Digital Primer Overview: Getting Started with your Digital Organizing Plan

This document is to help you and your League assess your digital readiness and digital needs in order to implement your digital organizing and power building strategy. This is meant to help give you the prompts and questions you can use to ask yourself and others to better understand your needs.

Digital Readiness assessment

1. Where​ does my organization currently participate in online? (i.e. Facebook, Twitter, Instagram, emails, texts/SM, etc.)
2. Who are our audiences there? (i.e. League members, activists and organizational partners, district voters, students, etc.)

3. What online actions​ can those people accomplish on our behalf? (i.e. share content? spread information about voting changes? fill out the census? register to vote and encourage others to register or check their registration status? etc.)

4. Who​ do we currently not reach online that we need to engage? (i.e. young people, non-League members, Black communities, Latinx communities etc.)

5. Do we have connections with any online influencers that could help us reach our desired audiences?

6. Does we currently measure our impact in the digital world? (ie do we gather feedback from digital meeting discussions, track what our top social media posts are, etc.) If no, then what do we need to be able to do this?