Knight DIGITAL MEDIA Center

Mobile Community Engagement, part 3

March 5, 2013

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Q & A

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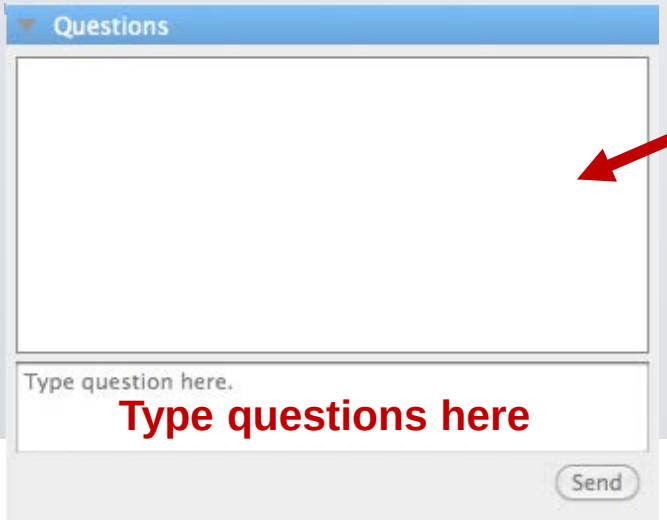
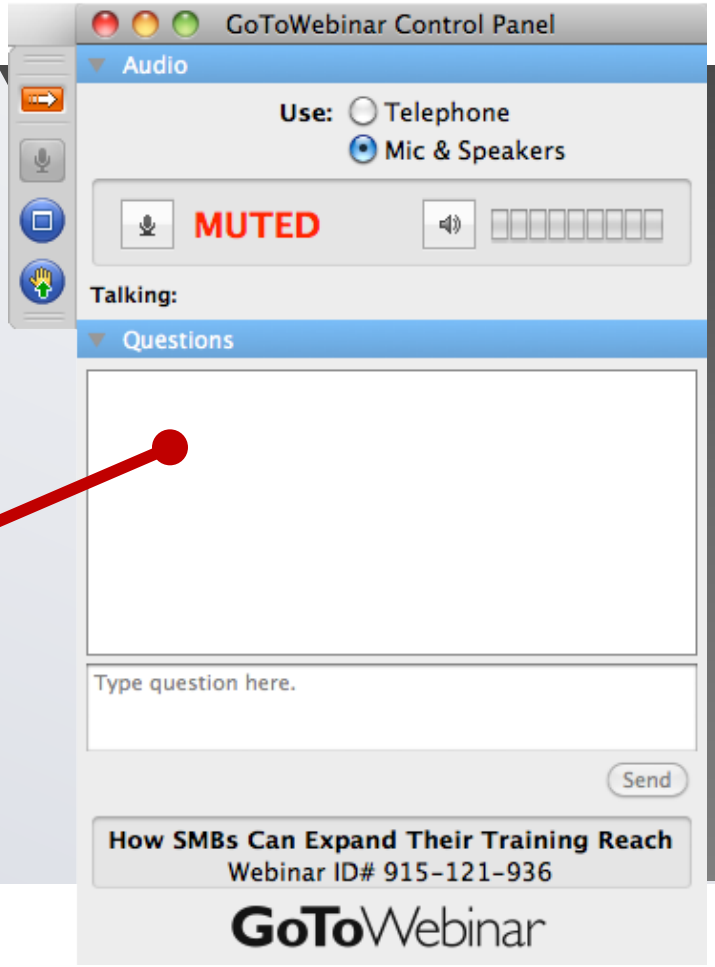




REMINDER:

