



LIBERTY DIGITAL



Level 2: Mastering Digital Strategy

Course Outline

- **Mastering Digital Strategy**
- Website Essentials
- Email Essentials
- Mastering Content
- Mastering Advertising

Topics

- Systems vs Goals
- The Social Cycle
- The Constituent's Journey
- Digital Activism Plan Components



Course Resources

bit.ly/DigitalActivismCourse

Slide Decks

Newsletter Signup

Links and Downloads

Course Discount Code

Systems vs. Goals

Systems vs. Goals

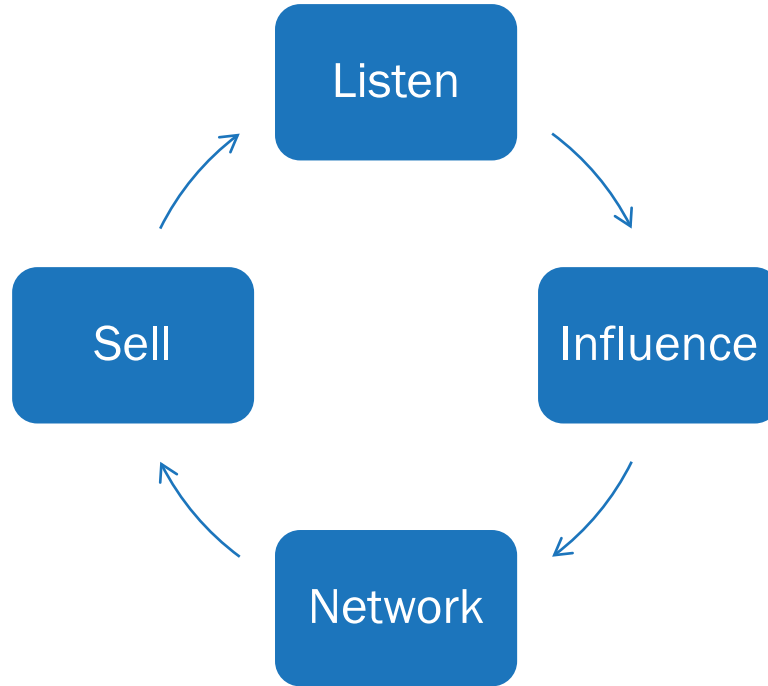


Infinite System Examples

- Publishing content
- Engaging with your audience
- Getting smarter
- Reviewing and analyzing

The Social Cycle

The Social Media Cycle



Social Cycle: Listen

Goals

- Manage reputation
- Identify policy gaps
- Identify message gaps

Tactics

- Follow topics/issues
- Monitor opponents
- Follow influencers
- Search for mentions

