

Mobile for Community Engagement

May 8, 2014

Amy Gahran
amy@gahran.com
@agahran



Amy Gahran

@agahran

amy@gahran.com

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



Boulder Flood Relief

Apr 14 at 10:34 AM

----- 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



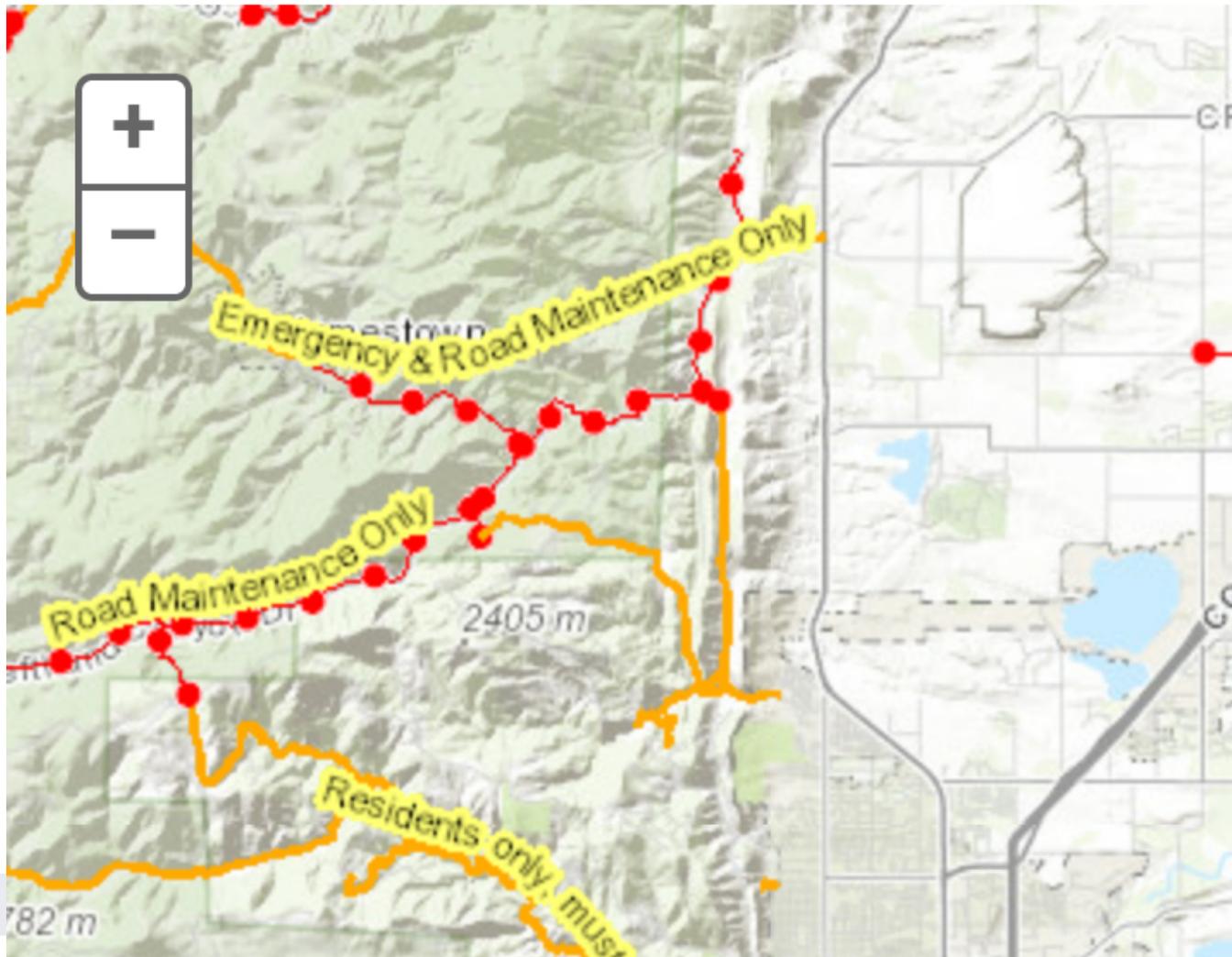
maps.bouldercounty.org/roadcl



Cyclist Closure Map

Imagery

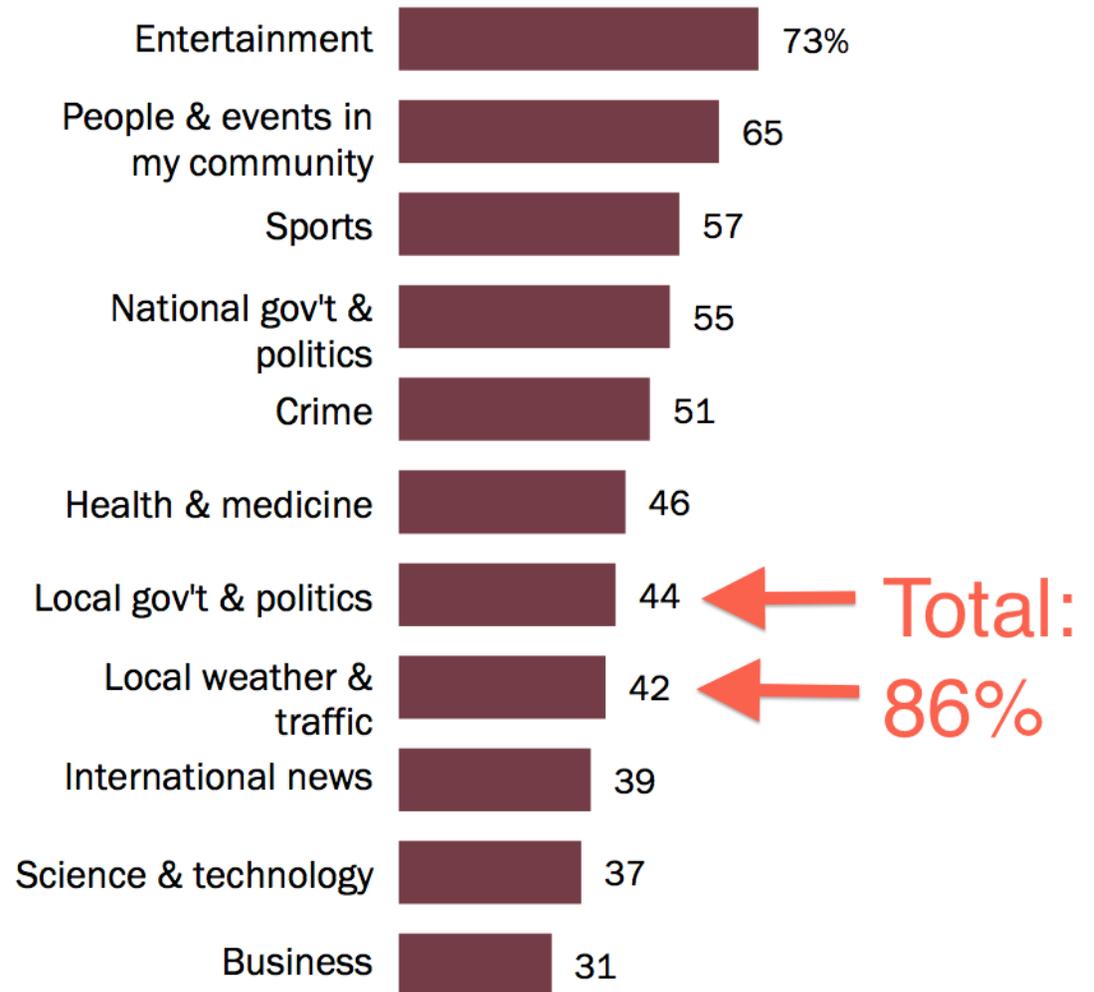