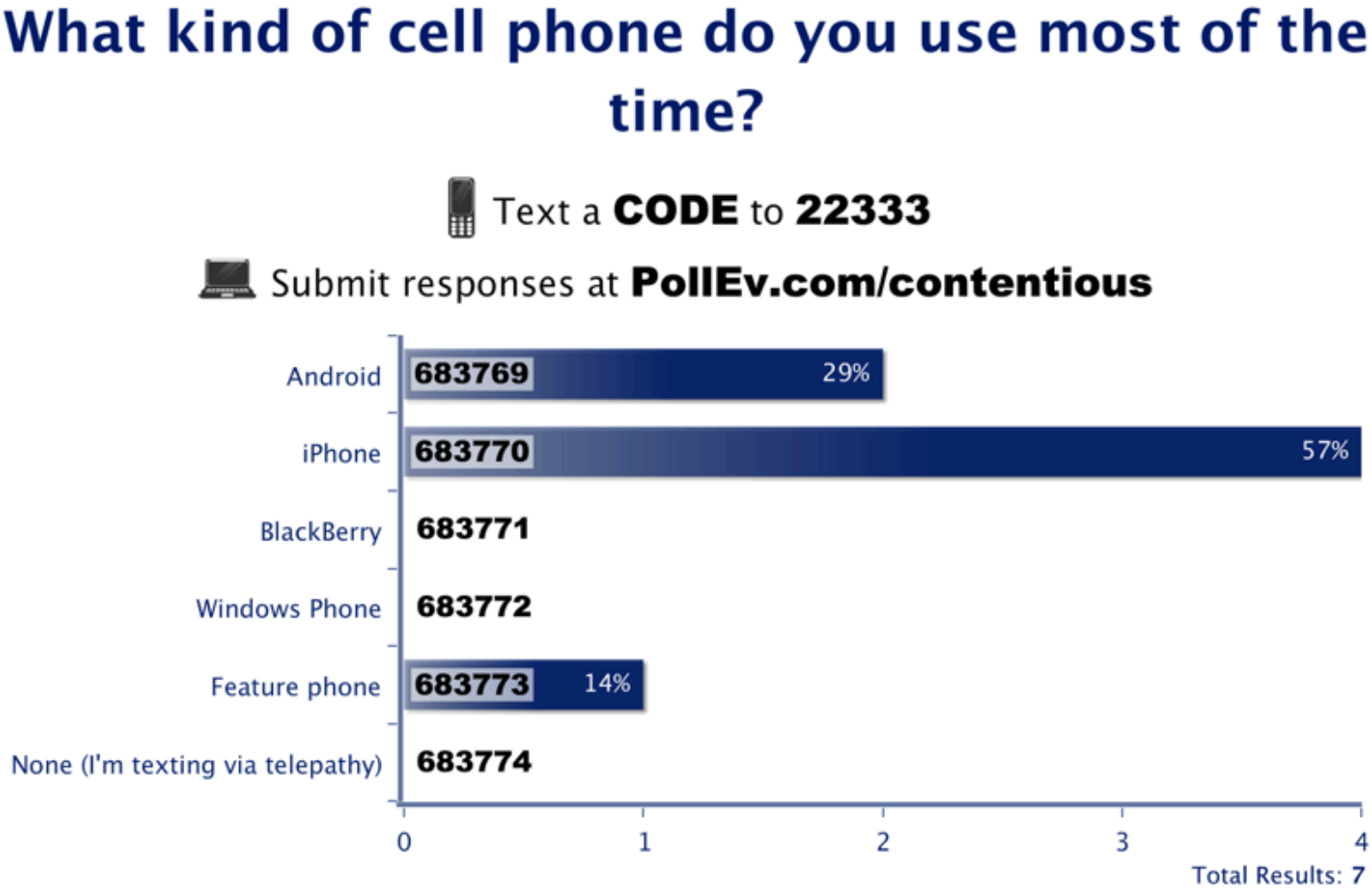
Participate in the class forum

AND

Do the homework

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

My text poll results



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.

___ Android	___ iPhone	___ BlackBerry
___ Windows	___ Web-enabled feature phone	___ 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?

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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

