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## Monthly Webinar Series: Bringing New Ideas and Innovation to the Field of EE

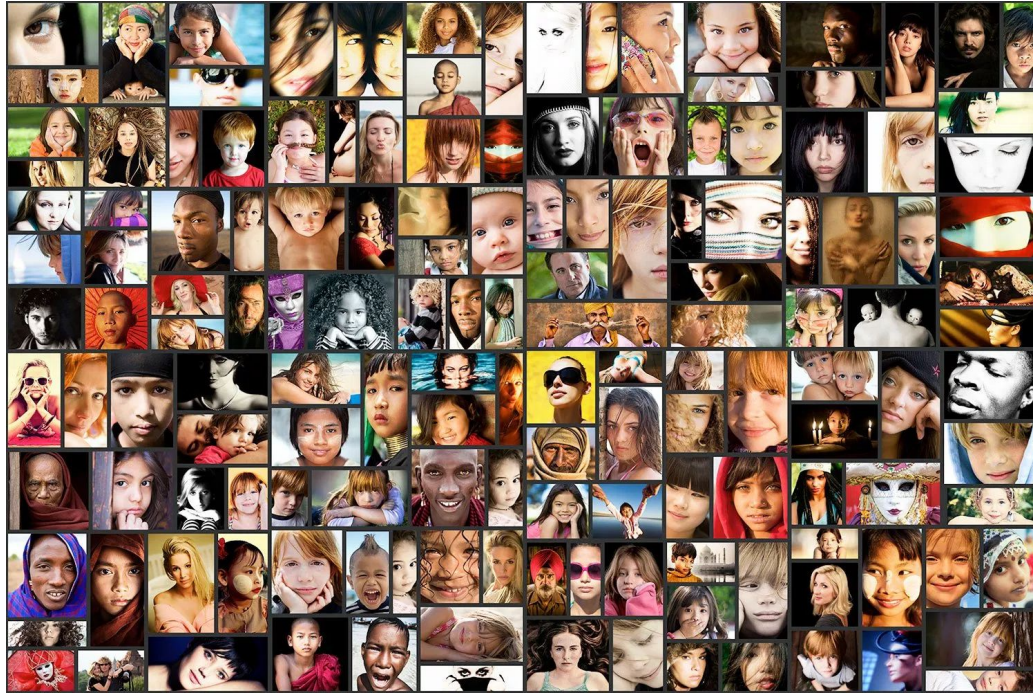
**ee360**

From Inspiration to Impact

**naaee**

Affiliate Network

# How to Win the Internet and Influence People: Real Stories to Combat Fake News



**Cheryl Contee (Fission Strategy)**

# Thanks to our Affiliate Co-hosts



**naaee**

North American Association  
for Environmental Education



# Welcome to NAAEE's Monthly Webinar Series



- Monthly sessions on topics of key interest to EE professionals in formal and nonformal settings
  - ✓ To bring new ideas and thinking to our work
  - ✓ To showcase thought leaders working in EE and other related disciplines
  - ✓ To improve practice and quality in our field

Let us know what you think! Send your ideas to [jbraus@naaee.org](mailto:jbraus@naaee.org) or [Kristen@naaee.org](mailto:Kristen@naaee.org).



# Next Webinar

**Tuesday, February 27, 4:30 pm ET**

**Learning Gardens and Learning Landscapes: Connecting Young People to Nature**  
Speakers: Drs. Dilafruz Williams, Nilda Cosco, and Robin Moore



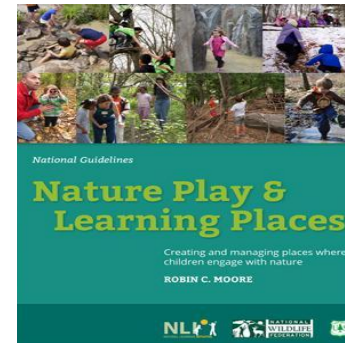
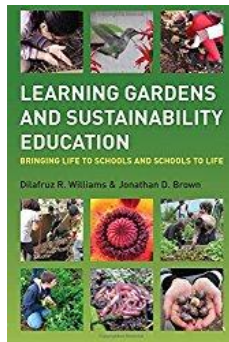
Dilafruz



Robin

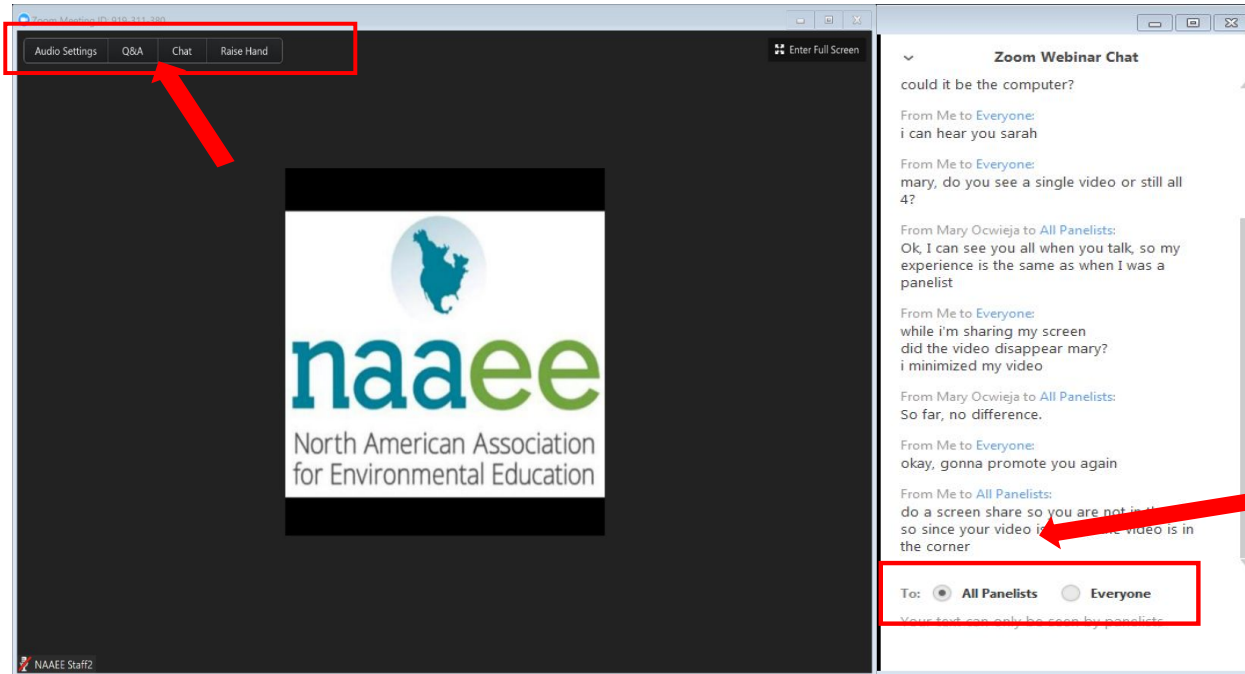


Nilda



# How to Interact With Us

- All audio lines are muted. Click “chat’ on the black toolbar.