Road Closures



Facebook:
HUGE for
local
engagement

Kinds of News on Facebook

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



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

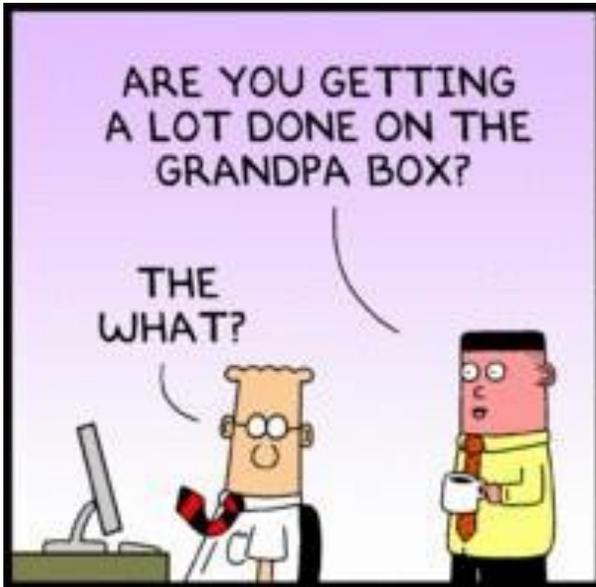
ASSUME that MOST of your audience/community is on mobile devices, at least sometimes.

You don't have time to treat
mobile as an afterthought



Dude, where's my community?