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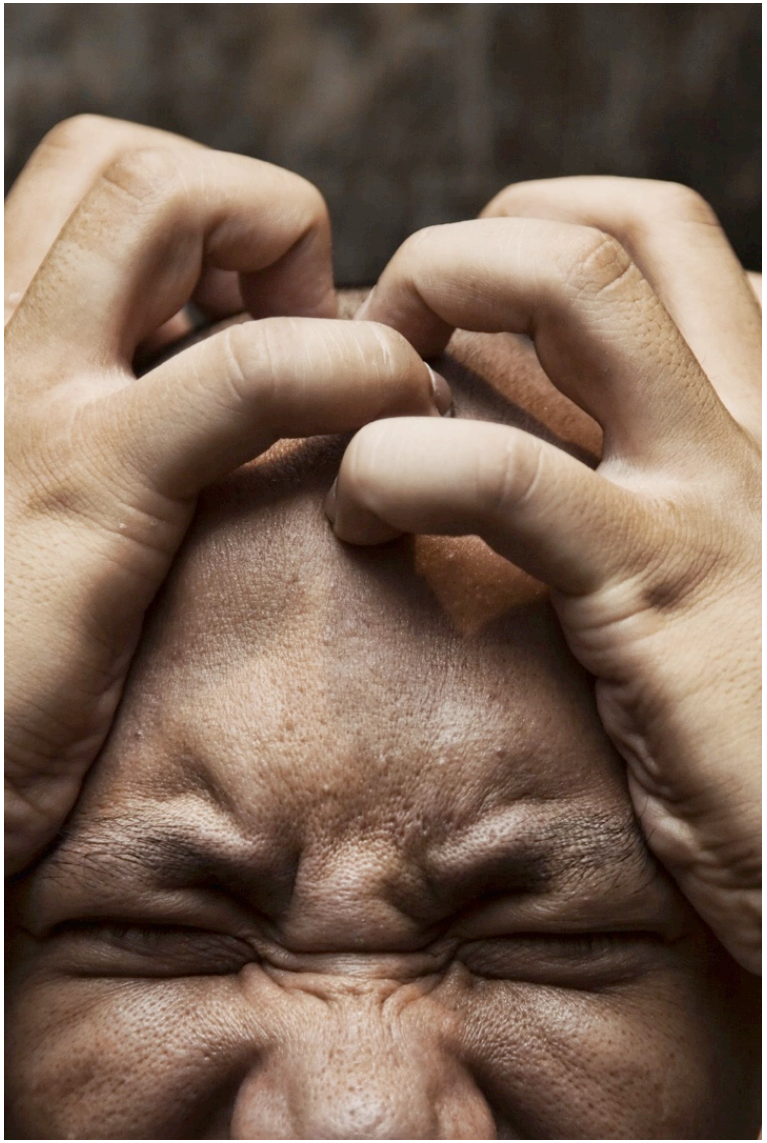
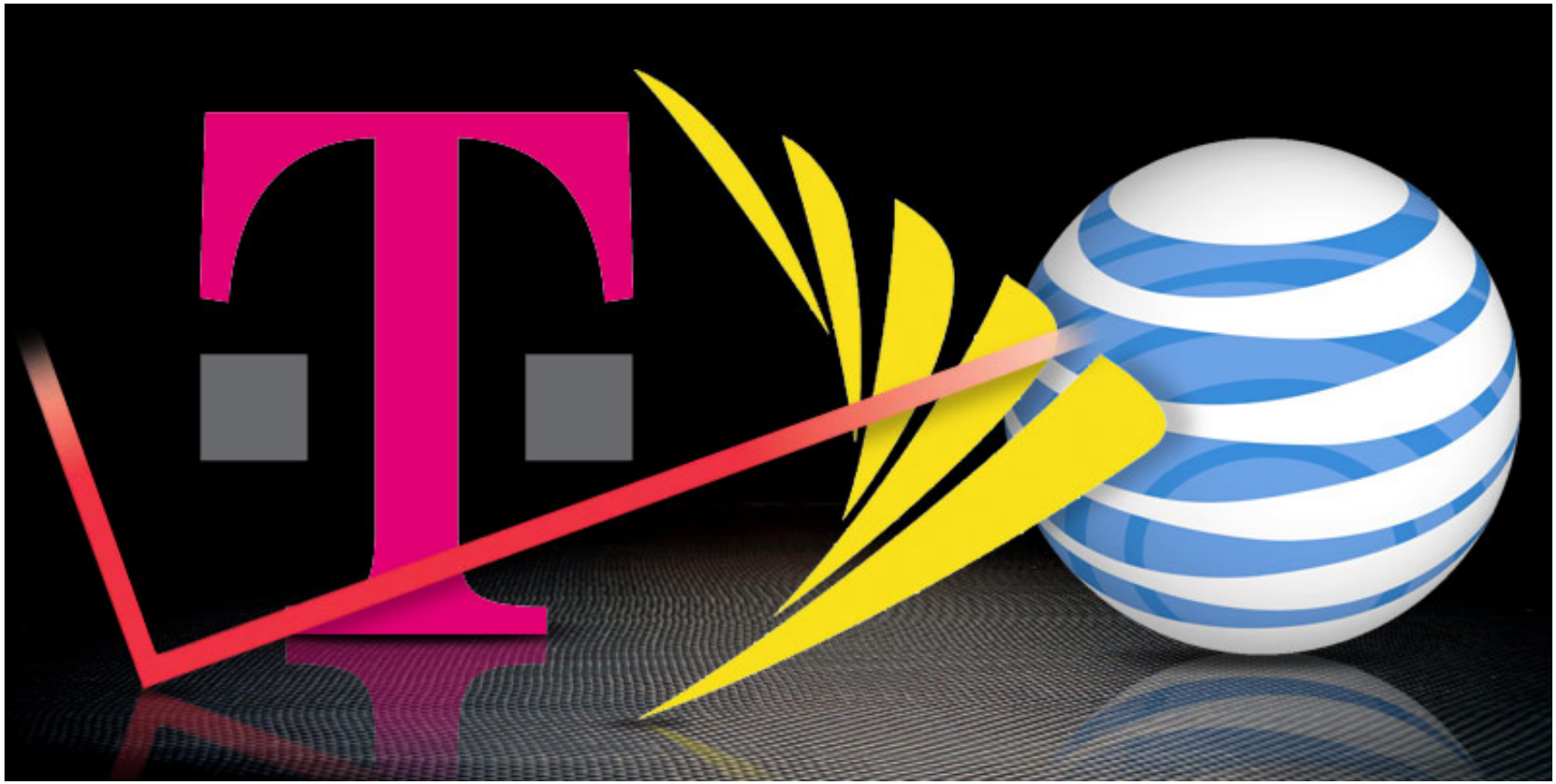
- **2. How long have you owned your current phone?**

  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!

