Knight DIGITAL MEDIA Center

# Mobile Community Engagement, part 1

Feb. 19, 2013

Amy Gahran
www.contentious.com
@agahran

# Q & A

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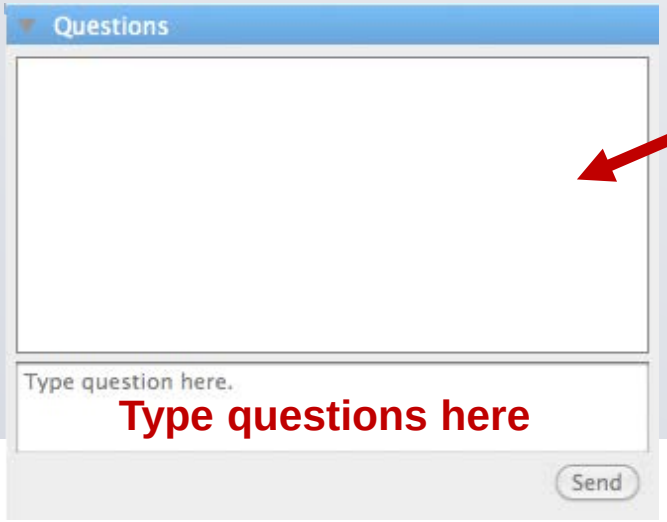
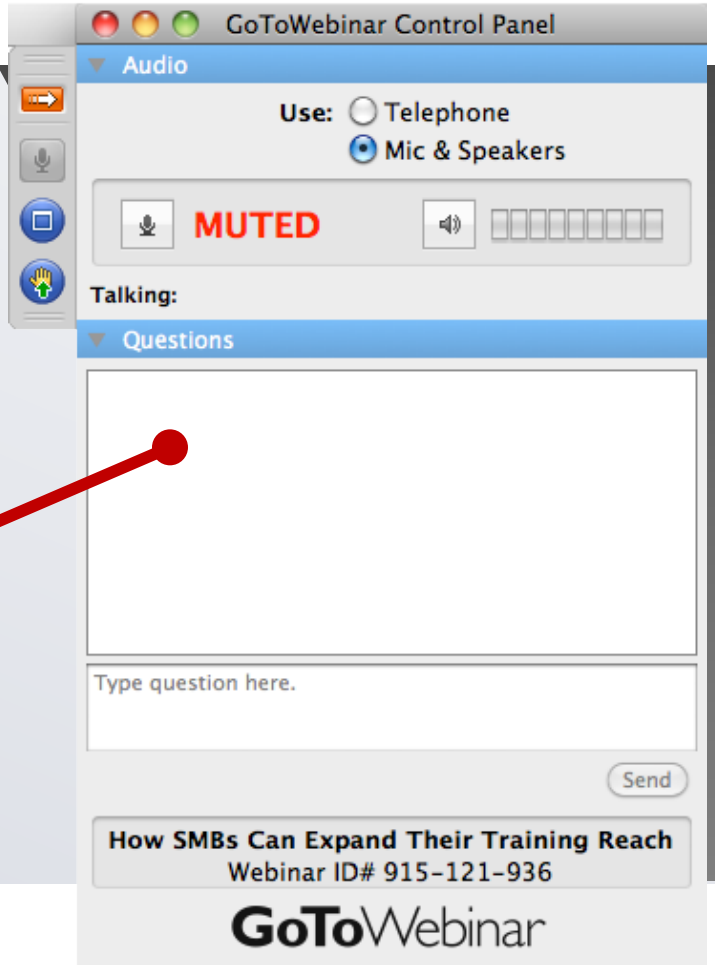


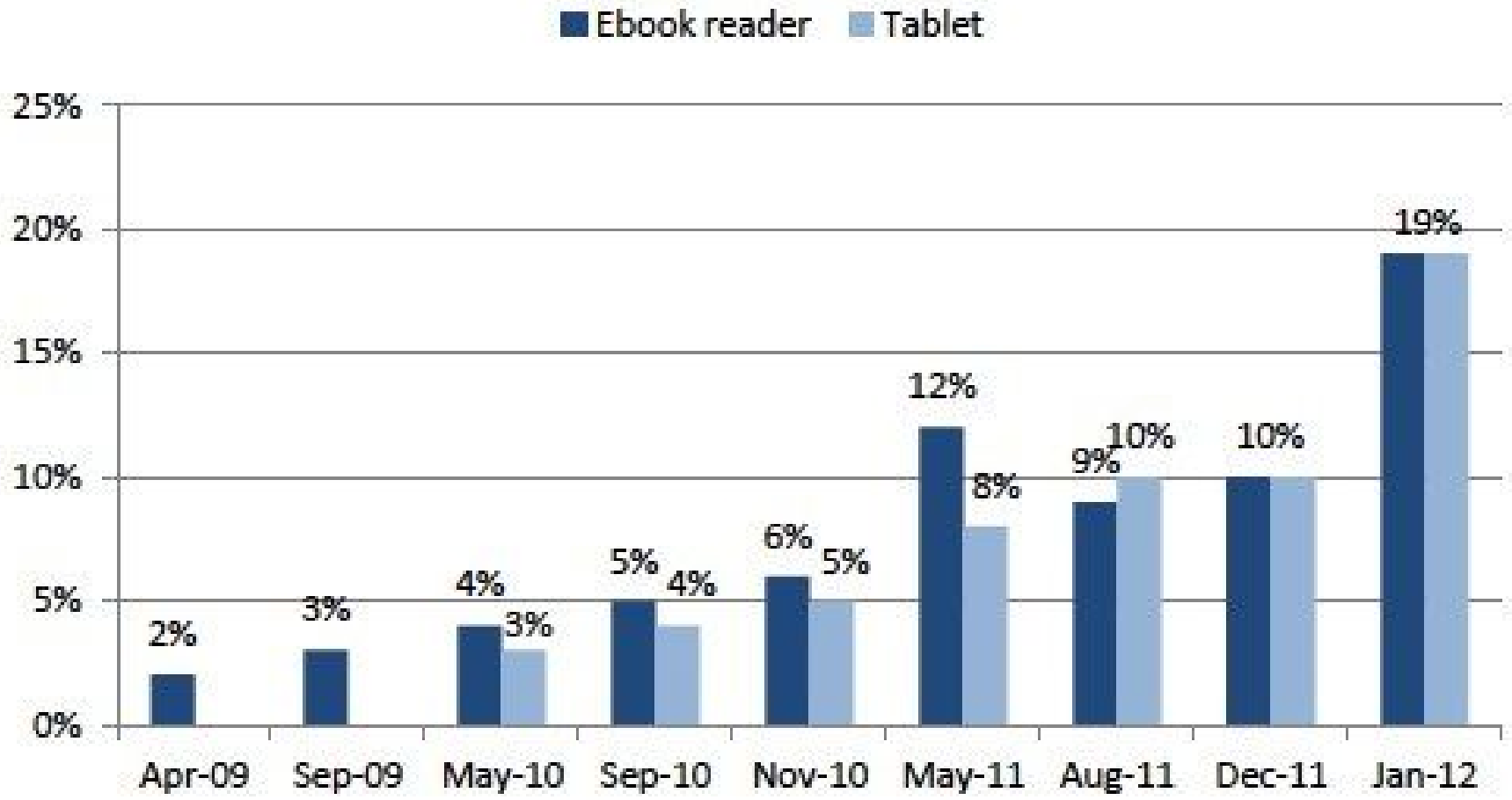
# What is mobile?

# Mobile is a big deal

- Pew: As of Sept. 2012, 85% of U.S. adults own a cell phone.
- Comscore: As of Dec. 2013, 233 million U.S. cell phone users.
- That's 80% of all Americans over age 5.
- 54% of U.S. cell phones are smartphones
- Only 36% are iPhones; 54% are Android

# Big jump in gadget ownership over the holidays

*% of adults who own tablet computers and e-book readers*



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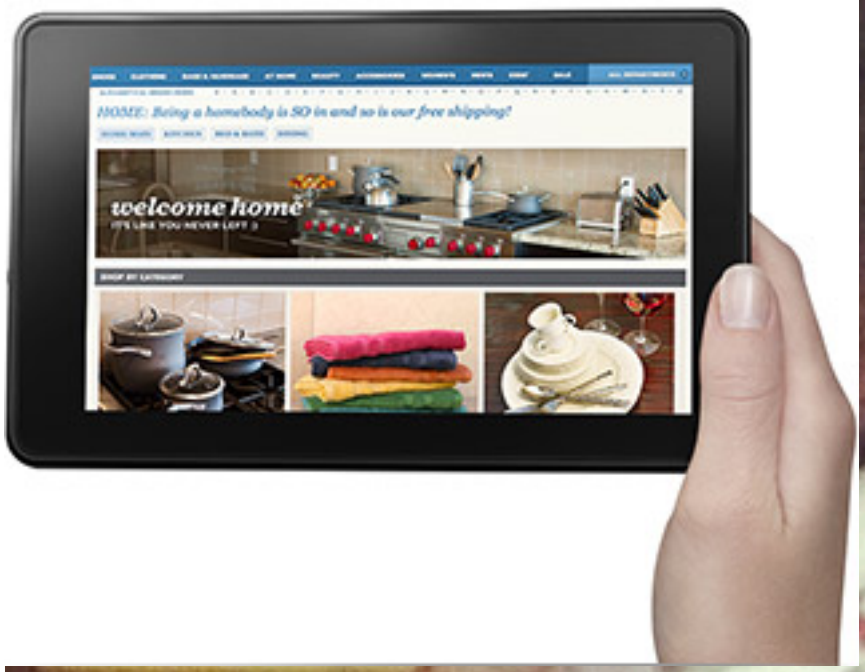

HOME: Being a homebody is SO in and so is our free shipping!
welcome home

# Dude, where's my community?

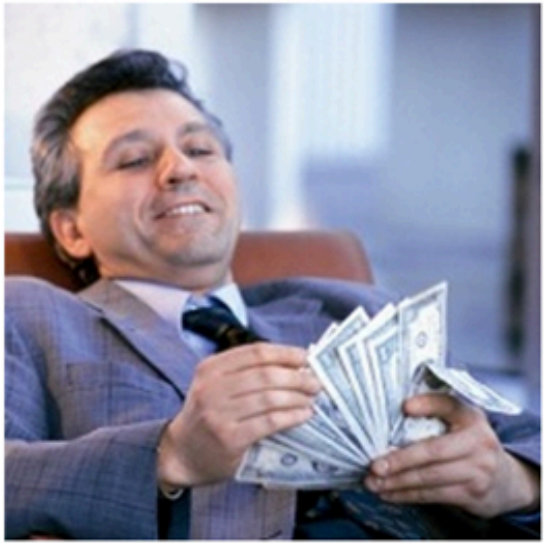
# Cell-mostly internet access

- 31% of all U.S. adults with an internet-connected cell phone say it's their PRIMARY way to access the net (or net-enabled content/services).
- 60% go online from their phone "sometimes"
- **45% age 18-29 are cell-mostly.**
- **51% African-American, 42% Latino,** 24% white
- **42% income >$30,000/year**
- 40% people who aren't college graduates
- 33% each urban, rural (28% suburban)

# Rich smartphone users don't play games, don't tweet

*Posted:* 02 Apr 2012, 10:55, by Victor H.

