

“The Digital Team Member”

*How Social Media Can Help to
Organize & Mobilize*



October 23rd, 2013

Presentation By: Rudy Espinoza

AGENDA

- Introduction to LURN
- A Case Study on Social Media
- Strategies to Foster Relationships
- Top 10 Tips
- Questions

Who am I?

- Rudy Espinoza
- Urban Planner
 - Leadership for Urban Renewal Network
- Tech Nerd
 - rudy@lurnetwork.org
 - www.rudyespinoza.me
 - **Twitter:** @mrdolph
 - **Tumblr:** www.exhibitaphoto.tumblr.com
 - User of **Facebook, Instagram, FourSquare, Path, LinkedIn, PinTere**st and more.

What is LURN?

- LURN is a nonprofit organization.
- We bring people together to design and build sustainable communities.
- LURN does:
 - Research & Advocacy for Smart Policy
 - Innovative Economic Development Projects
 - Strategy and Program Design for other organizations who share our mission.

**We Love Social
Media!**

Why?

- LURN is a small team with limited resources.
- Social media is FREE and FUN.
- You can use it anywhere you are with your cellphone.
- It's a great way to keep people up to date with your work, and support other partner organizations.
- Team members can plug in with their individual social media outlets to multiply outreach.

Tweets

Following

Followers

Favorites

Lists

Photos and videos



Who to follow · Refresh · View all

- 
Maasmechelen Village @M...
[Follow](#) Promoted
- 
LACntyBikeCoalition @lacbc
 Followed by LA2050 and others
[Follow](#)
- 
Guelaguetza @LaGuelaguetza
[Follow](#)



Rudolph
@MrDOLPH

Economic development nerd, urban planner, photographer, and curious citizen of L.A. I spend lots of time working at @LURNetwork.
rudyespinoza.me

13,115
TWEETS

515
FOLLOWING

694
FOLLOWERS



Edit profile

Tweets

- 
Good Food for All @GoodFoodLA 2h
 Real change is coming this #FoodDay2013, come out to City Hall this WED @ 9AM and be a part of food policy history! ow.ly/q1RIC
 Retweeted by Rudolph
 Expand
- 
Rudolph @MrDOLPH 1h
 Working on a presentation on how @lurnetwork uses social media.
 Expand
- 
Rudolph @MrDOLPH 18h
 With Instagram, going from small screen to gallery wall is a snap - lat.ms/18AzToh. #photography

A CASE STUDY:

*Los Angeles Street Vendor Campaign &
"The LA2050 Competition"*

CASE STUDY

- LURN partnered with East LA Community Corporation to participate in the “LA2050 Competition”
 - Submit an Idea
 - Winner has the chance to win \$100k
- Our goals:
 - Win \$100,000 to support our campaign to legalize street vending in Los Angeles.
 - Raise awareness about the issue to support policy change.

Our Strategy

- Created a short YouTube video to promote our idea.
- Identified a small team responsible for overseeing outreach.
- Scheduled newsletters from each organization to support the cause.
- Used photos to describe the problem with a clear action step.
- Leverage news coverage to add weight to our social media push.



rudyessi

Follow

6 months ago

Street vendors are workers just like us.



rudyessi

Follow

3 months ago

When the city doesn't clean the streets,
#streetvendors get their brooms out. #realtalk #ourcity
#losangeles #la2050 #boyleheights

♥ vero19, sarahb921, mramirez and 21 others like this.



missgabriellamedina

@rudyessi #truestory



carmend1959

Me recuerda. Cuando vivia en mi pueblo Lindo. Monte Escobedo. []



rudyessi

@carmend1959 []



Leave a comment...



Results?

- We won!
- Reached thousands of people with our message.
- Received press in the LA Times, KPCC, and others.

How do we keep it going?

- Consistent posts of photos, updates, and an online petition to legalize street vending.
- We created a campaign website, and our active on Facebook.
- Hosted a “twitter party” to rally support.

Tweet



Jose Huizar

@josehuizar

Our office is working on legislation to support licensed street vending
[#LStreetVendors](#) [@elaccOrg](#)
[@LURNetwork](#) [@LA2050](#)

8/21/13, 5:55 PM

14 RETWEETS 7 FAVORITES



CBS
Los Angeles

Home News

Local Entertainment



LOCAL
Street Vending
To Legislation

August 21, 2013

Like 133



s.cbslocal.com

REGISTER

Autos

OFF Expand +

sponsored by
BMW
The Ultimate Driving Machine

APRS
ND
VE-OFF
SES

OFFERS ▶

TOYOTA
Let's Go Places

First

In sum, why is social media important?

- A lot of people use them!
 - Facebook: 900 million
 - Twitter: 140 million
- It's FREE marketing!!!!!!!

Top 10 Tips

1. Don't be an island! Connect your social media tools to the rest of your marketing.
2. Accept it!
3. Listen to your “friends” and clients.
4. Get your team involved.
5. Set goals! (1,000 likes! 1,000 followers)

Top 10 Tips

6. Think long-term. Your “friends” on social media are real people.
7. Start small. Don’t adopt a ton of tools you won’t use.
8. Be friendly and support other organizations/people.
9. Think about engaging youth.
10. Pick a good password!

Questions?

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