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4. Mobile activities they currently do OFTEN

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

___ Texting people	___ Text alerts	___ Text polls	___ Take pics/video
___ Share pics/video	___ Watch video	___ E-books	___ Web browsing/search
___ Social media	___ Maps	___ E-mail	___ Audio/music
___ Download apps	___ 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

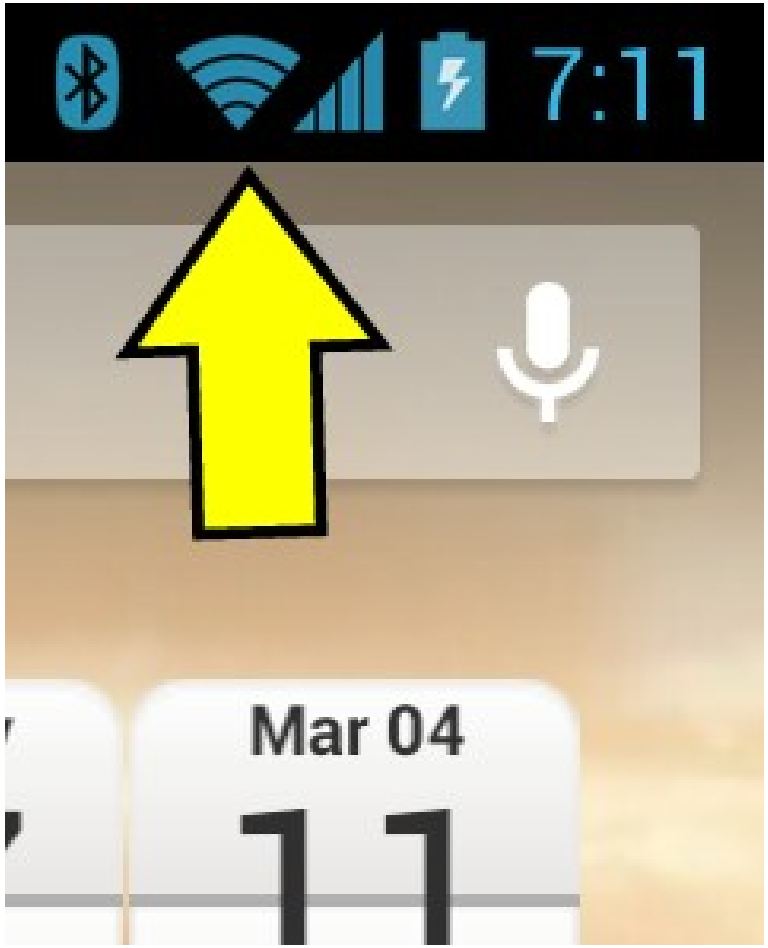
5. How do they handle inbound links?

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

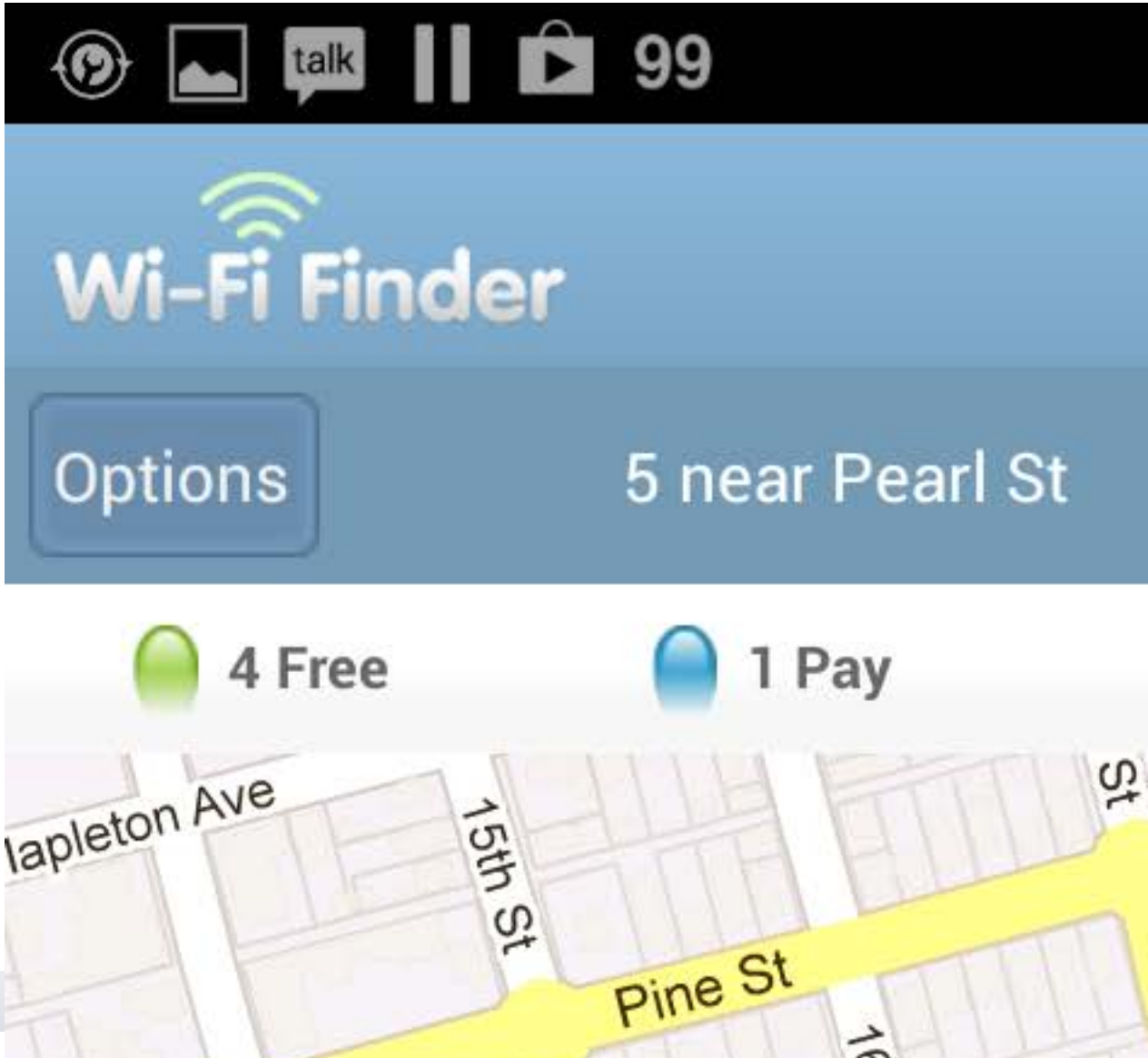
6. Which social media services do you use most on your phone?

