



Mobile Community Engagement, part 3

March 5, 2013

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Q & A

Questions

Type question here.

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GoToWebinar Control Panel

Audio

Use: Telephone
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MUTED [Speaker icon]

Talking:

Questions

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How SMBs Can Expand Their Training Reach
Webinar ID# 915-121-936

GoToWebinar





REMINDER:

Participate in the class forum
AND
Do the homework

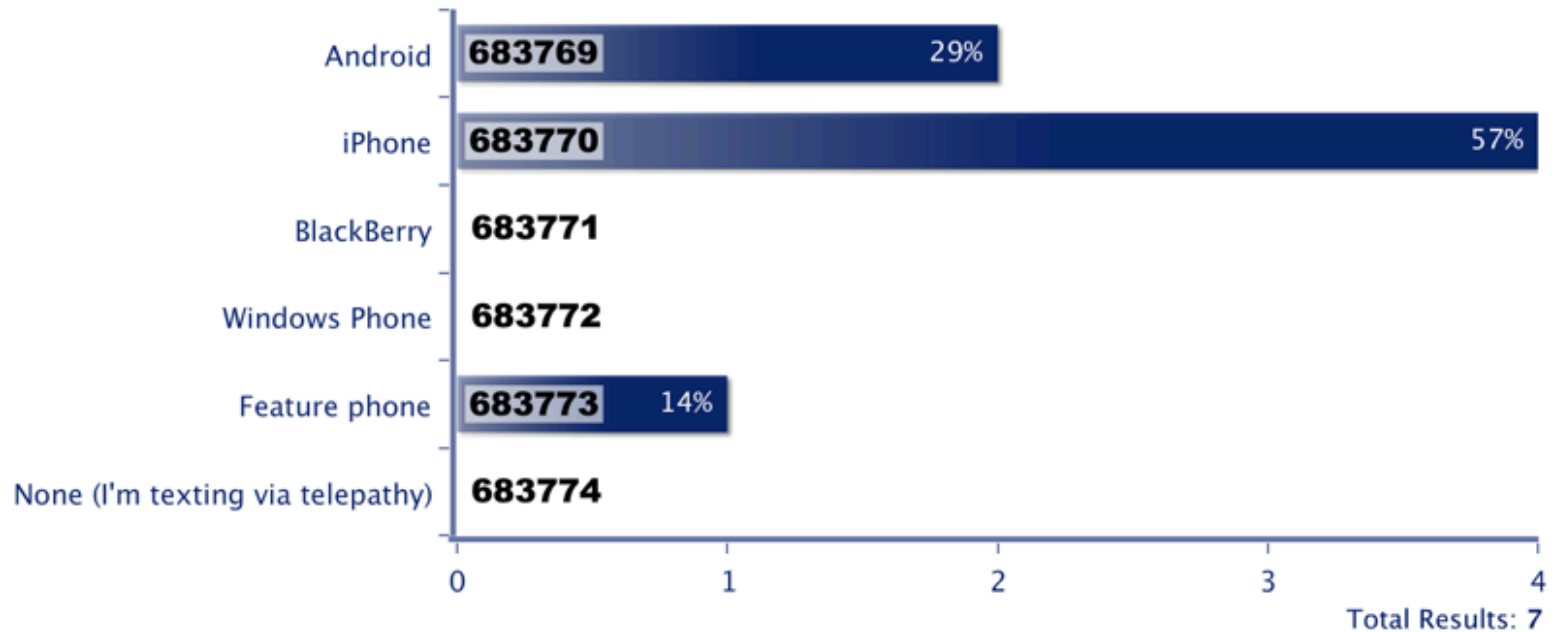
(Listening to me talk will only get you so far :-)

My text poll results

What kind of cell phone do you use most of the time?

 Text a **CODE** to **22333**

 Submit responses at **PollEv.com/contentious**



Survey your community about mobile

- Mobile devices, usage vary A LOT by community!
- To engage people, **start where they are**. Do what they're already doing.
- In-person survey (NOT online) is best tool.
- You'll do it for homework this week. **See class forum, homework 3.1.**
- Set your priorities, strategy for mobile community engagement.
- See my 3/1 KDMC post: details on survey.

I made forms for you!

