

OSSTF/FEESO

# Digital Organizing, Campaigns, and Activism



OSSTF/FEESO CPAC CONFERENCE 2020  
CONFÉRENCE DU CCAP D'OSSTF/FEESO 2020

TOWARD 2022 AND BEYOND  
NOVEMBER 6<sup>TH</sup> 2020 - 14H00  
VERS 2022 ET AU-DELÀ  
LES 6 ET 7 NOVEMBRE 2020 - RENCONTRE VIRTUELLE

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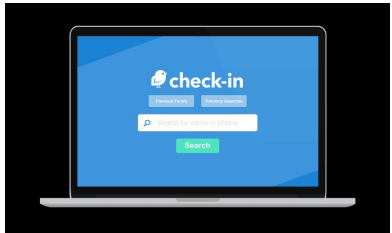
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TOWARD 2022 AND BEYOND  
VERS 2022 ET AU-DELÀ



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TOWARD 2022 AND BEYOND  
VERS 2022 ET AU-DELÀ



**Ontario residents can't afford another four years of PC chaos, cuts, and regressive policies**

[OFL Power of Many - Ford Tracker](#)

[Ford cuts in 1st year of term](#)

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TOWARD **2022** AND BEYOND  
VERS **2022** AU DELÀ

# Goals

- Raise Awareness
- Strategize
- Evolve
- Engage/Mobilize



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# ORGANIZE!

**Union organizing**  
isn't about signing  
cards - it's about  
**empowering**  
**people** and  
**changing lives**

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TOWARD **2022** AND BEYOND  
VERS **2022** AU DELÀ

# The COVID-19 Crisis as a Challenge: Re-imagining Organizing + Activism

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TOWARD **2022** AND BEYOND  
VERS **2022** AU DELÀ

- **Leverage broad-based alliances**
  - counter government misinformation
- **Regain the advantage**
  - think strategically in the digital landscape
- **Be adaptable**
  - COVID-19 pandemic may be the spark the helps initiate that change.



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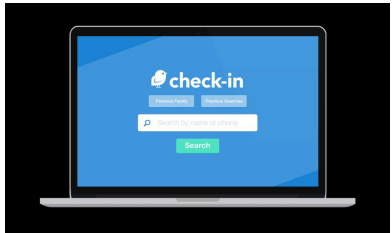
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TOWARD **2022** AND BEYOND  
VERS **2022** AU DELÀ



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TOWARD **2022** AND BEYOND  
VERS **2022** AU DELÀ

### Ladder of Engagement



- Host Your Own Event (leadership + time)
- Feedback Survey (thoughts + input)
- Text Sign In (email + phone)
- RSVPs for an event on FB (name)
- Sees a friend' post and likes it (existence)

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I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou




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TOWARD 2022 AND BEYOND  
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How can we replicate what we did pre-pandemic?






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TOWARD 2022 AND BEYOND  
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TAKE ACTION TO MAKE EQUALITY & DEMOCRACY ONTARIO'S PRIORITIES

RIGHTS JOBS COMMUNITY SERVICES DEMOCRACY

Email Your MPP & the Party Leaders







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TOWARD 2022 AND BEYOND  
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### Engagement is a process

Start where your members are, not where you want them to be

Clearly define problem/cause and desired goal(s) and how action(s) will lead to desired outcome

Go slow, marathon not a sprint

Member -> local leader -> recruit more supporters

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**Adapt** - use social media + alternative/physically distant actions to engage members

**Help move members** along the Digital Ladder of Engagement





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**Let's go fishing**





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**Digital Ladder**  
3 Levels -

Chum

Bait

Hook







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**TOWARD AND BEYOND **VERS** AND BEYOND **2022** AND BEYOND**

### Chum

Interesting hyperlink/article

Local/Provincial  
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External  
organizations/allies

Free Content

**OSSTF Communications** @osstf  
Media Advisory - Ontario's four major education unions to hold a virtual media conference to present expert witness reports on province's flawed return to school plan  
Wed Oct 7, 2020, 2:00 pm  
For details visit: <https://www.osstf.on.ca/news/education/unions-to-lead-virtual-media-conference.asp>  
#Onted #OntEdu #OSSTF #FEESO #ETFO #OECTA #OSSTF

Reach a bigger audience  
Get more engagements by promoting this Tweet

See report

Impressions	15,421
Total engagements	910
Detail expands	568
Link clicks	170
Likes	153
Retweets	117
Profile clicks	40
Hashtag clicks	28
Replies	3

Impressions	18,452
Total engagements	2,876
Link clicks	1,088
Media engagements	776
Detail expands	661
Hashtag clicks	148
Likes	89
Retweets	81
Profile clicks	50
Replies	5

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**TOWARD AND BEYOND **VERS** AND BEYOND **2022** AND BEYOND**

### External Election Campaign Example

Posted by Allison Cillis  
Oct 9, 2019 · 🌐

Absolutely HUGE compliment!! 🙏❤️  
If you missed the debate, please watch it at:  
<https://cable1news.com/video-on-demand/v...> See More

Jeremy Ballin  
@AstroBallin

Just watched the #FlamGlan candidate debate from the other day. Went in looking mainly at @Jen\_Stebbing @JanetGPO @AllisonCillis... ended up deciding on @AllisonCillis no contest (but @DavidSweetMP a surprising second choice). Mailing in my ballot tomorrow!