Share: Discuss 13 | Like 12 | Tweet 23 | +1 3



Reverse-engineering the smartphone habits of rich people might get us to being wealthy or it might not, but in either case the findings of a study show that rich people **tend not to play games, not to tweet**, but instead go and download news, travel or financial applications.

This is the conclusion The Luxury Institute arrived at after studying app usage among customers with income of $150,000 or more a year. Coincidentally, those users tend to be older, with a mean age of 52.

*"As you get older and have family and significant others, aging parents, and a lot more assets and investments, you're going to need apps for far more relevant things than playing games and chatting with your peers,"* said Milton Pedraza, CEO of The Luxury Institute.

# Why are you here?

# **Community engagement:** What is it?

"Working collaboratively with groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people."

*CDC, Principles of Community Engagement, 1997*

# IMPACT!

## Real-world, observable effects

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ACTION!

People don’t care about data

They don’t care about being “informed” or “engaged.”

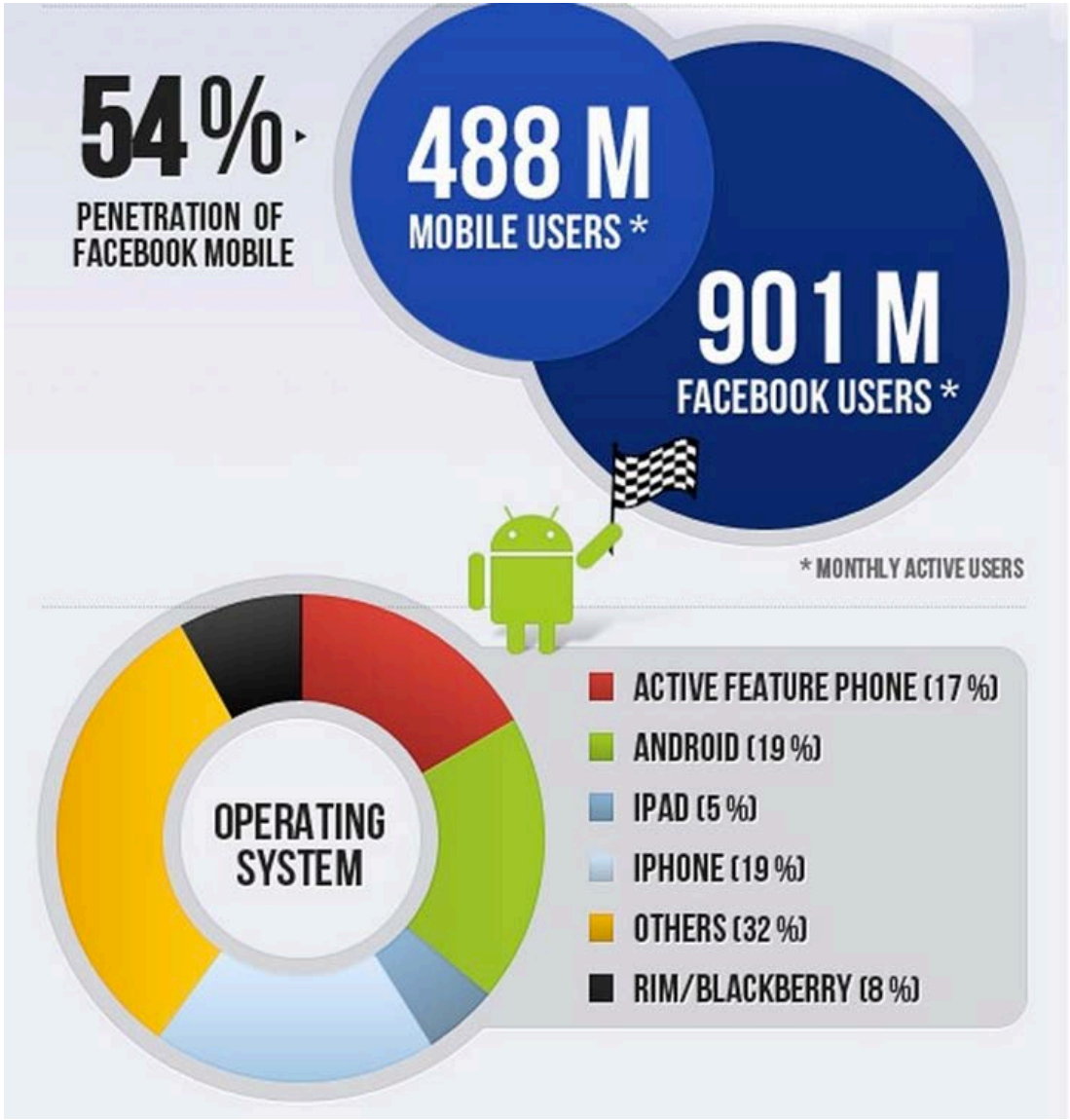
They care about their lives.

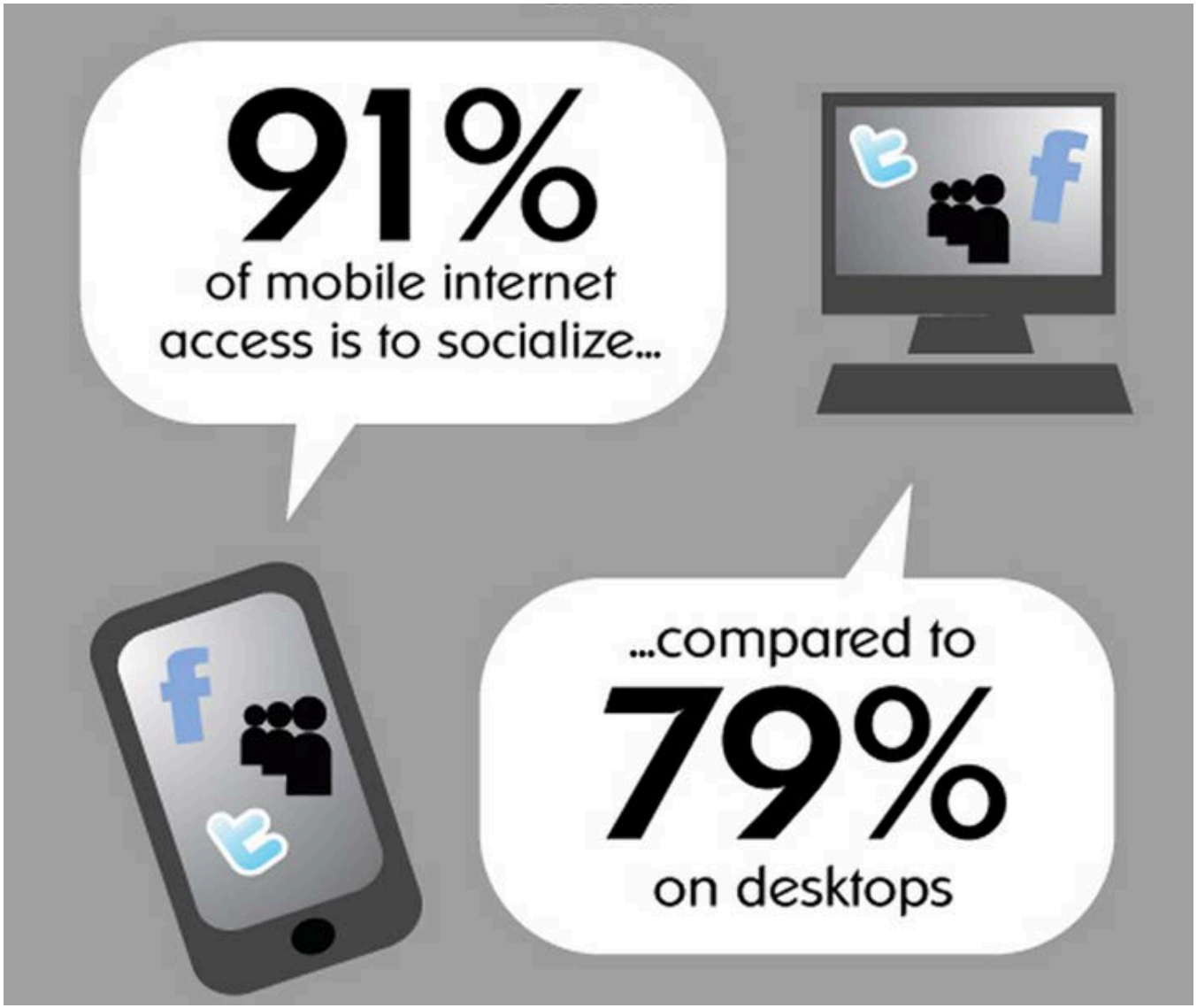
# People love to **DO** stuff with their cell phones

# Cell Phone Activities

*The % of cell phone owners who use their cell phone to…*

| | |
|---|---|
| 82 | Take a picture |
| 80 | Send or receive text messages |
| 56 | Access the internet |
| 50 | Send or receive email |
| 44 | Record Video* |
| 43 | Download Apps* |
| 31 | Look for health or medical information online |
| 29 | Check bank account balance or do any online banking |


54%
PENETRATION OF FACEBOOK MOBILE
488 M
MOBILE USERS *
901 M
FACEBOOK USERS *
* MONTHLY ACTIVE USERS
OPERATING SYSTEM
ACTIVE FEATURE PHONE (17 %)
ANDROID (19 %)
IPAD (5 %)
IPHONE (19 %)
OTHERS (32 %)
RIM/BLACKBERRY (8 %)


91%
of mobile internet
access is to socialize...
...compared to
79%
on desktops

# Social grooming counts!

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# Mobile is PERSONAL!