Send a message to the whole group, or just to panelists using the dropdown menu at the bottom of the chat box.

**Please type your questions in the chat room. Cheryl will answer as many as she can at the close.**



**If you have any technical problems, please email Kristen or Sai. You can also message us directly using the Zoom chat box.**



[Kristen@naaee.org](mailto:Kristen@naaee.org)



[Sai@naaee.org](mailto:Sai@naaee.org)



# Introducing Our Speaker



Cheryl Contee



# How to Win The Internet and Influence People



Next-Gen Digital Organizing for a New Era



# We help the good guys win.

Fission builds digital movements that succeed through the power of people by bringing the best of startup culture to nonprofits. Meet our incredible team of strategists and technologists.





Fission is proud and deeply committed to a culture of inclusivity. We believe that our team's diversity will play a key role in helping you connect with a wide group of audiences.



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# Bringing Startup Science to Nonprofits

**Fission's Lab supplied early ideas & code and were shareholders in two successful tech startup exits:**



*acquired by Blackbaud in July 2016. This was the **first tech startup** with a **Black female founder** to be acquired by a **NASDAQ company***



*acquired by Facebook in January 2017.*

# Our Clients Include

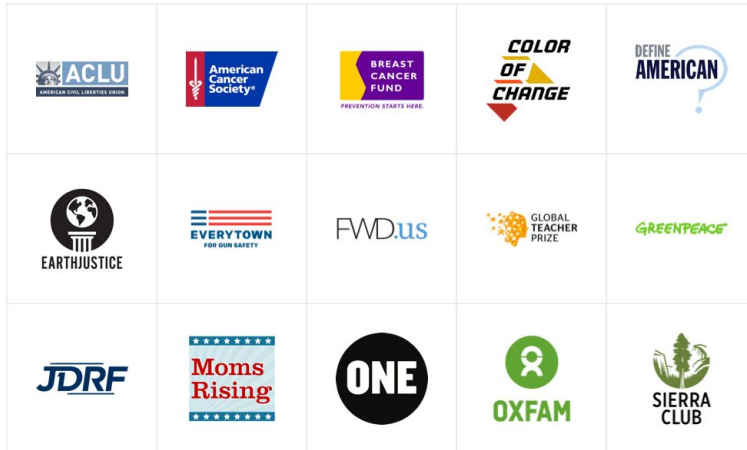
## Corporate Social Responsibility



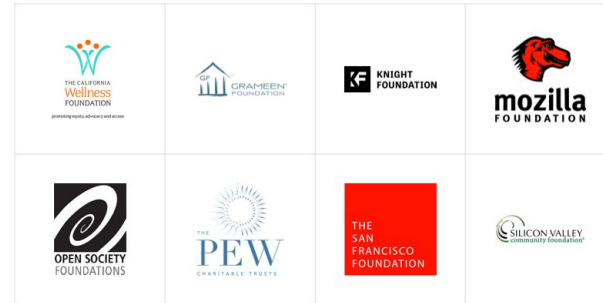
## Non-Governmental Organizations



## Nonprofits



## Foundations



Keepin' It Real



What Had Happened  
Was...

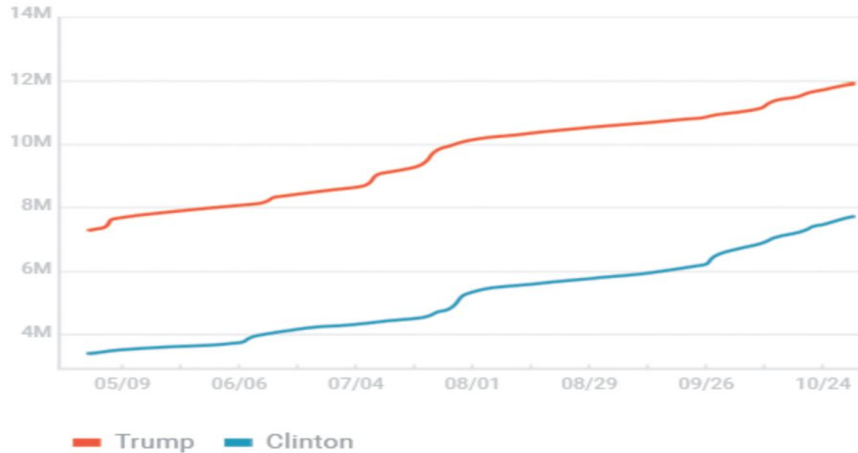




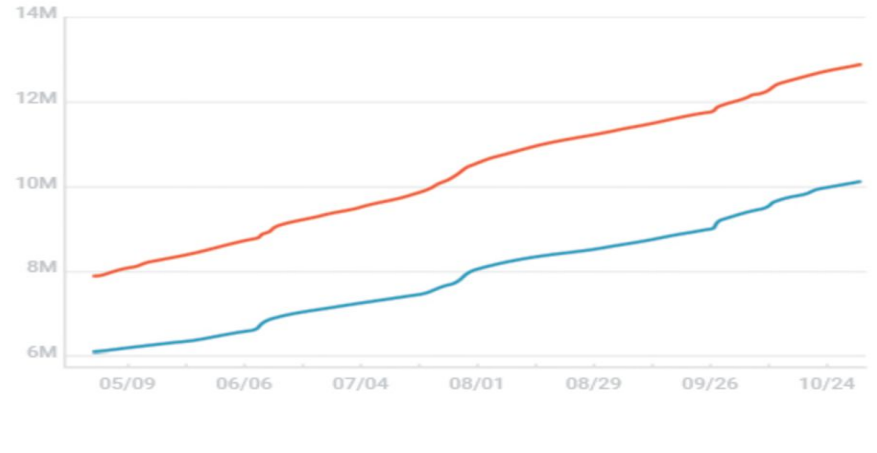


The game has changed. Learn from it  
and rise up to the political moment.