___ Facebook	___ Twitter	___ Instagram	___ Pinterest
___ Tumblr	___ Google+	___ MySpace	___ Foursquare
___ 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

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Challenge:

Survey AT LEAST 5 people in your community

(Including 2-3 new people)

(I dare ya!)

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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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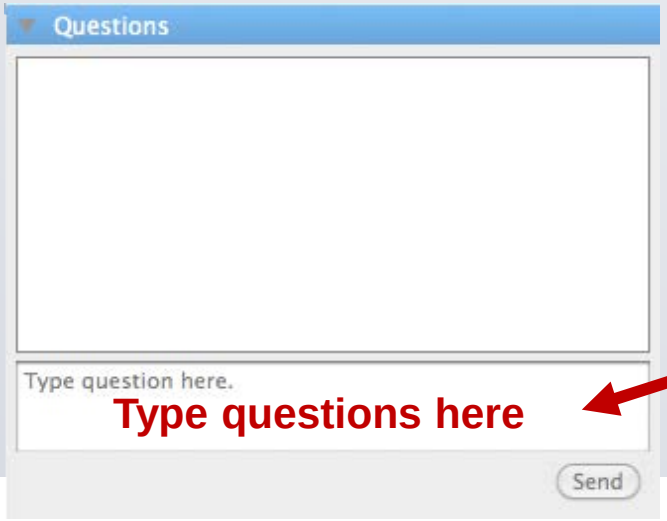

Mobile social media

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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

Smart Growth America
Making Neighborhoods Great Together

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

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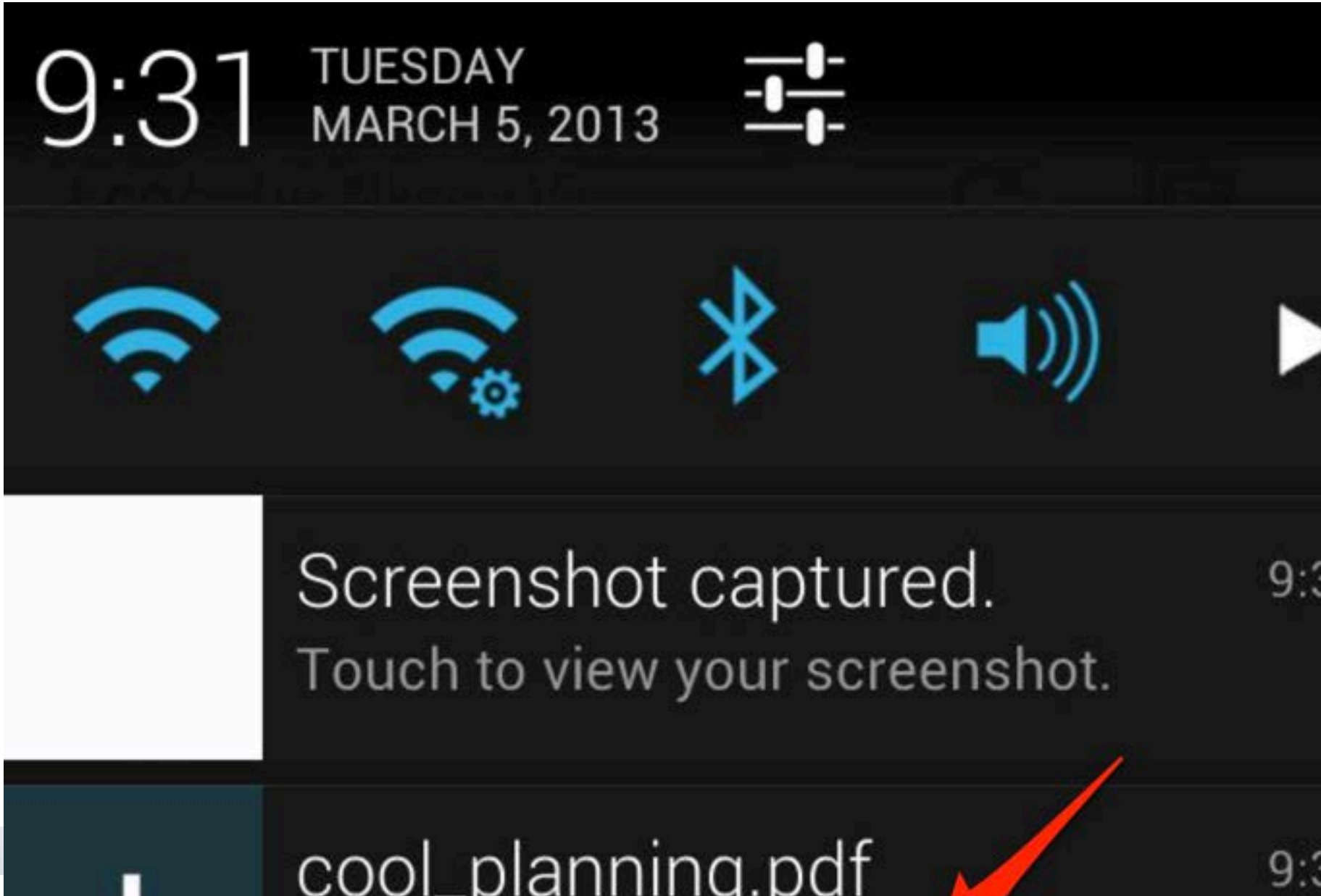