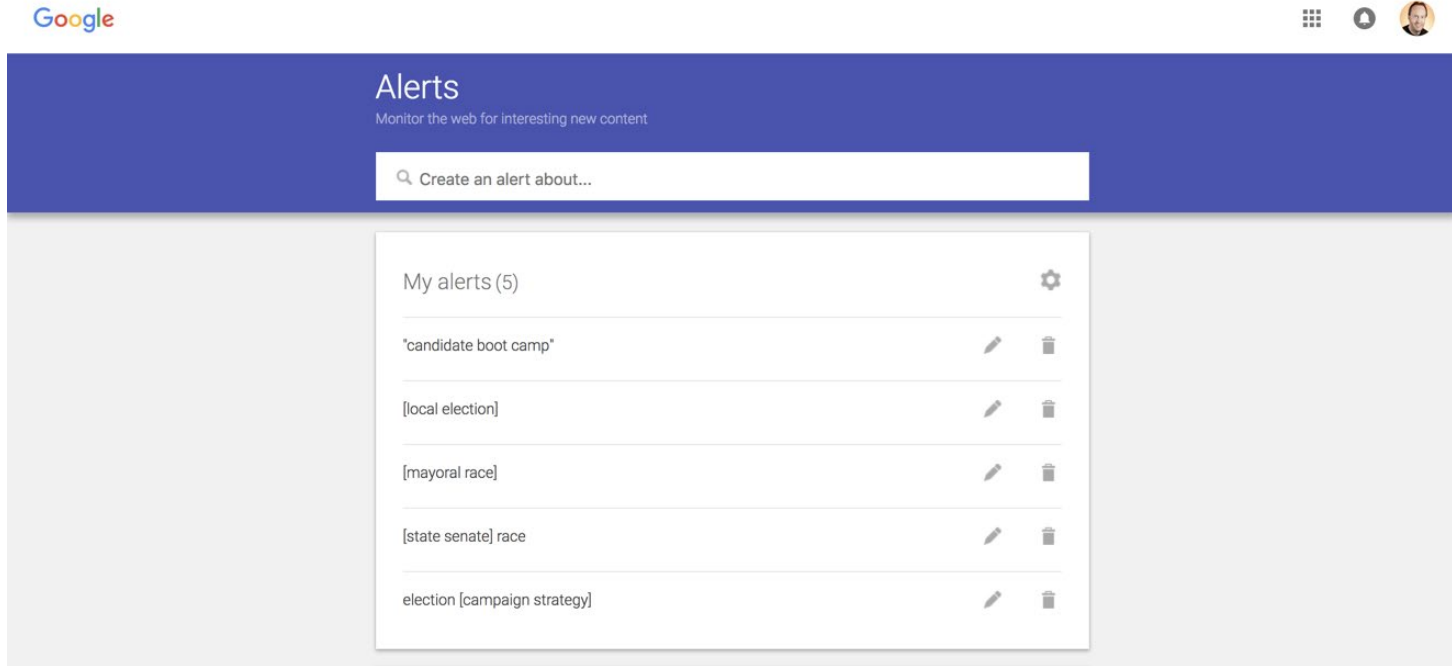
Social Cycle: Listen

Tools

- Google Alerts
- Tweetdeck



Social Cycle: Listen (Google Alerts)



google.com/alerts

Social Cycle: Listen (Google Search Operators)

Match Types

- Broad
school board
- Modified Broad
+school +board
- Phrase Match
"school board"
- Exact Match
[school board]

Operators

- Exclude (-)
school board -meeting
- Include (+)
"school board" +meeting
- OR
"school board" OR "school committee"
- Sites (site:)
"school board" site:unionleader.com
- Locations (loc:)
"school board" loc:Manchester, nh

Social Cycle: Listen (Tweetdeck)

Tweet

Search Twitter 🔍

- Short List @jondipietrohn
- Home @jondipietrohn
- Ukraine @jondipietrohn
- NH Politics @Ross_Berry
- Notifications @jondipietrohn
- Notifications @ManchesterGOP
- Sports @JonDiPietro

+ Add column

Short List @jondipietrohn

Dave Rubin @RubinReport · 2m
Election misinformation being spread by the escaped mental patient network known as MSNBC...

MSNBC @MSNBC
Sarah Kendzior: "Trump was installed as the president of the United States in order to weaken the alliances that were preventing Putin from achieving his goals. Alliances like NATO, our relationship with our European partners...with Ukraine."
[onmsnbc.com/3tdyQcB](#)



6 6 11 11 83 ...

Drew Cline @DrewHampshire · 4m
Daily Quordle #35



quordle.com

ConservativeNotCrazy Retweeted
InsideSources @InsideSourcesDC · 6m
"Banning Russia and wealthy Russians"

Home @jondipietrohn

sarwark.eh Retweeted
Peter Zeihan @PeterZeihan · 3m
Heh [thedailybeast.com/tass-site-hack...](#)

Pwn All The Things @pwnalltheth... · 30s
More bad news
[twitter.com/CITeam_en/stat...](#)

CIT (en) @CITeam_en
The Russian Airspace Force is bombing Kharkiv and the surrounding areas, and evidence suggests they are using unguided bombs, just like in Chechnya and Syria.



Show this thread

Catturd™ @catturd2 · 38s
There's people on Twitter actually blaming me for the Russia invasion. Wish I was joking.

Karen Testerman for NH Governo... · 39s
#NH #Constitution! Only publicly kept BOOKS in state elections. Gov #ChrisSununu breaks the law & allows MACHINES! '79 law can't override the Constitution. I'm the #MerrimackCnty

Ukraine @jondipietrohn

Illia Ponomarenko @IAPonomare... · 11s
Curfew in Kyiv from 8 p.m. to 7 a.m. tonight

Anne Applebaum Retweeted
Tom Burgis @tomburgis · 1h
A London company owned by oligarchs from the former Soviet Union is suing me and my publisher @HarperCollinsUK over Kleptopia, my book about how dirty money is conquering the world. The first hearing was recently delayed but will now be at the High Court this Weds, March 2

Christo Grozev @christogrozev · 16s
This is what they are doing now to Kharkiv - a city that they totally believed was part of the "Russian world". What will they do to the OTHERS??



