



Using Social Media for Mobilization?



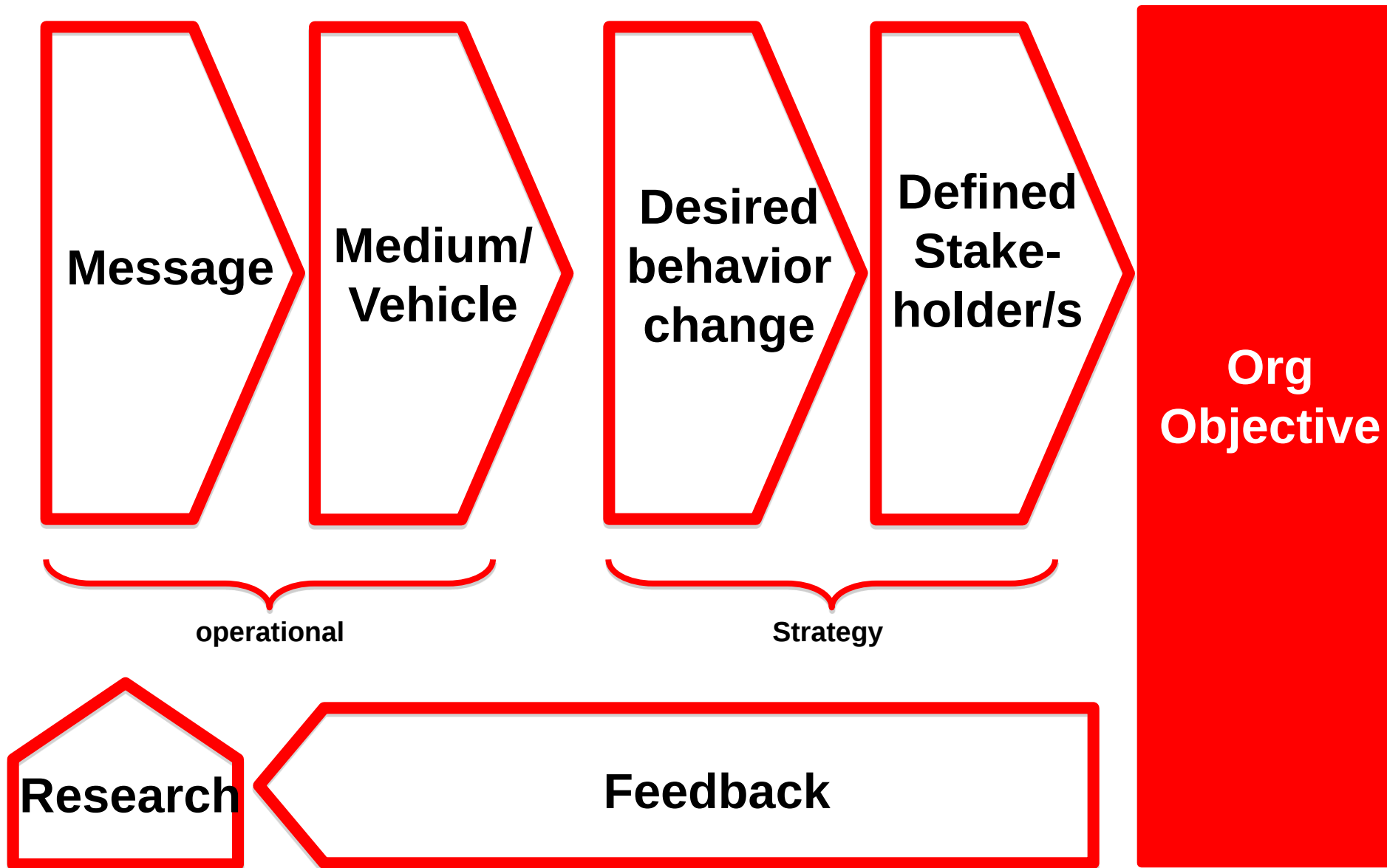
**Until the lion tells her story
the hunter will always be victorious**

Types of media (mediums)