9:31
TUESDAY
MARCH 5, 2013
Screenshot captured.
Touch to view your screenshot.
cool_planning.pdf

Instagram: Great base for mobile photo sharing

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

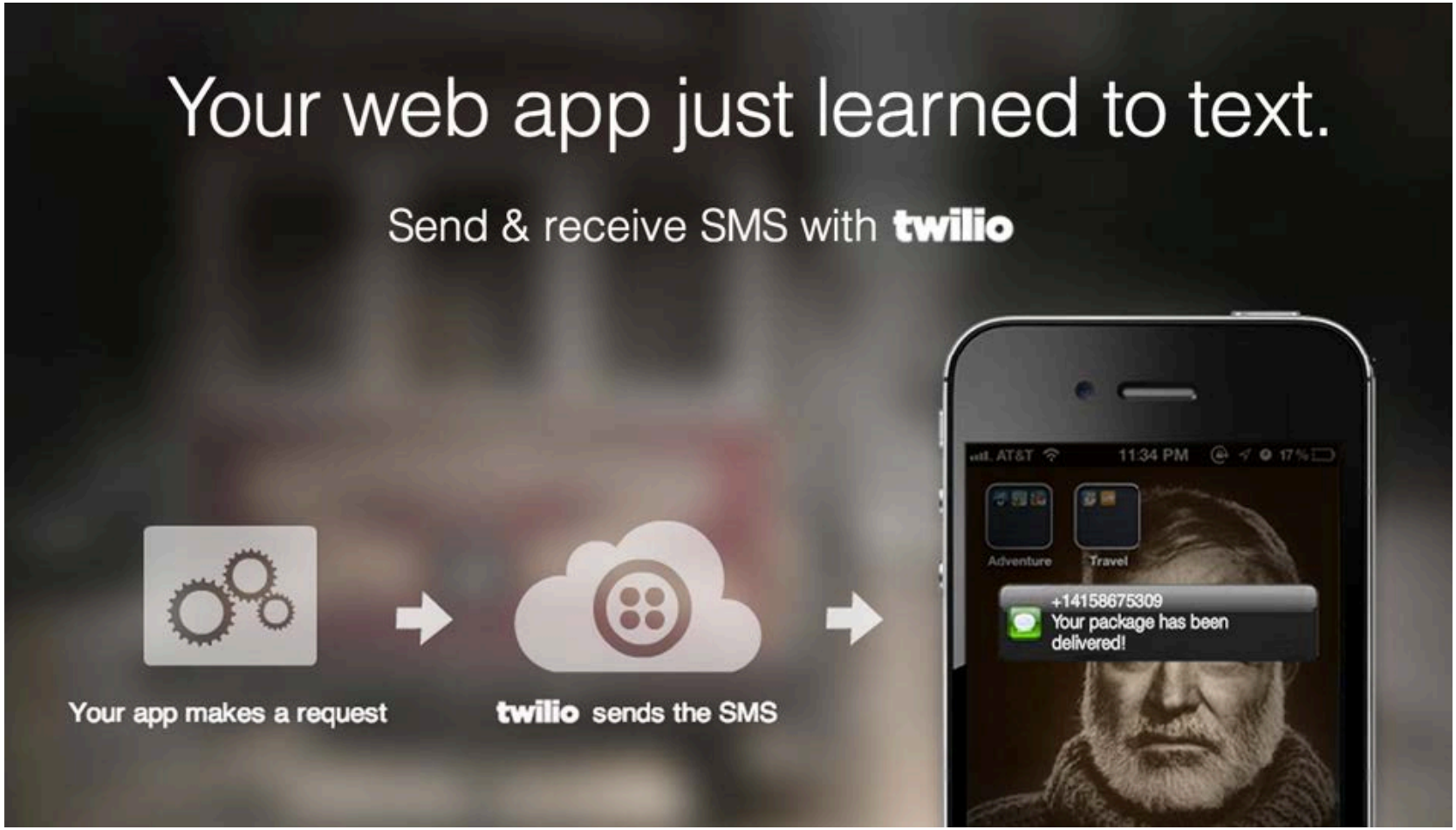
Text messaging tips

- Alerts are not free, expect to spend some $
- If is 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

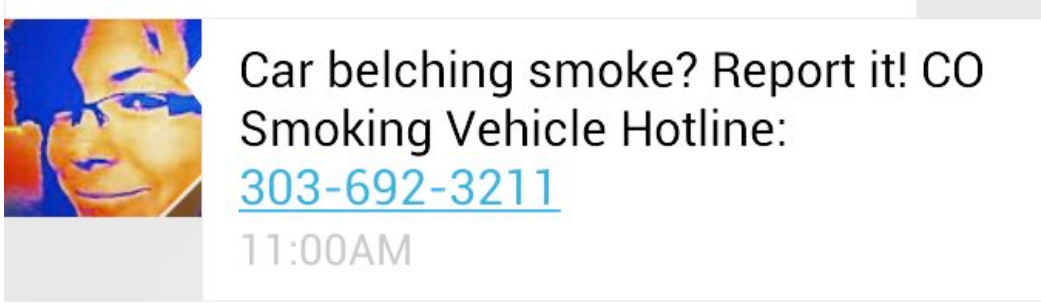
