Mobile for Community Engagement

May 8, 2014

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The mobile mindset
Do you want to reach your community?

They’re on their phones!
Mobile is everywhere!
Raw: Reaction to DOMA Decision
AP  Jun. 26, 2013
ZOMBIE APOCALYPSE

WHAT WE THINK IT LOOKS LIKE:

WHAT IT REALLY LOOKS LIKE:
Boulder Flood Relief

------- Calling all trail builders!! -------

Jamestown is hosting another work day on Saturday, April 19th and they need your help constructing some trails. We're looking forward to a rockin' mcleod pulaski party and we need your help to make it happen!!! Contact Town of Jamestown, CO or give us a call at 720.943.4482 for more info.

We also...Continue Reading
Road Closures

maps.bouldercounty.org/roadcl...
Facebook: HUGE for local engagement

Kinds of News on Facebook
Percent of Facebook News Consumers who Regularly See News on Facebook about...

- Entertainment: 73%
- People & events in my community: 65%
- Sports: 57%
- National gov’t & politics: 55%
- Crime: 51%
- Health & medicine: 46%
- Local gov’t & politics: 44%
- Local weather & traffic: 42%
- International news: 39%
- Science & technology: 37%
- Business: 31%

Total: 86%

Based on Facebook News Consumers N=1,429 Facebook News Survey Aug. 21-Sept. 2, 2013.
PEW RESEARCH CENTER
Open Data NJ

Sign up now to be on the front lines of opening data in New Jersey. Registration is free. Tickets available at the bottom of this page.

The NJ News Commons and Hack Jersey are proud to present an Open Data NJ summit on May 15, 2014, to get journalists, government officials, watchdogs and citizen activists to work together to make data about the state universally accessible.

We'll be listening to leaders in the field of open data, discovering efforts in NJ to make government data more accessible and learning best practices for both collecting and
Engagement = ACTION!
Take out your phones!
Mobile is PERSONAL!
Adopt a mobile mindset

DARE: Try using your smartphone and/or tablet for EVERYTHING!

...for one week.
(even just a day or two)
Mobile device & usage trends
Pew Internet: U.S adults, Jan 2014

- 90% have a cell phone
- 58% have a smartphone
- 32% own an e-reader
- 42% own a tablet computer
US: 68% of all cell phones are smartphones

(comScore, Feb. 2014 data)
Mobile is taking over the internet

“Nearly 2/3 of cell phone owners use their phone to go online.

One in five cell owners do MOST of their online browsing on their phone.”

Pew Internet, Sept. 2013
How much of your audience/community is mobile today?

WRONG QUESTION!
Mobile = Primary Use Case

ASSUME that MOST of your audience/community is on mobile devices, at least sometimes.
You don’t have time to treat mobile as an afterthought
Dude, where’s my community?
ARE YOU GETTING A LOT DONE ON THE GRANDPA BOX?

THE WHAT?

THE PEOPLE IN MY GENERATION DO OUR WORK ON OUR PHONES AND TABLETS.

I ALSO HAVE A LAPTOP.

I'LL TEXT THE NINETIES AND LET THEM KNOW.
The future is here. It just isn’t evenly distributed yet.
U.S. Hispanics & Digital Divide

- Least likely ethnic group to use internet overall. 1/4 don’t go online at all.
- But: MOST likely to go online via smartphone!
- Nearly 70% of Hispanic adults access web or e-mail from their phones.
- 60% say their phone is their PRIMARY form of internet access.
Other cell-mostly demographics

- Young adults aged 18-29: 50%
- Didn’t complete high school: 45%
- Households earning >$30K/yr: 45%
- Non-Hispanic blacks: 43%
- Households earning $30-$50K/year: 39%
Mobile web: Not just for the disadvantaged!
Most mobile-connected groups

- Asian Americans -- by far!
- Households earning $150K+ /year
- College graduates (or some college)
- People under 30, esp. 16-17
  (30-49 not far behind!)
What makes a killer mobile project?

ASK YOUR COMMUNITY!
(well, sorta...)
Local Mobile Market Research
bit.ly/mobilelocalsurvey

• Short, easy to do: 8 questions
• Not demographics!
• Devices, access behavior
• Actionable info: Which mobile channels to use first?
• 25-50 every 6-12 months
• Yes, mobile changes that fast
Mobile isn’t just one thing.

Diverse, moving target.
A brief history of TABLETS!
(and other devices…)

36
“We’re first! We’re best! Of course!”
“Look ma, one hand!”
“You can actually afford this!”
Tablets Phablets (No, really!)
“Wait, we do small too!”
Bring it on!
PATENT BOLT IP REPORT

RIGHT CONTACT LENS
210A
210B
210C
210D
210E
210F
110A

CONTACT LENS
CAMERA

LEFT CONTACT LENS
215
290

CONTACT LENS
CAMERA

215
290
110A
Users often have multiple screens.

Mobile is just part of a bigger media & engagement picture.
Which parts of YOUR digital engagement strategy should be mobile?

ALL OF IT!!!!
Where to start?
OVERKILL

you get the point...
“Native” app drawbacks

• Software project = expensive!
• Platform-specific
• App store approval (Apple)
• Create awareness, encourage downloads
• 75% get opened 2X or less!
• Maintenance & updates
Links open in browser, even if you have the app!

http://m.washingtonpost.com/entertainment/tv/jon-stewart-bill-oreilly-ready-to-rumble/2012/09/18/21b72c06-01d8-11e2-b260-32f4a8db9b7e_story.html

Sep 21

Jon Stewart, Bill O’Reilly ready to rumble

Jon Stewart, left, of Comedy Central’s “Daily Show,” left, and Bill O'Reilly of Fox News's “O'Reilly Factor” will live-stream their debate.

