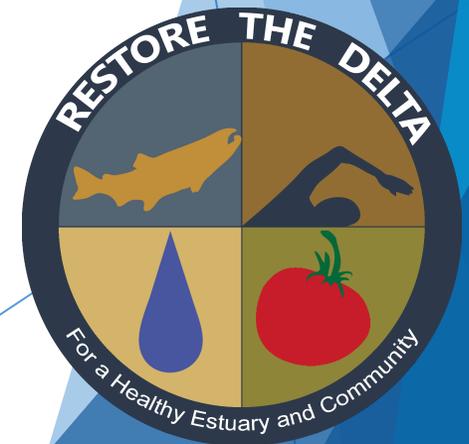


Digital Activism Webinar on Earth Day's 50th



About Restore the Delta

- ▶ Restore the Delta works in the areas of public education and outreach so that all Californians recognize the Sacramento-San Joaquin Bay Delta as part of California's natural heritage, deserving of restoration.
- ▶ We are a grassroots campaign of 60,000+ residents and organizations committed to restoring the Sacramento-San Joaquin Delta for future generations and fight for a healthy estuary and community.
- ▶ Restore the Delta advocates for local Delta stakeholders to ensure that they have a direct impact on water management decisions affecting the well-being of their communities, and water sustainability policies for all Californians.



What is Digital Activism?

- ▶ A digital activism campaign is "an organized public effort, making collective claims on a target authority, in which civic initiators or supporters use digital media."
- ▶ Independent activists the world over are using the internet and digital tools to build their community, connect with other similar-minded people outside their physical surroundings as well as lobby, raise funds and organize events.
- ▶ Simply put, digital activism is where digital tools (the internet, mobile phones, social media etc) are used for bringing about social and/or political change.
- ▶ Around half of Americans have engaged in some form of political or social-minded activity on social media in the past year.

Benefits of Digital Activism

- ▶ One of the biggest benefits of using digital tools for positive change is the ability to connect with a large community and, if applicable, globalize a campaign's goals.
- ▶ The interconnected nature of social media platforms such as Facebook and Twitter lend themselves easily to information sharing.
- ▶ Digital activism allows anyone with access to the digital world a platform to make their case and call for change and it can be particularly beneficial to those who are often silenced or have no vehicle for their message.
- ▶ The larger-scale campaigns get the attention of the media, however smaller-scale campaigns can be just as effective and often meet their goals.

Tools for Digital Activism

▶ Online petitions

- ▶ Websites such as [Change.org](https://www.change.org/) and are hubs of online activism, where people can communicate with others worldwide regarding their cause.

▶ Social networks

- ▶ Sites with high usage numbers such as Facebook and YouTube have proven beneficial in spreading a message, garnering support, shining information on a subject that might otherwise be overlooked by mainstream media.

▶ Blogs

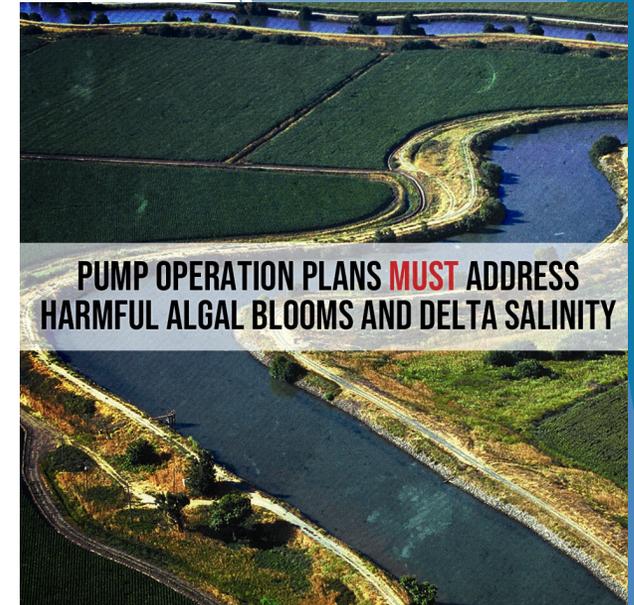
- ▶ Essentially a form of citizen journalism for the masses, blogs provide an effective means of non-filtered communication with an audience about any topic and have been used in numerous online campaigns.

▶ Micro-blogging

- ▶ Micro-blogging sites such as Twitter are used to help spread awareness of an issue or activist event. Twitter's hashtag function, which allows people to have their tweets contribute to a multi-user conversation by typing a keyword or phrase preceded by a hashtag, is used frequently as a digital tool for spreading a message.

Social Media 101

- ▶ Consistency is key.
 - ▶ Be sure to post regularly.
 - ▶ Ensure these posts are relevant to/conscious of the ever-changing landscape of any movement.
 - ▶ Social media isn't just promoting your campaign; it is in and of itself digital activism.
- ▶ When it comes to social media posts, you have 3-5 words to convince someone to read. Grab attention with bold words and questions.
- ▶ Less is more. If you are new to this, it is more important you focus on your community and messaging first and “branding” second.
- ▶ Make posts that are in alignment with your values and aid in the process of building community.



Grassroots Organizing Against Interior Appropriations Bill

- ▶ In June 2018, House Republicans (Ken Calvert [CA-42], Jeff Denham [CA-10], David Valadao [CA-21]) added three riders into the Interior Appropriations Bill.
- ▶ These riders would allow even greater increased pumping of water exports from the San Francisco Bay-Delta estuary.



Princess

@PositiveDeltaCA

Hey @SenKamalaHarris! Please support #SFBayDelta communities by assuring the Interior Appropriations bill, which would exempt the CA Water Fix Tunnels from state/federal judicial reviews, does not get enacted into law. bit.ly/2kYgr0x @RestoretheDelta #CAWater

9:28 AM · Jun 11, 2018 · [Twitter Web Client](#)



Natalia

@Nataliar173

.@SenKamalaHarris If the Water Fix Tunnels project is said to benefit the #SFBayDelta, why is there a rider exempting this controversial project from both Federal and State Judicial review? Please #StopTheTunnels and take our Delta environment into consideration @RestoretheDelta

2:43 PM · Jun 7, 2018 · [Twitter for Android](#)

The Importance of Digital Presence

- ▶ **Be purposeful in what you share.** Every tweet you send, every status update you make, every picture you share, contributes to your digital presence.
- ▶ **Create your network.** Follow experts in your field, learn from them, and create relationships. Actively participate in community groups in your field.
- ▶ **Audit your online presence.** You can't mold perception without first understanding the current status.
- ▶ **Don't be afraid to let your personality show through.**
- ▶ **Make your profile photo and your posts authentically you.**
- ▶ **Lift other voices up in your posts.** Your digital presence is based off an innumerable amount of interactions that you have with multiple people. Share their work in your feed as a way to engage and thank them.

Follow us on social media:

 facebook.com/restorethedelta

 [@restorethedelta](https://twitter.com/restorethedelta)

Questions?

