

# Alex Steed

Opportunity Maine

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- Change dot Org
- NetSquared
- The Point (now Groupon)
- Vermont Democratic Party
- Millennials Changing America

## Social Media

- Facebook
- Twitter
- YouTube
- Blogs

## Participatory Media

- Facebook
- Twitter
- YouTube
- Blogs
- Message Boards
- Webinars
- Conference Calls
- Blog comments sections
- Google Documents

## Participatory Media

- as many of you know - is:

Defined as a method of communication defined less by its utilization of broadcast - less about one-to-one communication - and largely about **several-to-many / many-to-many conversation.**

## More importantly:

It is:

- how to get to people where they are.
- where they can be for less money / resources.

The average person spends 7 hours a month on Facebook according to what people report, 30 based on what Facebook suggests. Either way, that's between 20 minutes and an hour per day.

**A strongly integrative social media approach works.**

## Gubernatorial Forum:

•**WEBINARS:** Using webinars to facilitate and coordinate the state-wide organization of the event. If we were going to

•**VIDEO:** Beaming the event to 18 interactive watch sites where local youth, parents, teachers, businesspeople and others were able to interact on these issues, and contribute to the larger event by offering satellite commentary. Attendees felt greater ownership over the forum as they participated directly, but remotely.

•**PRESS:** We asked a blogger at the most read political blog to come and moderate one of our events, which got him writing about our event and leveraging his network. We got several blog entries from several sources out of this.

•**INTERACTIVITY:** Offering multiple opportunities of interactivity to home viewers (via Facebook, chat, and video interaction), which greatly increased our ability to monitor, hear, and respond to the issues that are of most concern to the viewing community.

Encourage those using the media and related networks to tell the story for you.

Marcia Kinsey of Demos talked about how little people know about Government, which leads into our next Project.

The same way we have organizers throughout the state, and employ canvassers during different initiatives, we are looking at the Internet as where people are, we look at the Internet as where people are.

Participatory media is important to us because:

**It gives us access to people where they are.** Facebook has user stats there. Over 700 billion minutes are spent on FB per day. The average active user refreshes their front page dozens of times in a day. When it is not where people are, there is a friend of where people are. STRONG Fathers ME.

**It is where people are talking and sharing.** By not producing our content, no one is sharing. By not providing videos, no one has a chance to share the message as we frame it. And it works, of course. Every major corporation wouldn't be tied up in it if this was not the case. Our silence is deafening.

**Similarly, it is where the press is.**

**It is a network of trust.** Often, I hear people tell me that they get their news from their networks. They only see what is in their network. We can frame that. We can give our ideal version of government a face, e give our communities a voice.

**It is a place where we can get insight.** Again, this isn't only a place to broadcast. By putting a message out there and getting feedback from our networks, we get leads on communities that might need our attention, find leads to potential coalitions, funding sources, or stories that we can share that substantiates our mission.

Stories are important, and this is one of the tools through which we can share ours.

**Things that I would like to do better:**

- Target community press better.
- Set up a media alert email address.
- Newsletters.
- Infographics (reminded by Shannon, perfected by GOOD)