Crowdsourcing Campaigns:
Empowering Online Communities to Be the Best Storytellers

Becca Bycott, Digital Director, American Association of University Women
**What is crowdsourcing and why do we need it?**

**Crowdsourcing** is about inviting your communities to share their stories with you, and using those stories for your own communications purposes.

- A way to listen to know your audiences and what they’re saying
- Cost-effective and cross-promotional
- Creates emotional investment
- Humanizes complex issues through everyday experiences
- Gives you current, timely content to have in your back pocket
- Is not just limited to digital
What is crowdsourcing and why do we need it?

Creating conversations and online advocates ...
Where do you begin?

AAUW ASKS

If you could negotiate for one thing (other than higher pay), what would you ask for?

#AAUWAasks
Crowdsourcing creates timely conversations ...

Good morning, everyone! ☀️

Looking for some motivation in your job search and overall professional development? Don’t miss the chance to talk to and learn from five amazing AAUW Fellows later today during our career-focused #AAUWAsks Twitter chat at 11 a.m. EST!
Crowdsourcing responds to current events ...

exchangeourworld 👤 Follow

exchangeourworld 👤 Are you an international exchange student who has just arrived in the United States to begin your #exchangeyear? Here's how American families are greeting their international students for the first time!

Do you have a special moment you would like to share with us that shows how your #hostfamily helped you feel at home? Use this hashtag in the

3,520 views
AUGUST 14, 2017

Add a comment...
Know Who Your Fans Are
Where they live on social media, what they say (their own hashtags)

Give People A Way To Add Their Story To Yours
Heavily promote a hashtag to create/contribute to a bigger conversation everyone can join and share online

Use Their Story To Tell Your Own
- Retweet them with context ("quote tweet")
- Repost their photo and add your key messaging to make it something new
- Feature their story in something you create (Instagram post, video, GIF)

Give Them A Shout Out!
- This inspires and encourages them to be your greatest fans
Challenges and pitfalls ...

• Getting it off the ground
• Copyright and privacy
• Low-res imagery/video
• Tools/resources to do social listening and maintenance; having a digitally savvy team to support
Strategic Crowdsourcing: Work Smart Online

Big change begins with 5 WOMEN YOU KNOW

Sign up at salary.aauw.org

THE ROAD TO YOUR FINANCIAL FUTURE STARTS HERE
Learn to negotiate your salary and benefits with Work Smart Online.

#5GradsYouKnow salary.aauw.org

TIME IS MONEY...
And we can help you earn more of both.
TECHGirls
SOCIAL MEDIA challenges

STEP 1: Follow @TechGirls and @ECAatState on Twitter, @TechGirls and @ExchangeProgramsAtState on Facebook, and @ExchangeOurWorld and @techgirls on Instagram
STEP 2: Use the hashtag #TechGirls in every post
STEP 3: Check off as many challenges as you can!

☐ Post during the social media training with Becca, Michael and interns
Strategic Crowdsourcing: In-Person Events

Now it’s YOUR TURN:

• Open your phones!

• Text 5 women you know this link: salary.aauw.org

• Share on your social media that you want #5WomenYouKnow to sign up, with the link salary.aauw.org.
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Crowdsourcing is empowering a community to share ideas around a common theme to collectively tell a story in a powerful way.
Stay in touch!

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