



WDM GROUPS GUIDE

MAKING THE MOST OF THE WEB



Contents

Why use the web?	3
WDM groups' websites	4
Basic info	
Keep it fresh	
Things to post on your website	
Blogging	5
Events promotion	6
WDM websites	
Other local groups	
Press	
Listings websites	
Facebook	
Social media	7
Facebook	
Twitter	
Photos and video	9
Flickr	
You Tube	
Mailing lists	10
Mail Chimp	
RSS feeds	10
Useful websites	11

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Why use the web?

It's a cheap and easy way of reaching thousands of people!

The web is increasingly becoming a useful campaigning tool. Whether it's publicising your group events and meetings on different websites; reporting back on actions by posting blog articles and uploading photos, or finding out about other local groups in your area, it can be a really effective at growing your group.

There are several ways in which the web can be used and we have tried to provide a bit of info on some of the things we find most useful. You may be doing some or all of them already, but have a chat with your group members and work out if there's something new you could try.

If you have any questions, or would like to organise a workshop for your group on using the web to grow your group, Pontus our website officer will be happy to help. You can contact him by emailing pontus.westerberg@wdm.org.uk or calling 020 7820 4914.

Web checklist

Does your group have:

- A WDM group website (and do you keep it updated?)
- A Facebook page
- A Twitter account
- A Flickr account

Are you making the most of the web to:

- Promote your group's events and actions
- Find out about other local groups in the area
- Contact local journalists
- Report back on actions and events
- Promote interesting videos
- Upload your group's photos
- Let others know your group exists!

WDM groups' websites

Most groups have their own WDM website by now, and it's a great way of letting people know about your meetings, actions and events. Most people use the web to find out about local events, and so if you have an updated website, more people are likely to find out about your group and get involved.

All the WDM group websites are also linked to the main WDM website. When you add a blog post or event, they show up on the main WDM website (www.wdm.org.uk/local-groups-activists-and-supporters/local-groups-activists-and-supporters) This way people looking at the WDM website will be able to see what your group is up to.

Guidance on how to use your WDM website is available at <http://groups.wdm.org.uk/guidance/>

Basic info

One of the most useful things about having a WDM website is that you can upload basic information about the group so that anyone wanting to get involved locally can easily find out when your meetings are, where you meet and the types of activities people can get involved in.

As a minimum, make sure your website has the following:

- A brief description about your group.
- Contact information for your group (name, email address and telephone number)
- Links to your Twitter, Facebook and Flickr accounts
- Information about when you meet, at what time and where

It's a good idea to upload a few photos and descriptions of past activities and actions so that people can come away with a rough idea about the types of things the group does. If you have a Flickr account for your photos, you can link it with your website so that photos are automatically transferred across when you upload them.

"We're a very active local group – we don't just sit around and talk about the state of the world; we get out there and try and change it too. So if you're up for getting involved & doing something in your spare time, why not drop in on one of our monthly meetings and see what it's all about?"

From Brighton and Hove WDM's "about" section

"The Oxford WDM Group campaigns in Oxfordshire, lobbying MP's, organising public meetings, undertaking street theatre/stunts and holding stalls to engage the public on development issues."

Oxford WDM's "about" section

Keep it fresh!

Having a website with contact information is already a useful thing to do. However if your group wants to make full use of the website, keeping it updated and 'fresh' will make a big difference to the number of people who visit and re-visit your website.

Some tips for doing this are:

- Make sure you don't have any outdated posts. If an event or action has passed, make sure you update the website.
- Writing a 'report back' of events is a great way of feeding back on how they went, making them seem exciting and encouraging people to come along to the next one.
- Upload recent pictures. Pictures are a great way of quickly showing what groups get up to and making websites exciting to look at.
- Publicise information about other local events that your group members might find interesting. If anyone goes to them, ask them to write a short description and feedback piece on it.
- Regularly write blog posts on your website. This will keep people coming back often.

Things you can post on your website:

- Photos of actions, events and socials
- Events listings
- Short videos- either one your group has made (see Sheffield WDM's website for some great videos), WDM videos or videos of interest to your group members and other WDM supporters. You can check WDM's 'YouTube' channel for examples of these
- Links to other local groups people might be interested in. Glasgow WDM for example, have an 'other stuff we like' section with links to a film about RBS, a campaign against the building of a new coal-fired powerstation in Ayshire, a community centre and UK Uncut.
- A link to your group's Facebook page and Twitter feed (if you have them)
- Links to your group's local press coverage.