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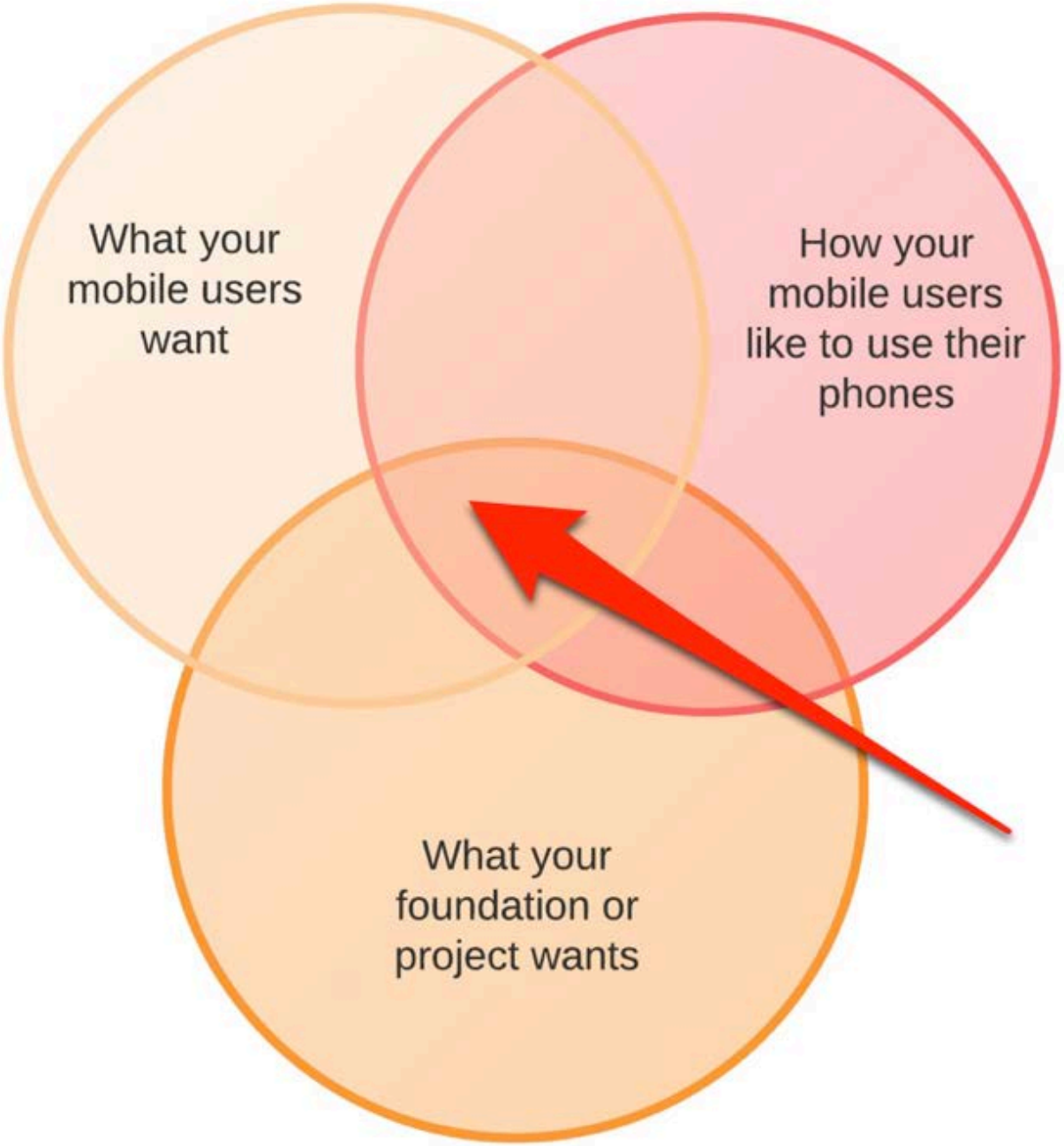
What your mobile users want
How your mobile users like to use their phones
What your foundation or project wants

Cell phones =

**ACTIVE mindset!**

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# Q & A

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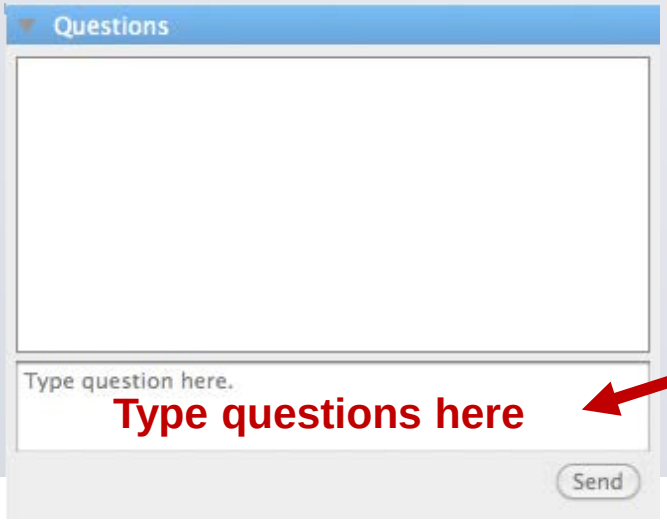

# Not everyone has a smartphone!

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# Not all smartphones are created equal

# Feature phones: 46% of US cell phones

# Whatever your community already has:

# **Work with that!**

- Mobile device type (especially phones)
- Speed of data network, cost of data plan
- Features, services or apps they use a lot
- Level of mobile knowledge/interest

- There are ALWAYS mobile options!

# Where to start?

# Mobile channels

- SMS text messaging
- Web
- Social media/microblogging
- E-mail
- Photo/video sharing
- Audio
- Maps
- Apps

text4baby
FOUNDING SPONSOR
Johnson & Johnson

Newsletter | En Español | Partners Click Here

HOME | ABOUT | SIGN UP | STORIES | GET INVOLVED | NEWS | CONTACT US | Search...

## Tips 4 Mom and Mom 2b

FREE text messages to keep you & your baby healthy

Join the hundreds of thousands of moms who receive free text messages throughout their pregnancy and their baby's first year.

**Learn More**

## Featured Mom

### Arizbeth

New York, NY

My daughter is eight months old. She's growing quickly! I didn't sign up for text4baby until after I gave birth, when I saw text4baby information in the hospital.

**Read her testimonial**

## Text4baby Tips

Don't start a new medicine or stop your current medicine unless your Dr. tells U to

## Signing Up is Easy!

Get FREE text messages on prenatal care, baby health, parenting and more!

## Health Hotlines 4 Moms

Check out this list of key phone numbers and hotlines and get connected to info and



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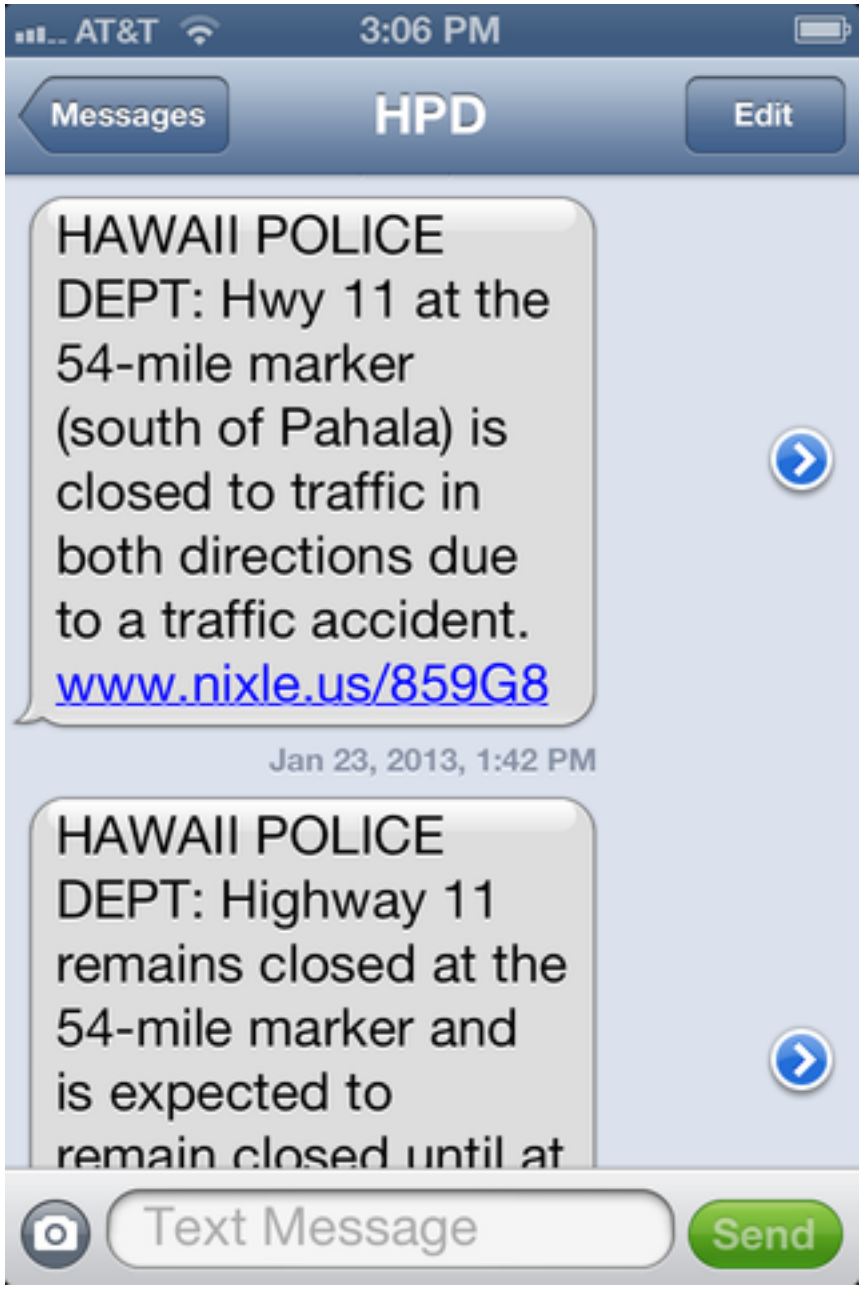
- Free t4b msg: Morning sickness may be caused by a change in your hormones. Try eating crackers or dry cereal. Eat small meals often. Don't go without eating.

  Free msg: Have you visited a Dr. or midwife (CNM/CM)? If not, make an appointment now. Call your health plan. Or 800-311-2229 to connect to low-cost care.

  Free t4b msg: Your baby is growing a lot! Baby is now the size of a lime & can open its mouth & move its tiny hands.

  Free msg: If you have any signs of preterm labor--cramps, belly tightening, low back pain, bleeding, or watery, pink/brown discharge--call your Dr. right away.


AT&T
3:06 PM
Messages
HPD
Edit
HAWAII POLICE DEPT: Hwy 11 at the 54-mile marker (south of Pahala) is closed to traffic in both directions due to a traffic accident. www.nixle.us/859G8
Jan 23, 2013, 1:42 PM
HAWAII POLICE DEPT: Highway 11 remains closed at the 54-mile marker and is expected to remain closed until at
Text Message
Send

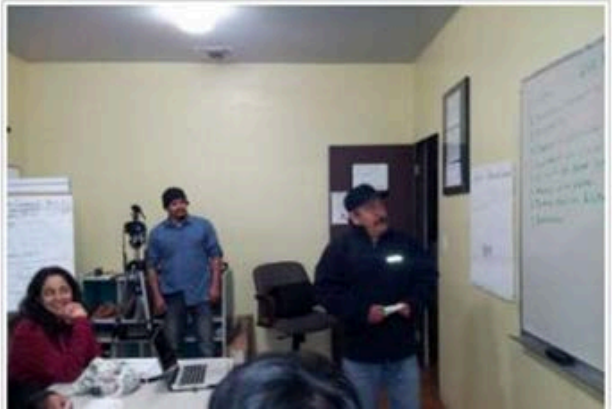
VOZMOB Voces Móviles Mobile Voices

Inicio | Sobre Vozmob | Herramientas | Participa | Toma Acción | Donar

Inicio › Blogs › vozmob-24575's blog › Martín es un jornalero que conoció hace tiempo, siempre sonriente, amable y cooperador, un jornalero que no Sese queda solo en una ...