By Lisa De Moraes, Published: SEPTEMBER 18, 8:22 PM ET

Because there just aren’t enough debates in this election cycle — and because when TV on-air pundits cover presidential
8 mobile engagement ideas
1. Mobile-friendly website: Core of mobile strategy

Inbound links = Engagement!
Planned Parenthood mobile site
Results for: 80306
Found 10 centers.

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
Responsive web design
Responsive website design

- Qz.com
- OaklandLocal.com
- searchlightsandsunglasses.org
Alternative: Adaptive Web Design

Putin Announces Pullback from Ukraine Border
President Vladimir V. Putin said Russian troops had pulled back from the Ukrainian border, and he urged separatists in eastern Ukraine to postpone their May 11 referendum.

Public Library Abandons Plan to Revamp 42nd Street Building
1:13 PM ET | The New York Public Library will not proceed with a plan that would have required eliminating the book stacks under the main reading room of the Mid-Manhattan library on Fifth Avenue.

Syrian Rebels Depart Homs District Under Deal
The pullout, under the terms of a deal that gives the district to government forces, is a bitter defeat for the insurgents.

The Unlikely Ascent of Jack Ma, Alibaba’s Founder
Always link to mobile-friendly pages

Check out your website on your phone right now!
2. Text alerts

- SMS text messaging is the most popular non-voice phone activity
- Works on any phone.
- Announcements or interactive
- Use sparingly. It’s not free, and people hate text spam.
- Use a reputable SMS vendor or service. Really: It’s not free!
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 you 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
SMS interactivity tools

• **Twilio.com**: SMS & voice interactivity, customization. Huge developer community

• **MobileCommons.com**: Includes SMS and other tools. Comprehensive but very pricey, intended mainly for large orgs/projects
3. Mobile-friendly e-mail

from the desk of Dave Pell on...
Friday, March 29, 2013

1. Honey, I Shrank the Bee Population

For a few years, we’ve been hearing about the mysterious death of a massive number of honeybees that, among other things, pollinate our fruits and vegetables. Some farmers think new pesticides are to blame for the recent expansion of the problem that as wiped out as many as 50% of the hives. According to Bill Dahle, owner of Big Sky Honey, “They looked so healthy last spring.”
4. Mobile social media
4. E-book advantages

- Versatile for long-form content
- Can be read on tablet or e-reader apps as well as computers
- Offline reading
- Links, interactivity
E-book challenges

• Format & packaging
• Distribution
• User education on non-Kindle apps
• Content may get outdated
PDF=

Pretty Darn Frightful!!!

(on mobile)
6. Interactive Voice Response
7. Mobile Web app

Dialysis Facility Tracker

By Robin Fields, Al Shaw, and Jennifer LaFleur, ProPublica, Updated April 17, 2012

This site is for dialysis patients and others who want to learn about the quality of care at individual dialysis clinics. Patients treated at a facility have been hospitalized, report certain types of infections or are placed on the transplant list collected by contractors of the Centers for Medicare and Medicaid Services, the federal agency that oversees most dialysis.

Related story: Dialysis Data, Once Confidential, Shines Light on Clinic Disparities »

Find a facility near you

Address, ZIP, or facility name within

10 mi.

For example, 1805 E. 55th St. Chicago, IL 60615, 77054, or UCLA
**Compare Dialysis Facilities**

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

<table>
<thead>
<tr>
<th>CLOSER FACILITIES</th>
<th>FARTHER FACILITIES</th>
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<tr>
<td>RAI - EAST BAY - OAKLAND</td>
<td>National Average</td>
</tr>
<tr>
<td><strong>Distance</strong></td>
<td><strong>0.90 miles</strong></td>
</tr>
<tr>
<td><strong>Details</strong></td>
<td>(510) 893-2060 3012 SUMMIT</td>
</tr>
</tbody>
</table>
8. Native app: Voto Latino

Colorado

Voter Registration Deadline
Postmarked 29 days before the election

Registration Deadline Date for Nov. 6, 2012 elections
October 9th

Online Voter Registration
Go Vote Colorado

Election Day Registration
Polling Place Hours
7:00 AM - 7:00 PM

ID Required to Vote
Colorado driver’s license
CO Dept. of Revenue ID card
U.S. passport
Employee ID card with photo issued by the U.S.
government, CO state government, or political
subdivision of CO
Pilot’s license

Match me with the Candidates
Review Sample Ballots
What to Bring to the Polls

Powered by

KF
Silicon Valley Community Foundation
mun2
Hazlo personal e inscribete para votar.

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
Cocktail Compass
Happy Hour Finder

Just getting off work and looking for the happiest Happy Hour around? Want to drink like Don Draper without breaking the bank? Trying to impress the boss with your local drinking wisdom? Cocktail Compass is the only free app that wants to help you get a cheap drink tonight.

FREE!
Download the app for FREE!

The Essential Tool for the Hyperlocal Lush

Cocktail Compass is the free mobile app that wants a drink as much as you do. Our super scientific countdown tells you exactly how much time you need to get off your ass, grab a friend and hit the streets to find a drink…STAT!
Future of mobile?
YOU WILL BE ASSIMILATED