11:07 PM · 2019-10-09 · Twitter for iPhone

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**TOWARD AND BEYOND **VERS** AND BEYOND **2022** AND BEYOND**

Allison Cillis  
@AllisonCillis

Honoured to have had this article written about me. Thank you Emma Pasing for continuing to bring to light the effects of @fordnation's cuts to education. I will fight just as hard in Ottawa to have #FlamGlan's voice heard. #OSSTF #cdnpoli #onpoli #etxn43

Laid-Off Ontario Teacher Jumps Into Federal Politics  
huffingtonpost.ca

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TOWARD 2022 AND BEYOND  
VERS 2022 ALL DELA

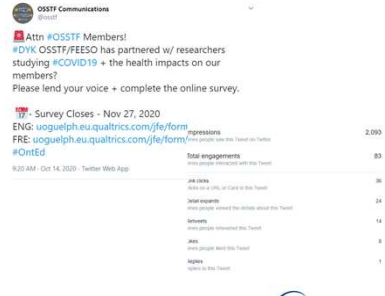
# Bait

works to identify your supporters

Simple task

Simple call to action

bring your supporters' names, and potentially contact information, into your database



Impressions	2,090
Total engagements	83
Like	36
Interactions	24
Comments	12
Shares	1
Views	1

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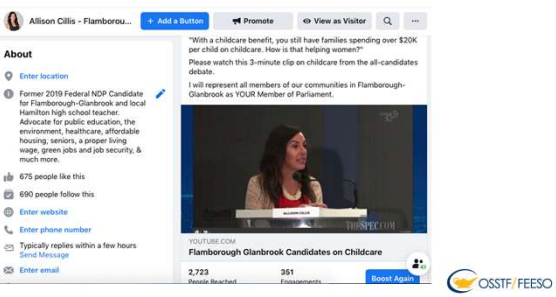
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TOWARD 2022 AND BEYOND  
VERS 2022 ALL DELA



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# Hook

Works to identify your supporters

Simple task

Simple call to action

Will bring your supporters' names, and potentially contact information, into your database



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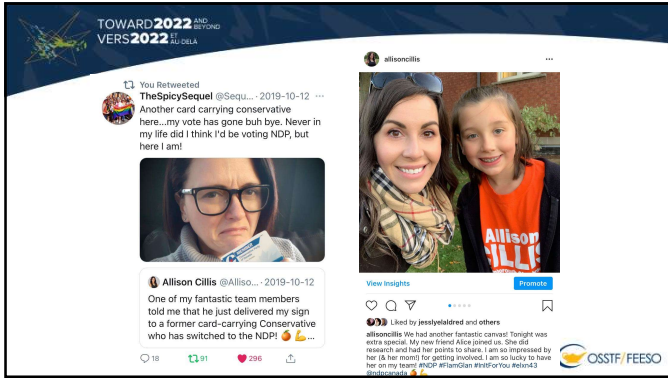
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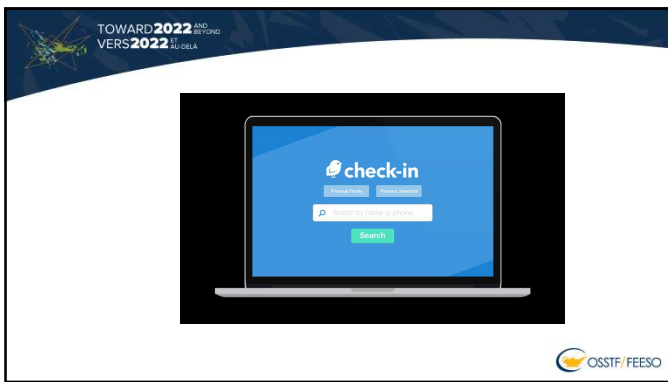
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TOWARD 2022 AND BEYOND  
VERS 2022 ALL DELA

## The medium and the message matter

### #DYK?

- 40% of users **want** to see **more live video**
- 29% of users **want** to see **more UGC** – User Generated Content

(Sprout Social Media – Data In Action, October 7, 2020)