Community mobile market research survey

1. What kind of cell phone do you use? Operating system, manufacturer, model.

<input type="checkbox"/> Android	<input type="checkbox"/> iPhone	<input type="checkbox"/> BlackBerry
<input type="checkbox"/> Windows	<input type="checkbox"/> Web-enabled feature phone	<input type="checkbox"/> Basic feature phone
Not sure (mfr/model):		

2. How long have you owned your current phone? (Months)

0-6 7-12 13-18 19+

3. Which wireless carrier do you use?

Verizon AT&T T-Mobile Sprint

Other carrier: _____

4. Which of these activities do you often do on your cell phone?



1. What kind of cell phone do you use?

- Smartphone platform
- Feature phone (basic or web-enabled)
- Mainly smartphones: Focus on mobile web first
- Lots of feature phones: Text channels + mobile web from the start
- How much will their mobile experience of your site vary?

Feature phones



Opera.com/mobile browser

Opera. Made for your mobile.



 Download

Opera for [Android](#)



 Download

Opera Mini for [iPhone](#)

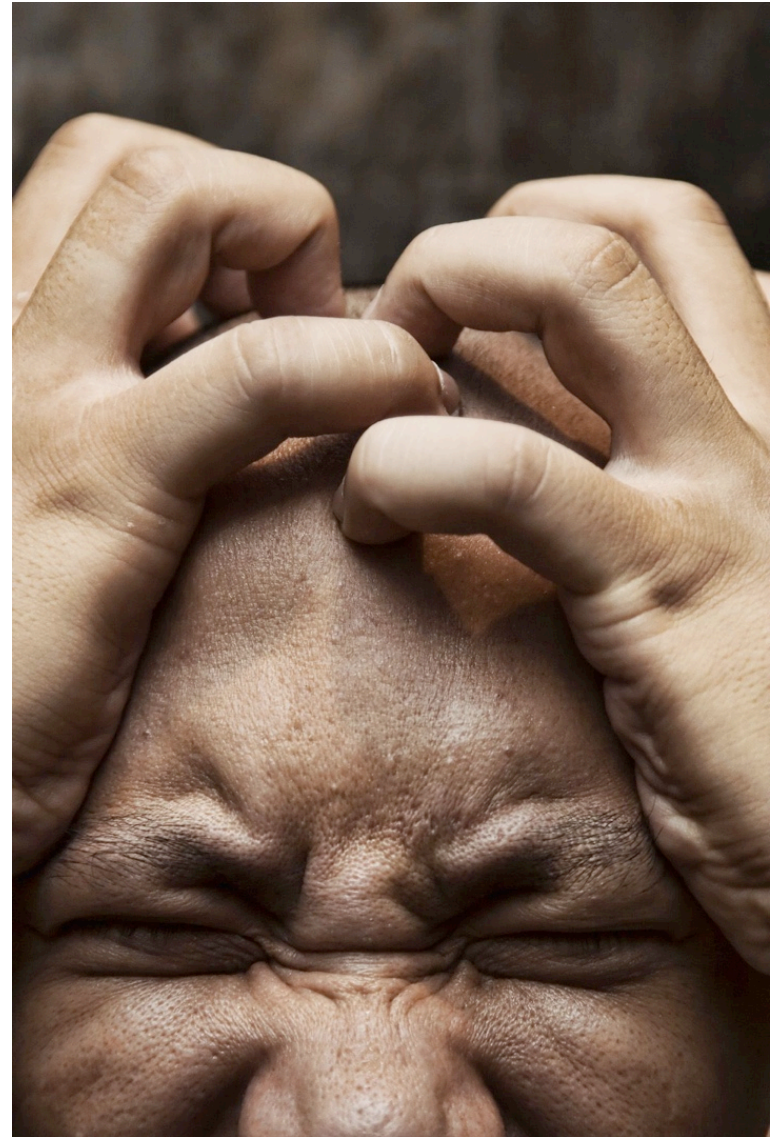


 Download

Opera Mini for [other phones](#)

- **2. How long have you owned your current phone?**

If many/most more than 12-18 months:
poor performance =
lousy mobile experience!



3. Which wireless carrier do you use?



Discount/prepaid carriers





Crowdsourced v. carrier coverage maps

- Crowdsourced from apps
- OpenSignalMaps.com: Detail on data coverage
- Rootmetrics.com: More carriers listed
- Compare to carrier maps if you want to laugh
- None of this is gospel.

Play with
coverage maps!

