



Social Media Lessons from the '08 Election

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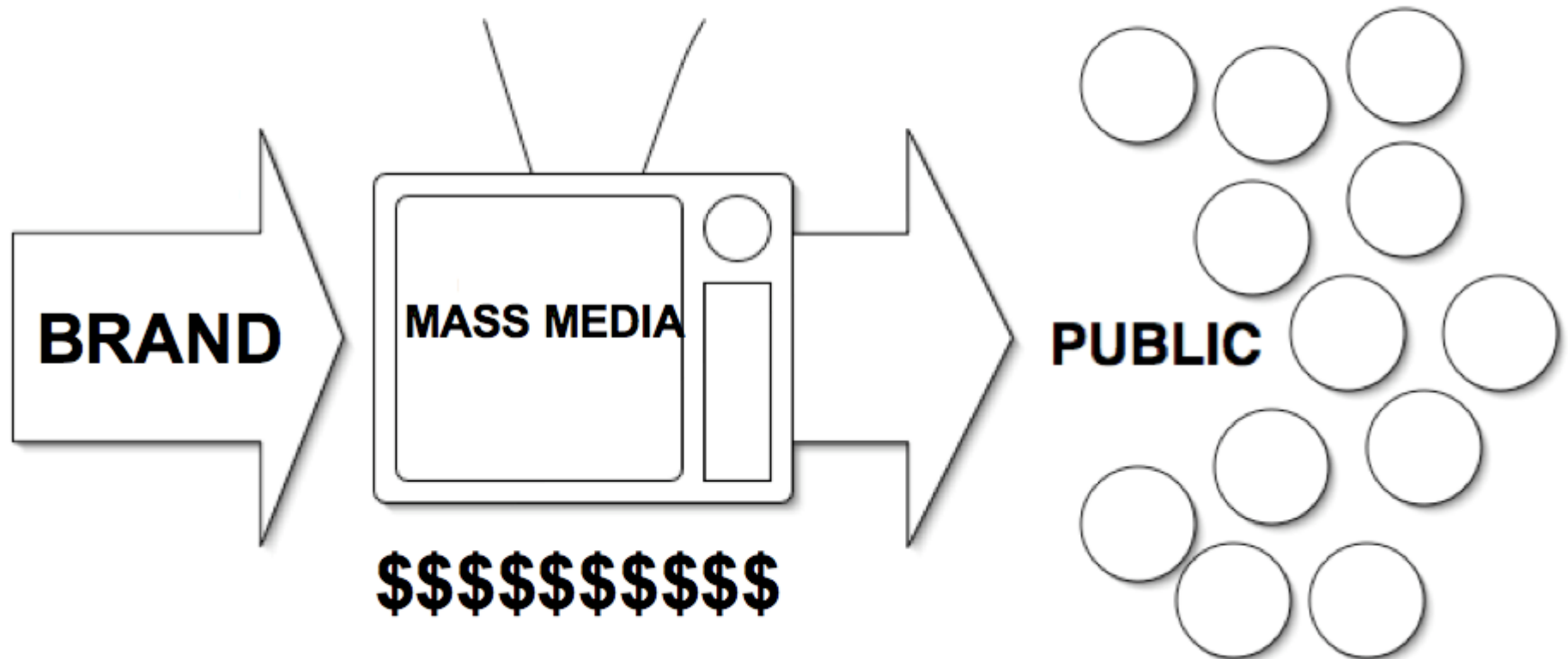
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What is social media?

Social media consists of electronic or web-based media that's interactive, changes in real time and can be used by multiple people across many different devices.

Examples are mobile Facebook, wikis, blogs, social networks, YouTube and twitter.