Bellingcat @bellingcat · 38s
According to reports in Russian and separatist media, an IED was said to have detonated on a highway in the DPR, impacting two vehicles - a van and a car on February 22.
[twitter.com/MarQs_/status...](#)

marqs @MarQs_ ·
Replying to @MarQs_

NH Politics @Ross_Berry

Alex Vuskovic @AVusk · 5m
Written by Aaron Sorkin

black lives matter @jrc1921

they started shouting at other people in the queue to let me go in front, alongside the soldiers and militants here. A deeply humbling moment, but I declined.

09:53 · 28/02/2022 · Twitter for iPhone

168 Retweets · 9 Quote Tweets · 1,295 Likes

Show this thread

Drew Biemer Retweeted
The Kyiv Independent @Kyivindep... · 21h
⚡ Zelensky doesn't believe in the positive outcome of the negotiations with Russia.

"But let them try, so that no citizen of Ukraine doubts that I, as president, tried to stop the war when there was still a chance, however small," he said in a video address.

746 14k 106k ...

Drew Biemer Retweeted
Adam Kinziger @RepKinzingr · 18m
Another war crime to add to the already long list for Putin. This gruesome attack was purposeful—he's targeting civilians while claiming to be in negotiations. It's barbaric and further reminder of his evil. He must be stopped.

Charles Lister @Charles_Lister ·
#Russia cluster munitions being dropped on #Kharkiv, a city of 1.4 million people.

Notifications @jondipietrohn

Russ Nelson liked · 2h
Jon DiPietro, Village Skeptic @jond... · 1d
It's like putting an emoji in your bio only better. I feel like we're only one or two hashtags away from saving Ukraine.

WMUR TV @WMUR9 ·
BREAKING NEWS: Gov. Sununu has signed an executive order to remove Russian-made and Russian-branded liquor from the Liquor and Wine Outlets.
[bit.ly/3hmsMJk](#)



5 5 14 14 28 ...

Doug the MetalMaster liked · 3h
Jon DiPietro, Village Skeptic @jon... · 23h
He's 70 years old and just inflicted a serious amount of pain on his country. I don't think he'll be around much longer. The dam is cracked. Let the water do its work.

Doug the MetalMaster liked · 3h
Jon DiPietro, Village Skeptic @jon... · 23h
What next? The dumb thing to do would be to insist on Putin's destruction. The smart thing would be to give him a way out that doesn't include an extinction-level event. But any such strategy will be greeted with ridicule and "Putin apologist" smears.

ian bremmer @ianbremmer ·
what's even new about it, imple...

Social Cycle: Influence

Goals

- Increase engagement
- Drive website traffic
- Increase awareness
- Grow retargeting lists

Tactics

- Optimize your profile(s)
- Share engaging content
- Promote posts

Social Cycle: Networking

Goals

- Earn media mentions
- Develop strategic partnerships

Tactics

- Target influencers
- Media outreach
- Create a “Short List”