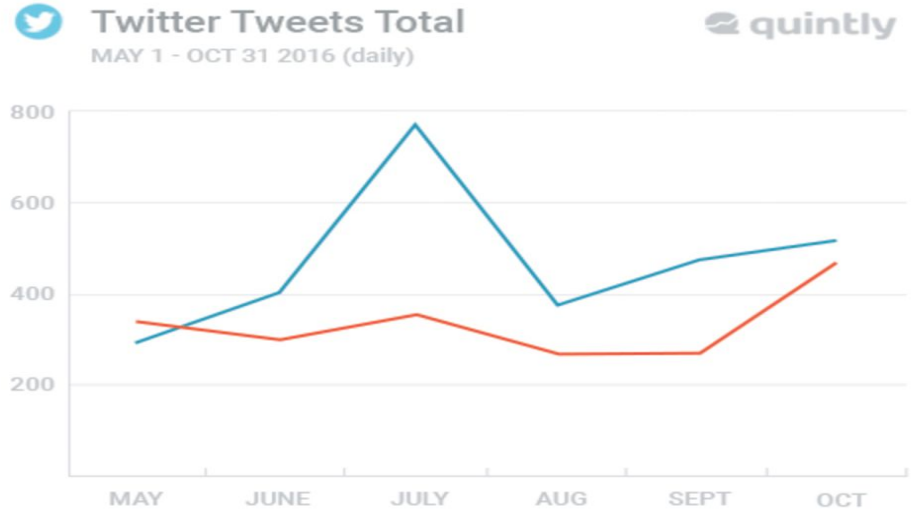
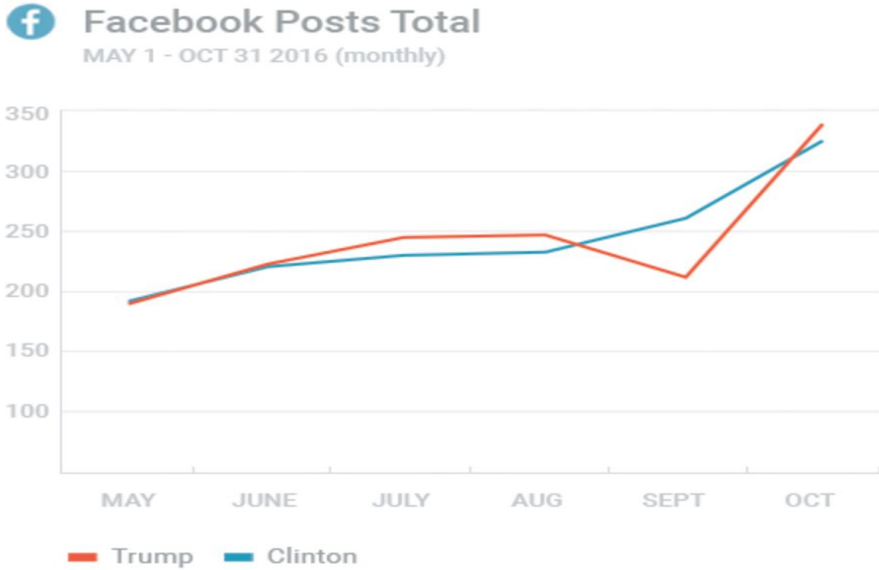
**f Facebook Fans Total**  
MAY 1 - OCT 31 2016 (daily)



**Twitter Followers Total**  
MAY 1 - OCT 31 2016 (daily)



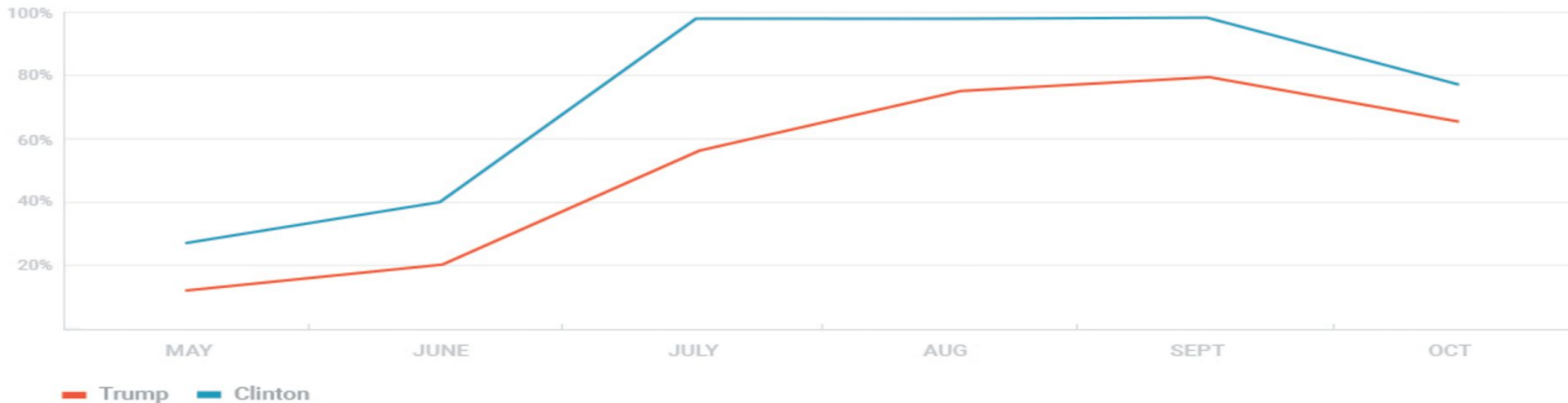
Clinton's fans and followers never closed the gap with Trump's – she began the general election period behind and never caught up.



It's not quantity of messages but quality – delivering the right message to the right person at the right time for maximum spread – and impact using Big Data.