Top tip

List contact information for local MPs in your area including a link to their website. This will make it easy for people to contact them and might encourage them to arrange a lobby meeting.

Blogging

You can use your WDM groups' website as a 'blog', regularly updating it with 'blog posts'- short articles and commentaries to keep people updated with events, actions and wider issues that might interest WDM supporters.

What can you blog about?

Blog posts don't have to be long. They can be as simple as a link to an interesting story or news article with a short comment. Some ideas for blog posts include:

- Comment and link to WDM's national blog. WDM regularly publishes articles on our blog about campaign updates, external events and reactions to political and social issues. An easy way to write a blog post is to link to one of WDM's and perhaps comment on it, or use it to highlight related group events in your area.
- WDM's campaigns have been in the media a lot recently- if you're receiving our weekly roundup of news stories you can link to them

and then highlight your group's upcoming activities

- Quote and link to a different development or environment blog
- List 10 social justice bloggers in your area.
- Report back from WDM events such as activist gatherings or regional training days
- Top 10 tips for organising a media stunt
- Interview a local activist or a long-standing group member
- Ask someone from the WDM office to write a guest blog post about a campaign.

Top tip

Many Greenpeace local groups are regular bloggers. Get ideas for blog posts by reading the Greenpeace local groups blog: www.greenpeace.org.uk/groups/all/blog

Events promotion

If your group is holding an event, the web opens up various options for promoting it.

Depending on how much your group uses the web, you can promote events by adding the information about the event to different websites, writing blog posts, and through social media channels such as Facebook and Twitter.

i. WDM website

Before the event:

Add your event to your local group's website which will then appear on WDM's main website. You can also write a short blog piece about the issue, using it as a way to promote the event in an interesting context.

After the event:

Write a blog post to report back on your event and include some interesting photos. This way you can use it as a way of promoting your next meeting, action or event.

ii. Other local groups

- Find out which other groups you have in your community and let them know about your event. If you create an 'e-flyer' which is easy to send as an email, send it to the groups and ask them to circulate it.
- Some groups that may be interested in WDM groups' activities include: Transition Towns, Friends of the Earth, Youth Food Movement, People and Planet, Jubilee Debt Campaign, Oxfam,
- Universities and colleges often have student groups or departments that might be interested in your event. You can usually find their contact details easily online.

iii. Listings websites

Many websites list events, or have online calendars you can add your event to such as:

- www.indymedia.org.uk
- www.gumtree.co.uk
- www.mumsnet.com
- Many places have their own regional listings page which will often post your events for free such as 'What's on in Kent local' www.whatsoninkentlocal.com/add/
- Other local groups, online local papers and local council's websites are useful for promoting your group in general.

iv. Press

You can also use the internet to find out contact details for your local papers and radio stations. Often you can find out who the relevant editors are who might be interested in your group's actions and events. Email them a copy of your press release for an action (which WDM's media officer, Miriam Ross, can help draft. Contact Miriam at Miriam.ross@wdm.org.uk) and ask how much placing a listings for an event and to advertise your group costs.

v. Facebook

Facebook is another good way of promoting events. To do it, you first need a Facebook account. Once you have one, click on 'events', then 'create event'. Once you've created your event, invite your friends on Facebook and ask them to invite their friends. Other local groups (see above), online local papers and local council's websites are useful for promoting your group in general.

If you have a mailing list of people interested in WDM and global justice issues in your local area (see page 10 for more information), don't forget to email them about your events.

Social media

Social media is a way of using the web to interact and communicate online. It used different tools and websites to encourage dialogue and social interaction between people, groups, organisations and government.

Facebook

Why use it?

- Promote your WDM website and blog posts
- Promote your events
- Share your photos
- Gain new members
- Engage with a younger audience
- Find out about WDM events and updates
- Make connections with people that care about the same issues you care about

Facebook is the world's largest social network - it has over 500 million active users.

How to set up a Facebook account

Setting up a Facebook account is easy. Sign up for free by going to the Facebook website www.facebook.com and filling out the form. Once signed up you can add information about yourself and start making friends with people.

How to set up a Facebook page

Once you have a personal Facebook account you can set up a Facebook page for your group. The place to do it is actually quite hard to find – you have to scroll down to the bottom of the webpage. It's a small link that says 'create a page'. Once you've clicked on that link you need to choose which type of page you want. Choose 'Cause or community'.