Dilbert.com DilbertCartoonist@gmail.com

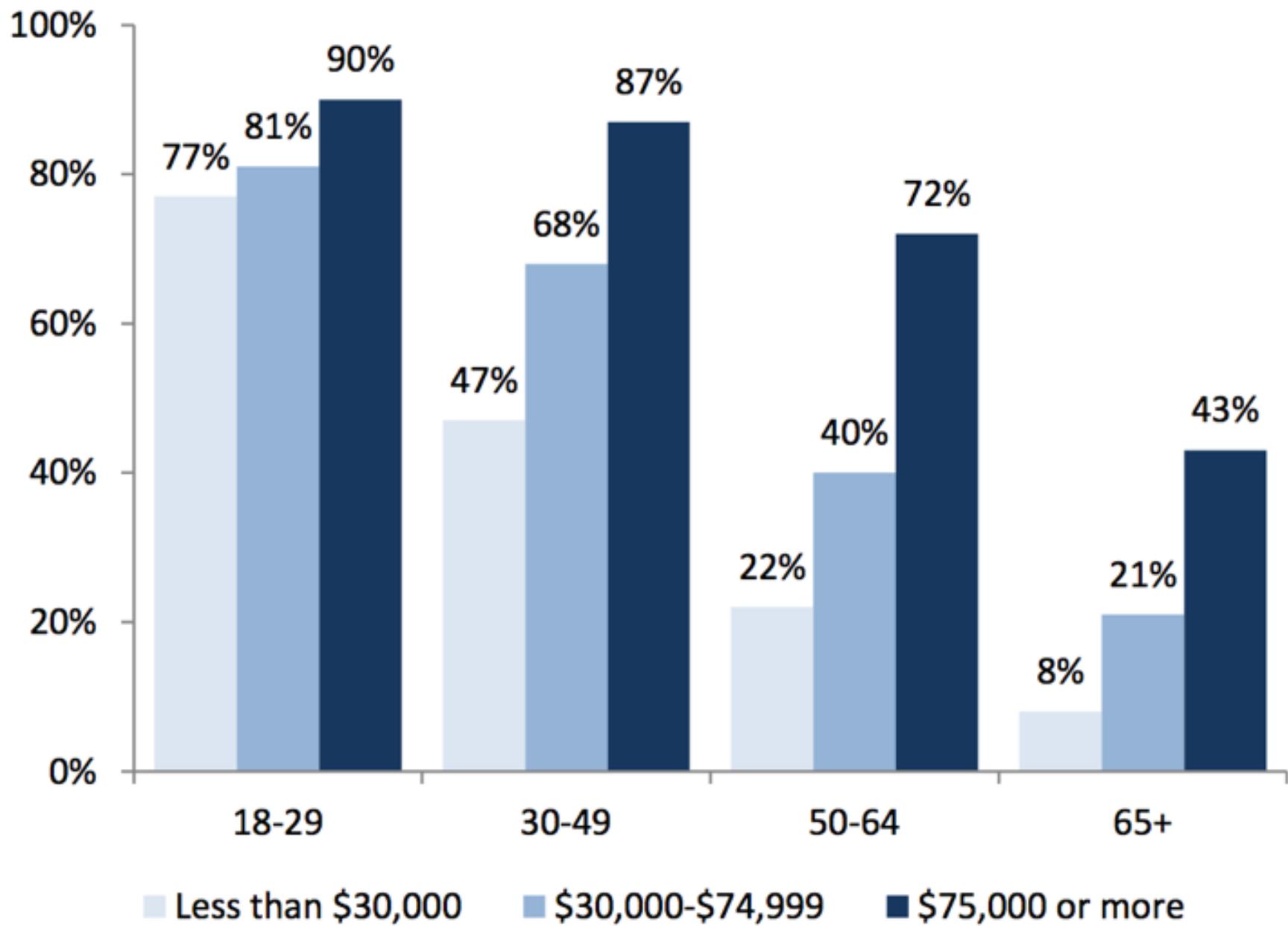


8-3-11 ©2011 Scott Adams, Inc./Dist. by Universal Uclick



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...)

“We’re first! We’re best! Of course!”



“Look ma, one hand!”



“You can actually afford this!”

