

## **The Digital Advocacy Center**

### **Fundamentals of Digital Advocacy**

This course is designed to build the capacity of tobacco control organizations who are actively managing social media campaigns.

The program is structured to provide trainees with access to expert content on digital advocacy strategy, as well as specific how-to information for digital communications channels such as Facebook and Twitter.

These materials are offered in combination with ongoing support through exercise feedback and office hours with digital advocacy experts.

The goal is to broaden your strategic thinking of how to use digital tools to win advocacy campaigns, while addressing the specific needs of digital advocacy campaign managers.

#### **Who the Training is For**

This program is designed for organizations who may not have considerable digital experience on staff but are actively using digital advocacy tools in their campaign work.

Organizations that have the following characteristics are ideal potential trainees:

- Have dedicated communications staffing capacity within their organization
- Are actively working on a campaign policy objective to pass or implement a tobacco control policy in the next 6- 8 months
- Are strong offline advocates but are hesitant about digital because they feel they do not understand it
- Are amplifying their existing social media capabilities to include digital campaigning

#### **Course Curriculum**

The courses can be taken at your own pace based on you and your organization's training needs but will be covered at a rate of one lesson every month. Below we have outlined how a generic schedule for an organization taking the entire course content over a three month-long period:

#### **Month 1: Strategic Planning**

##### **Objectives:**

- Understand the organizational resources needed to be successful in digital advocacy
- Learn how to design a digital advocacy strategy to support your policy objectives
- Learn about the components of a digital campaign and how to design them based on the goal of the campaign

##### **Lesson 1 Topics:**

Topic 0: is Your Organization Digital Ready?

Topic 1: How to Use Digital to Win

Topic 2: How to Design a Campaign

Topic 3: Power Mapping

Topic 4: Messaging

##### **Important Dates:**

Lesson Available: Tuesday, June 5

Module Zero worksheet due: Thursday, June 7

Office Hours: June 19-21

Worksheets Due: Friday, June 22

Recap Slack Session: Thursday, June 28

## **Month 2: Facebook, Twitter and Content Best Practices**

### **Objectives:**

- Learn the importance of Facebook for digital advocacy and the basics of how to use Facebook to activate and engage one's followers
- Understand the role of Twitter in the digital advocacy ecosystem and how to get and engage one's followers through the platform
- How to write content for dissemination on social media. This includes text as well as audio visual content and how to create, curate and co-create it.

### **Lesson 2 Topics**

Topic 5: Managing Content & Community

Topic 6.1: Facebook Concepts

Topic 6.2: Facebook Technical How-To

Topic 7.1: Twitter Concepts and How-To

### **Important Dates:**

Lessons Available: Monday, July 2

Office Hours: July 17-19

Worksheets Due: Friday, July 20

Recap Slack Session: Monday, July 30

## **Month 3: Campaign Tactics & Evaluation**

### **Objectives:**

- Learn how to influence the policy process using digital strategy. This will include introduction to tools and tactics to implement in your campaigns.
- Learn how to monitor one's campaign and use the data to improve one's tactics and strategy

### **Lesson 3 Topics:**

Topic 8: How to Set Up Indicators of Success

Topic 9: Facebook Insights

Topic 10: Twitter Analytics

Topic 11: How to Use Digital to Support Policy Passage

Topic 12: How to Use Digital to Support Implementation

### **Important Dates:**

Lessons Available: Wednesday, August 1

Office Hours: August 17-21

Worksheets Due: August 24

Recap Slack Session: August 30

## **Content Format**

As noted above, the content for lesson 1 will be available starting June 5, 2018, with lessons 2 and 3 being released on a monthly schedule respectively. Our course is built around the following general schedule, though you may look to pick and choose which course content is best for you:

- Weeks 1 and 2
  - Review Course Material for lesson, including relevant videos, exercises, tips and tricks sheet, study resources and case studies
  
- Week 3
  - There will be an optional group live Q & A slack session where we will address your questions and assist you in completing your exercises
  - One-on-one Skype, email or chat support available for individual questions
  - Assignments will be due for submission
  
- Week 4
  - Assignment feedback posted by the DAC team, which can then be applied to building your organization's actual digital program
  - There will be an optional recap slack session where participants will be encouraged to discuss what they learned from the lesson and address outstanding questions/opportunities for the course to improve.