# Martín es un jornalero que conoció hace tiempo, siempre sonriente, amable y cooperador, un jornalero que no Sese queda solo en una ...

Enviado por vozmob-24575 el 12 February 2013 - 5:29pm. **Tags:** day laborer IDEPSCA jornalero mms



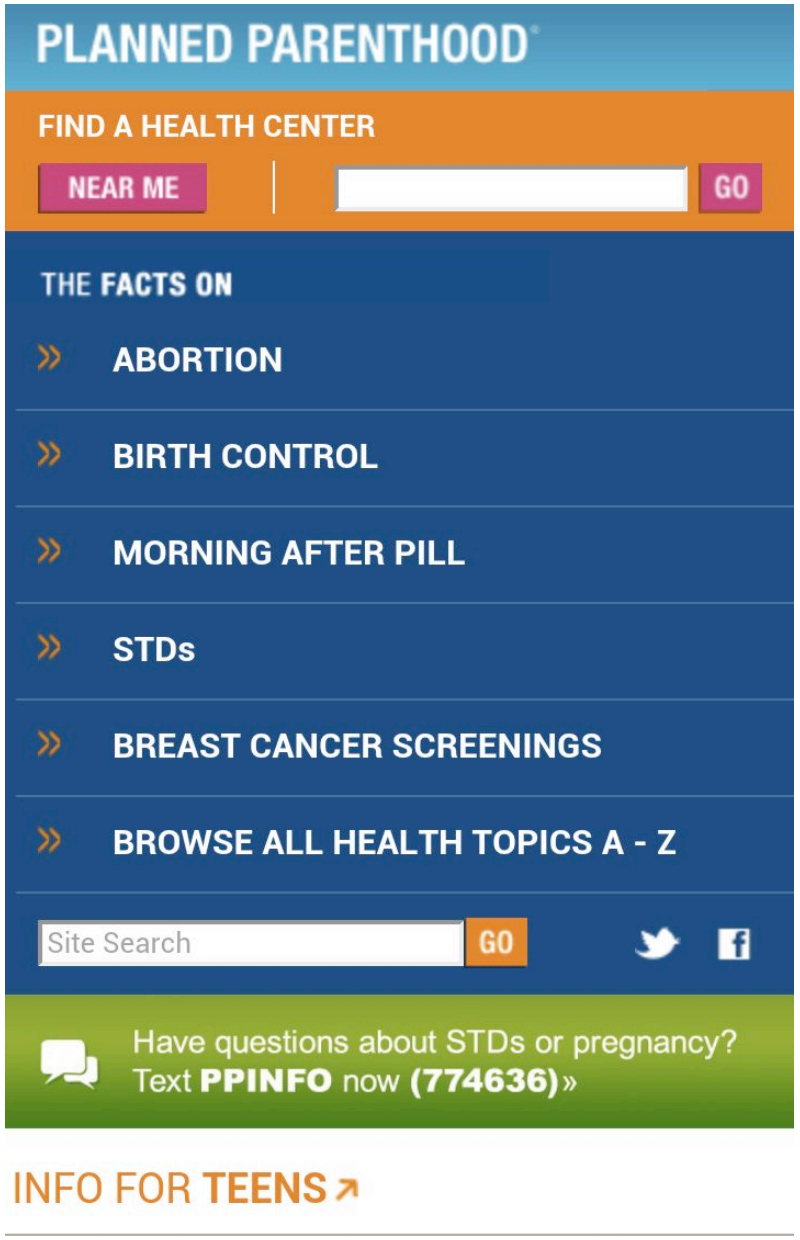
Martín es un jornalero que conoció hace tiempo, siempre sonriente, amable y cooperador, un jornalero que no Sese queda solo en una esquina esperando trabajo y deja pasar las horas, los días y

vozmob-24575's blog

Versión para impresora

Enviar a un amigo

# Mobile-friendly website



# Results for: 80306

Found **10** centers. **Search by** State

## Boulder

**Boulder · 5.39 miles**

2525 Arapahoe Ave, Suite C-200
Boulder, CO 80302

P: 303.447.1040
F: 303.447.2882

View Hours & Service Details

SERVICES OFFERED

- Abortion Services
- Birth Control
- General Health Care
- HIV Testing
- Men's Health Care



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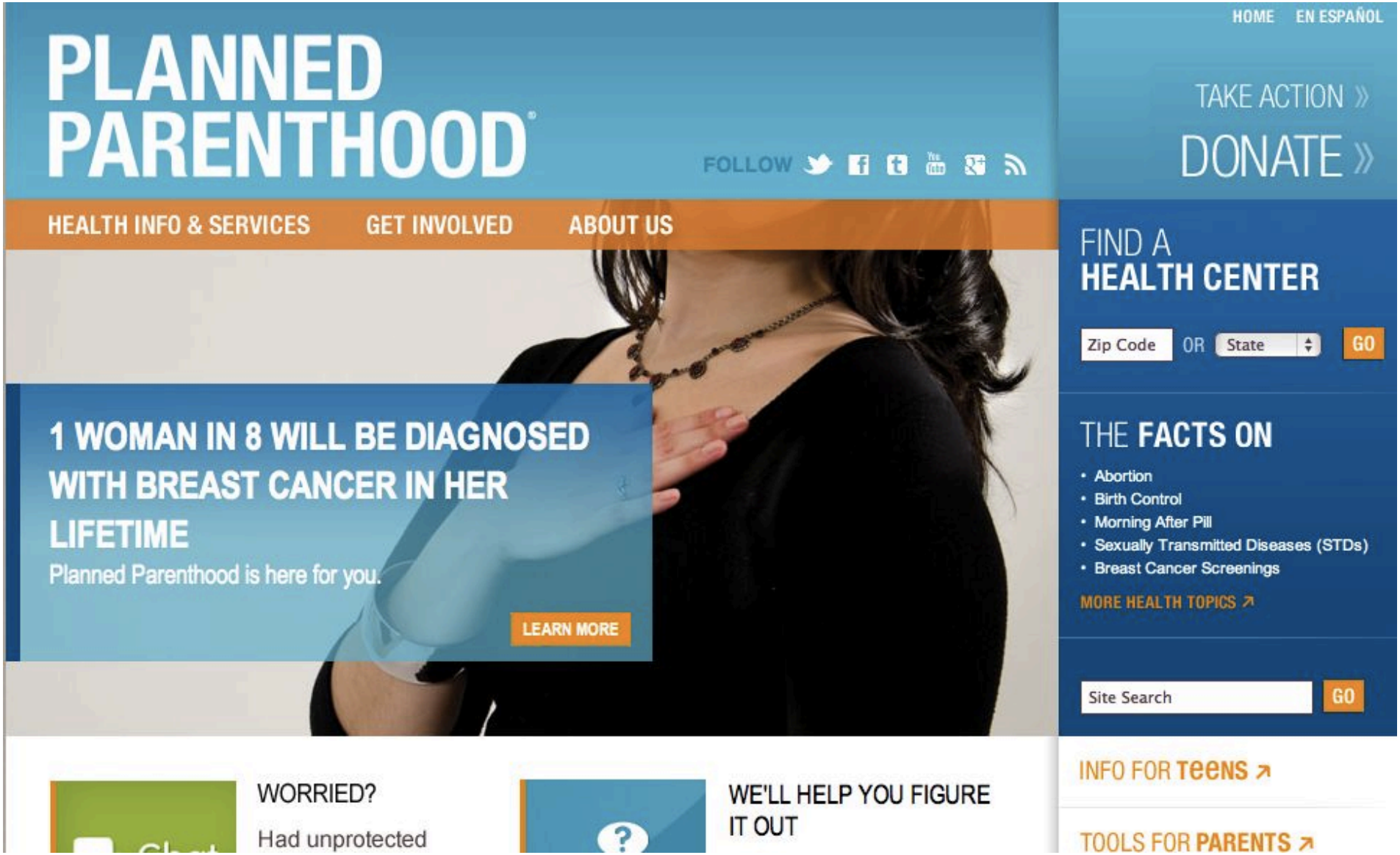
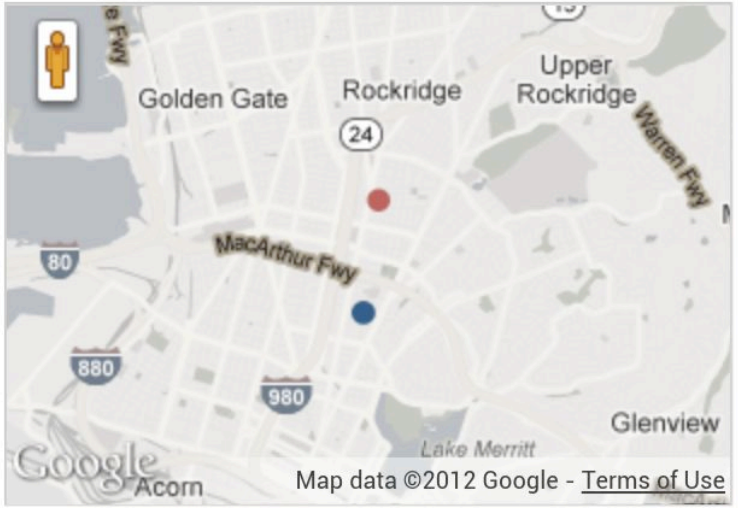

PLANNED PARENTHOOD®
HOME
EN ESPAÑOL
FOLLOW
TAKE ACTION »
DONATE »
HEALTH INFO & SERVICES
GET INVOLVED
ABOUT US
FIND A HEALTH CENTER
Zip Code
OR
State
GO
1 WOMAN IN 8 WILL BE DIAGNOSED WITH BREAST CANCER IN HER LIFETIME
Planned Parenthood is here for you.
LEARN MORE
THE FACTS ON
• Abortion
• Birth Control
• Morning After Pill
• Sexually Transmitted Diseases (STDs)
• Breast Cancer Screenings
MORE HEALTH TOPICS
Site Search
GO
INFO FOR teens
TOOLS FOR PARENTS
WORRIED?
Had unprotected
WE'LL HELP YOU FIGURE IT OUT

# Mobile Web app

Dialysis Facility Tracker »

# Compare Dialysis Facilities




Showing 2 of 20 facilities
within ten miles of 94609. See all.