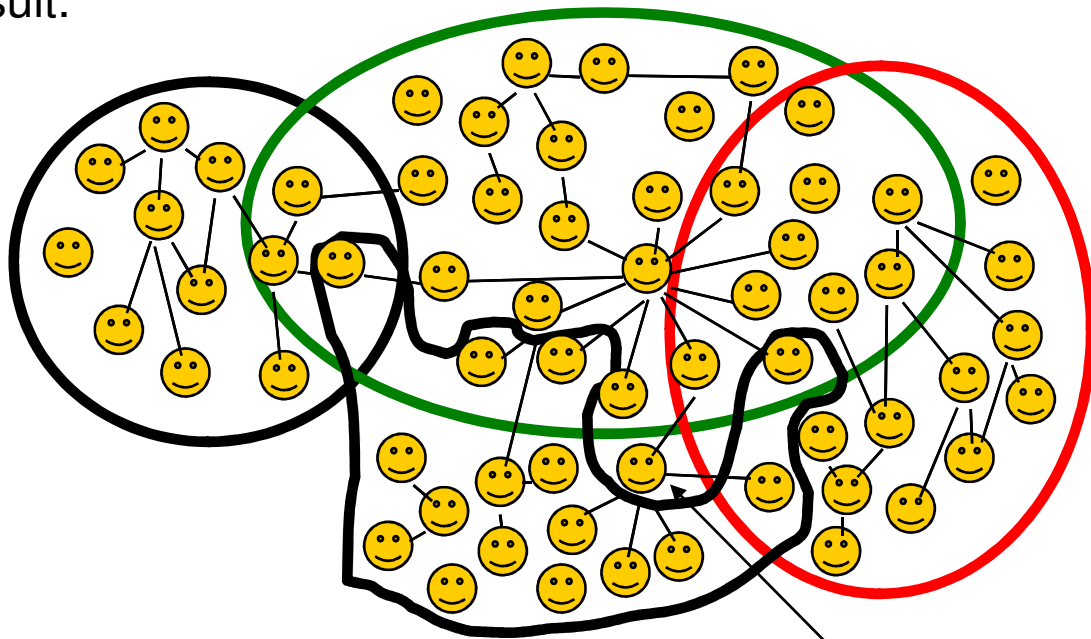
Traditional/Broadcast Model



Social media is about building relationships not leveraging your newest tool in the PR toolshed.

Goal: Build a Community

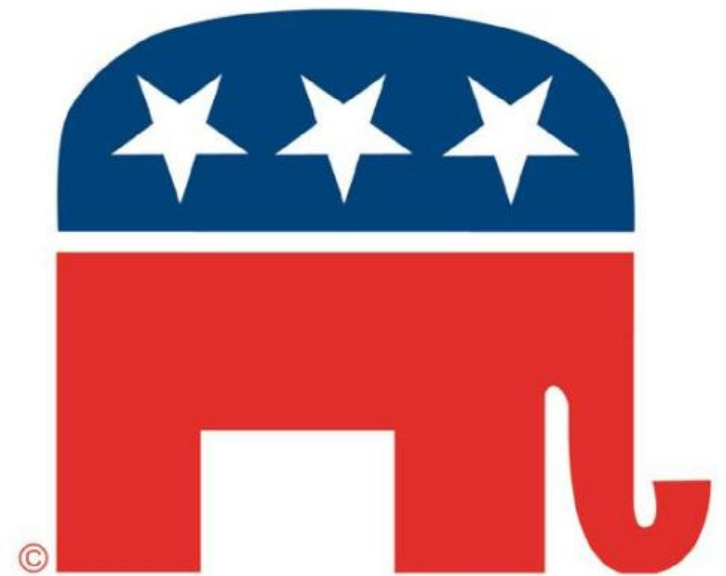
- Social media allows organizations to build meaningful relationships with existing communities or create new communities. Impossible to predict the multiplier effect or end result.



Your Organization

Lessons from '08

1. Join the world of social media or risk becoming obsolete.



AFP/Getty Images

Lessons from '08

2. Social media does not replace traditional PR practices but enhances them.

Additional touch points help get your message through the clutter.

Obama by the Numbers

- 10 million email addresses (a.k.a. *The List*)
- 6 million cell phone numbers
- 3 million online donors (avg. gift was \$200)
- 1 in 3 on e-mail list contributed to the campaign

Obama Online/Offline

Offline

- Get Out the Vote
- Phone banking
- Media appearances
- Door-to-door
- Rallies
- Fundraisers
- Direct mail
- Yard signs
- Bumper stickers
- Obama gear

Online

- Web site
- MyBarackObama.com (a.k.a. MyBO)
- Facebook:
 - 3,170,590 friends
 - 88 apps
- iPhone: app for change
- YouTube
- E-mail
- Twitter: 133,346 followers

Lessons from '08

3. In the online world, simple is stronger and shorter is better.



Lessons from Election '08

4. Use traditional PR to define your frame and use social media to back it up.

If you aren't there, someone else will be.





Lessons from '08

5. Empower people. Don't order them or tell them what to think.

Think Bottom-up. Not top-down.

“Our job isn't to run in here and tell you how it's going to be. This is your campaign. Not our campaign.”

-Adam Ukman, Obama organizer, *Rolling Stone*

Lessons from '08

App for Change



Lessons from '08

6. Use a narrative to promote your cause/brand.



Lessons from '08

7. Be genuine.

Let people know that there is a real person behind the profile, e-mail or web site.

Ex) @BarackObama first tweet.

@comcastcares

Lessons from '08

8. Be transparent.

Ex) Obama vs. McCain in online giving

McCain released his entire database of donors online.

Obama was a bit more selective.

- The FEC does not require campaigns to disclose donors under \$200.
- If one person aggregates total donations over \$200, donor must be disclosed.
- More than half of Obama's \$426.9 million came from donations under \$200. Only \$39 million was disclosed.
- FEC and news outlets found numerous donors who donated thousands in \$25 increments
- \$3.38 million came from 11,500 donations with foreign countries listed. The campaign did not require proof of U.S. Citizenship in order to make a donation

Lessons from '08

9. Don't be afraid to try new things...

Ex) Obama was the first to launch a Facebook app and an iPhone app.

Lessons from '08

10. **But realize that mistakes will happen.**

Ex) Biden's announcement via text.

Questions?

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