

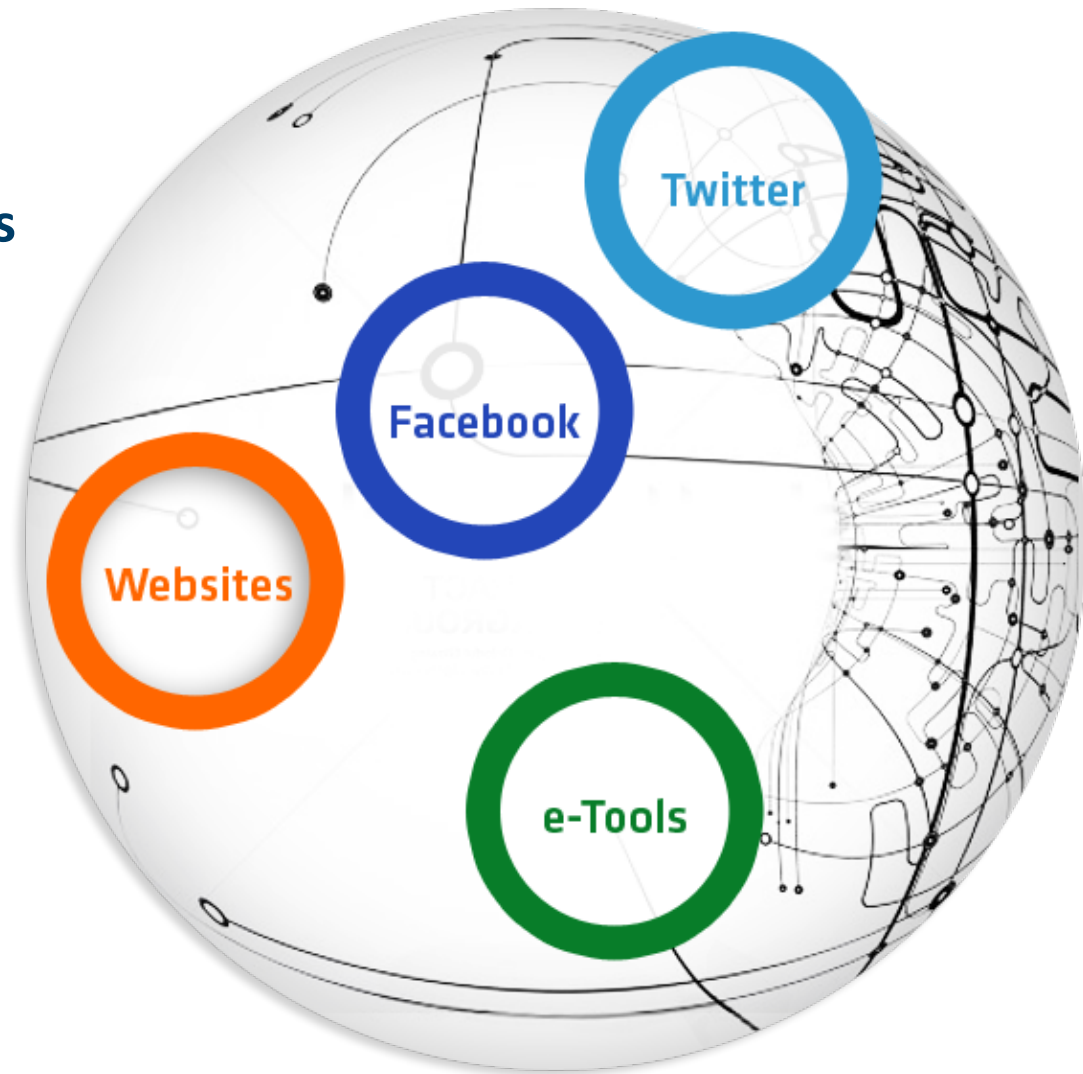


PowerON

The most effective online tools for grassroots organizing groups are the *trailing* technologies – websites, e-tools, Facebook, Twitter – not emerging or disruptive technologies.

Allen Gunn

Founder, Aspiration Tech



I start by spending a lot of time learning the fundamentals and architecture of a piece. I have to have a thorough understanding of the heart of the music before I can improvise.

Bill Evans
Jazz Pianist





PowerON

An **ecosystem** is a community of living organisms (plants, animals, microbes, *and people*) in conjunction with the nonliving components of their environment (things like air, water, mineral soil, *and tools*), interacting as a system.