← CLOSER FACILITIES | FARTHER FACILITIES →

| | RAI - EAST BAY - OAKLAND | National Average |
|---|---|---|
| Distance | 0.90 miles | |
| Details | **(510) 893-2060**<br>3012 SUMMIT | |



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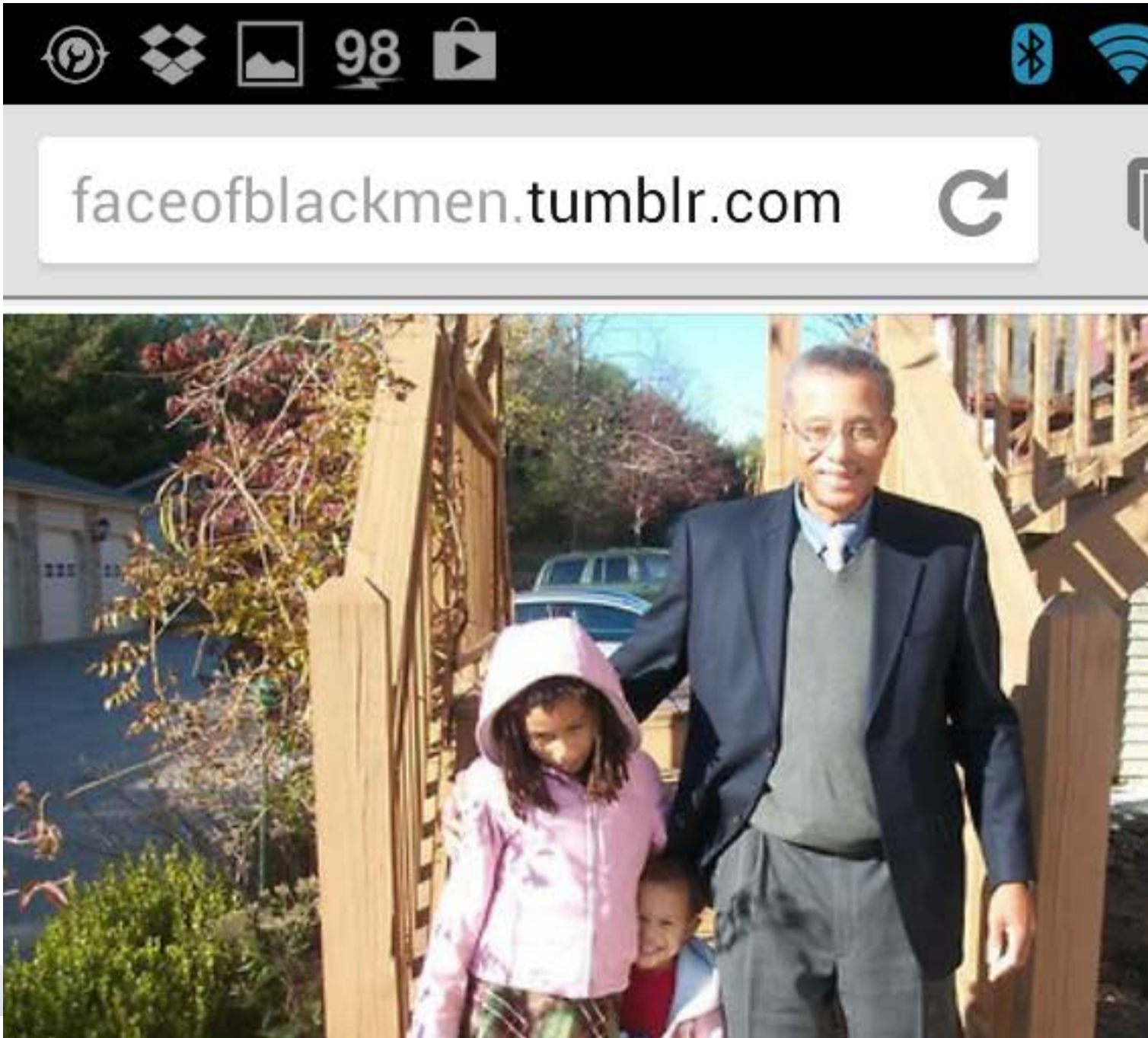

