you can include from others in your network.

Let the makeup of your team influence your goals and your content creation. If you're trying to raise a million dollars through social media and only have one person on your team who even has a social media account, it might be a good idea to reconsider the scope of your project and team.

Content
Now take those goals, assessments and skill checks and create a content plan. Decide what the best types of content are to reach your goals, and where are you going to post it.

You want to think across platforms and think about the different stages of the campaign. Are you going to run a blog with short, funny updates from your organization that then get sent to Twitter? Are you going to write a series of policy papers and host them on Scribd.com, so they can be read and shared with decision makers? Are you going to create a splashy MySpace page and a series of hip hop MP3's to reach a younger urban audience? Are you going to host live chat sessions on Facebook or Twitter?

Types of content and time breakdowns: All content is not created equal. Different content types and formats have different time requirements. It's important to account for all steps in the process, from idea to creation to posting to promotion. It's a good idea to always assume it will take at least 15-30 minutes on each piece of content.

Content generally breaks down into three types: writing, social media and multimedia. Anticipate time for proofreading, editing, link checks, uploading, formatting content and promotions via social media.

Writing
Depending on your goals and the resources at hand, text based content may be the easiest and fastest way to begin telling your story. There are several types of writing that include editorial, informational, promotional and fundraising focused copy.
- News stories and updates
- Commentaries and editorials
- Reviews
- Short blog posts
- Statistics, research and data
- Fundraising requests
- Calls to action
- Online petitions

Social Media
Social media content allows for more of a two-way dialogue between your organization and your community. The content should be conversational and open-ended and you should expect and encourage feedback.
- Crowdsourced answers
- Links to other content/multimedia
- Upcoming events
- Community news
- Discussion of current/relevant events
- Live coverage of events
- Open ended questions
- "Shout outs" to partners and influencers

Multimedia

Many organizations regularly photograph and videotape their live events and this can provide excellent content that can be spread throughout your network. Individual photos can be used to liven up text posts and can be posted to Facebook and Twitter as standalone content. Photo slideshows are also relatively quick and easy content types that drive engagement.

- Main photography tools
    - Flickr
    - Picasa
    - Twitpic
    - Facebook/Flick connection tool
- Video
    - YouTube
    - Vimeo
    - Tubemogul
    - Twitvid

Module 4: Telling Your Story: Online Content Planning

Speaker Notes 3

Milestones and metrics

It's important to setup smaller goals along the way and regular checkins to determine the success of your work. Google Analytics and Facebook Insights are two excellent tool to monitor page views, levels of engagement, incoming links and potential partners.

When using an analytics program like Google Analytics, focus initially on the numbers of unique visitors and hits per month to get an idea of how popular your site is. Next pay attention to your bounce rate, time spent on site and pageviews. Your bounce rate is the percentage of people who only looked at one page on your site and then "bounced" somewhere else on the net. Similarly, monitoring the time users spend on the site and the amount of pages they view lets you know if visitors are really interacting with your site and paying attention to lots of different things or just doing frequent "drive bys" for specific content.

Map out the important dates of the campaign and always be aware of what needs to happen by what dates. How many signatures do you need? How many letters written by what date. How many visitors to your website, attendees to your classes etc. Concrete number goals let you know what's working and what you have to tweak.

Execution, managing and measuring your campaign

Be prepared to tweak the campaign. Especially if it's your 1st time working with the community in this way. Take a lesson from software and online product developers. With most software and large web projects you're always tweaking. You'll have a soft launch with a few people,

then a Beta launch with more people and you solicit feedback and make adjustments. Then you release versions with continuing improvements.

The same with the campaign, allow room for changes based on feedback and analytics. Pay attention to your numbers and metrics. Most of these programs have tools included that let you see who your users are, where they're coming from and what they're doing with your content.

Discussion: The majority of the 3rd session will be hands on work and discussions on individual projects. Attendees can either use the guidelines provided to draft individual content plans that they can share at the end of class or the instructor can draft example content plans with the group's input.

Module 5: Measuring your web presence overview

Overview
Are you already running a blog, web site or Facebook page, but don't feel sure about what you're doing—or think it could go better? If yes, this two-part series is for you.

This session focuses on the best practices for posting information online, free tools that can ease your workload, and how to measure results of your efforts with tools like Facebook Insights and Google Analytics.