**f** Facebook Sponsored Posts  
MAY 1 - OCT 31 2016 (monthly)

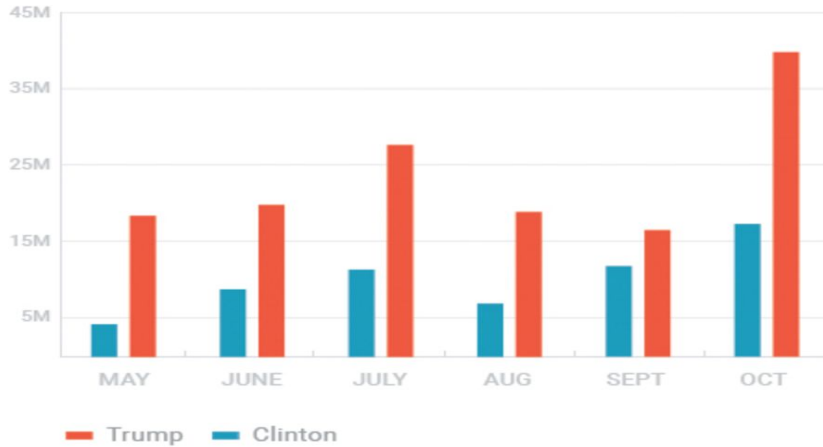
quintly



Clinton actually ran more FB ads than Trump, to no avail.

## Facebook Total Interactions

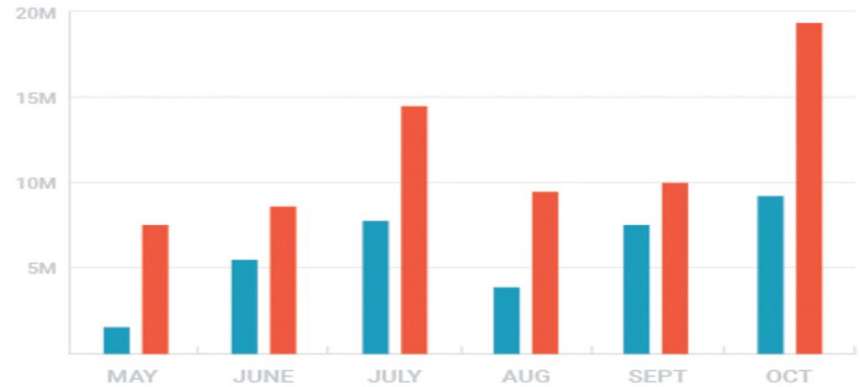
MAY 1 - OCT 31 2016 (monthly)



## Twitter Total Interactions

MAY 1 - OCT 31 2016 (monthly)

quintly



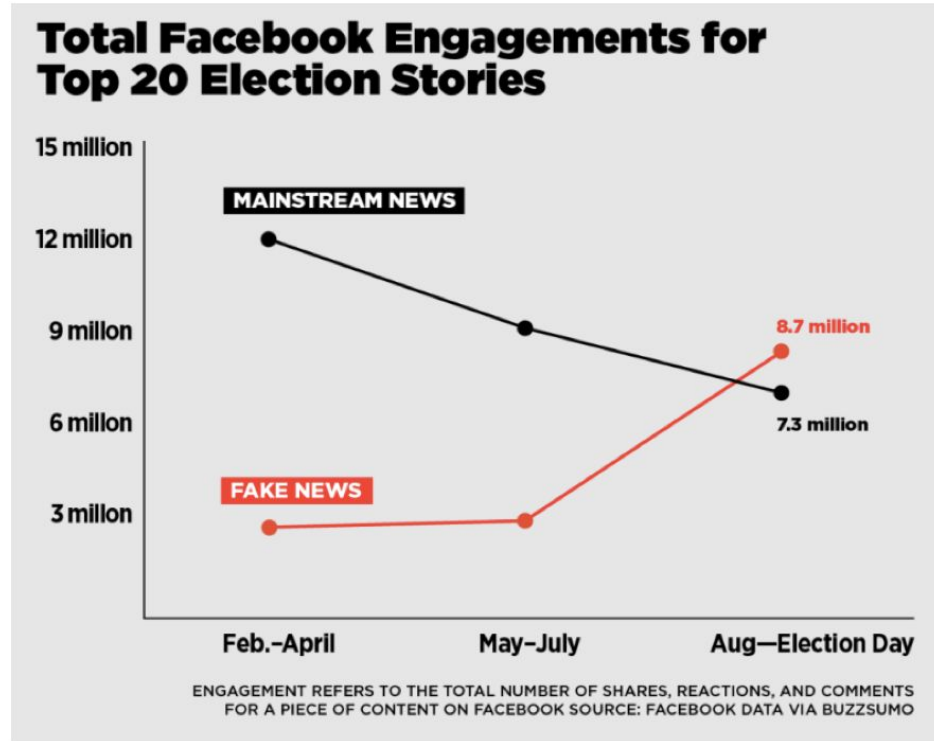
Trump's **interactions** blew Clinton's out of the water (likes, comments, retweets, replies, shares, etc) and got 2x the # of interactions from his content.

Are your  
tools and tactics  
stuck in 2007?

# Zooming Out...



# How widespread is fake news?



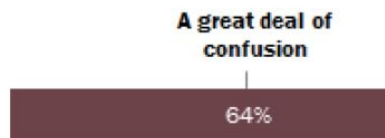
(Silverman 2016)



# How widespread is fake news?

## Majority say fake news has left Americans confused about basic facts

*% of U.S. adults who say completely made-up news has caused \_\_\_ about the basic facts of current events*

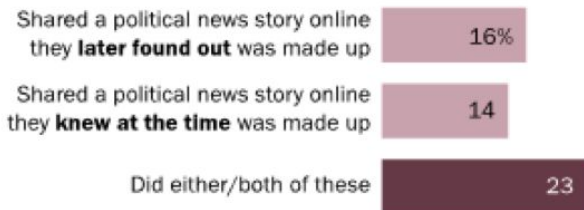


Source: Survey conducted Dec. 1-4, 2016.  
"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER

## About one in four report sharing fabricated news – whether aware at the time or not

*% of U.S. adults who say they ...*



Source: Survey conducted Dec. 1-4, 2016.  
"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER



## LAT Print

\$40,000

*to reach*

400,000

*readers*



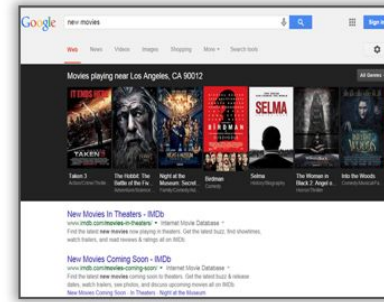
## LAT Digital

\$5,600

*to reach*

400,000

*readers*



## Google Search

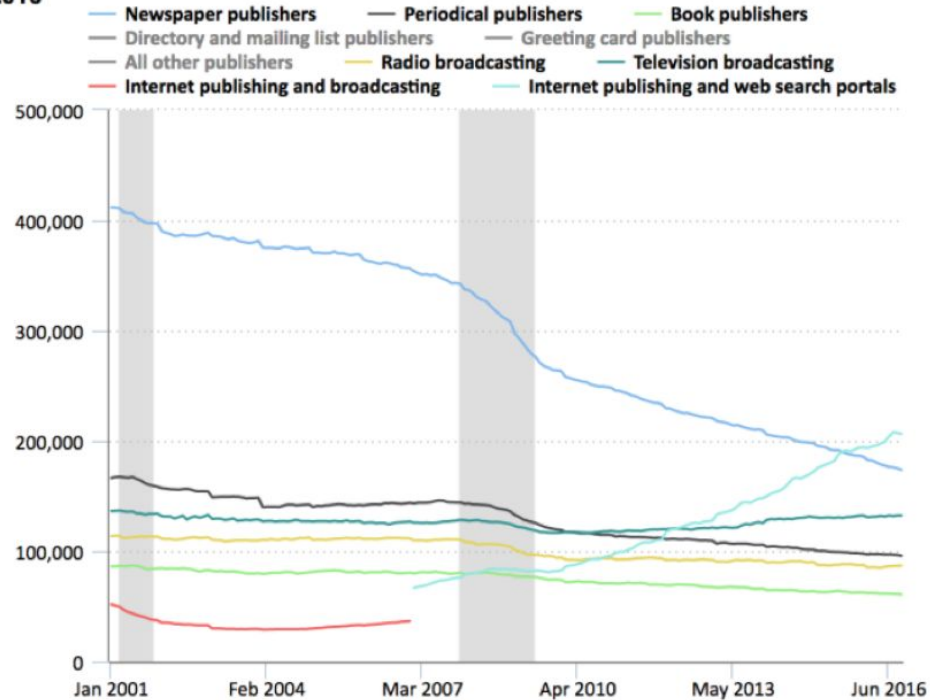
\$16

*to reach*

400,000

*readers*

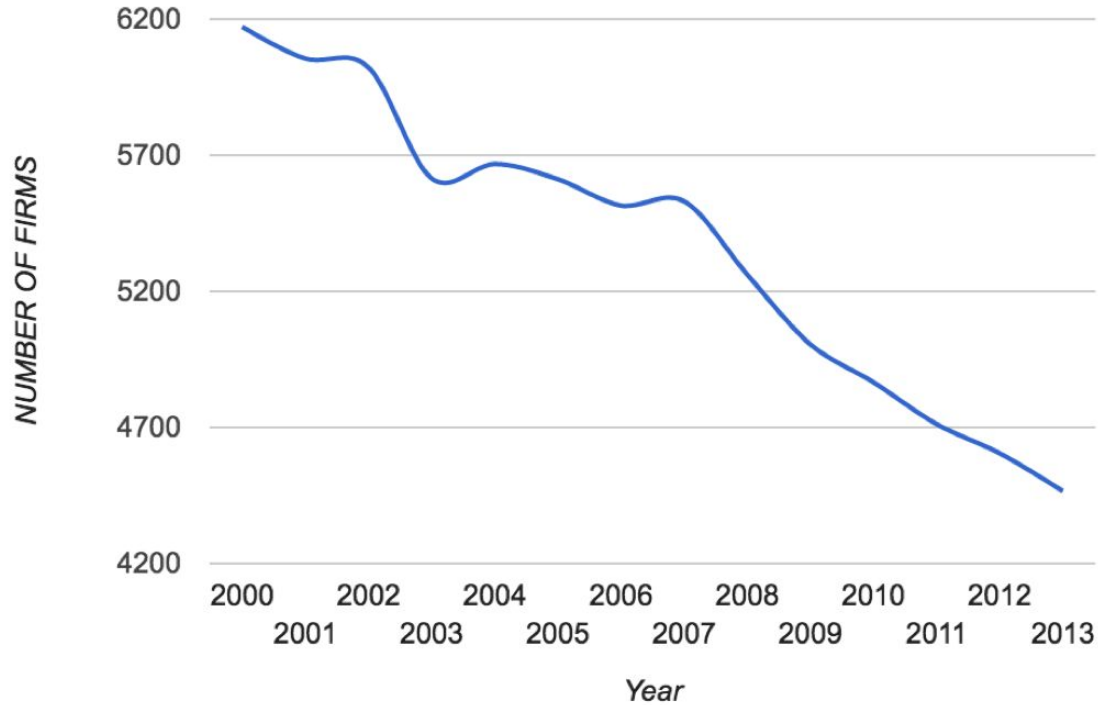
## Employment in selected information industries, January 2001–September 2016



Shaded areas represent recessions as determined by the National Bureau of Economic Research.  
Click legend items to change data display. Hover over chart to view data.  
Source: U.S. Bureau of Labor Statistics.

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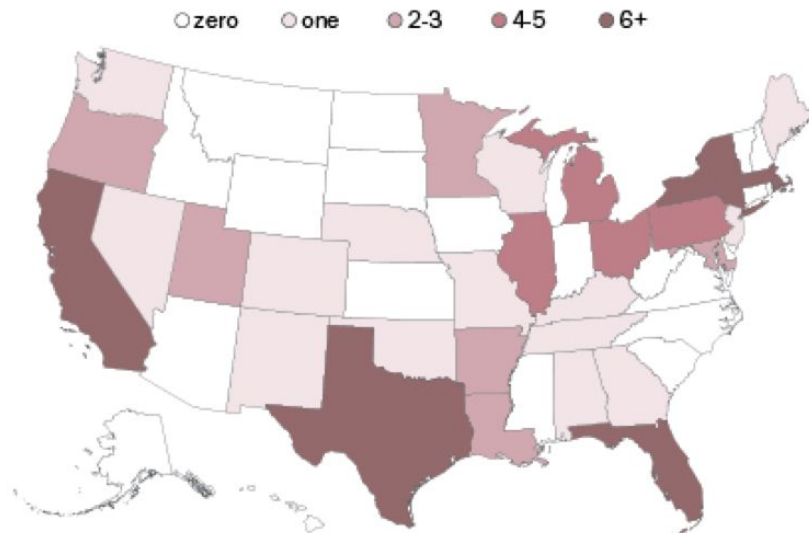
## Number of Newspaper Firms



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## In 21 states, local newspapers have no reporters on Capitol Hill

*Number of dedicated D.C. correspondents for local newspapers accredited by the Senate Press Gallery, by state of publication*



Source: U.S. Senate Press Gallery, 113th Congress (February 2014)

PEW RESEARCH CENTER

# America's growing news deserts

As local newspapers have closed across the country, more and more communities are left with no daily local news outlet at all.