98
faceofblackmen.tumblr.com

**Oakland Local** shared a link.
29 minutes ago ·

Beth Kanter to discuss effective nonprofits in Oakland. http://bit.ly/XVeJth

**Hear global expert Beth Kanter discuss effective nonprofits - Thursday, Feb. 21, in Oakland**
oaklandlocal.com

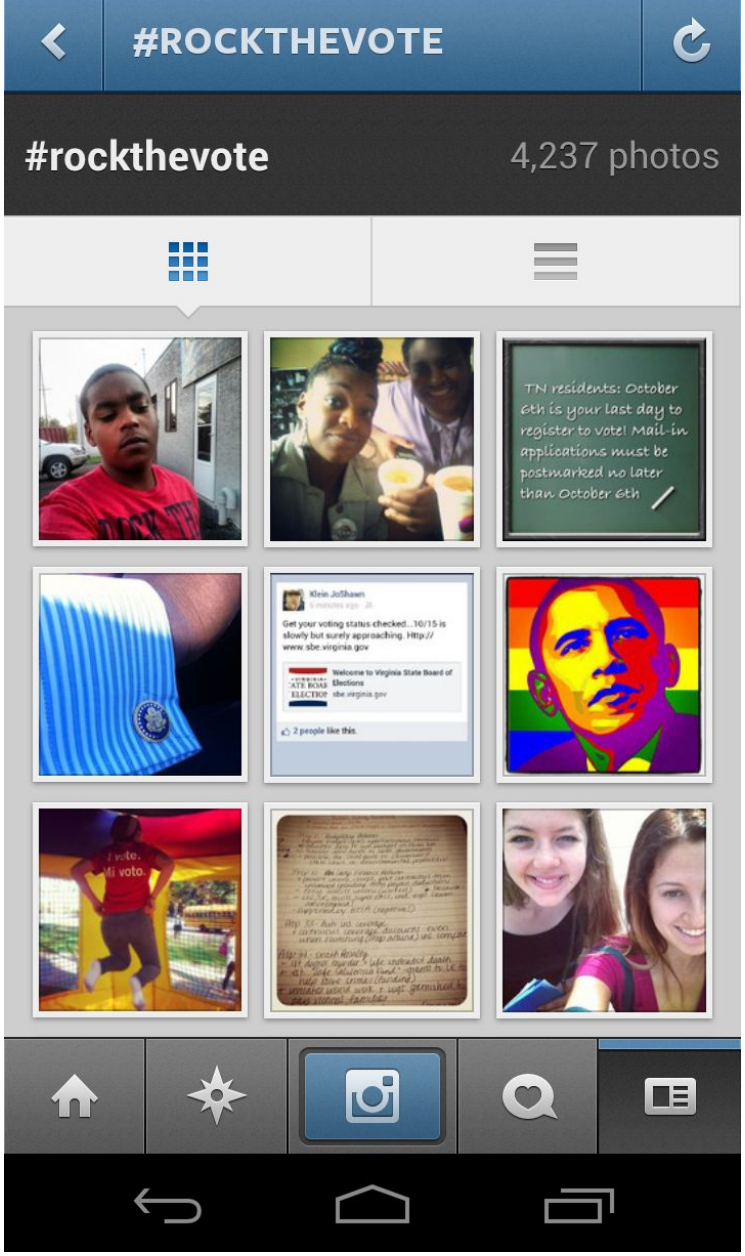
Like · Comment 1

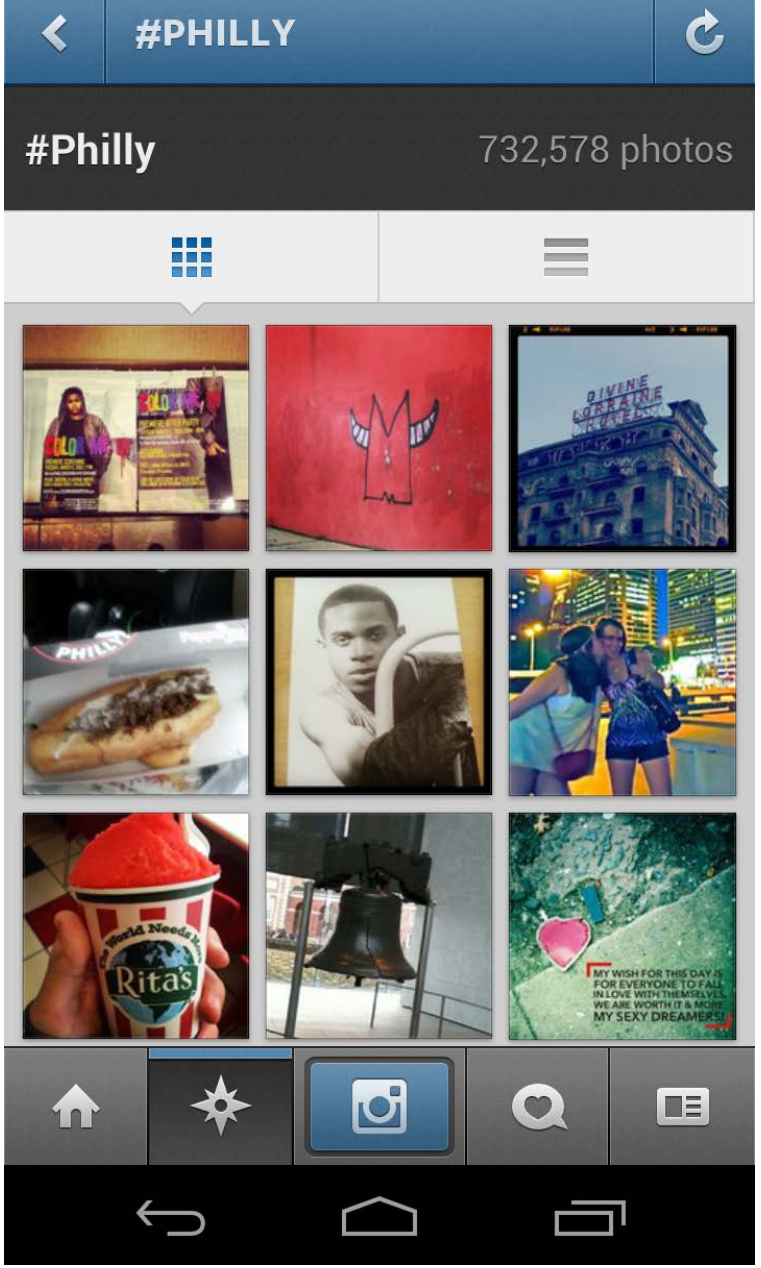
**Oakland Local**
37 minutes ago ·

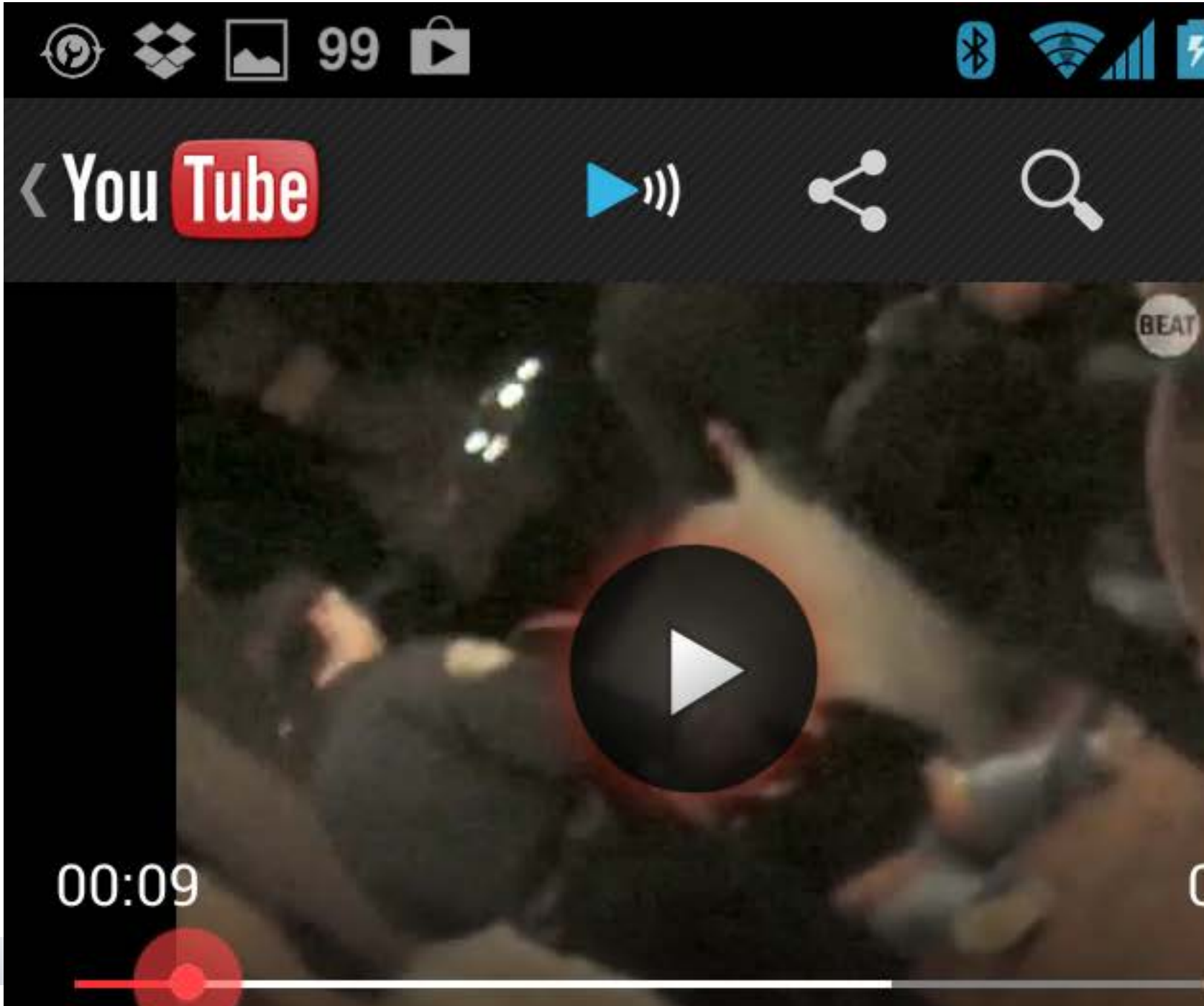
**Peralta trustees hear financial aid still a problem**
oaklandlocal.com

Like · Comment

**Oakland Local**
38 minutes ago ·

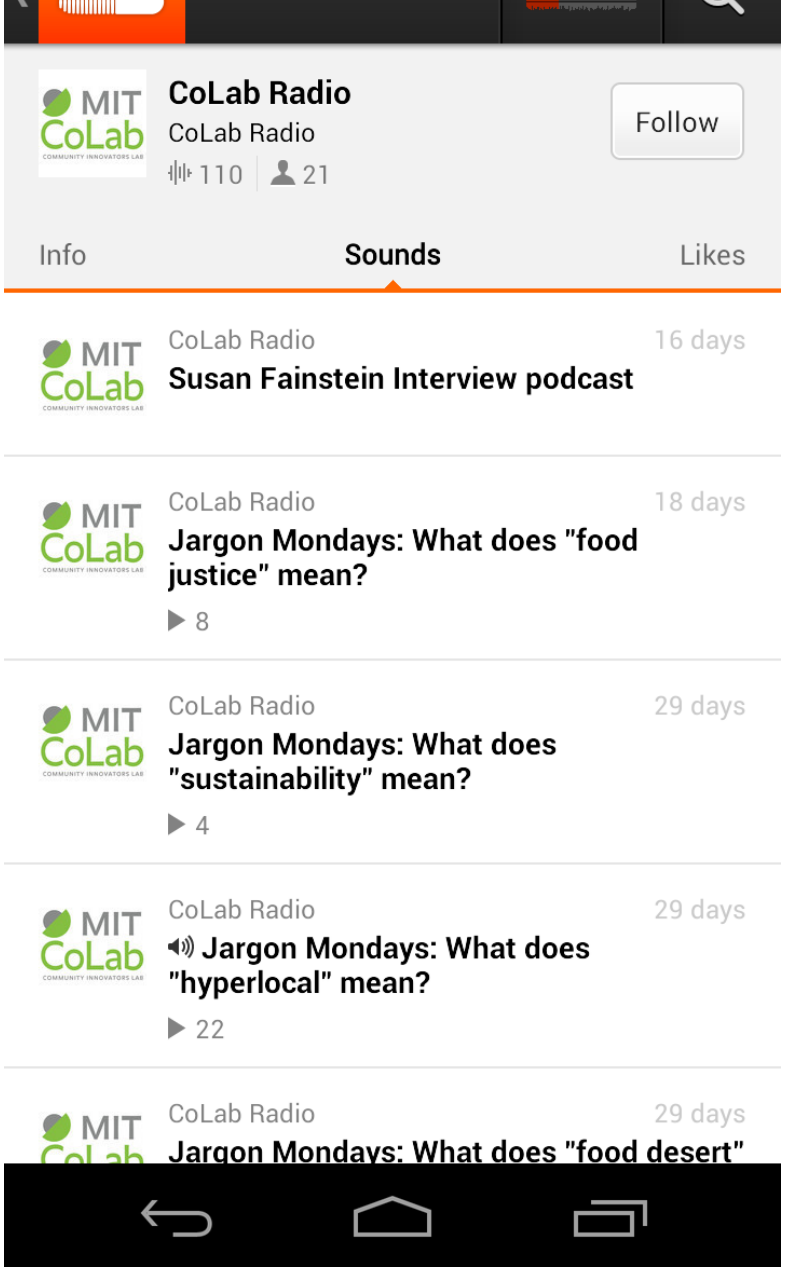

#ROCKTHEVOTE
#rockthevote
4,237 photos
TN residents: October 6th is your last day to register to vote! Mail-in applications must be postmarked no later than October 6th
Get your voting status checked...10/15 is slowly but surely approaching. Http://www.sbe.virginia.gov
2 people like this.

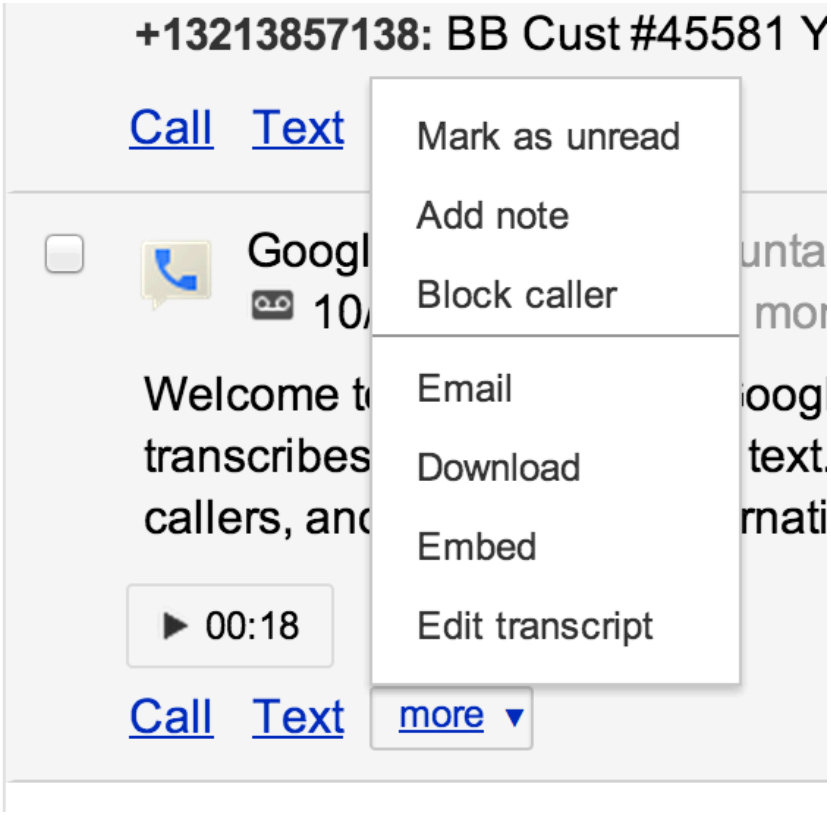

#PHILLY
#Philly
732,578 photos
DIVINE LORRAINE
PHILLY
Rita's
MY WISH FOR THIS DAY IS FOR EVERYONE TO FALL IN LOVE WITH THEMSELVES. WE ARE WORTH IT & MORE. MY SEXY DREAMERS!


99
YouTube
BEAT
00:09

# Mobile-friendly e-mail

- 36% of all e-mail is read on a mobile device
- Use mobile-friendly e-mail templates
- No right column
- Few images (and keep them small)
- No big blocks of text
- Links should go to mobile-friendly destinations.


CoLab Radio
CoLab Radio
110
21
Follow
Info
Sounds
Likes
CoLab Radio
16 days
Susan Fainstein Interview podcast
CoLab Radio
18 days
Jargon Mondays: What does "food justice" mean?
8
CoLab Radio
29 days
Jargon Mondays: What does "sustainability" mean?
4
CoLab Radio
29 days
Jargon Mondays: What does "hyperlocal" mean?
22
CoLab Radio
29 days
Jargon Mondays: What does "food desert"


+13213857138: BB Cust #45581 Y
Call
Text
Mark as unread
Add note
Block caller
Email
Download
Embed
Edit transcript
Welcome t
transcribes
callers, and
00:18
Call
Text
more

# Mapping

- Add geodata (addresses, lat/long data) to everything you can.
- Clickable links (addresses, etc.) open map apps on phones/tablets
- Crowdmaps are cool, but probably more useful for publishing than crowdsourcing

# Oh yeah, apps....



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# Native apps:

# Problems with building your own app:

- Software development project: $$$
- Platform-specific, ongoing maintenance/updates
- Tools to generate apps = “shovelware”
- People must discover, download, remember to run: hurdles!
- 75% of apps never get opened more than 3x
- If community is small, less justification.
- More bang for buck from mobile web, etc.


