Technology and the Local League
Saturday June 8 | 10:15-11:45

The Roster Portal
Why do we use it—relationship between national>state>LL data
How can we make it better?
- Keep it updated.
- As any of us receive updated data, we can tell each other so that we are all using the most current data.
What to do if we can't figure it out?

Tools:

How to Connect
Zoom: This is a videoconferencing service that can also use phones. While I prefer in-person meetings, I need to get over this and realize that in an organization in which the bulk of the work is done by volunteers, there needs to be some creativity in how this work gets done and flexability around when and how meetings occur. This is actually crucial to diversifying LWV's membership and volunteer base.

Social Media (see demographics https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/)
- Facebook
- Twitter
- Instagram
Facebook has the largest audience, BUT younger folks are definitely more on Instagram. Twitter is more useful for advocacy and political organizing. But there are some key ideas for how to use these platforms that are a little more strategic:

1. Social Media is a good way to connect with your existing audience AND to build a larger, more diverse audience. BUT it takes some strategizing and some work. The keys are good content, an interactive audience, and a few co-conspirators.
2. Co-conspirators—ask board members and friends to commit to sharing at least some if not all of your LWV posts. Even better, get them to comment on it! At the very least, have them like or love each post. The more people interact with a post, the more interesting FB will think it is, and therefore will show it to more people.
3. Content: Posts that sound like a real human with a personality wrote it tend to get more likes. This is a tricky path to tread, while still sounding nonpartisan. Also—you want to be aware of the potential partisanship of the source of content that you post.
4. Useful for fundraisers and spreading the word about events. Fundraising on FB is good b/c:
   a. No fees are taken out of the money raised, like happens with PayPal.

b. It allows for peer-to-peer fundraising. An individual can create a fundraiser for your League, and then ask their friends and family to contribute. AND get their friends and family to share the fundraiser. If they donate, their network will be notified. This can create the sense of a real movement if you start to see all of your friends participating in a fundraiser!

c. Ditto about events. When someone RSVPs to a public event on FB, it gets shared to their friend network, which spreads the word about the event.

5. Twitter:

a. Read this guide, written by a woman managing her local League's Twitter account. I think that it is a brilliant, and—because it is written by someone from LWV—probably the most useful piece of advice you can get for the hows and whys of Twitter for League.
http://coyotecommunications.com/coyoteblog/2019/03/leaguetwitter/?fbclid=IwAR1J2Rh-5IRaXC-8BOE_ZlCWfc10quQEEsNOAajOmw03IY41vhRth8RSrZA

b. She offers the following goals, and a roadmap for how to achieve them:
   i. Every elected official representing her region that has a Twitter account follows the local League.
   ii. Key regional government offices on Twitter follow us.
   iii. Every local political group (or state version of such) follows us.
   iv. Most nonprofits working in her region follow the League.
   v. Any individual that cares about voter education, voter registration, civic engagement and civic education follows us on Twitter.

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<$30,000	68	69	35	18	10	27	20	19	9
$30,000-$74,999	75	72	39	27	26	26	20	16	10
$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

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