	Oxygen Plan	Business Plan	Business Plus Plan
Included Messages	200	1,000	10,000
Included Dedicated Numbers	1	5	10
Price per SMS	Over 200: 8¢ Over 5,000: 7¢	Over 1,000: 7¢ Over 10,000: 6¢	Over 10,000: 6¢ Over 50,000: 5¢
Call Forwarding (Optional)	10¢	10¢	10¢
Additional Dedicated Numbers	$5.00	$5.00	$5.00
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	✓	✓	✓

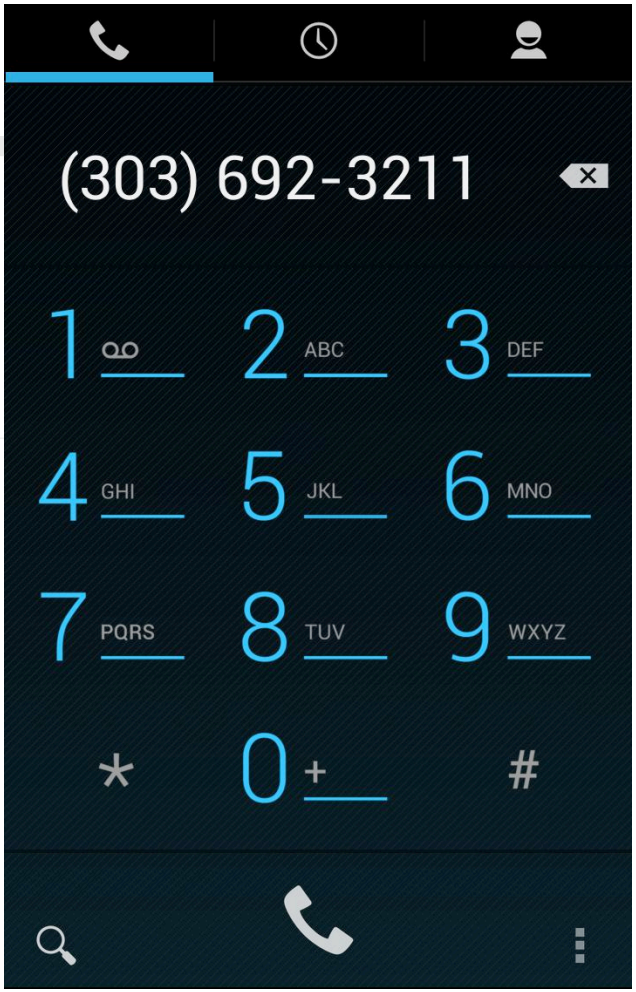
Twilio.com: Interactive texting services