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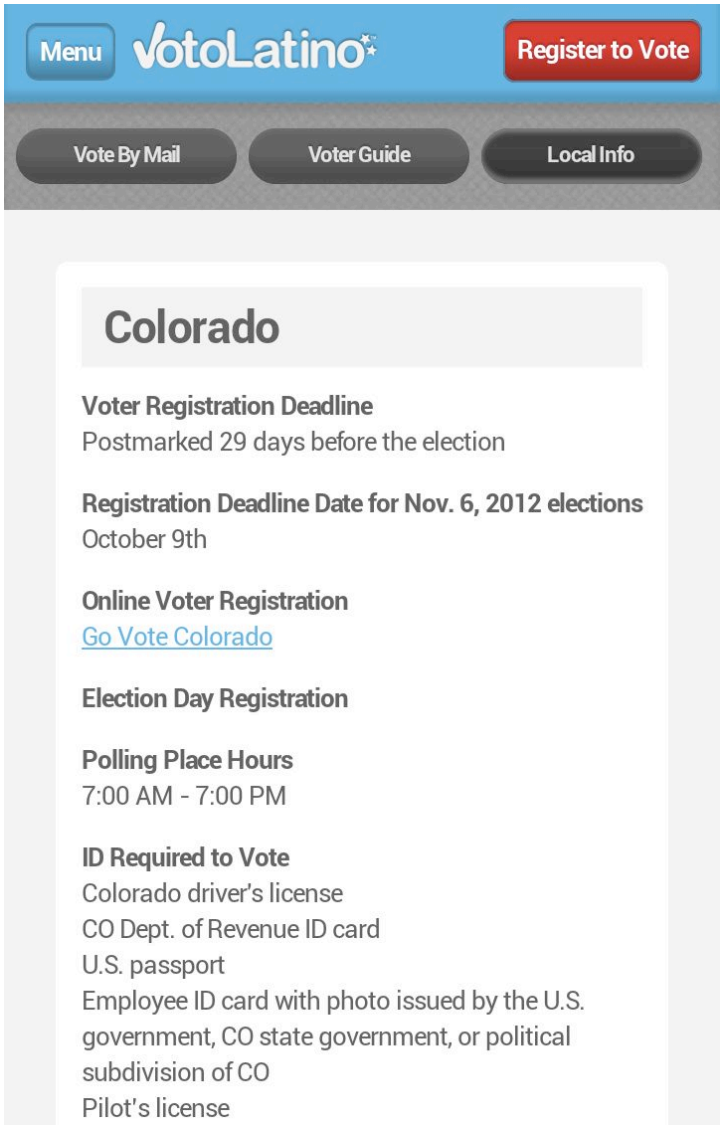
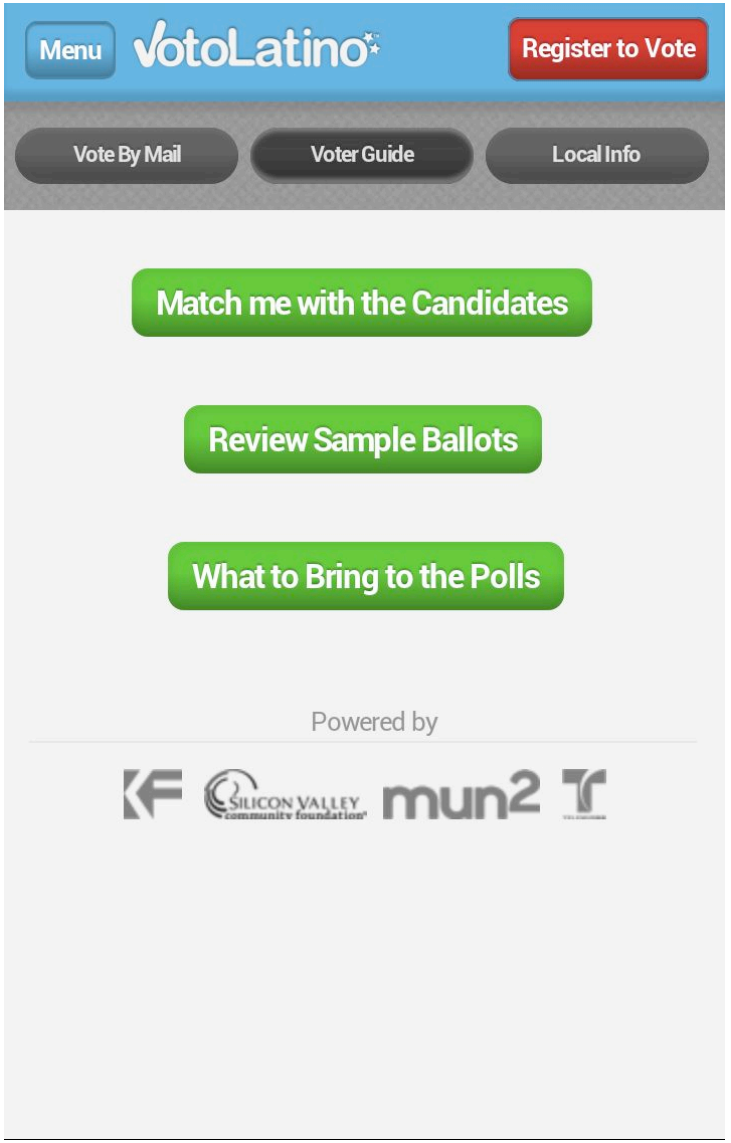
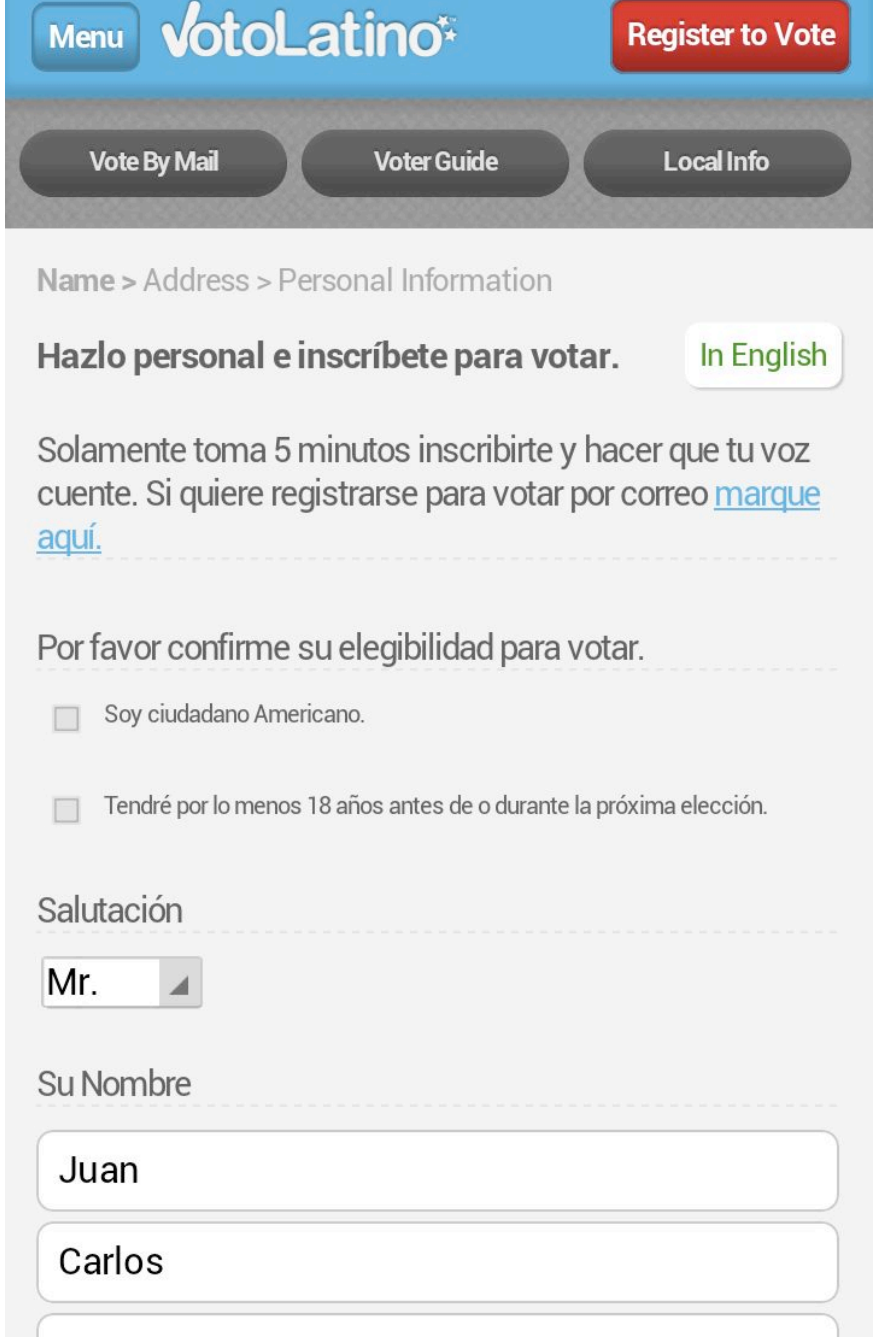
# Native app: Voto Latino