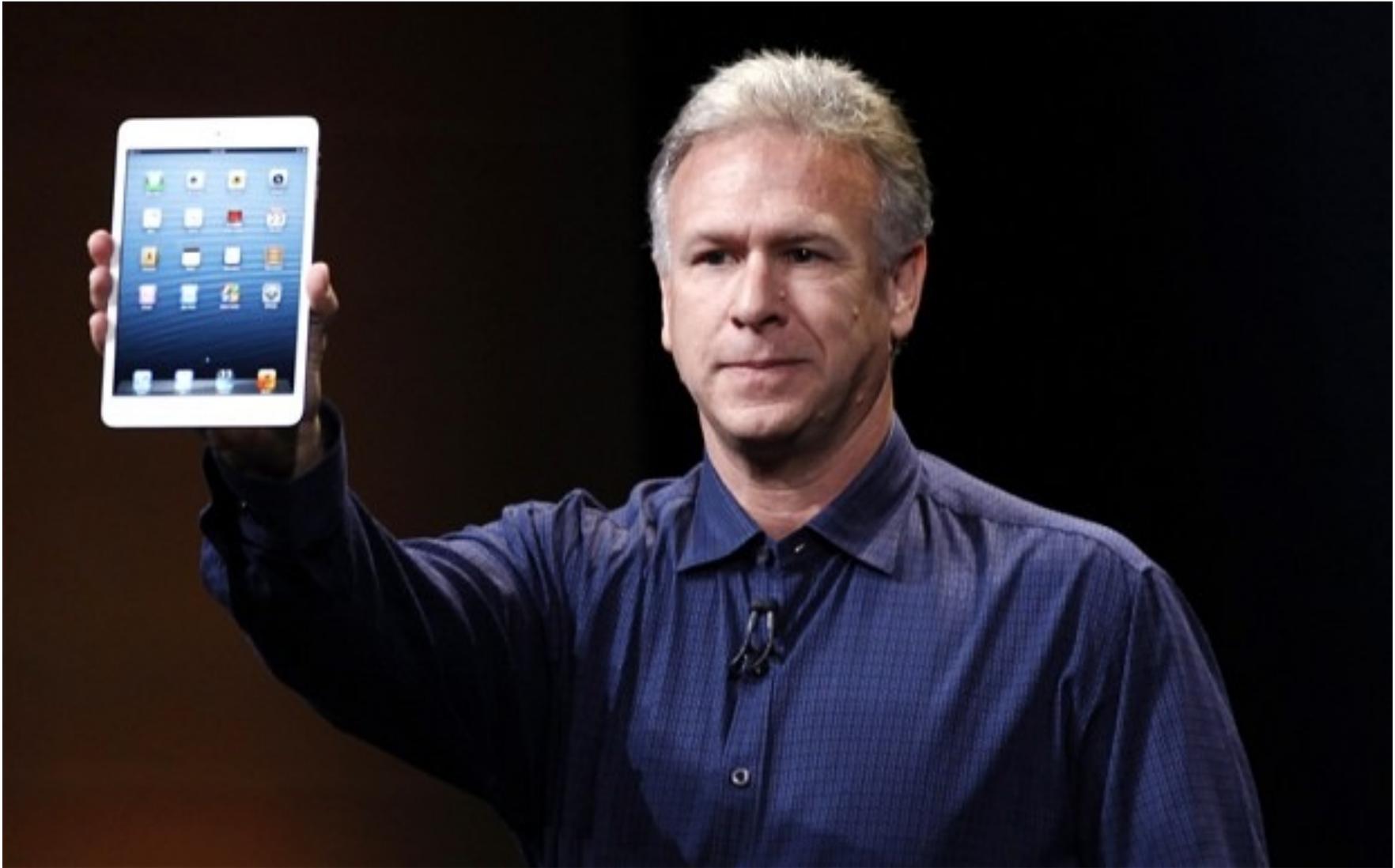


~~Tablets~~ Phablets (No, really!)

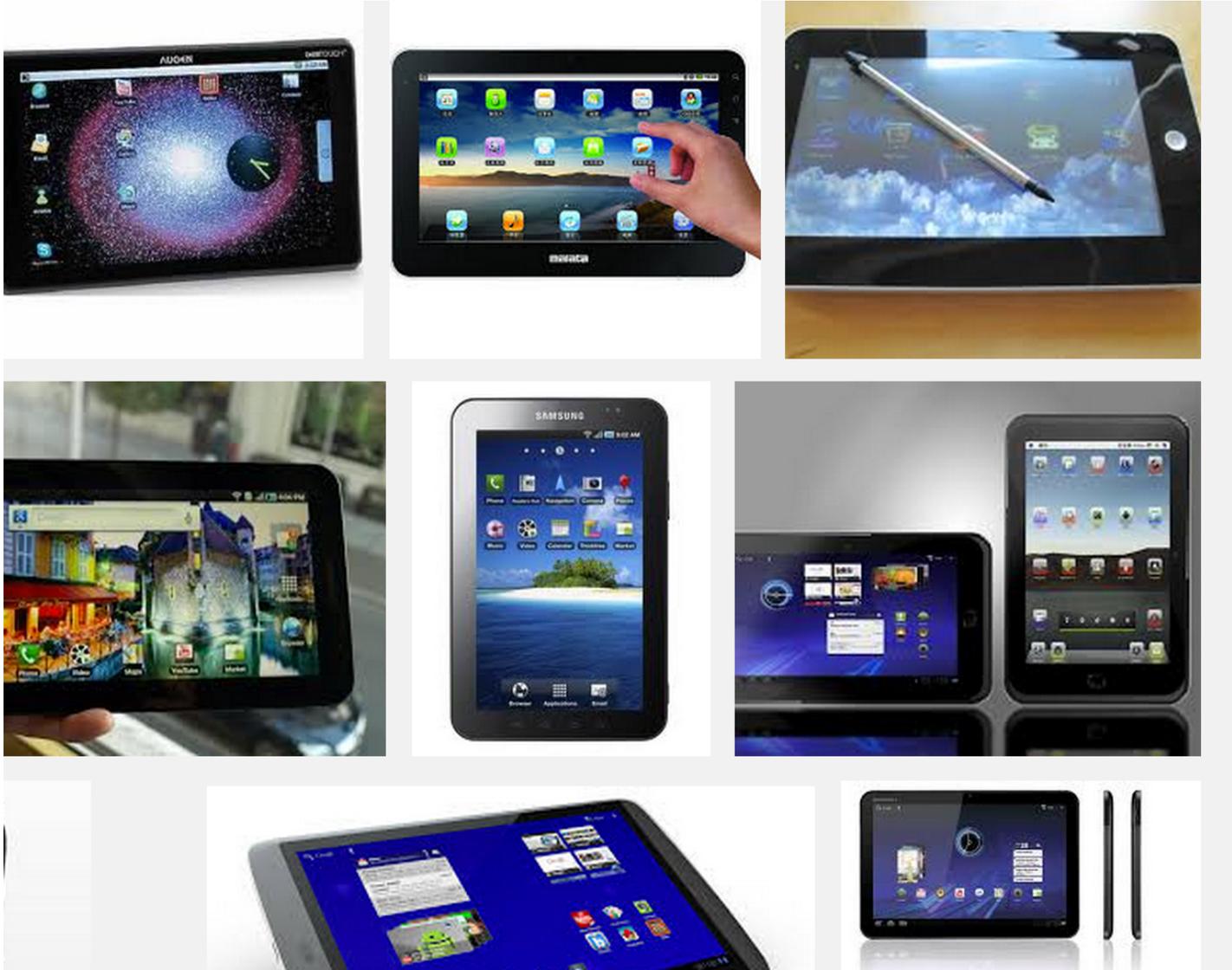


© 2012 CBS Interactive

“Wait, we do small too!”



