Digital Organizing:
Executive Summary

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In this suite of resources on digital organizing, we share information about the digital tools and strategies that are used by grassroots and community organizations. This series of accessible resources aim to provide guidance in digital organizing work. Digital organizing is defined as the practices and strategies used by grassroots and community organizing groups, that employ digital tools to engage, organize, and build political power online.

These publications are based on interviews with ten organizing groups and a review of available literature. When asked about the practices and strategies they use in digital organizing, respondents focused their reflections and recommendations on application software, referred to as "applications," or "apps," and the unique ways in which these apps can support community organizing and movement building. Organizers use apps to do everything from word processing, to communicating, organizing information, hosting events, and fundraising.
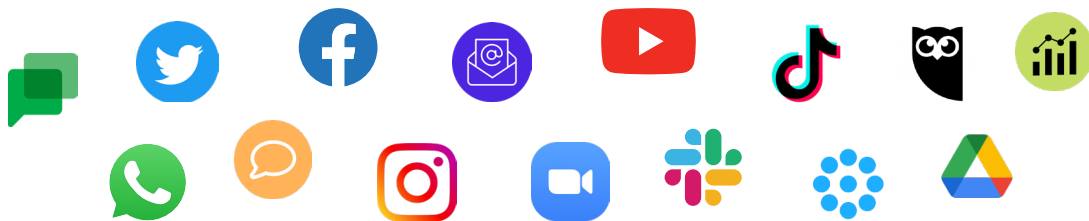
In _Digital Organizing: It's all about the apps_, we introduce the apps most often used by the interviewed organizers and provide summary information on the use and purpose for these apps.[a] These include:

- **Social Media Apps:** Facebook, Twitter, Instagram, TikTok and YouTube

- **Communications Apps:** email, texting/messaging, workflow apps (text messaging, WhatsApp, Google Chat, Slack), and Zoom

- **Work Delivery Apps:** Google Workplace, HootSuite and social media app analytics, and EveryAction.

[a] We followed the lead of organizers and list apps by brand name in the first section and discuss apps with similar purpose, together when discussing strategies.

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In *Digital Organizing Strategies*, we present six strategies for using apps to advance community organizing. Within each strategy we describe implementation lessons from the interviewed organizers. These are summarized in the table below.

Organizing Goals	Strategies	Lessons
Build Power	Base Building	• Provide consistent engagement, which is as important as huge numbers. • Know which part of your organization's base is on which social media apps. • Learn about the subculture of each social media app. • Remember social media is public!
	Building Narrative Power	• Remember that apps can help your organization develop messages and gather statements quickly from your members. • Know that messaging information for social media can be a balancing act. • Create both an internal and external communications toolkit. • Create a shared calendar that aligns communications with other organizational work. • Execute cross-posting and tagging, which can help your team reach organizing targets.
	Inspiring Action	• Create "activation seeds" in multiple places. • Create videos which are powerful. • Amplify your allies.
Build and Sustain Organizational Capacity	Choosing the right apps for your organization's staff and base	• Be honest about your organization's digital expertise and be intentional about learning. • Consider cellular and internet reliability. • Use apps to democratize information access.
	Approaching digital organizing with curiosity, creativity, and flexibility	• Create digital spaces which can expand diversity and engagement. • Bring your organization's values and goals into digital spaces. • Build community across distance.
	Integrating digital tools and communications across the organization	• Use digital tools across the organization, not just for one goal. • Communicate fundraising as essential and promote with frequent exchange of ideas. • Provide professional development on apps.

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We conclude this report on *Digital Organizing Strategies* with a reflection on how technology is always changing and evolving. The dynamic nature of digital organizing requires a growth mindset, being a constant learner, loving the challenge of something new but also collaborating with peers and creatively innovating new solutions; all are traits that abound in strong community organizers and organizations.

In addition to these two reports, we include the following series of "Digital Organizing Resources:"

Digital Organizing Resource A: Interviewed Organizations and Networks

Digital Organizing Resource B: Research Design and Methods

Digital Organizing Resource C: Key Terms and Definitions

Digital Organizing Resource D: The Digital Divide in Community Organizing

Digital Organizing Resource E: Social Media Apps at a Glance

Digital Organizing Resource F: Understanding Generations

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