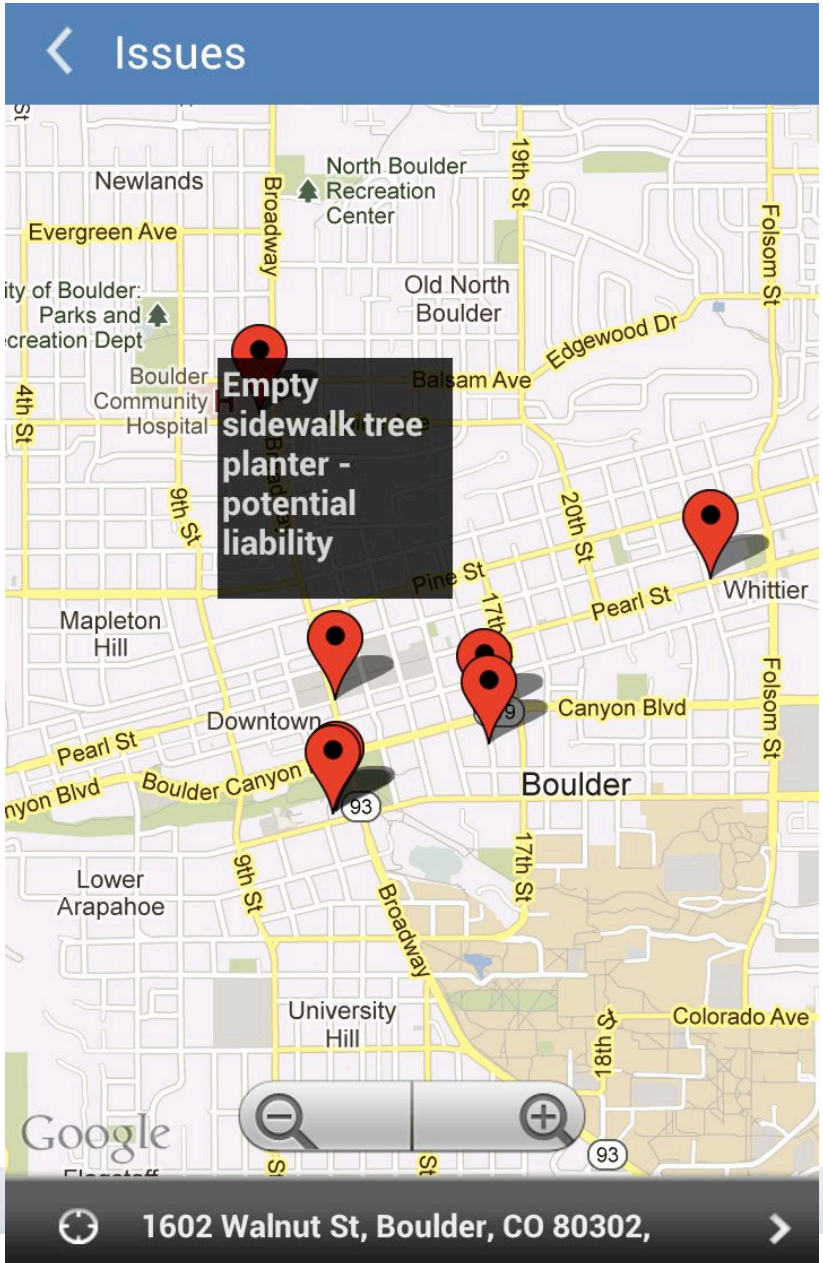



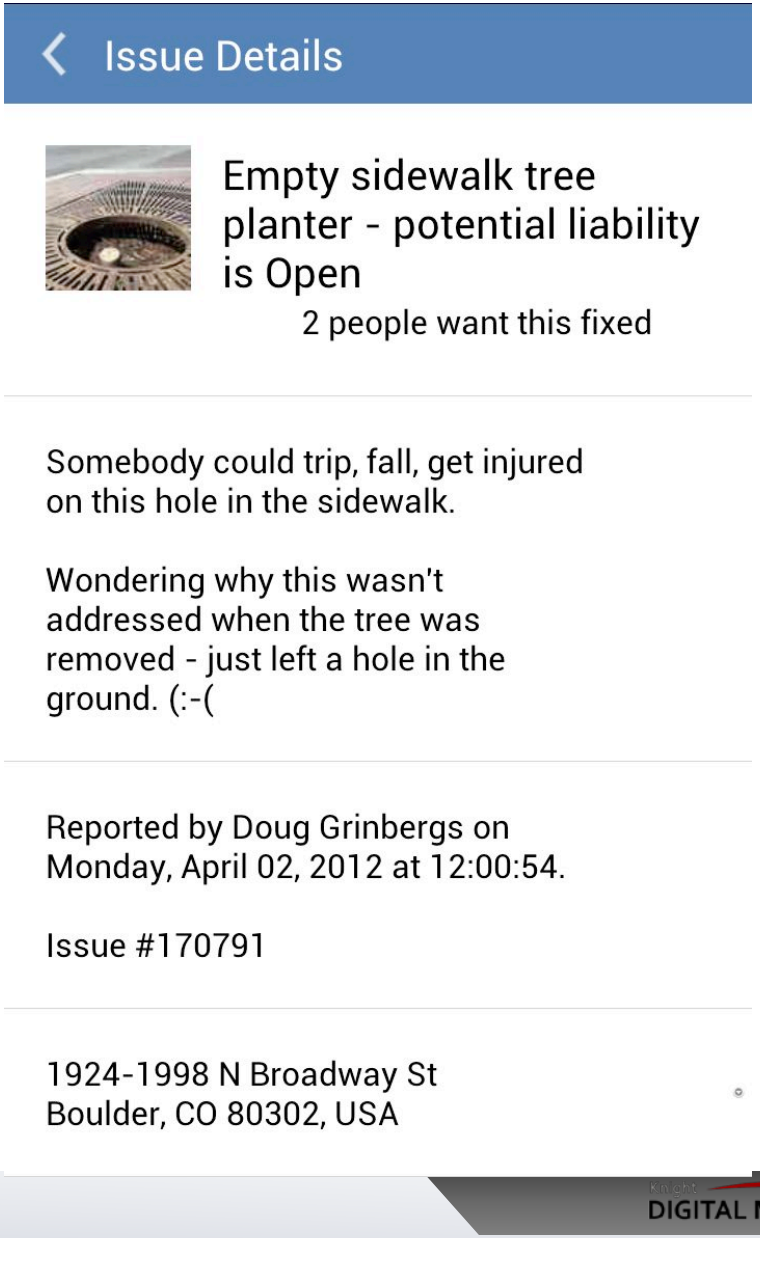

Menu
VotoLatino
Register to Vote
Vote By Mail
Voter Guide
Local Info
Name > Address > Personal Information
Hazlo personal e inscríbete para votar.
In English
Solamente toma 5 minutos inscribirte y hacer que tu voz cuente. Si quiere registrarse para votar por correo marque aquí.
Por favor confirme su elegibilidad para votar.
Soy ciudadano Americano.
Tendré por lo menos 18 años antes de o durante la próxima elección.
Salutación
Mr.
Su Nombre
Juan
Carlos

# You might really need a native app if...

- You already have a great mobile-friendly website.
- You have a lot of money/time to spend or a skilled app developer on staff.
- Users need to store your content for offline use.
- Local access to carrier data networks or wifi is spotty or slow.
- Strong need for security, or hardware features. (GPS, accelerometer, etc.)

# Use existing apps and services



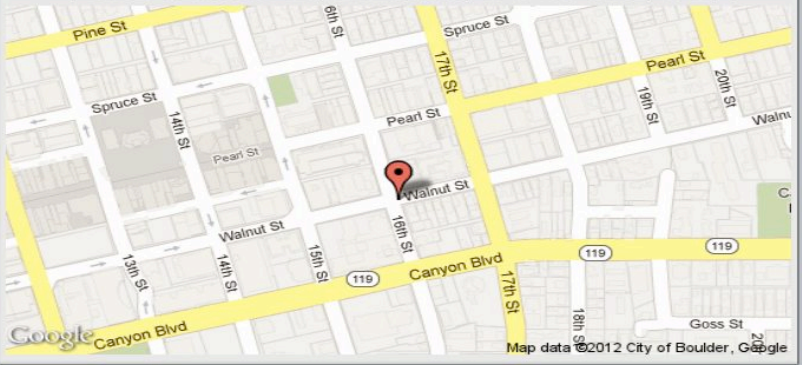



Issue Title

Description

Location

1602 Walnut St, Boulder, CO 80302, USA




Discard | Drafts | Submit

meporter

Post

Title

Story Text

Attach photo or video

Category: Announcements

Location: Current Location



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# Q & A

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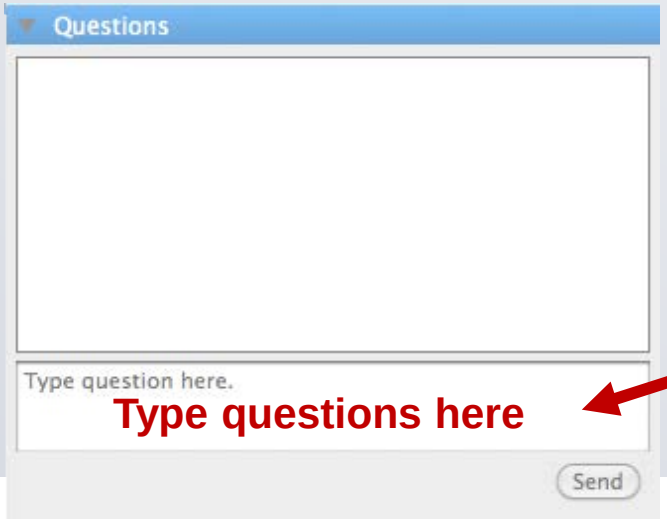

# Homework!

- This week, try to use your smartphone for everything you can. Try to hit every mobile channel. Discuss experience in forum.
- Install Instagram, Twitter (any client) and Facebook apps on your phone. Configure Instagram to cross-post to Twitter and Facebook.
- Pick one specific real-world effect you want to have in your community (observable, measureable). List 3-5 kinds of observable, measureable mobile activities that might support that goal
- Read Funding Mobile white paper, Pew Cell Phone Activities report.


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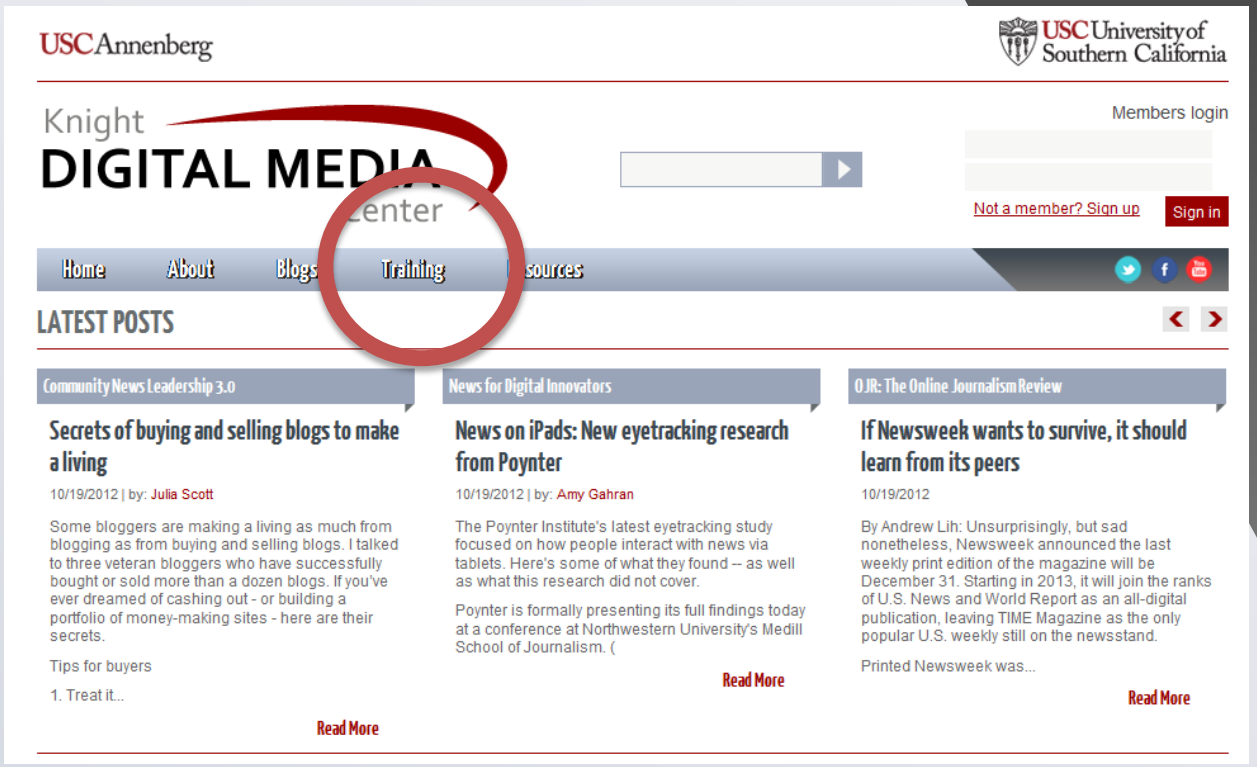
# Future webinars and resources: www.knightdigitalmediacenter.org




Get more resources and registration for future webinars under Training at www.knightdigitalmediacenter.org