Social Cycle: Sell

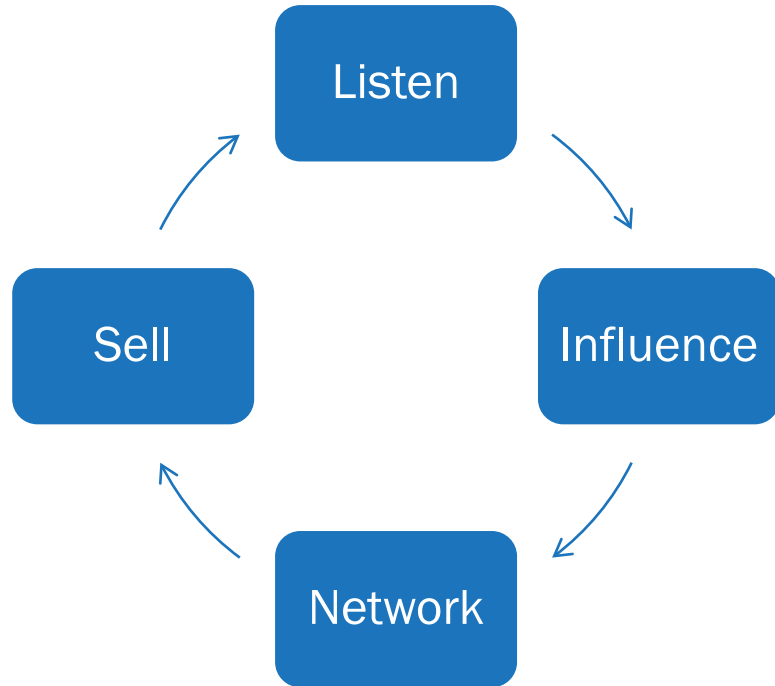
Goals

- Gain supporters
- Acquire volunteers & donors
- "Upsell"
- Increase activity

Tactics

- Value-first approach
- Follow the Constituent Journey
- Segment messages

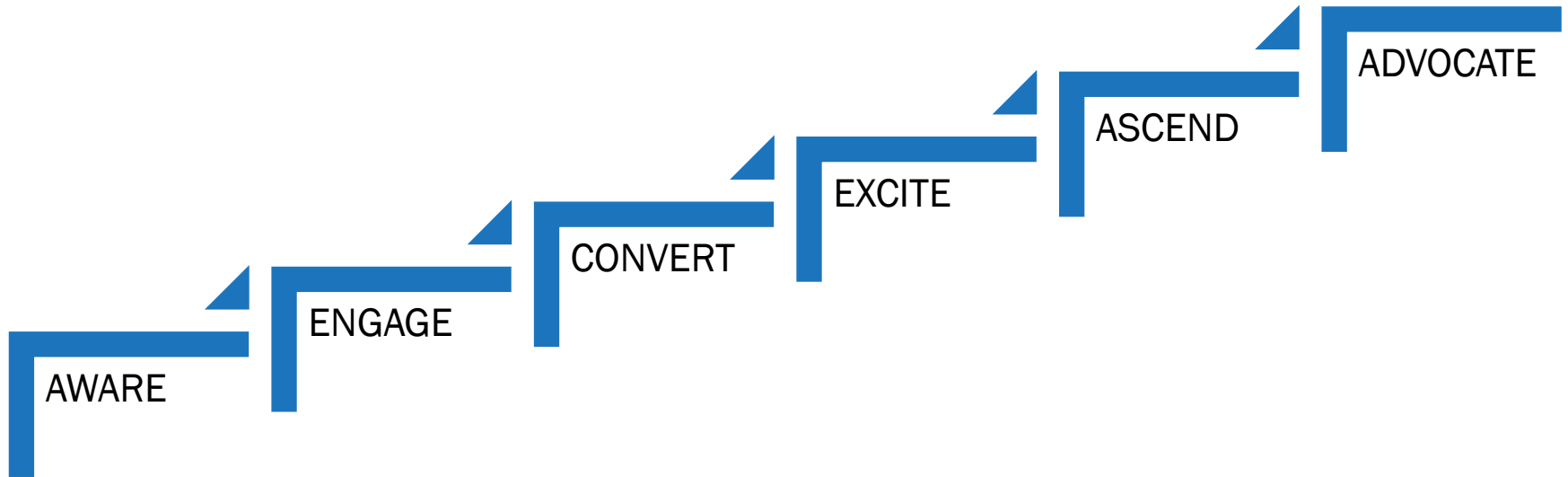
Social Cycle: Summary



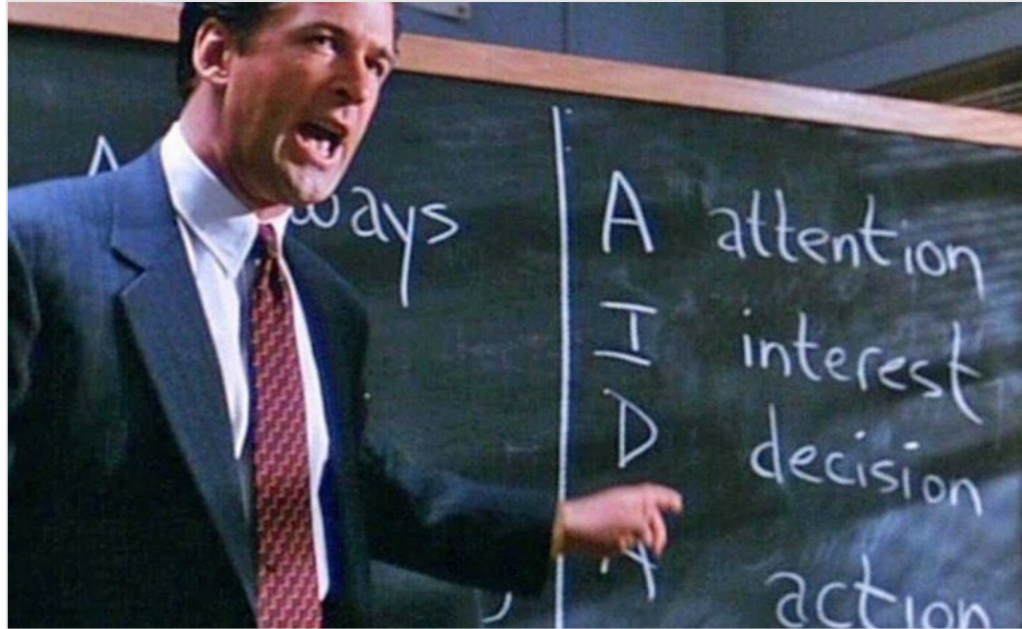
- Listen
 - Manage reputation
 - Identify gaps
- Influence
 - Engagement and awareness
 - Drive traffic (build retargeting lists)
- Network
 - Earn media mentions
 - Develop partnerships
- Sell
 - Gain supporters
 - Acquire donors & volunteers

The Constituent's Journey

Overview



What About AIDA?



Constituent Journey: Awareness

Free

- Search engines (organic)
- Social media (organic)
- Email (personal)

Paid

- Search engines (ads)
- Social media (ads)
- Email (lists)

Constituent Journey: Engagement

“Flirting”

- Policy priorities
- Constituent concerns
- Build trust

Goal: Generate a two-way conversation.

Constituent Journey: Conversion

The “First Date”

- Attend a campaign event
- Subscribe to newsletter
- Follow on social media

Goal: Convince them to take a small, first step.

Constituent Journey: Excitement

“Courtship”

- Maintain and build interest
- Reveal more
- Dressed rehearsal

Goal: Make a good first impression and build interest.

Constituent Journey: Ascension

“Commitment”

- Supporter
- Donor
- Volunteer

Goal: Seal the deal and grow the relationship.

Constituent Journey: Advocacy

“Partnership”

- Public advocate
- Share workload
- Surrogate

Constituent Journey: Summary

Constituent Stage	Social Cycle	Call(s) to Action	Ad Set Audience(s)
Awareness	Listen	Read this article Watch this video	Affinity/Saved Lookalike
	Engage	Read this article Watch this video	Affinity/Saved Lookalike
Engagement	Engage	Like, Share, Comment	Affinity/Saved, Lookalike Retargeting Fans
Conversion	Engage	Join Me Subscribe Sign Up	Custom Retargeting Fans
Excitement	Network	Learn More Tell Me What You Think	Custom Retargeting Fans
Ascension	Sell	Vote for me Donate Volunteer	Custom Retargeting
Advocacy	Sell	Share my message Host a house party or event	Custom Retargeting