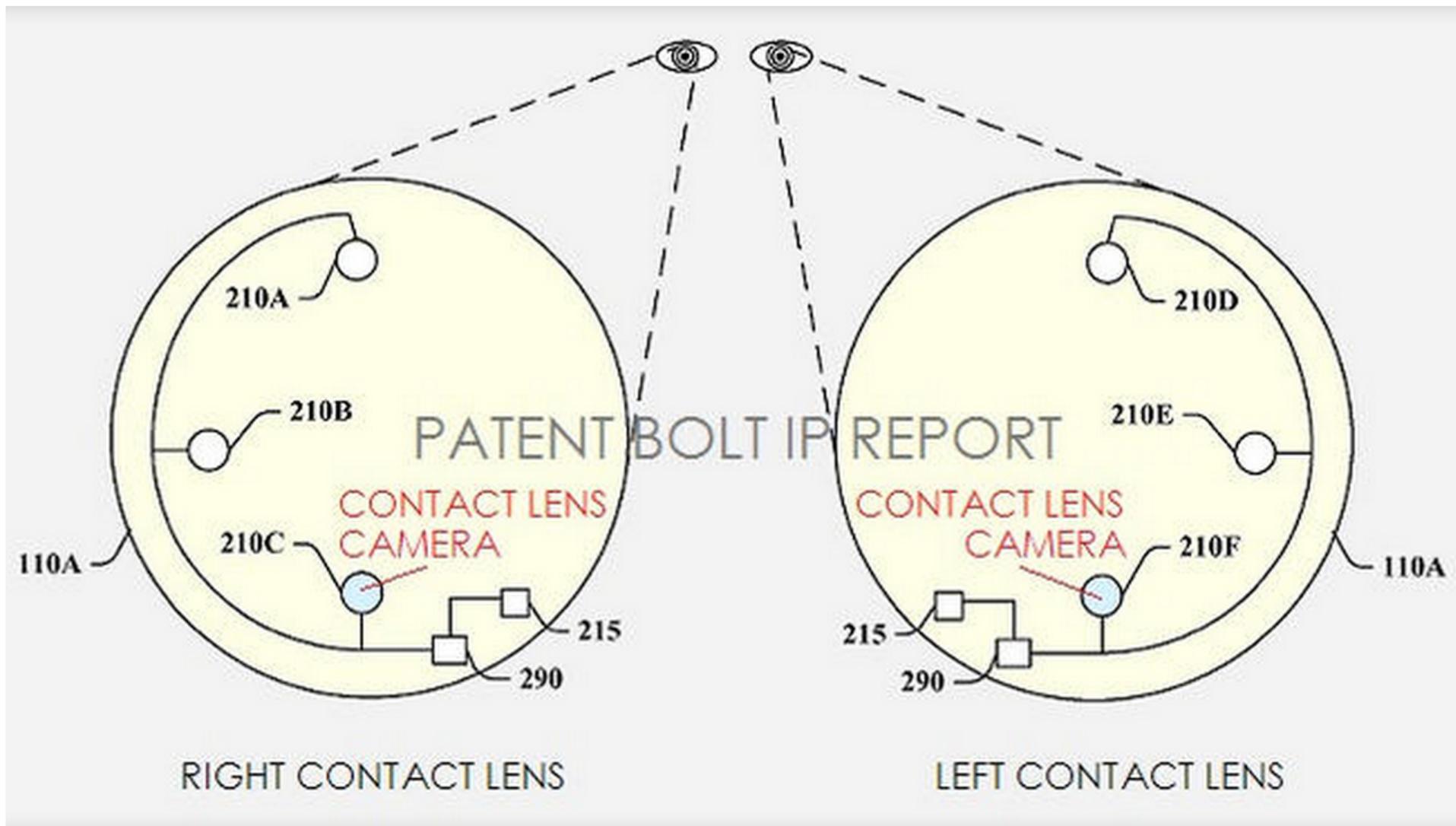
Bring it on!







INDIEGOGO / RUFUS CUFF



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?





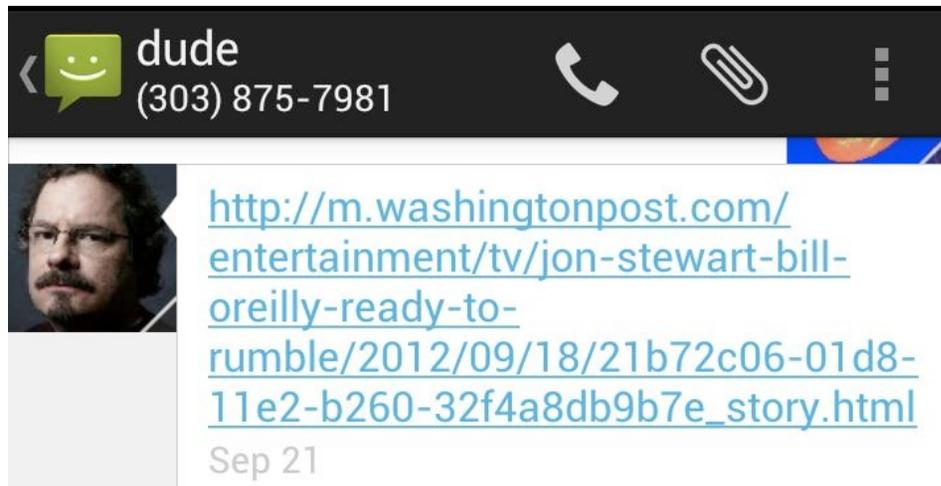
OVERKILL

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!