4. Mobile activities they currently do OFTEN

4. Which of these activities do you often do on your cell phone?

<input type="checkbox"/> Texting people	<input type="checkbox"/> Text alerts	<input type="checkbox"/> Text polls	<input type="checkbox"/> Take pics/video
<input type="checkbox"/> Share pics/video	<input type="checkbox"/> Watch video	<input type="checkbox"/> E-books	<input type="checkbox"/> Web browsing/search
<input type="checkbox"/> Social media	<input type="checkbox"/> Maps	<input type="checkbox"/> E-mail	<input type="checkbox"/> Audio/music
<input type="checkbox"/> Download apps	<input type="checkbox"/> Blogs/forums		
Use other apps (which?):			

Mobile activities = Strategy!

- List of options: Which do they already do most?
- Whatever they do most: DO THAT FIRST!
- Look for inbound channel options
- DON'T ask about “local” or “community info

5. How do they handle inbound links?



The image shows a screenshot of a tweet interface. At the top, there is a dark blue header with a back arrow, a Twitter bird icon, the word "Tweet", a location pin icon, and a share icon. Below the header is a profile card for "jeffjarvis" (Jeff Jarvis) with a profile picture. The tweet text reads: "Free at last: The White House supports unlocking our phones. theatlantic.com/business/archi...". At the bottom, it says "Sent at 7:06pm, Mar 4" and "From TweetDeck".

<  Tweet  

 **jeffjarvis**
Jeff Jarvis

Free at last: The White House supports unlocking our phones. theatlantic.com/business/archi...

Sent at 7:06pm, Mar 4
From TweetDeck



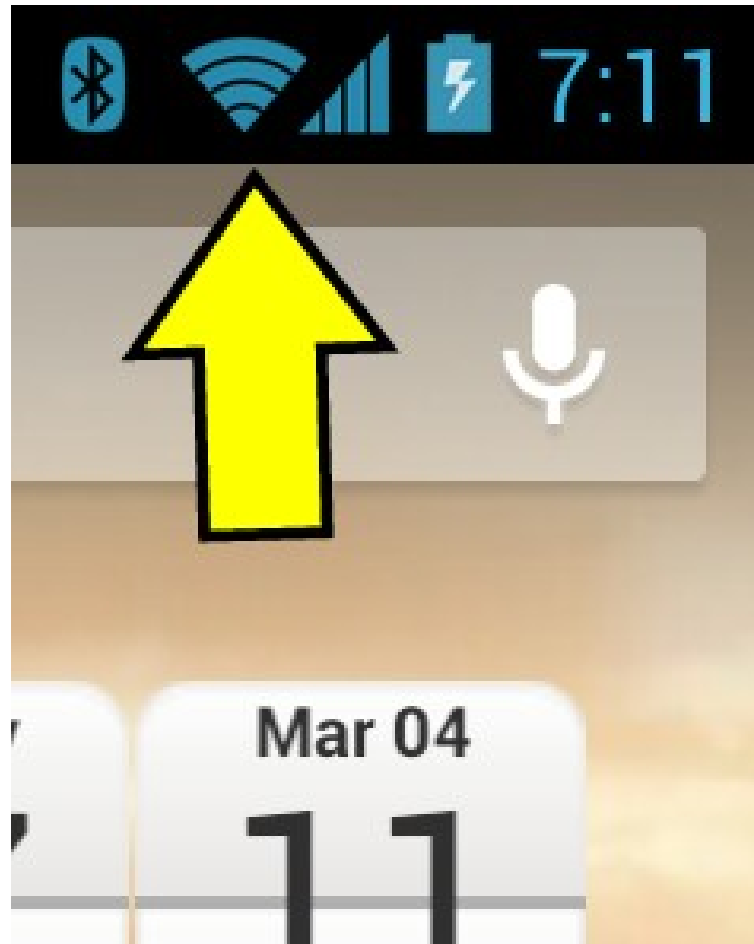
6. Which social media do they use MOST on their phone?