An advert for WDM's Africa conference on WDM's website.

Twitter

Twitter is a "microblogging" service that allows people to post messages of up to 140 characters (known as "tweets"). It's a bit like a public text messaging service, in which you can send a 'text' to lots of people. It means that people and groups can update others with news and interesting website links in a succinct way.

Twitter is a useful way of sharing news and information with others. It came to fame during the uprisings in Iran, Tunisia and Egypt and student protests in the UK as it allows people to communicate quickly and easily over long distances. When something exciting happens, people can immediately alert others.

Twitter is an easy way of promoting events or interesting news and articles. WDM uses it to communicate with supporters, other organisations, journalists and MPs amongst others by sending campaign updates, linking to current news and promoting events and actions.

WDM has currently over 8000 Twitter followers- people we can update with campaign news and local groups' actions and events

Twitter 'how to'

1. Set up your profile

The first thing you need to do is to set up that profile (a bit like setting up an email account). Go to www.twitter.com and underneath "New to Twitter? Join today!" fill in your name, email address and a password.

You will then be sent a confirmation email and you may have to click on a link to activate your account.

2. Follow people!

Now that you have a Twitter account, you can start following people, groups and organisations. Following people means that you are subscribing to their updates (tweets), so if you follow WDM, when you log in to Twitter, WDM's tweets will appear on your home page.

To search for WDM for example, type "World Development Movement" in the search bar at the top of the Twitter page, and under "people results" wdmuk (World Development Movement) should appear. You can then click on WDM's name and click "follow".

Other people you can follow for example are Greenpeace, War on Want, Guardian, MPs such as Chris Huhne and Andrew Mitchell, and WDM staff such as Pontus Westerberg, WDM's web officer.

3. Update with your news

Using your Twitter account, you can update people with your news. You can publish tweets about group meetings, events and actions. Let WDM know you have a Twitter account by emailing Pontus at pontus.westerberg@wdm.org.uk and that way WDM can follow your group's account too and find out what you're up to.

The screenshot shows the Twitter profile for World Development Movement (@wdmuk). The profile header includes the WDM logo, the name 'World Development', the handle '@wdmuk', and the location 'UK'. The bio states: 'The World Development Movement campaigns for justice for the world's poor. Campaigns: food speculation and climate debt. Tweets by @pontusw & @miriamross1 http://www.wdm.org.uk'. The profile statistics are: 3,025 Tweets, 4,284 Following, 7,940 Followers, and 532 Listed. Below the header, there are several tweets. The first tweet is from wdmuk, dated 17 hours ago, with the text: 'Speculating with Lives: How Global Investors Make Money Out of Hunger - SPIEGEL ONLINE - spon.de/adr1K'. The second tweet is from murraygw, dated 23 hours ago, with the text: 'Financial 'consensus' that fundamentals not speculation is behind commodity price changes begins to fall apart goo.gl/NllcC'. The third tweet is from wdmuk, dated 1 Sep, with the text: 'We have a vacancy for an Activism and Events intern wdm.org.uk/jobs-and-volun...'. The fourth tweet is from SamAmbreen, dated 1 Sep, with the text: '@wdmuk Help stop the kneejerk eviction of families post #riots - Excellent E-petition: epetitions.direct.gov.uk/petitions/10454 Please sign & RT'. The right sidebar shows 'Recent Images', 'You and @wdmuk', and 'Similar to @wdmuk'. The 'You and @wdmuk' section lists accounts that follow @wdmuk, including foeint, getonthewave, and mjrobbins. The 'Similar to @wdmuk' section lists accounts similar to @wdmuk, including foeint, getonthewave, and mjrobbins.

WDM's twitter page, with information about WDM, 'tweets' by WDM staff and supporter and suggested people to follow.

Photos and video



Flickr

Flickr is a huge online library of photos. Anyone can upload and share photos and get other people to see them. It is also a great source of photos for producing materials such as posters or to add to your groups' website.

If you upload photos of an action your group has done, you can link to it from your website, 'tweet' about it, or post it on your group's Facebook page.

WDM has its own Flickr account which we use to upload photos of both national and local group actions and events www.flickr.com/photos/wdm/

Having easy access to hundreds of photos is great if you want to add photos to your group's website, or use them for a powerpoint presentation for example. Photos which are printed and laminated can also jazz up a stall and show.