- ✓ **One-to-One (inter-personal, born before language)**
 - ✓ Face2face, door2door, phone call, small meetings, etc
- ✓ **One-to-Many (mass media to consumers, born w printing press)**
 - ✓ Books, newspapers, radio, TV, magazines
 - ✓ Posters, flyers, pamphlets, loudhailer, t-shirts,
 - ✓ Radio, free2air TV, pay TV
 - ✓ community radio, community TV, SABC
- ✓ **Many-to many (dialogue, producer/consumers, born with internet)**
 - ✓ Email, internet, Face2face, sms, MXIT, etc, etc, etc

Situational: Choosing right medium for purpose

Communication Strategic Framework



Overview of Many-to-Many Media (Social Media)

- **Organizing**

 - * records

 - * logistics

- **Mobalising**

 - * Reach

 - * Awareness, Understanding, Action

VIRUS

Overview of Many-to-Many Media

UPLOAD → **HOST/ARCHIVE** → **VIRAL/SPREAD/DIALOGUE**

Text

Pictures

-Documents

-Video

-Audio

**Develop a Website
to**

**-archive material
- for past links**

-Email

-Facebook

-Twitter

-Email lists

-Email

**management
tools**

-Manage

UPLOAD → HOST/ARCHIVE → VIRAL/SPREAD/DIALOGUE

Text & pics

- Google group
- Google site
- Wordpress.com
- Joomla.org
- Facebook.com
- Twitter.com
- Instagram, FB, Tumblr
- www.pixlr.com

-Documents

- Google docs
- dropbox
- scribit.com

-Video/audio

- Youtube.com
- Facebook.com
- www.Qik.com

Develop a site

- Wordpress.com
- joomla.com
- Need a host server

-Publish online

- Google site
- Open Google group

-Hyper links

- Net neutrality
- Site links (URL)
- search engine Tags
- FB: @DLF
- Tweet: #DLF
- Debate on news site

-Email (better than FB or TW)

- HTML & text
- Google lists, Other Lists
- Database

Facebook & Twitter

- Profile, group,
- Friend, comment
- Follow, RT

-Manage

- Hootsuit, Tweet Deck

Cell phone as activist tool

(11% use Internet on landline, 22% on a cell phone. 25% use MXIT)

✓ **Collect information:**

- ✓ Document our work
- ✓ Collect evidence for legal challenges
- ✓ Photos, Video and voice recording, notes, contacts

✓ **Send information:**

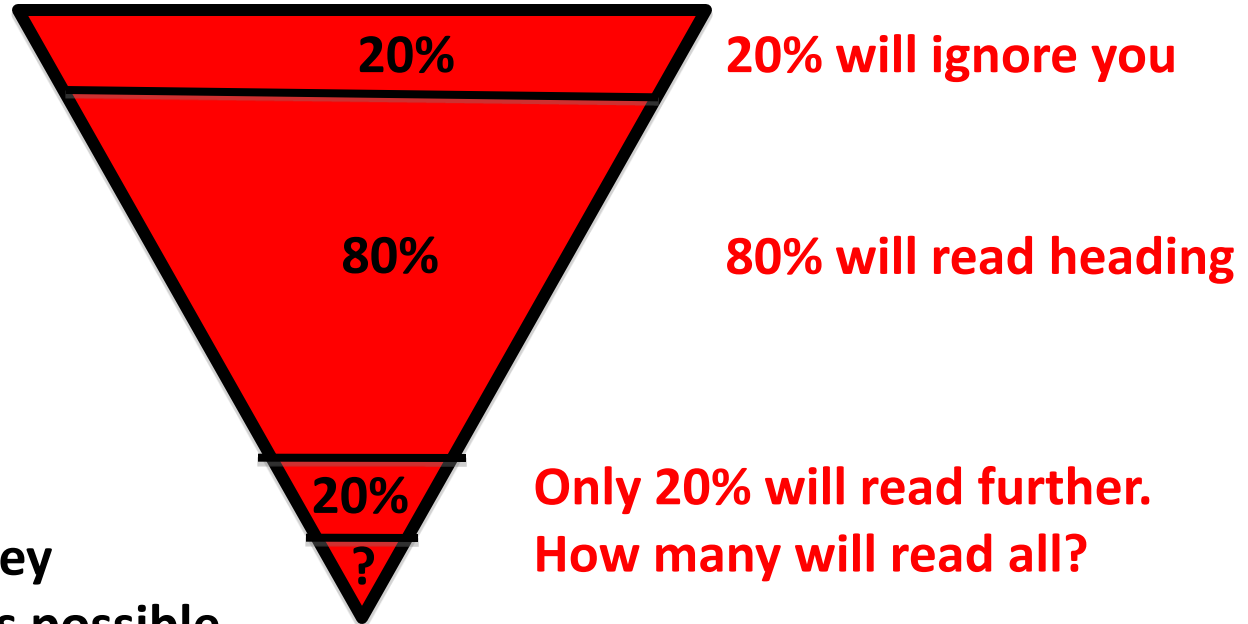
- ✓ SMS, Voice message – vodacom, Bulk SMS, Whatsup (www.bulksms.co.za) , uploading to internet (hootsuite),