THERE ARE ABOUT

# 65,000

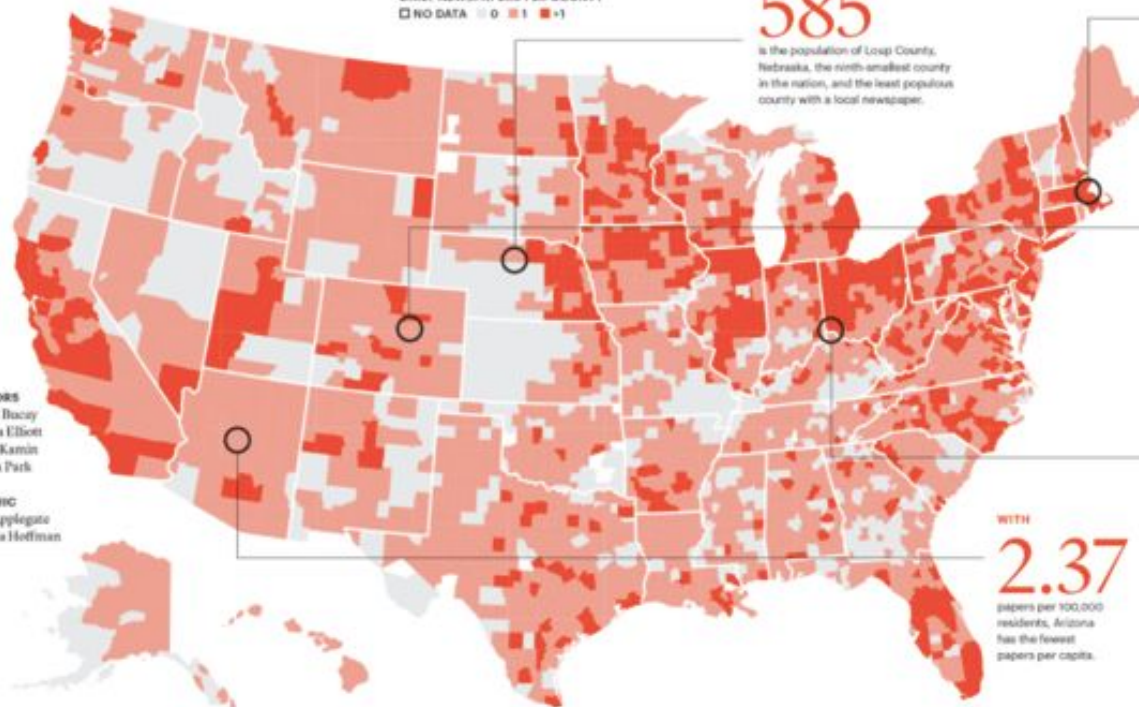
local news workers in the US. That's one for every 5,000 Americans.

## Hollowing out

Rural America isn't the only place local news is disappearing. It's also drying up in urban areas around the country.

DAILY NEWSPAPERS PER COUNTY

□ NO DATA ○ 0 ■ 1 ■ +1



# 585

is the population of Loop County, Nebraska, the ninth-smallest county in the nation, and the least populous county with a local newspaper.

### BOSTON, MASS.

Peter Kadis was a staffer at the Boston Phoenix for almost 25 years until the paper closed in 2013. Kadis says social justice, political, and investigative stories took a hit, as did coverage about the city's minority communities. "What it did is it removed from the scene, effectively, a political voice for their interests."

### DENVER, COLO.

The Rocky Mountain News's February 2009 closure, plus the Denver Post's continued layoffs and dropping circulation, have "deprived [Denverites] of an understanding of and ability to make informed decisions about issues of local government," says former Rocky editor, president, and publisher John Tempis. "The current world does not lend itself to supporting the economy of local news."

### CINCINNATI, OHIO

After the December 2007 closure of the blue-collar Cincinnati Post, news coverage went hyperlocal, though much of that coverage focused on affluent suburbs. For instance, the online-only Fort Thomas Matters extensively covers a Northern Kentucky suburb just outside Cincinnati.

WITH

# 2.37

papers per 100,000 residents. Arizona has the fewest papers per capita.

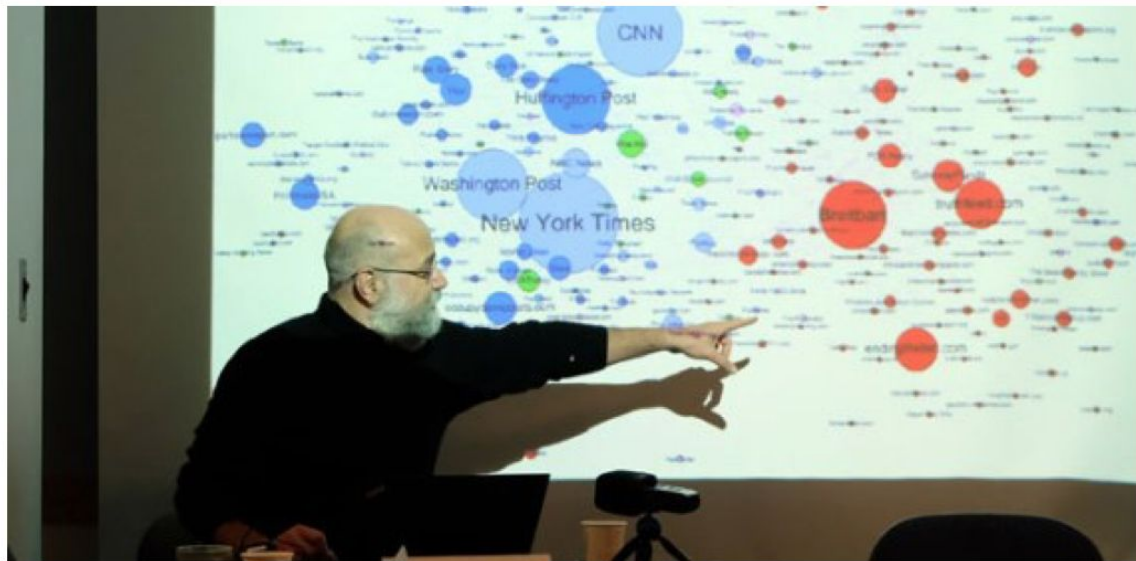
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DATA: DR. MICHELLE FERRIER, SCORPIO COLLEGE OF COMMUNICATION AT OHIO UNIVERSITY, ALLIANCE FOR AUDITED MEDIA

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# Into the void comes fake news...