Aim
This two-session workshop will include a basic overview of establishing a web presence, and understanding how you show up online. It will also introduce participants to two critical tools—Facebook Insights and Google Analytics, each of which measures online page views, visitors and engagement.

At the end of these sessions, participants will understand what web presence is and be able to audit and control their own, will have gone through Google Analytics and been exposed to essential measurement tools (and learned where to find more online help resources) and be apply to apply this learning to their own websites or Facebook pages

Audience
Community members, organizations, non-profit and community organization staffers and volunteers who are responsible for managing their project's online presence, including updating and reporting on their website, managing their social media channels and developing content strategies. And anyone from the general community who would like to learn these skills. Participants should set up Google Analytics and Facebook before hand if possible.

Structure

Two 90-minute sessions
Primarily lecture. Laptops are welcome but not required.

There should be 1 or more computers with Internet access and the ability to project onto a screen.

Training Materials
1. Speaker Notes
2. Suggested Schedule
3. Slideshow
4. How to set up a listening station.

Module 5: Measuring your online presence
Speaker Notes

Welcome to the social media ecosystem

There are over 200 million Americans on Facebook, roughly 44 million on Twitter and over 2 billion photos on photo-sharing community Flickr. Thanks to social media and google search you are now connected to everyone on the planet!

But even beyond Google, everyone is connected. We've gone beyond looking only to credential groups to deliver information to crowdsourcing, networks, and the wisdom of community.

But social media is more than a tool for talking to your friends, sharing what you had for lunch or pushing visitors to your website. The tools can be used to gather information about topics you care about, notify you when you're mentioned online and chart the effectiveness of your web efforts.

What is your social media-and online-presence?

Do you know how you show up online? If someone is doing a search for you or your organization can they find you easily? What's the 1st thing that comes up? Just like in real life business, where visibility and image are important, the way you appear online-your online presence-is one of the most important things to consider when working on the internet.
This session will focus on how to set up an online "listening station" that allows you to monitor conversations, how to use Google Analytics and Facebook Insights to measure the effectiveness of your efforts and how to develop a workflow so you can do everything and still have time for the rest of your life and work.

Listening online

Do you know how to use social networks and basic searches to find out what people are saying about you, your organization, your mission, and the topics you focus on? Do you have a hard time filtering the massive amounts of information you get daily in order to find the really useful bits?

It's easy to get overwhelmed by the firehose of posts from the people you follow. But by using tools like Google alerts, Twitter search, Facebook, and other tools it is possible to monitor and listen to online conversations easily from one centralized location.

A "listening station" is a generic name for any kind of tool that let's you follow conversations and receive notifications and updates on issues that are relevant to you. In the social media world, "seeing" equals "hearing" and setting up a system that allows you to monitor your organization and relevant issues is taking a big step in making sure you keep an ear to the ground.

There are many different services that allow you to follow conversations. Some will send you email or text message notifications when something of interest appears anywhere across the web. Others allow you to target your listening on certain platforms for deeper engagement. For example free, column-based, dashboard-style tools like Tweetdeck, Seesmic, or Hootsuite are designed to work seamlessly with Twitter and Facebook. And while they have been adding services, including LinkedIn, you would still only use these tools to manage and monitor those specific networks.

One of the most useful types of listening station uses an RSS reader/aggregation tool like Google Reader or Netvibes. to track keywords and topics across a wide array of platforms, news sites, forums and social media channels. These systems monitor predefined keywords, hashtags, websites and even people, collect this information in one centralized place and can send you email alerts as new information arrives.

The "Setting up a social media listening station" handout provides step by step instructions on how to setup one of these systems. But while checking out conversations and topics that your organization deems important, it's also important to setup "ego alerts" for your self. Know what people are saying and when they say it.

Measuring results and gathering data

Understanding your website's analytics and stats is one of the most effective ways to gain insight into what's working in your project and what needs to be tweaked. Google Analytics is the most powerful free tool to analyze your website and many social media platforms and tools include analytic data with their services, including Facebook, Youtube and Hootsuite.

We're going to focus on Google Analytics an Facebook Insights. Once you understand the basics of these two services, that knowledge can be transferred and modified for other platforms.