6. Which social media services do you use most on your phone?

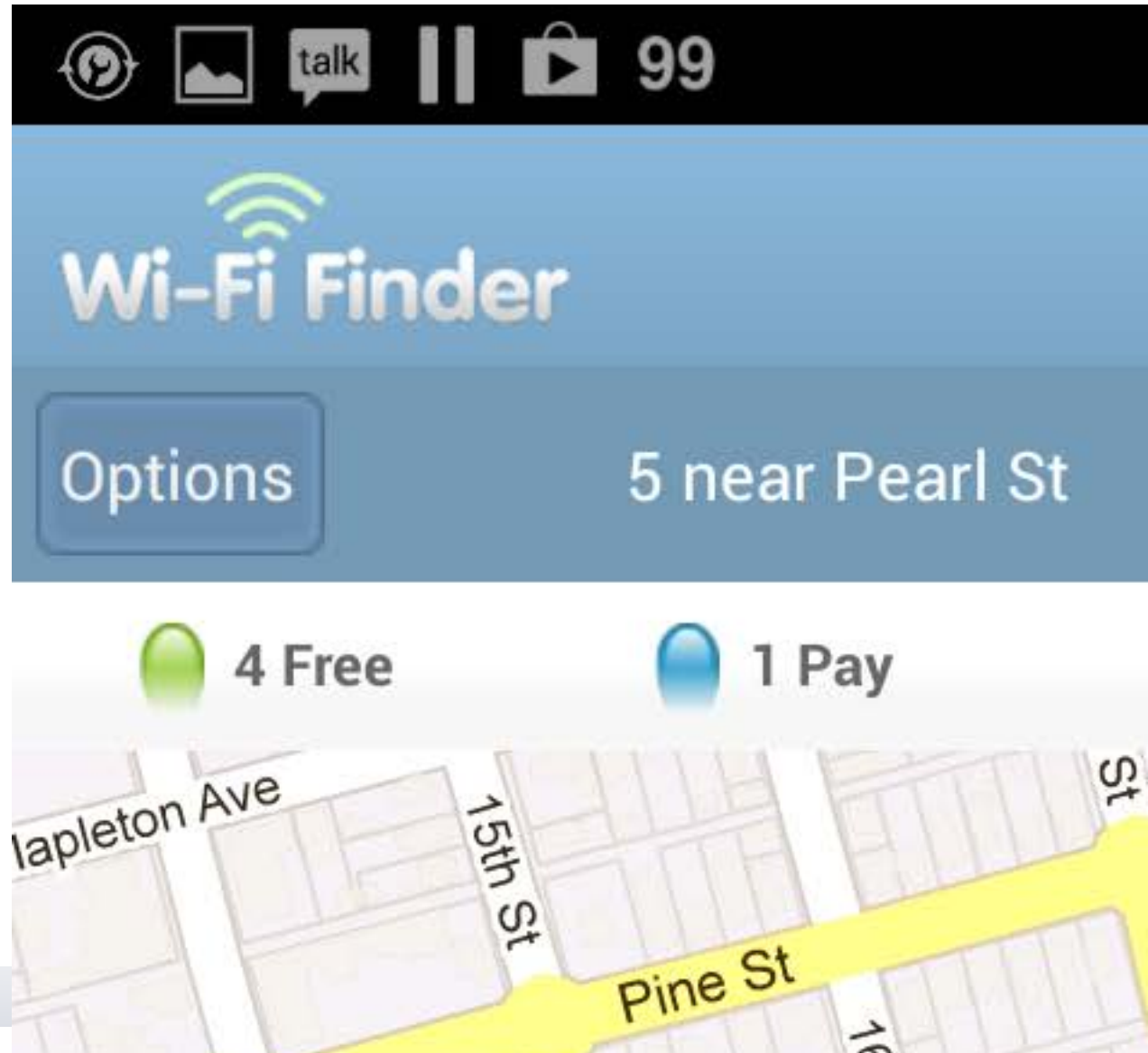
<input type="checkbox"/> Facebook	<input type="checkbox"/> Twitter	<input type="checkbox"/> Instagram	<input type="checkbox"/> Pinterest
<input type="checkbox"/> Tumblr	<input type="checkbox"/> Google+	<input type="checkbox"/> MySpace	<input type="checkbox"/> Foursquare
<input type="checkbox"/> LinkedIn	Other:		



7. How often do they access wifi on their phone?



App for you: JiWire.com Wifi Finder



8. Other mobile devices



Survey in person, on paper



Challenge:

Survey **AT LEAST 5** people
in your community

(Including 2-3 new people)

(I dare ya!)

Keep surveying: Things change!

- Ideally every 6-12 months
- 25-50 reponses
- Track each batch of responses on separate spreadsheet
- Update options as needed: social media, activities, carriers, etc.
- Always carry surveys with you!