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

⊖ Aa ⊕

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

The screenshot shows the mobile website for Planned Parenthood. At the top, there is a blue header with the text "PLANNED PARENTHOOD". Below this is an orange section titled "FIND A HEALTH CENTER" which contains a search bar with a "NEAR ME" button on the left and a "GO" button on the right. The main content area is dark blue and titled "THE FACTS ON", followed by a list of topics: "ABORTION", "BIRTH CONTROL", "MORNING AFTER PILL", "STDs", "BREAST CANCER SCREENINGS", and "BROWSE ALL HEALTH TOPICS A - Z". Each item is preceded by a double chevron icon. At the bottom of this section is a "Site Search" bar with a "GO" button and social media icons for Twitter and Facebook. The footer is green and contains a speech bubble icon, the text "Have questions about STDs or pregnancy? Text **PPINFO** now (774636)»", and a link for "INFO FOR TEENS" with an arrow icon.

[INFO FOR TEENS](#) ↗

PLANNED PARENTHOOD®

FIND A HEALTH CENTER

NEAR ME

GO

THE FACTS ON

» ABORTION

» BIRTH CONTROL

» MORNING AFTER PILL

» STDs

» BREAST CANCER SCREENINGS

» BROWSE ALL HEALTH TOPICS A - Z

Site Search

GO



m.plannedparenthood.org wants to know your location



Remember preference

Decline

Share location

PLANNED PARENTHOOD®

FIND A HEALTH CENTER

NEAR ME

GO

Site Search

GO

Results for: 80306

Found 10 centers.

Search by

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

TAKE ACTION >>
DONATE >>

HEALTH INFO & SERVICES

GET INVOLVED



www.plannedparenthood.org/?s

Planned Parenthood
Care. No matter what.

HEALTH INFO & SERVICES GET INVOLVED ABOUT US

OBAMACARE AND YOU
How you'll benefit from the Affordable Care Act.
[LEARN MORE](#)

WORRIED?
Had unprotected sex?
[CHAT NOW >>](#)

CELEBRATING PRIDE MONTH
Your sexual orientation questions answered.
[LEARN MORE >>](#)

FIND A HEALTH CENTER NEAR YOU
[LOCATE >>](#)

THE FACTS ON
• Abortion
• Birth Control
• Morning After Pill
• Sexually Transmitted Diseases (STDs)
• Breast Cancer Screenings
[MORE HEALTH TOPICS >>](#)

INFO FOR TEENS >>
TOOLS FOR PARENTS >>
TOOLS FOR EDUCATORS >>

Site Search [GO](#)

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OBAMACARE AND YOU

How you'll benefit from the Affordable Care Act



WORRIED?

Had unprotected sex?

FIND A HEALTH CENTER

Zip Code OR State [GO](#)

THE FACTS ON

- Abortion
- Birth Control
- Morning After Pill
- Sexually Transmitted Diseases (STDs)
- Breast Cancer Screenings