When evaluating the effectiveness of their website and project, website operators (the person who runs your website) should focus on six key questions. The accompanying slideshow and live demonstration will go over each of these areas in detail.
- Is my content generating traffic? (see GA)
- Is my content driving discussion? (see FB)
- Where is the audience coming from?
- Where are the BEST users coming from?
- Where are my geographic clusters? (GA & FB)
- What are the trend-lines on interaction (FB)

Google Analytics
Google Analytics has been a crucial part of the online toolkit and you should make a point to check it regularly-at least once a day. Make it an early morning habit and read it w/yr morning coffee. When looking at the different statistics pay close attention to:
- Most viewed stories: A list of your most popular stories over a designated time period. This can give you more insight into what types of content your readers like the most.
- Time spent per traffic source: This helps to better understand the user patterns for site visitors from various locations. For example you can see if people who find your site from Facebook spend more time reading than those who come from Twitter.
- Geographic location and patterns: Where are your readers coming from and what types of content do they prefer by location?
- Referrals & distribution insights: Which websites send you the most traffic and what is the "quality"of that traffic? Do referrals from some sites stay for a few seconds while others spend minutes reading your information? This data is useful when deciding on the value and effectiveness of partner arrangements.

Facebook Insights
Facebook insights is the analytics account built into your Facebook business/organization page. The service is not available on personal profiles and only page administrators have access to Insights.

At the moment Facebook is revamping the look of the Insights page so you have two views of the page—"Old" and "New" Insights. Both feature the same information but in slightly different formats.

Insights is not as powerful as Google Analytics but it still provides user specific data that can be useful, including their average age, location, gender and interests. You can segment data

to map user's like and comments by geography, type and date and monitor the progression of likes and comments over time.

Insights is a good tool for showing levels of interaction on specific dates and times and when combined with Google's details on types of content, traffic and referral quality they will provide a well rounded picture of your users and the way they use your site and social networks.

Workflow recommendations

Managing this network of websites, social media accounts, listening stations and monitoring programs can be a huge time suck if you're not careful. Setting up a daily and weekly system for checkins and monitoring could mean the difference between leveraging social media for a more effective campaign and wasting your days skipping from platform to platform.

Daily:
- Monitor your Google Analytics & Facebook metrics for individual posts and top referral sites
- Check in on your listening station at least two times a day. This will give you a top line view of relevant conversations in the morning (and possibly provide ideas for future content) and compiles all of the days most relevant information for you to browse through in the evening.

Weekly:
- Review your weekly totals for Google and Facebook. Look for the top performing content, referral sites, keywords and pages and use this data to inform future editorial and business decisions.

Monthly:
- Review of GA & FB against core goals, with close look at trending keywords, referral patterns, time spent per referral.
- Export the monthly data and share with your team.

It's perfectly okay to do "bursty" work- a little bit here and there throughout the day rather than spending large amounts of time on one platform.
- Blog or twitter daily.
- Visit Facebook daily; update your status & interact
- Build your linked in contacts weekly
- Use YouTube, Flickr, Scribd, etc as needed to intensify your connections, share materials

Module 5: Setting up a social media listening station

No matter what your business you need to be able to listen and monitor your surroundings for conversation about your brand. A "listening dashboard is an effective way to get a topline view of your brand and conversations that are relevant to your company.   A dashboard is basically your central hub for conversation discovery, aggregation, tracking and archiving. It's comprised of multiple data sources such as Twitter mentions, blog searches, web searches and so forth.

Before creating your station, it is best to write down a list of services you'll want to monitor: Twitter, Facebook, Blogs, Tumblr, Video channels, etc.

Next write list of keywords, websites and brand platforms to track.

Netvibes

Netvibes is an Ajax-based, personalized start page much like Pageflakes, My Yahoo, or iGoogle. It is a useful service and alternative to Googl Reader.

Step 1: The first thing you will want to do is register for an account.

Step 2: On your netvibes page, at the very top, on the left hand side, you will see an "Add content" icon. This brings up the content module. You have a few options here. Choose the "Add a feed" option.

This is where you'll enter the URL's of the relevant feeds. Feed URLs are available on the homepages and settings screens from most social media and search tools.

Step 3: Customize your dashboard. In addition to RSS feeds, consider integrating widgets into your dashboard. The "Essential widgets" option for a good selection of including widgets for your brand's Facebook, Twitter, and Myspace accounts and general administrative tools like Calendar, Link module Webnote and HTML modules.