Digital Activism Plan

How to Get Results

MESSAGE + AUDIENCE + TIMING = RESULT

Digital Activism Plan Components

Goal(s)
Preparation
Strategy
Tactics

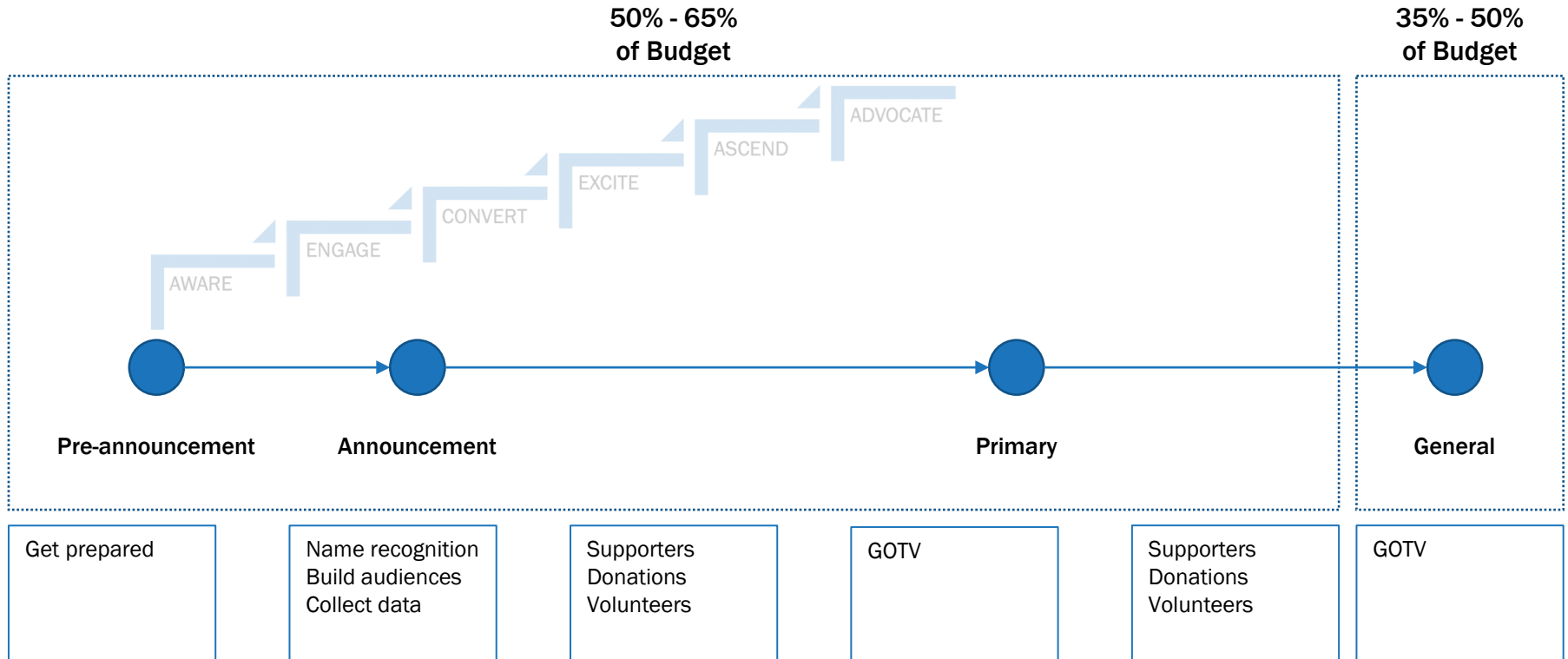
Digital Activism Plan Components

- Goals
- Preparation
 - Research
 - Asset Inventory
 - Technology Stack
 - Checklist
- Strategy
 - Audience Segments
 - Messaging
 - Phasing
- Tactics
 - Timeline
 - Budget
 - Operations Calendar