Tip: To make sure a photo you have found is available legally for free, click on "advanced search" and tick the "Only search within Creative Commons-licensed content" box. Always credit the person who took the photo by providing a link to their Flickr page.

YouTube

YouTube is a video sharing site, with which people can upload, share and watch short videos. WDM has its own YouTube channel www.youtube.com/user/wdmuk on which we post videos we have made of actions and events. We also create short videos for explaining campaigning issues which can be an easy way of understanding tricky issues and engaging others.

We upload videos with campaign updates, interviews with southern campaigners and explanations for specific campaigning actions.

Top tip

If you have access to a computer and internet where your group holds its meetings you can start the meeting with a short video to get people interested and inspired.



WDM's YouTube channel with videos of actions, reports from UN climate conferences and interviews with southern campaigners

Mailing lists

Building up a list of people's email addresses is a great way of keeping people who have shown an interest in your group updated about future events and actions.

Stalls are useful for collecting people email addresses. This way you can send them a 'welcome email' following the event and inviting them to get involved with whatever your group has planned next.

WDM also always has simple 'e-flyers' for national and regional events and you can help promote these really effectively if you have a list of interested people.

Mailchimp

Mailchimp is an email marketing tool that enables you to email large numbers of people with a click of a button. It's the tool that WDM uses for its e-alerts. You can choose to send plain text email or designed newsletter-style emails and there are lots of ready made email templates to choose from.

Mailchimp is free as long as you have fewer than 2,000 subscribers and send less than 12,000 emails in a month. It's easy to set up and there is a lot of guidance on the Mail Chimp website on how to make the most out of it.

Top tip

Add all the email addresses you collect to lists in your Mailchimp account and send out an email with updates about your group every month.

RSS feeds



RSS feeds

To make the most out of your website, blogging and social media you need to be aware of interesting articles, videos and campaigns so that you can share them with your network. RSS feeds, (denoted by the icon above) is a useful way of doing this. Through RSS, you can 'subscribe' to websites, and be sent any new content directly, rather than having to visit the websites to see if they have been updated. RSS is particularly helpful if you want to start reading blogs regularly.

To read an RSS feed you need an RSS feed reader. Popular ones are Google Reader, FeedDemon, Netvibes and Feedly.

Useful websites

Mashable

Online magazine with the latest social media news. <http://mashable.com/>

Beth's blog

Great blog with lots of information to help non profit organisations make the most out of social media. www.bethkanter.org

Nonprofit Tech 2.0

Social media guide for nonprofits. <http://nonprofitorgs.wordpress.com/>

Copyblogger

Blog about blogging. Useful tips on how to attract readers, drive traffic and how to get links to your site. www.copyblogger.com

Facebook for Charities

Easy to follow guide on how to use Facebook effectively by digital communications agency Hands Up. www.slideshare.net/Hands_Up/facebook-for-charities

The Twitter guidebook

Extensive guide on how to use Twitter from social media blog Mashable. <http://mashable.com/guidebook/twitter/>



Glasgow

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STALLING SPECULATION

Posted by [glasgow](#) on 24 August 2011 at 7:39 pm | [0 Comments](#) and [0 Reactions](#)
Posted in: [Events](#)

We'll be in the centre of Glasgow with info about our campaign on food commodity speculation.

Saturday 27th August, 10am till we get tired, near Donald Dewar

Come and see us to find out more about the campaign and to take action – all you need to do is sign a postcard...

[0 Comments](#) and [0 Reactions](#)



JUST DO IT...

Posted by [glasgow](#) on 30 July 2011 at 7:29 am | [0 Comments](#) and [0 Reactions](#)
Posted in: [Events](#)

No, it's not an advert for Nike – it's a film about environmental direct action

[Subscribe via RSS](#)

MAIN WDM WEBSITE

Our meetings

We meet at 6pm on the third Tuesday of each month in Cafe Hula, 321 Hope Street, to plan our actions and events. If you want to find out more, contact us - wdmglasgow@gmail.com.

Contact us

e: wdmglasgow@gmail.com t: 07913-724854 (Steve)

On Facebook



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name
 email

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LATEST WDM NEWS

[More World Bank 'climate loans' get the go ahead: the next few months of](#)

Glasgow WDM's website, with information about meetings, links to Facebook, an upcoming food stall and the film 'Just Do It'.

