

# Using Digital Media Strategically in Your Campaigns



New media tools can be valuable in your policy campaigns, especially when you use them strategically. Check out our matrix below and see which kinds of digital media platforms can be useful for each state of the *Five Phases to Victory*. For more information on the five phases of a campaign go to [www.center4tobaccopolicy.org](http://www.center4tobaccopolicy.org).

## What kinds of tools are out there?

Digital Media Platforms	Social Networking f Instagram Twitter	Search Engine & Cloud Services G A	Crowd-sourcing Business Reviewer *	Video Streaming Services YouTube SoundCloud Vimeo	Blogging/Website Platform B WordPress t
Description	These are platforms that allow users to share information as well as learn about other individuals, organizations, and elected officials.	These platforms help you and your coalition conduct research, and share materials and information.	Yelp provides you with customer reviews and data about local businesses.	These video streaming services allow you to upload and share original content.	These services can help you build a blog or webpage for your campaign – all for free!

### PHASE 1: INVESTIGATION & PLANNING



- Find decision makers and research their allies and the community.
- Follow key people, groups, and local press to stay up to date on their activities and announcements.
- Search for local organizations & groups to see what kind of activities are happening in your community.

- Share background & preliminary research with coalition members.
- Use Google maps to understand the areas that key decision makers represent.

- Find out hours for stores you want to conduct surveys at and research which restaurants do not have smokefree outdoor dining.
- Find and follow decision makers to see where they and their allies go.




- Research decision makers, allies and the community.

- Research decision makers, allies and the community
- Read popular blogs to get a feel of what makes your community tick.
- Use key word searches in blogs to see what groups are talking about and who they are interacting with.

### PHASE 2: STRATEGY & PLANNING



- Broaden participation by creating online versions of the strategy chart, decision maker matrix and circles of influence and allow coalition members to edit and give input.
- Share research with coalition members.
- Utilize the suite of Google apps (i.e.: Google Drive, Google Docs) to coordinate on document editing and sharing of files.

Digital Media Platforms	Social Networking	Search Engine & Cloud Services	Crowd-sourcing Business Reviewer	Video Streaming Services	Blogging/Website Platform
<p><b>PHASE 3: THE RECRUITMENT</b></p> 	<ul style="list-style-type: none"> <li>• Post/share tips on how to conduct one-on-one recruitment meetings along with information about upcoming coalition meetings, health fairs, etc.</li> <li>• Post photos from coalition events and tag followers. Have a photo caption contest. Tag allies and groups to show popular support.</li> <li>• Use your social media to highlight important news, community partners, and campaign updates.</li> </ul>	<ul style="list-style-type: none"> <li>• Use Google Voice to send free text messages to youth/coalition members and invite them to attend your coalition meetings.</li> <li>• Share key coalition documents, agendas, etc. (be sure to set your privacy settings).</li> <li>• Use Google Groups to create a list of supporters and allies with whom you can regularly send updates and call to actions.</li> </ul>	<ul style="list-style-type: none"> <li>• Find Yelp reviewers who complain about smoking at local restaurants and invite them to join your campaign.</li> <li>• Conduct a scavenger hunt where participants must check in via Yelp to get clues.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a recruitment video about what your coalition does or on how to conduct one-on-one recruitment meetings. Share on Facebook/Twitter.</li> </ul>	<ul style="list-style-type: none"> <li>• Reach out to popular bloggers in your community and ask them to write a post to help recruit new people to your coalition.</li> </ul>
<p><b>PHASE 4: THE CAMPAIGN</b></p> 	<ul style="list-style-type: none"> <li>• Share your online petition directed at decision makers on your wall so your followers can sign.</li> <li>• Ask followers to take action, such as submit letters of support.</li> <li>• Post frequent status updates to drive a conversation and share that conversation with decision makers. Be sure to tag partners and, if necessary, elected officials.</li> <li>• Reach out to media or tag them on your posts to get their attention.</li> <li>• Comment on decision makers' wall. Have public conversations with them on your policy, both with allies and those who need convincing.</li> <li>• Conduct photo campaign where participants are holding a message to the decision maker.</li> <li>• Tag decision makers and/or print photos and bring to hearings. Invite followers to hearings, meetings, and events.</li> </ul>	<ul style="list-style-type: none"> <li>• Use Google Voice to send free text messages to invite youth to hearings.</li> <li>• Share tips documents on how to conduct your tactics (be sure to set your privacy settings).</li> </ul>		<ul style="list-style-type: none"> <li>• Create a video outlining the issue you are asking the decision maker to take action on.</li> <li>• Create a video where participants are holding no-smoking signage and quickly talk about why they support a policy.</li> <li>• Share these videos on Facebook/Twitter and send to decision maker.</li> <li>• Create a video to train volunteers on tactics such as meeting with decision makers.</li> </ul>	<ul style="list-style-type: none"> <li>• Reach out to popular bloggers and ask them to do stories about your work in their community, then share the story on Facebook/Twitter.</li> <li>• Share or repost articles from allies on your own social media. Respond to their posts and have very public conversations about your issue.</li> </ul>
<p><b>PHASE 5: IMPLEMENTATION &amp; EVALUATION</b></p> 	<ul style="list-style-type: none"> <li>• Post a "thank you" on your decision maker's Facebook wall.</li> <li>• Post photos of no-smoking signage or cigarette litter on the ground.</li> <li>• Post pictures and stories of your campaign's success, the policy implementation, and the people the new policy is helping.</li> </ul>		<ul style="list-style-type: none"> <li>• Post reviews regarding nonsmoking patios, leave comments regarding cigarette litter at parks, restaurants, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a video of an award presentation at council and post on YouTube.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with popular bloggers in your community to post a "thank you" post.</li> </ul>