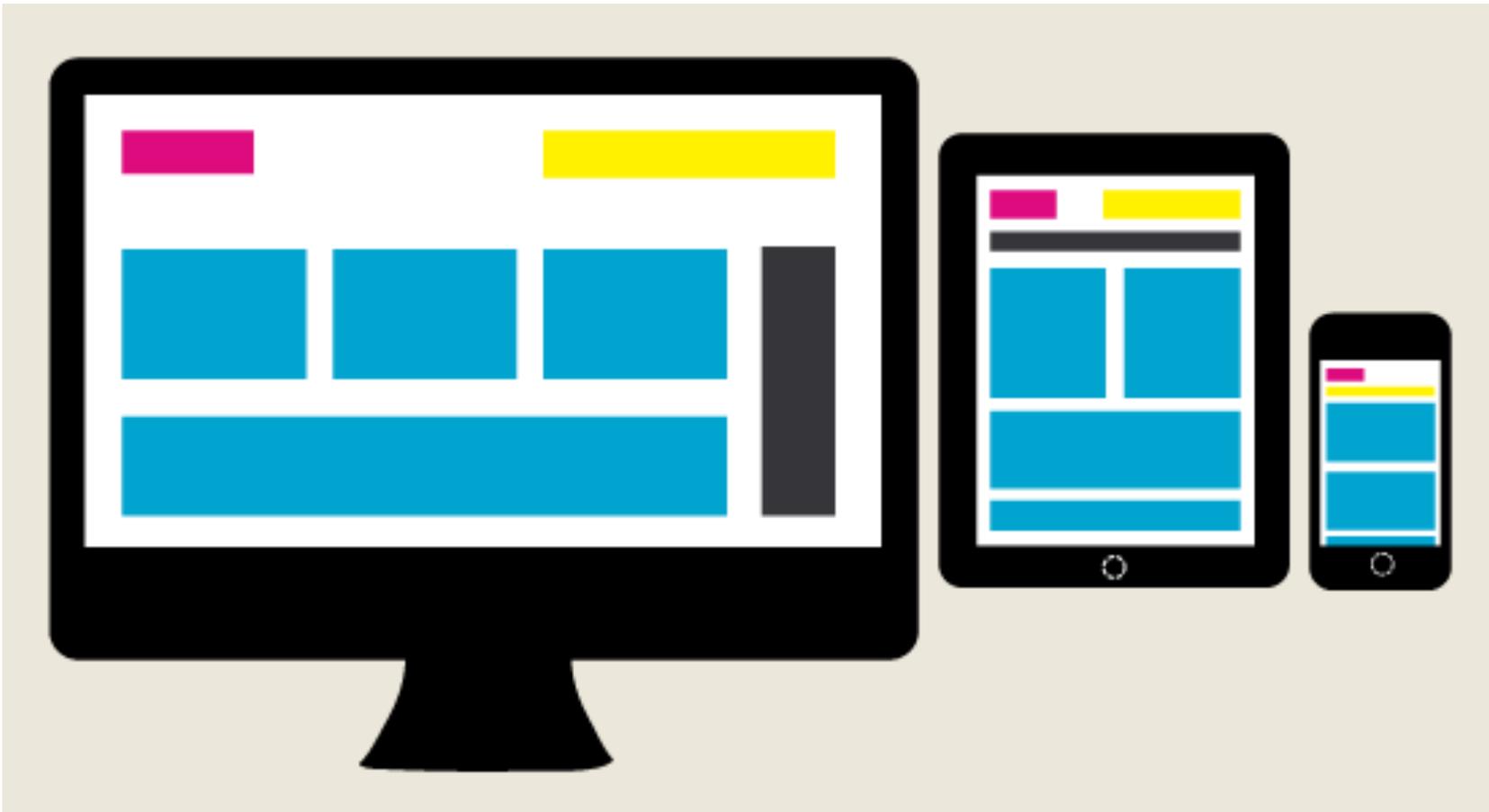
[MORE HEALTH TOPICS >>](#)

Site Search [GO](#)

[INFO FOR TEENS >>](#)

[TOOLS FOR PARENTS >>](#)

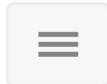
Responsive web design



Responsive website design

- Qz.com
- OaklandLocal.com
- searchlightsandsunglasses.org

Alternative: Adaptive Web Design



The New York Times

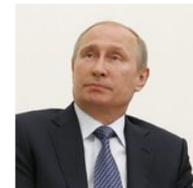


May 7, 2014 Updated 2:57 PM ET

SUBSCRIBE | LOG IN

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

Jack Ma, a former English teacher, founded one of his country's largest e-commerce...



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 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