✓ **Receive information:**

- ✓ Calls, SMS, short code, whatsapp

Writing for many-to-many:

(info overload, noise, clutter)



- ✓ Headings are key
- ✓ Keep it short as possible
- ✓ Use language and word for audience
- ✓ Put most important points first
- ✓ Subheadings, line breaks/papargraphs, bullet & lists
- ✓ Images are key (1000 words – google images)

Q: What makes a great heading, SMS, status update, tweet?



Mark Weinberg shared a link. 28 minutes ago

Bring me my machine gun. He promised. He delivered.

http://africartoons.com/sites/default/files/images/20120820w_NandaSoobhen_preview.png

The Cell Phone Story

- ✓ Introduced in SA for the elite
 - ✓ Doubled in 6 months with 'pay as you go'
 - ✓ "please call me" introduced to get money
 - ✓ Now 93%+—close to all youth over 10 years and all adults
 - ✓ Basic phone (25%), Feature phone 65%, Smart phone 10%
 - ✓ By 2015 half will have smart phone
-
- ✓ Poor pay more than rich (SMS, pay-as-you-go, data)
 - ✓ Very expensive by global standards
 - ✓ Massive profiteering by cartel/duopoly

Q: What is the cost/profit of an SMS?

Secrecy, Censorship, and Corporate Control

- ✓ Film Publication Board online content regulations (draft)
- ✓ Secrecy Bill (and now to classify information)
- ✓ Existing secrets: Promotion of Access to Information Act (PAIA)?
- ✓ Post-SNOWDEN
- ✓ Exiting illegal monitoring of phones and on-line
- ✓ Tracking location, flagging relationship
- ✓ Facebook – a spy machine?
- ✓ Google – What are you thinking?
- ✓ Activists can be anonymous: www.tor.com, www.wikileaks.com
- ✓ Copy Right & Piracy: Who are the real pirates?
- ✓ Walled gardens (pay walls)
- ✓ Nothing for free – you are the product.
- ✓ FRAGMENTATION & Echo chambers

A few Tips for Video Filming

- ✓ Wide establishing shot (gives context)
- ✓ Full the frame (3x3=9)
- ✓ Always shoot for at least 10 seconds
- ✓ Keep sun/light behind camera
- ✓ Keep noise down for interviews (quiet place)
- ✓ Keep Camera on police (get their faces)
- ✓ Work in teams if possible
 - ✓ Wide shot
 - ✓ On Police
 - ✓ On Comrades (close up – in crowd)



Way Forward: VISION

“We seek a country and a world where we all have the right to know – that is to be free to access and to share information. This right is fundamental to any democracy that is open, accountable, participatory and responsive; able to deliver the social, economic and environmental justice we need. On this foundation a society and an international community can be built in which we all live free from want, in equality and in dignity.”



Right2Know Campaign

All Shall Call! (sms, data)

- ✓ **FREE SMS!**
- ✓ **FREE BASIC AIRTIME!**
- ✓ Increase “free to call” numbers (like child’s school).
- ✓ Roll out affordability of landlines
- ✓ **. FREE and AFFORDABLE DATA!**