Ad Campaign Purposes

1. Increase Name Recognition
2. Create Voter Audiences
3. Convert Supporters Into Voters

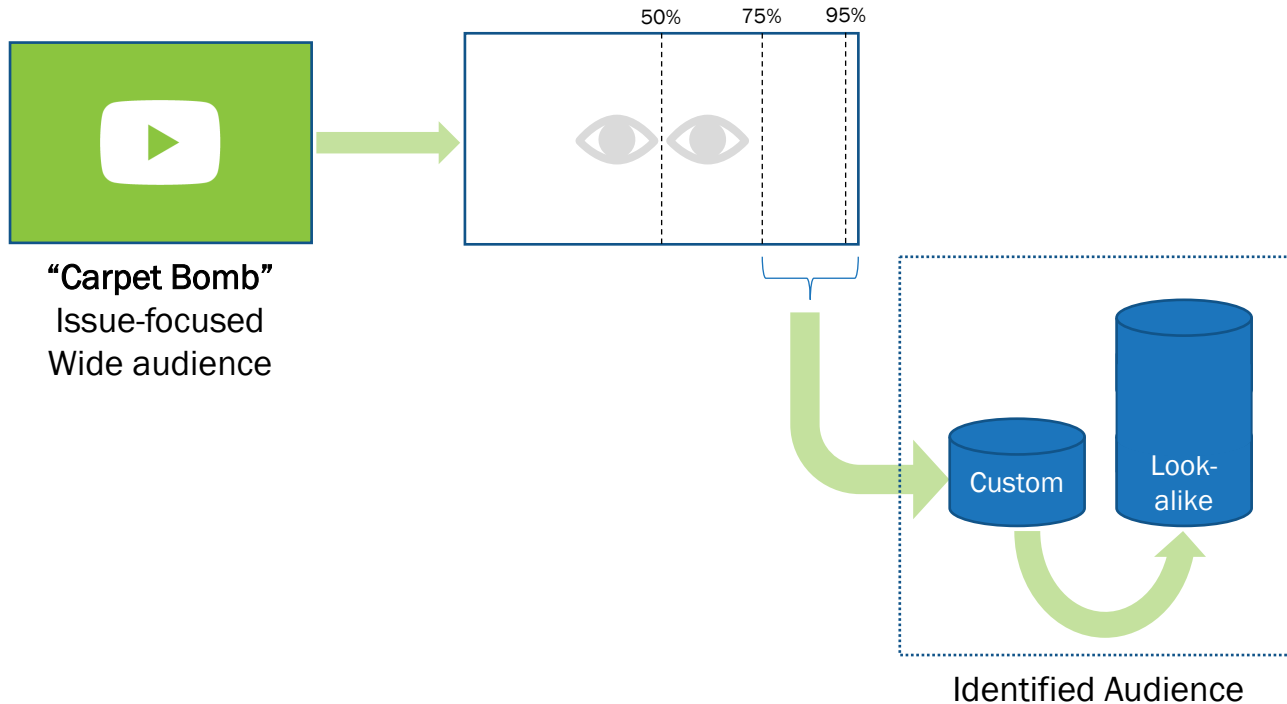
Campaign Timeline



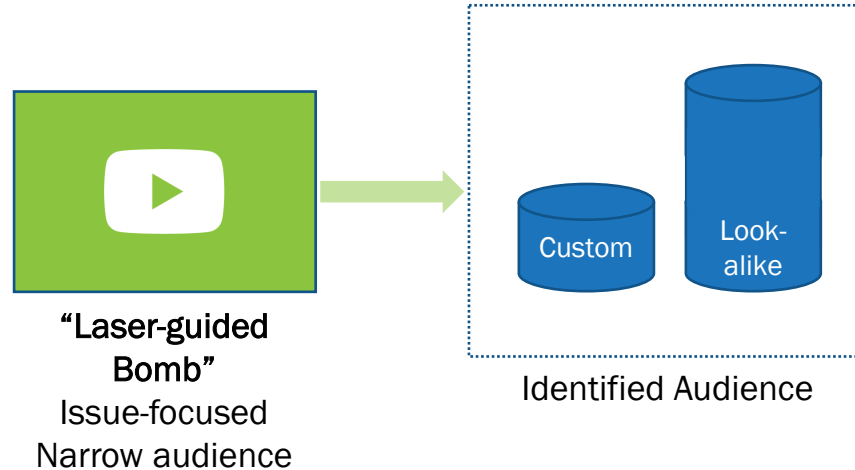
Budget Spreadsheet

A	B	C	D	E	F	G	H	I	J	K
Campaign(s)	Objective	Channel	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Issue 1	Targeting	Facebook	\$100							\$100
Issue 2	Targeting	Facebook		\$100						\$100
Issue 3	Targeting	Facebook			\$100					\$100
Endorsement	Name ID	Facebook	\$50	\$50						\$100
Name and Office	Name ID	Facebook		\$35	\$35	\$35	\$35			\$140
Name/Office/keywords	Name ID	Google Search	\$70	\$70	\$70	\$70	\$70			\$350
Name and Office	Name ID	Google Display		\$35	\$35	\$35	\$35			\$140
GOTV - Issue 1	Reach	Facebook						\$200	\$50	\$250
		YouTube						\$0		\$0
GOTV - Issue 2	Reach	Facebook						\$200	\$50	\$250
		YouTube						\$0		\$0
GOTV - Issue 3	Reach	Facebook						\$200	\$50	\$250
		YouTube						\$0		\$0
GOTV - General	Reach	Facebook						\$200	\$50	\$250
		YouTube						\$100		\$100
		Budget	\$220	\$290	\$240	\$140	\$140	\$900	\$200	\$2,130
		Actual								
		Variance	-\$220	-\$290	-\$240	-\$140	-\$140	-\$900	-\$200	-\$2,130

Identifying & Targeting Voter Audiences



Identifying & Targeting Voter Audiences



MESSAGE + AUDIENCE + TIMING = RESULT

Template #1: Short Time (60 days), Small Budget (< \$500)