Q & A



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Questions

Type question here.

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Send



Mobile social media



Use locally popular social media on your phone!

- Understand user experience
- Sending/receiving
- Apps & mobile web
- Follow links, reply, amplify
- Limitations/opportunities of mobile experience
- What's easy for mobile users? Do that most!

Mobile-UNfriendly link example



Tool: Cool Planning: Local Strategies to Slow Climate Change

Provider: Smart Growth America and Otak, Inc.

Summary:

The Cool Planning: Local Strategies to Slow Climate Change workshop seeks to actively involve communities in the process of finding solutions that can be implemented at the local level to slow climate change. Specific community development, land use, and transportation planning techniques can enable communities to reduce their carbon footprints and will be covered in depth in this workshop. The workshop will draw on a technical assistance team that has facilitated hundreds of smart growth and sustainable community development presentations, programs, and workshops in communities across the US and abroad.

Interactive exercises will be integrated into the program to engage participants and get them thinking about how they can get involved. Publications and resources available to help communities will be referenced. Available tools that can be used to monitor a community's progress will be presented, including walkability index/scoring tools (www.walkscore.com), D-variable analysis, surveys, focus groups and interviews, audits, and other methods/indicators.

A model workshop would include the following elements:

Part I: Why addressing climate change has to start at the local level

- How a global problem can be addressed at the local level



9:31

TUESDAY
MARCH 5, 2013



Screenshot captured.
Touch to view your screenshot.


9:3

cool_planning.pdf

9:3



Instagram: Great base for mobile photo sharing

amygahran.tumblr.com/post/4 



That's why Instagram is so **POWERFUL** for mobile engagement!



Text messaging tips

- Alerts are not free, expect to spend some \$
- If it says “free texting” -- RUN AWAY!
- Use reputable SMS vendors like RedOxygen.com
- Advertise text options in print, web, e-mail
- Provide instructions
- Keep content RELEVANT!
- Only 1-2 texts/week

RedOxygen.com

	Oxygen Plan	Business Plan	Business Plus Plan
Included Messages	200	1,000	10,000
Included Dedicated Numbers	1	5	10
Price per SMS	Over 200: 8¢ Over 5,000: 7¢	Over 1,000: 7¢ Over 10,000: 6¢	Over 10,000: 6¢ Over 50,000: 5¢
Call Forwarding (Optional)	10¢	10¢	10¢
Additional Dedicated Numbers	\$5.00	\$5.00	\$5.00
Activation Fee	\$19.00	\$49.00	\$99.00
Minimum Monthly Spend	\$16.00	\$70.00	\$600.00
Unlimited Users	✓	✓	✓
Unlimited Support	✓	✓	✓
SMS Software Suite	✓	✓	✓
No Contract	✓	✓	✓

Twilio.com: Interactive texting services

Your web app just learned to text.

Send & receive SMS with **twilio**



Your app makes a request



twilio sends the SMS



MobileCommons.com

MOBILE COMMONS

why mobile commons | **product tour** | successes | solutions

Solutions for

- platform at a glance
- mobile crm
- text messaging
- phone calls
- mobile web
- api
- tutorial videos
- webinars

Health | **Non Profit** | **Enterprise**

Reach new supporters, inspire action, and create real change. Our award-winning service will help you drive advocacy phone calls, get out the vote, raise money, motivate your constituents to take local action, and much more.
[Read More](#)