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TOWARD 2022 AND BEYOND  
VERS 2022 ALL DELA

OSSTF Communications @osstf · Oct 30  
Thank you to all our education workers and teachers - a message from #OSSTF President, @HarveyBischof  
#SafetyForAll #ThankYouEducationWorkers #OntEd



OSSTF Communications @osstf  
Thank you to all our education workers and teachers - a message from #OSSTF President, @HarveyBischof  
#SafetyForAll #ThankYouEducationWorkers #OntEd pic.twitter.com/7Zvol\_XR73x

Impressions	10,117
Media views	2,365
Total engagements	594

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TOWARD 2022 AND BEYOND  
VERS 2022 ALL DELA

### Developing Local Strategies



- Campaign planning session could include:
  - Focus on **input from members** - traditional polls
  - **Webinar meetings + breakout sessions** = smaller groups to come together + discuss issues

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### Remote Political Activism:

- Engage political or corporate leaders via phone calls, emails, or petitions (i.e. Here For Students, CLC)
- Car Rally
- Lawn/Window Signs, bigger with a banner!
- Online candidate debate
- "My vote matters/I vote" online pledge

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## Try “new” methods

- Extend your reach - Text Messaging Apps
- Improve your email system via services like Mail Chimp – (see #4410 Communications Training for tips and advice)
- Data matters – don’t just create content – try to measure, see trends identify + connect with more members
- Map your membership + communities




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NEW / MODE




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VERS **2022** AU DELÀ



## Don't be afraid to get creative!

- <https://beautifultrouble.org/>
- <https://beautifultrouble.org/classroom/>
- <https://commonslibrary.org/beautiful-troubles-guide-to-activism-during-the-coronavirus-pandemic/>




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TOWARD 2022 AND BEYOND  
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BEAUTIFUL TROUBLE A TOOLBOX FOR REVOLUTION

Home / Principle / Take risks, but take care

PRINCIPLE: **Take risks, but take care**

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VERS 2022 AU DELA

**Simple rules can have grand results**

“Movements, viral campaigns and large-scale actions can’t be scripted from the top down. An invitation to participate and the right set of simple rules are often all the starter-structure you need.”

[Beautiful Troubles Guide To Activism During the Coronavirus Pandemic](#) - Nadine Bloch, Rae Ableah, The Commons Social Change Library

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OPEN EVENT PLANNING TEMPLATE

Event Name: \_\_\_\_\_ Location: \_\_\_\_\_

Event Date: \_\_\_\_\_ Event Type: \_\_\_\_\_

Category of Issue	Subcategory
<input type="checkbox"/> Climate Change <input type="checkbox"/> Human Rights <input type="checkbox"/> Environmental Protection <input type="checkbox"/> Education <input type="checkbox"/> Health <input type="checkbox"/> Community Relations <input type="checkbox"/> Other	<input type="checkbox"/> All Issues
<input type="checkbox"/> Community Relations <input type="checkbox"/> Other	<input type="checkbox"/> Other

Event Details

Event Title: \_\_\_\_\_

Event Date: \_\_\_\_\_

Event Location: \_\_\_\_\_

Event Time: \_\_\_\_\_

Event Description: \_\_\_\_\_

Event Objectives: \_\_\_\_\_

Event Budget: \_\_\_\_\_

Event Staff: \_\_\_\_\_

Event Materials: \_\_\_\_\_

Event Logistics: \_\_\_\_\_

Event Evaluation: \_\_\_\_\_

Event Follow-up: \_\_\_\_\_

Event Summary: \_\_\_\_\_

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Share an idea/thought



Chat Now



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Questions/Comments?



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TOWARD **2022** AND BEYOND  
VERS **2022** DE LA

## Resources

- Secrets of a Successful Organizer, Alexandra Bradbury, Mark Brenner, and Jane Slaughter, Labor Notes, 2016
- [Ladder of Engagement - Part One](#) – Campaign Gears
- [Ladder of Engagement - Part Two \(Digital\)](#) – Campaign Gears
- [Campaigning During Corona Times](#) – Campaign Gears
- [Activate Live Digital Engagement During a Crisis](#) – Hollyhock Leadership Institute and NewMode
- [Beautiful Troubles Guide To Activism During the Coronavirus Pandemic](#) - Nadine Bloch, Rae Abileah, The Commons Social Change Library




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## Thank you

<ul style="list-style-type: none"> <li>• <b>Daryl Jerome</b></li> <li>• D21 T/OT President</li> <li>• Chair – CPAC Member Outreach and Training</li> <li>• djerome@osstf21.ca</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Dan Earle</b></li> <li>• OSSTF/FEESO Communications Political Action Department</li> <li>• dan.earle@osstf.ca</li> </ul>
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