Step 4: Add custom tabs by clicking the plus "+" tab beside your page name. Additional tabs can be added to track specific subject matter, competitors, trending topics etc. While there is no right or wrong way to organize your grid. Find a solution and tweak it.

Google Reader

Step 1: Sign up for a [Google Reader](#) account, available to those who already have Google/ Gmail accounts.

Step 2: Set up [Google Alerts](#) for rel-e-vant key-words. These will be the keywords you've prechosen with your team. Choose the com-pre-hen-sive search, and set the deliv-ery option to feed. Click cre-ate alert, and then on the fol-low-ing screen, click view in Google Reader. You should now be sub-scribed to your Google Alert in your Google Reader. Repeat as necessary.

Step 3: Go to [Twit-ter Search](#). Run a search for a rel-e-vant key-word term, like "Public Radio International". Click on feed for this query on the right hand side of the screen. Add this to your Google Reader account.

Step 4: Repeat the above process for every site you you're going to want to track. Some useful sites include:
- SocialMention
- Topify
- Linkedin
- Reddit
- Digg
- Delicious
- Stumbleupon
- Ycombinator
- Flickr
- Myspace
- Tumblr

Step 5: Orga-nize Your Findings. Go to Google Reader and click on settings. Select Google Reader settings. Click on the sub-scrip-tions tab and organize your feeds into folders. These can be seperated by your brand name, keywords, competitors etc.

Links to useful information
- House of Local
- Oakland Local
- The California Endowment
- Susan Mernit
- Kwan Booth
- Amy Gahran
- Community Bridge Video
- House of Local's J Lab Social Media Module

About the Authors

This curriculum was created with the help of several talented journalists, consultants and community media advocates that make up the Oakland Local editorial team.

Susan Mernit: Instructor
Susan Mernit was named as one of 25 Women to watch in Tech in July 2010 by Always On. She has been working with local community sites since 1996, when she was the founding editor of New Jersey Online (nj.com). She served as a VP for Network Strategy at Netscape and America Online, and a Senior Director for Product Development at Yahoo!, before returning to her social change roots and working as a consulting program manager for The Knight News Challenge in 2008-09, and as a Circuit Rider for The Community Information Challenge of the Knight Foundation from January 2010 on.

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Kwan Booth is an award-winning journalist, creative writer and media strategist.
He is the Co-Founder of Oakland Local, director of Legba Digital Creative Collective and a recipient of the Society of Professional Journalists' Sigma Delta Chi award for excellence in journalism. He regularly works with media and community organizations, including the Knight Digital Media Center, the Online News Association, Public Radio International, and the Black Coalition on AIDS to develop social media strategies and online networks.

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Jennifer Inez Ward is a communications specialist and photographer with a wide range of talents. A graduate of the University of California, Berkeley Graduate School of Journalism, Jennifer has worked for a variety of media organizations, including CBS MarketWatch. Jennifer has also worked in communications at the University of California Office of the President. Currently, Jennifer is a contributing editor at Oakland Local where she also teaches communications skills to local grassroots organizations.

Amy Gahran: Instructor
Amy Gahran is a longtime journalist, editor, entrepreneur, and media consultant. She is the Senior editor of Oakland Local, covers mobile technology for CNN.com, and is also a writer and trainer for the Knight Digital Media Center.

CB Smith-Dahl: Instructor
CB Smith-Dahl is an award-winning filmmaker, photographer, and educator who has always put the community at the center of her work. In 1997, she founded Community Bridge Video, a company that specializes in participatory media. As Oakland Local's Community Media Manager, she creates new media content for the site and teaches and engages youth and community members in useful new media skills.

Tehea Robie: Assistant Instructor

Tehea Robie is Oakland Local's Associate Editor, a novelist, a lover of interactive media tools and a spoken word artist. She was a finalist for the 2005 Glimmer Train Short Story Award for New Writers and has been published in Rad Dad, Five Fingers Review, Controlled Burn, and various sites online. Tehea composes her poems by heart, without writing them down, and has been featured at venues all around the Bay, such as the 2009 Nectarena stage at San Francisco Pride, I Am A Man Fundraiser, and ShePeoples. She received her MFA in Writing and Consciousness.

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