But...WHY?





# Motivation

For Points



Passion



Political Influence



To parody



To 'punk'



For profit



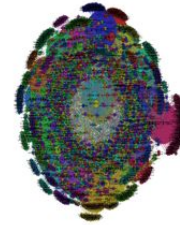
Propaganda



# Dissemination Methods



Journalists sharing false information and content



Systematic networks of disinformation: 'fabricated websites', bot networks, troll factories



People unwittingly sharing false information



Individuals or loosely connected partisans/passionate individuals / 'trolls'



Dang. So...Now What?



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## **What do we know about fake news?**

- Rumors are sticky
- Corrections backfire
- Corrections fade over time
- Source credibility paramount

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Rumors are sticky...      ...Make the truth “louder”.

Corrections backfire...      ...Seek an alternative narrative.

Source credibility...      ...Involve “tribal leaders”.

Enter: Influencers.



# 2016

Despite the outcome of the Presidential election, we saw signs across the country that give us hope and energy to move forward with focus in 2017.

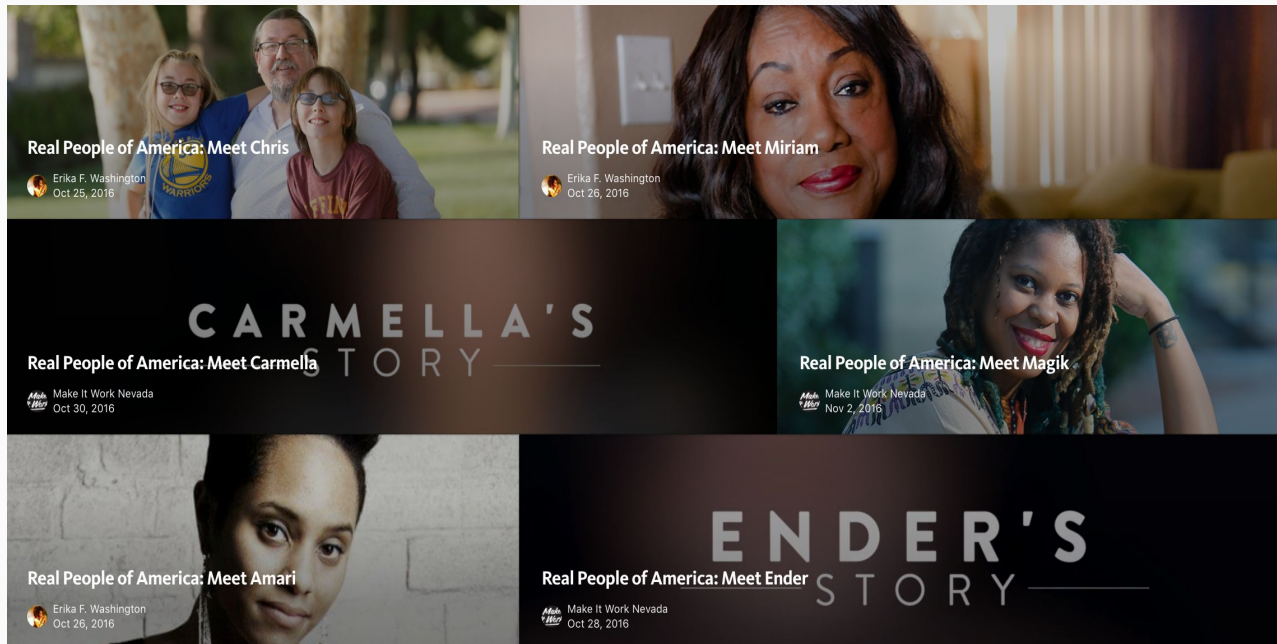


## 1. Pick the right messengers

**It's about the audience ... rather than celebrity star power.**

Find up and coming stars relevant to your audience.





## 2. Lift up voices

**Share the stories of grassroots ambassadors directly impacted.**

**Marry personal stories to your brand in relatable authentic ways.**

### 3. Use hopeful, positive messaging

**Be accessible and  
fast-paced in your  
messaging.**

Share hope and  
vision about the  
opportunities  
ahead.



“#WeBuiltThis has put some of the best creative minds around a table and created a **non-partisan digital storytelling arm for the movement**, funneling stories of our work into one place that all of us can engage with. Particularly in the wake of this election, a campaign like #WeBuiltThis is vital. We need a media outlet for the movement to **keep us connected, informed and uplifted.**”

**Shanelle Matthews**

*Communications Director, Black Lives Matter*



# What had happened was...

In just one month of campaign implementation...

- **6.3M** social media reach
- **1.1M** Thunderclap reach
- **24K followers** across Facebook, Twitter and Instagram
- **2.5K mentions** of #WeBuiltThis on social media
- **71K views, 1155 likes and 719 shares** of the #WeBuiltThis PSA between [Afropunk](#) / [Ebony](#)
- **Press coverage** in [Mother Jones](#), [Facing South](#), [The Mo Ivory Show on WHUR](#) and [NPR](#).
- **Op-ed placements** in [Colorlines](#), [The Washington Blade](#), [For Harriet](#), [The Root](#), [Truthout](#), [The Hill](#) and [Huffington Post](#), as well as several op-eds on the [wyd? Medium](#).





**Jessica Byrd**


@JessicaLBYRD

.@we\_built\_this is sending the dopest texts. They just asked me to respond "DUH" to get their new video. I live for ya'lls brilliance.

