

FOUR ELEMENTS OF MAKING A DIFFERENCE ONLINE



Investigation and Research

Access, analyze and evaluate information to learn about current issues.

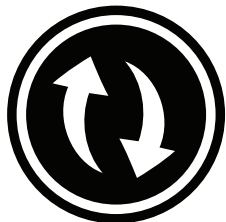
- Search for information and analyze its credibility.
- Investigate issues from multiple sources.
- Find information through social networks, and then test its accuracy and credibility.
- Frame issues and create stories that help you understand the issues.



Dialogue and Feedback

Examine issues through dialogue, learning about multiple perspectives and interacting with experts and activists.

- Express your perspective in digital formats.
- Interact respectfully when you share, even when there is no face-to-face contact.
- Connect with diverse perspectives.
- Reflect on the interactions, including how to process negative experiences.



Production and Circulation

Create and share information so you can influence the discussion.

- Decide which online tools are the best for your message and audience.
- Craft messages that will reach the people you want to reach.
- Use different digital tools and social media to spread the message.
- Develop strategies for going public and building momentum.
- Think through possible outcomes, including the digital footprint left behind.



Mobilizing for Change

Get other people to work with you to accomplish shared goals.

- Choose a call to action based on a responsible understanding of the issue.
- Organize people through social networks.
- Select specific tactics and strategies for getting people on board.
- Anticipate what may happen because of your actions, including possible unintended consequences.