The word **ecosystem** captures the essence of the online world because it's about:

- Complexity
- Interactivity
- Living and nonliving elements, and
- Systems



It's useful to conceive of our online work as being composed of three core elements:

- **The tools**
- **The content**
- **The mechanics**



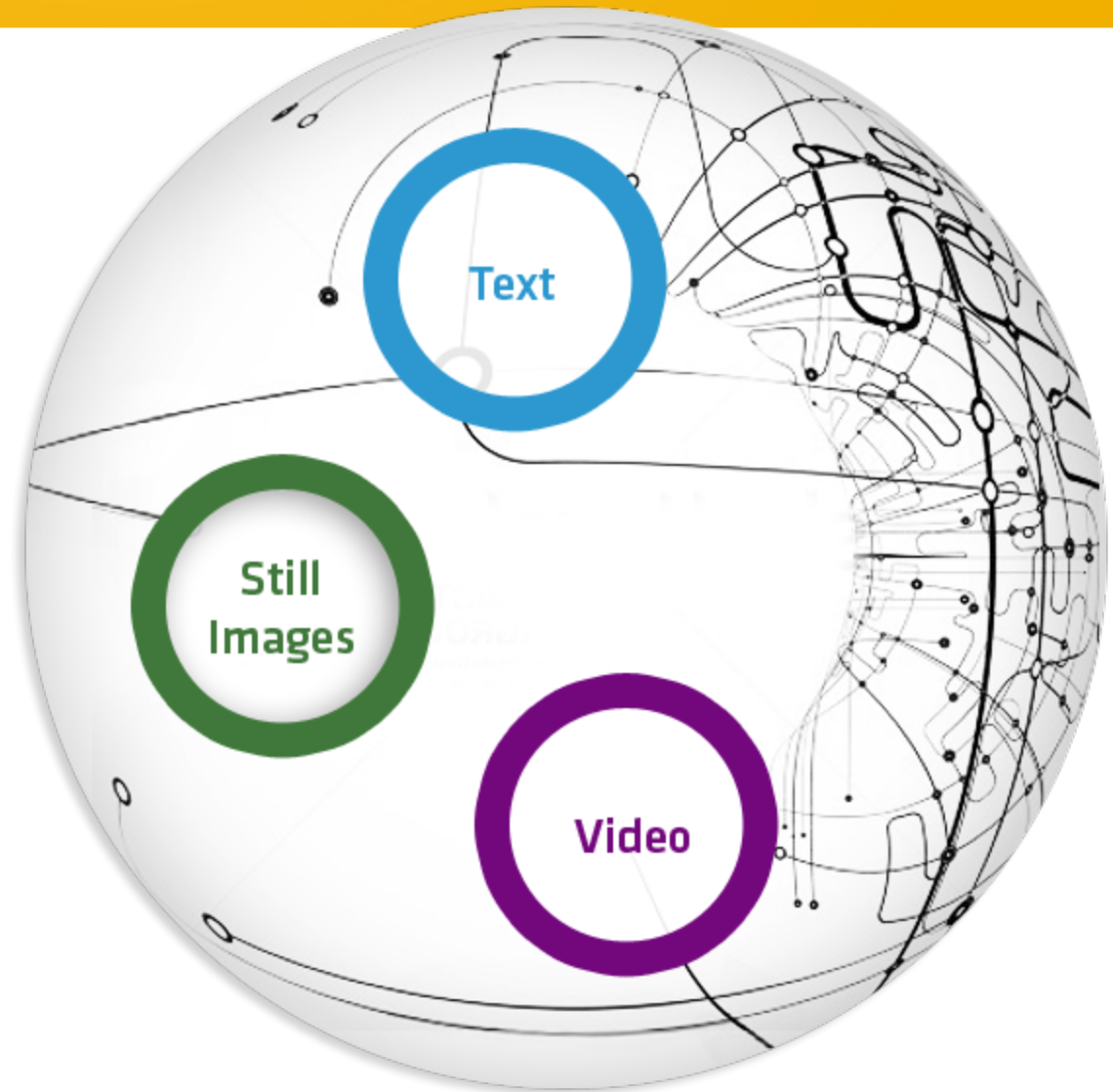
The Tools

- Databases
- Websites
- E-Advocay Tools
- Facebook
- Twitter



The Content

- Text
- Still Images
- Video



The Mechanics

Double meaning:

- A mechanic—a person who makes things work
- Mechanics—the practical nuts and bolts of how things work





Questions Related to Your Online Choices

- **Meta/strategic questions – the *why***
- **Tactical questions – the *what***
- **Practical questions – the *how***

Meta/Strategic Questions:

- How can I best use online tools to build to scale?
- Are we reaching people in a way that's actually building our base?
- Is there any evidence that we're moving more people to action?
- How do we present complex ideas online?
- How do we align and integrate our online and offline work so they build on and amplify each other?
- How do our online activities advance our over-arching strategy and goals?



Tactical Questions:

- **What's the best tool to reach our audience?**
- **What's the best time to send things out?**
- **What's the best way to get people's contact information?**
- **What do we do next?**



Practical Questions:

- **Who's going to get this specific piece of work done?**
- **How do we generate the content we need?**
- **How do we get the data we need?**
- **Do we have the skills and resources to do what we want to do?**
- **If not, how do we get them?**

More Critical and Deep Questions:

- **What's the role of this tool? What function does it play? What does it do best?**
- **How does this tool relate to the other core online tools?**
- **What primary audience(s) does this tool reach best?**
- **What tone/emotion works best with this tool?**
- **What skills are needed to use this tool well?**
- **Who in my organization should be using this tool routinely?**
- **What's the best content for this tool and how do we create it?**