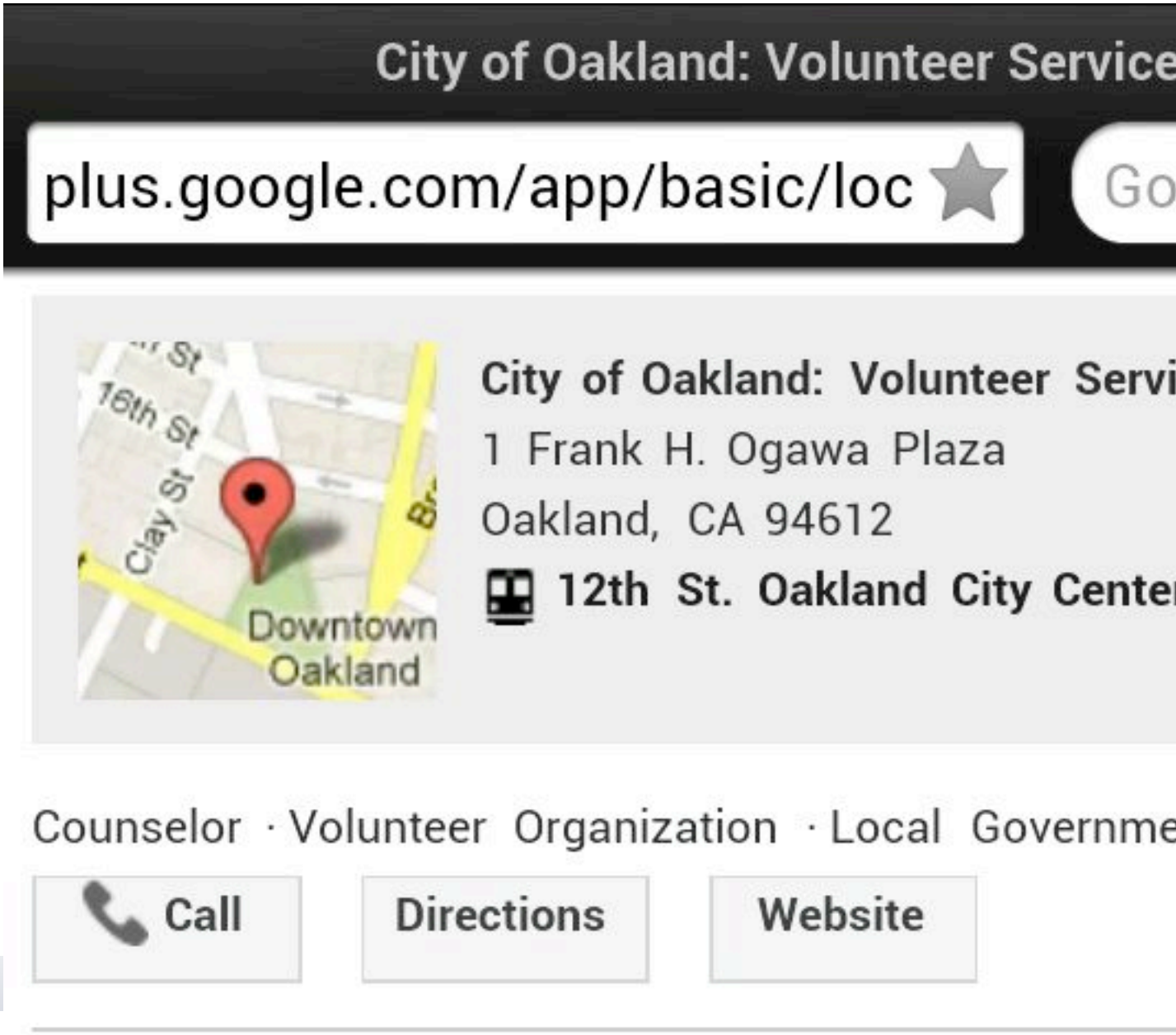
MobileCommons.com

Click-to-call





SMS click to map



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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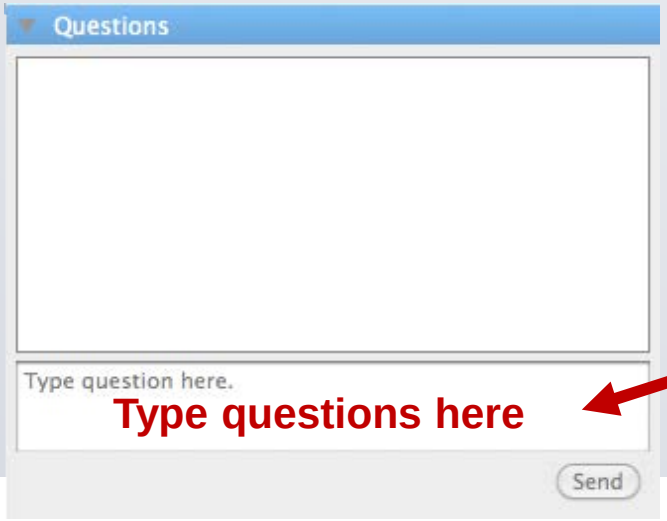
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