*Jessica Byrd is a D.C.-based political organizer with a Klout score of 58.*



# Key Lessons Learned

- **Community building > list building.**
- This audience of Black millennials responds best to the **authentic voices of other Black millennials.**
- Focusing on **down-ballot races** was imperative for this community of voters in general – it also saved our campaign from being tied to a losing presidential campaign, which is a key takeaway as we move beyond the presidential election year into more down-ballot focused years.
- **Positive and bright imagery and Black joy language** was the most effective – more so than resistance, voting, etc. – i.e. “Text BUILD...for a conversation by and for the young gifted, and Black.” leads us to conclude that Black millennials like to see themselves reflected and depicted in more positive ways.
- The #WeBuiltThis PSA saw the highest results. What’s more, we found that **video ads**  **exponentially increase reach and engagement.**

A man with short dark hair and a mustache, wearing a black sweater over a collared shirt, is pointing upwards with his right hand holding a black marker. He has a serious expression. The background is a plain, light-colored wall.

“The way we’ve traditionally engaged young Black people isn’t working. #WeBuiltThis is helping to **rethink the ways we engage — on our own terms.** Now, more than ever, a campaign like this one is desperately needed in our movement.”

**Dante Barry**  
*Executive Director*  
*Million Hoodies Movement for Justice*



# Making The Truth Louder and (in)Credible

- Convening & Training
- Creating Digital-Physical Spaces
- Software Development
- Smart Segmentation
- Advanced Data Analytics (and Rapid Response!)
- Marketing Automation
- Influencer Engagement
- Social Ads
- Encourage Nonprofits to Think/Act Like Startups



# Use Tools to Know Your Audiences & Influencers



## Demographics Pro for Twitter (Hootsuite):

Audience Profile of @MIWCampaign Twitter followers

AUDIENCE STATS
77.4% are female
93.0% are married
46.5% are parents
34.4 yrs average age
\$68.7k/yr. avg. income

**AUDIENCE LOCATION**

Predominantly United States (92.8%), with top cities:

- New York (20.3%)
- Washington DC (14.9%)
- San Francisco (3.5%)
- Los Angeles (3.3%)
- Chicago (3.2%)
- Las Vegas (2.9%)

@MIWCampaign's followers are in their mid thirties, typically married white/caucasian women with very high income. The account has a notable audience concentration in New York.

**Professionally**, @MIWCampaign's followers work as authors/writers, journalists, lawyers and sales/marketing managers. The account ranks within the top 10% of all Twitter accounts in terms of density of senior managers.

**In their spare time** they particularly enjoy reading, history, technology news, yoga and going to the theatre. @MIWCampaign followers are charitably generous, very environmentally aware and particularly health conscious. Sports that stand out for this audience include skating, skiing and baseball.

**As consumers** they are affluent and active, with spending focused most strongly on travel, fashion/beauty and dining/wining. Their strongest brand affinities include Amtrak, Trader Joe's, Airbnb, Delta Air Lines and United Airlines.

**On social media** they talk most often about news/politics, causes/beliefs and sport. Notable influences for this audience include The White House, New York Times, Rachel Maddow, Stephen Colbert and Huffington Post.

BRAND AFFINITIES
Airbnb, Amazon, BarnesandNoble, Best Buy, BP, Capital One, Care2, ModCloth, eBay, Expedia, Microsoft, MSN, NBC, Nike, Pinterest, The Washington Post, Spotify, Under Armour, CVS, GALLUP, Huggies Natural One, Slate, Safeway

**HASHTAGS USED**

- #LGBT #UniteBlue
- #climatechange #Scandal
- #fundraising #TeamUSA
- #edtech #Nats #SNL
- #immigration #MinimumWage

Twiangulate interface showing search for @MIWCampaign. The interface includes fields for "Followed by:", "Followers of:", "Reach of:", and "Keywords:". A search for @MIWCampaign returns results for "Make it Work" (2,357 followers, 811 friends) and "Twitter Name" (followers, friends). A summary states: "@MIWCampaign's 100 followers have a combined reach of 6,924,096". Below is a table of followers:

Tweet	Bio	Friends	Followers	Location
Best Selling Author of #ControlTheCrazyTV guy on MTV's #stokingoff@Cooking's		1,391	3,143,647	NYC



Tweets Posts


**Alex King @AKMuskie** 3m  
 RT @americamag: Three new **refugee** families are moving into the Vatican. <https://t.co/PoHDezeFQS> <https://t.co/TM1AOCaQYa>



43

Replying as attentive\_ly 87

@AKMuskie - Sign our petition to support refugees!



**Martin Isaac @MHIsaac805** 37m  
 .@SenatorGalgiani, thank you 4 voting for #SB6 & #SB54! Ur vote sends a msg 2 Trump that CA stands w/ its **immigrant** residents. #CAValuesAct

27

Posts since March 28

**757**

- Listen >
- Segment >
- Engage v
- Send an Email
- Review & Respond
 

<b>Potential Reach:</b>	30,338
<b>Selected Reach:</b>	30,338
<b>Applied Reach:</b>	0

1 SELECT

Select the posts you'd like to work with individually, or toggle them all at once:

Select All  Select None

2 COMPOSE

For the 9 selected items...

Reply Quote DM

Starter Message

Thanks for mentioning us!

# Engage influencers of your target communities

Tweet supporters talking about your issues.

# Rumors are sticky... ...Make the truth “louder”.

## Journalist's Resource

Research on today's news topics

HARVARD Kennedy School  
SHORENSTEIN CENTER  
on Media, Politics and Public Policy

Government ▾ Economics ▾ Environment ▾ Politics ▾ Society ▾ International ▾


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**Writing about campaign finance: A tip sheet with tools and examples**  
May 5, 2017




**Prisoners in the U.S.: Research on inmate population trends, demographics**  
May 4, 2017



**Fuel-efficient cars may actually be safer than gas guzzlers**  
May 3, 2017


**NEWS MEDIA**



**A journalist's murder may foreshadow political repression**  
April 30, 2017

Journalists are often an irritant to governments and people with power. When they are killed, political repression is likely to follow, says a new paper.

### Tip Sheets



Writing about campaign finance: A tip sheet with tools and examples



Reporting on lobbying: An introduction, tips and examples

# Questions?

Please type them in the chat room! We'll get to as many as we can. Cheryl has also graciously volunteered to answer those that we don't get to on eePRO.

# Thank you!

**Cheryl Contee**, Fission Strategy  
<[cheryl@fissionstrategy.com](mailto:cheryl@fissionstrategy.com)>