Phase 1 (65% budget): Exposure and BYO audience

- Campaign 1: Name and Office
 - Objective – Engagement
 - Audience – Cold (demographics)
 - Creative – Image (name, office, face)
 - Add to CA “Campaign Engaged”
- Campaign 2: Video Intro
 - Objective: Engagement
 - Audience – Cold (demographics)
 - Creative – Video (30-second captioned slideshow)
 - Add to CA “Campaign Engaged”

Phase 2 (35% budget): GOTV

- Campaign 3: GOTV
 - Objective: Conversions
 - Ad Set 1
 - Budget 50%
 - Audience – Cold (demographics & affinity)
 - Creative – Event (Vote for Me)
 - Ad Set 2
 - Budget 50%
 - Audience – “Campaign Engaged”
 - Creative – Event (Vote for Me)

Template #2: Medium Time (90 days), Medium Budget (\$500 - \$1,000)

Phase 1 (35% budget): Exposure and BYO audience	Phase 2 (35% budget): Recruit Support	Phase 3 (30% budget): GOTV
<ul style="list-style-type: none">• Campaign 1: Name and Office<ul style="list-style-type: none">• Objective – Engagement• Audience – Cold (demographics)• Creative – Image (name, office, face)• Add to CA “Campaign Engaged”• Campaign 2: Video Intro<ul style="list-style-type: none">• Objective: Engagement• Audience – Cold (demographics)• Creative – Video (30-second captioned slideshow)• Add to CA “Campaign Engaged”	<ul style="list-style-type: none">• Campaign 3: Lawn Signs<ul style="list-style-type: none">• Objective – Conversions• Audience – “Campaign Engaged”• Creative – Messenger (request sign)• Add to CA “Campaign Supporter”• Campaign 4: Donations<ul style="list-style-type: none">• Objective – Traffic• Audience – “Campaign Engaged”• Creative – URL (donate landing page)• Add to CA “Campaign Donor”	<ul style="list-style-type: none">• Campaign 5: GOTV<ul style="list-style-type: none">• Objective: Conversions• Ad Set 1<ul style="list-style-type: none">• Budget 50%• Audience – Cold (demographics & affinity) or LAA• Creative – Event (Vote for Me)• Ad Set 2<ul style="list-style-type: none">• Budget 50%• Audience – “Campaign Engaged, Supporter, Donor”• Creative – Event (Vote for Me)

Template #3: Max Time (120+ days), Max Budget (> \$1,000)

Phase 1 (25% budget): Exposure and BYO audience	Phase 2 (25% budget): Segment Audience	Phase 3 (25% budget): Recruit Support	Phase 4 (25% budget): GOTV
<ul style="list-style-type: none"> Campaign 1: Name and Office <ul style="list-style-type: none"> Objective – Engagement Audience – Cold (demographics) Creative – Image (name, office, face) Add to CA “Campaign Engaged” Campaign 2: Video Intro <ul style="list-style-type: none"> Objective: Engagement Audience – Cold (demographics) Creative – Video (30-second captioned slideshow) Add to CA “Campaign Engaged” 	<ul style="list-style-type: none"> Campaign 3: Issues <ul style="list-style-type: none"> Objective: Engagement Ad Set 1 <ul style="list-style-type: none"> Audience – Cold (demographics) Creative – Issue #1 Video (30-second slideshow) Add to CA “Issue #1” Ad Set 2 <ul style="list-style-type: none"> Audience – Cold (demographics) Creative – Issue #2 Video (30-second slideshow) Add to CA “Issue #2” Ad Set 3 <ul style="list-style-type: none"> Audience – Cold (demographics) Creative – Issue #3 Video (30-second slideshow) Add to CA “Issue #3” 	<p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <ul style="list-style-type: none"> Campaign 4: Lawn Signs <ul style="list-style-type: none"> Objective – Conversions Audience – CA or LAA Creative – Messenger (request sign) Add to CA “Campaign Supporter” Campaign 5: Donations <ul style="list-style-type: none"> Objective – Traffic Audience – CA or LAA Creative – URL (donate landing page) Add to CA “Campaign Donor” 	<p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <ul style="list-style-type: none"> Campaign 6: GOTV <ul style="list-style-type: none"> Objective: Conversions Ad Set 1 <ul style="list-style-type: none"> Budget 50% Audience – Cold (demographics & affinity) Creative – Event (Vote for Me) Ad Set 2 <ul style="list-style-type: none"> Budget 50% Audience – CA Creative – Event (Vote for Me)

Q&A