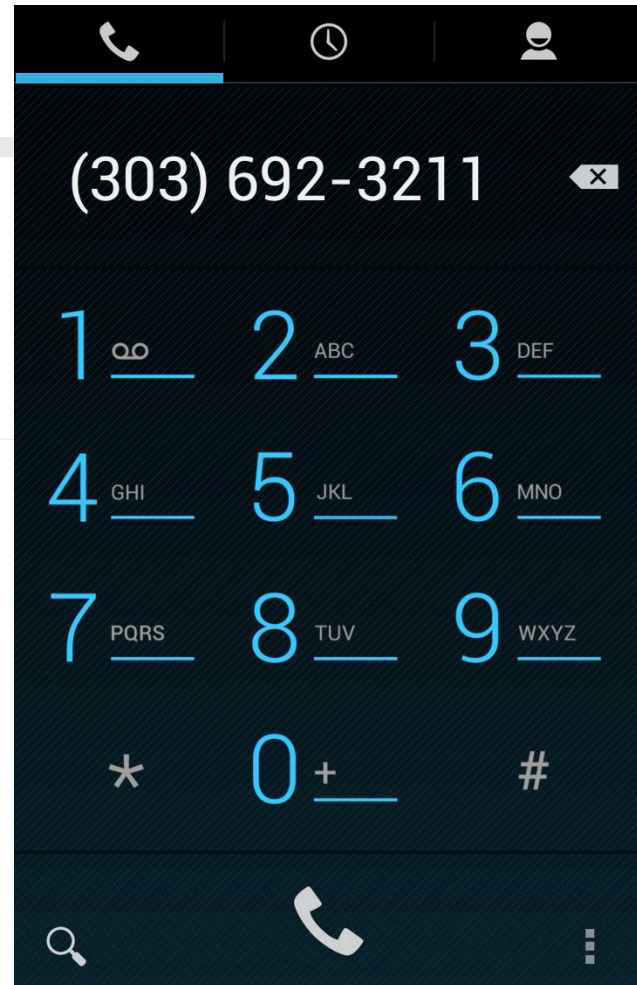
Click-to-call



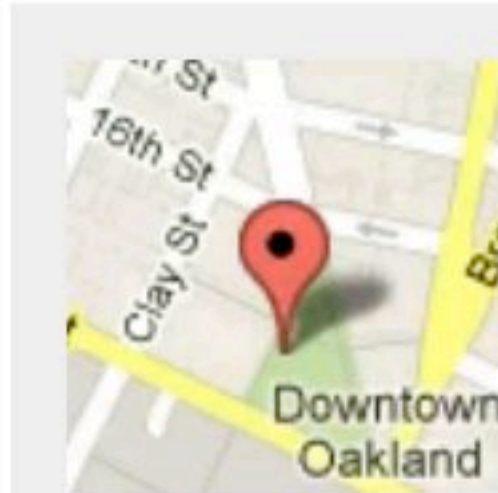
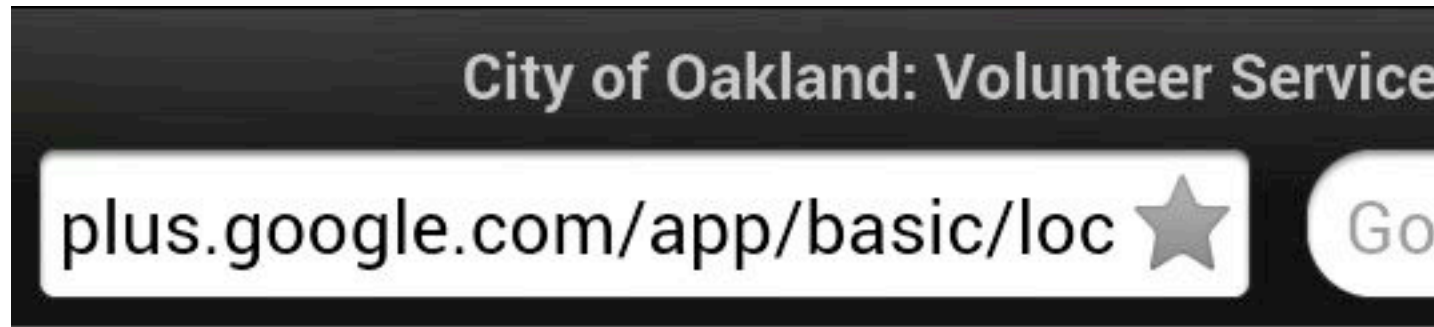
Car belching smoke? Report it! CO
Smoking Vehicle Hotline:

[303-692-3211](tel:303-692-3211)

11:00AM



SMS click to map



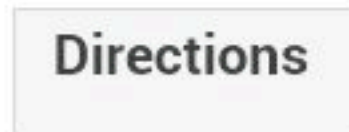
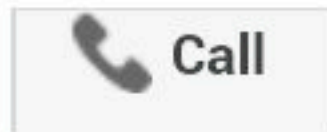
City of Oakland: Volunteer Service

1 Frank H. Ogawa Plaza

Oakland, CA 94612

 12th St. Oakland City Center

Counselor · Volunteer Organization · Local Government



Homework!

- Try to complete by Fri 3/8
- In class forum
- At least 5 surveys
- Challenge: visual conversations in mobile social media



Q & A



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