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



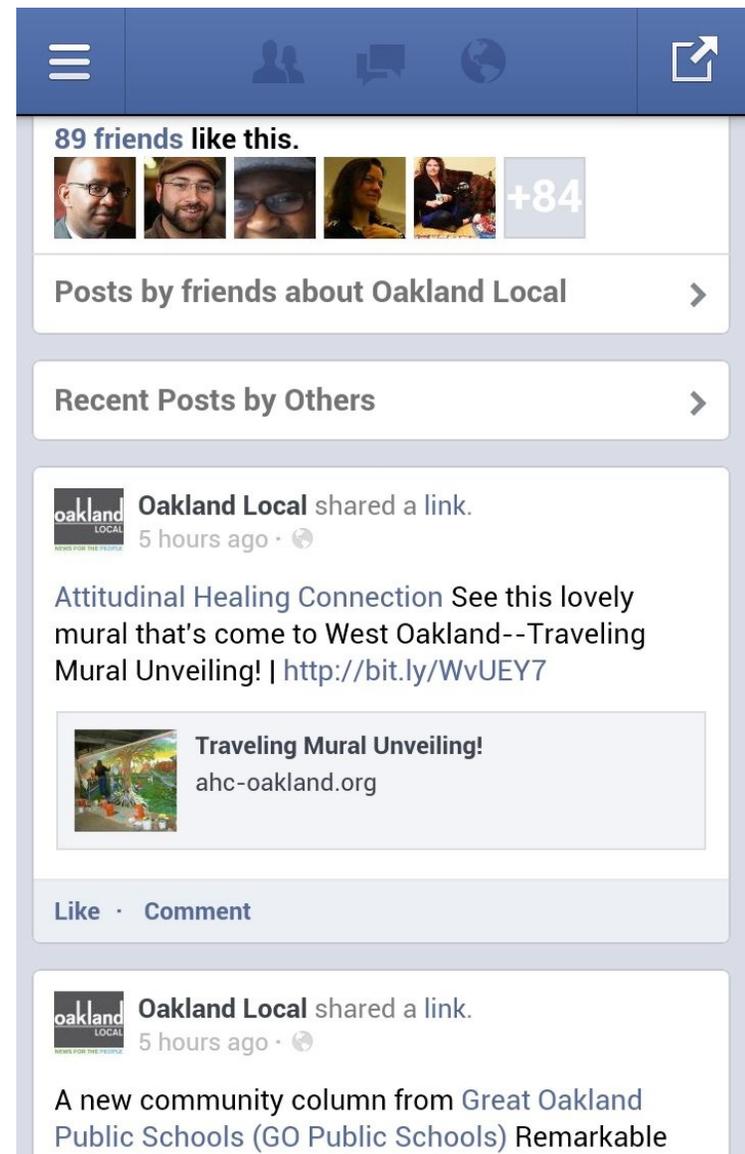
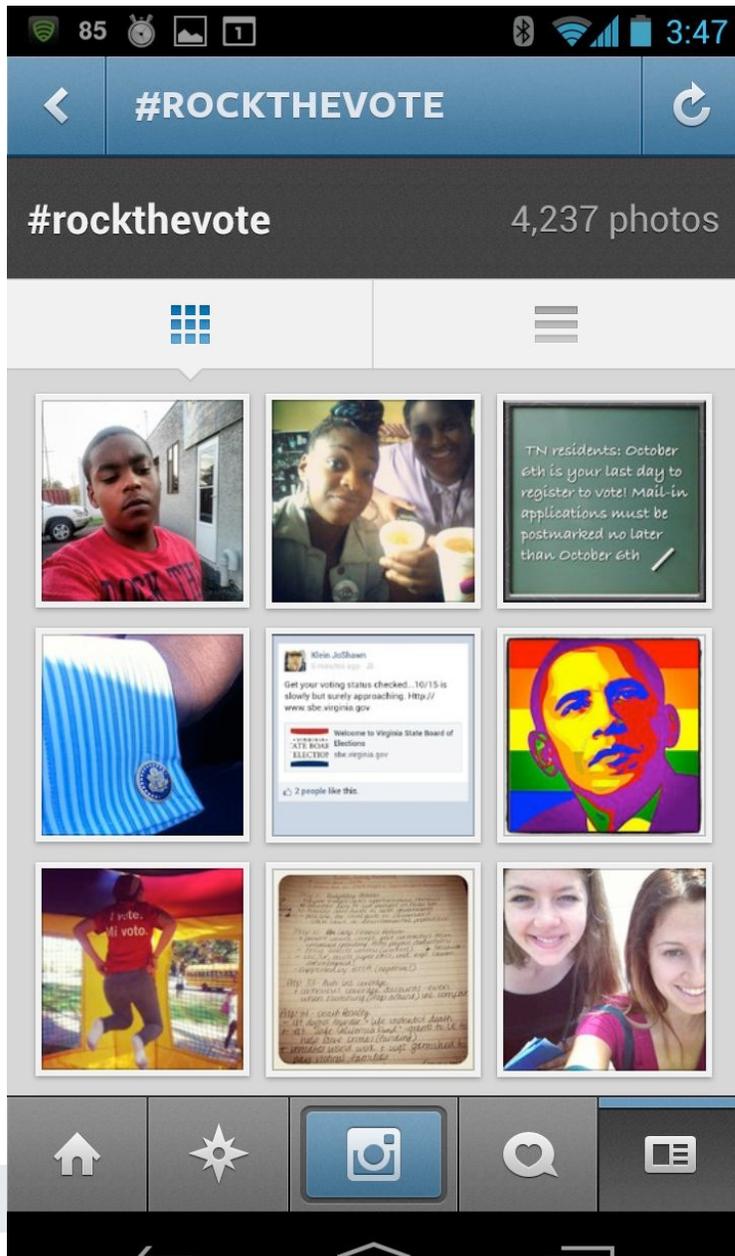
from the desk of Dave Pell on...

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



The screenshot shows the ProPublica website header with the logo and tagline "Journalism in the Public Interest". Below the header is a navigation menu with links for Home, Our Investigations, Tools & Data, MuckReads, and About Us, along with social media icons for Facebook and Twitter. The main content area features a section titled "Dialysis" with a sub-headline "The High Costs and Hidden Perils of a Treatment Guaranteed to All". Below this is the article title "Dialysis Facility Tracker" and a byline "By Robin Fields, Al Shaw, and Jennifer LaFleur, ProPublica, Updated April 17, 2012". The article text begins with "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 transplan collected by contractors of the Centers for Medicare and Medicaid Services, the federal agency that oversees most di". A related story link "Dialysis Data, Once Confidential, Shines Light on Clinic Disparities »" is provided. At the bottom of the article is a search box titled "Find a facility near you" with a text input field, a "within" dropdown menu set to "10", a "mi." label, and a "SEARCH" button. Below the search box is an example text: "For example, 1605 E. 55th St. Chicago, IL 60615, 77054, or UCLA".

PRO PUBLICA Journalism in the Public Interest

Home Our Investigations Tools & Data MuckReads About Us

Dialysis
The High Costs and Hidden Perils of a Treatment Guaranteed to All

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 transplan collected by contractors of the Centers for Medicare and Medicaid Services, the federal agency that oversees most di

Related story: [Dialysis Data, Once Confidential, Shines Light on Clinic Disparities »](#)

Find a facility near you

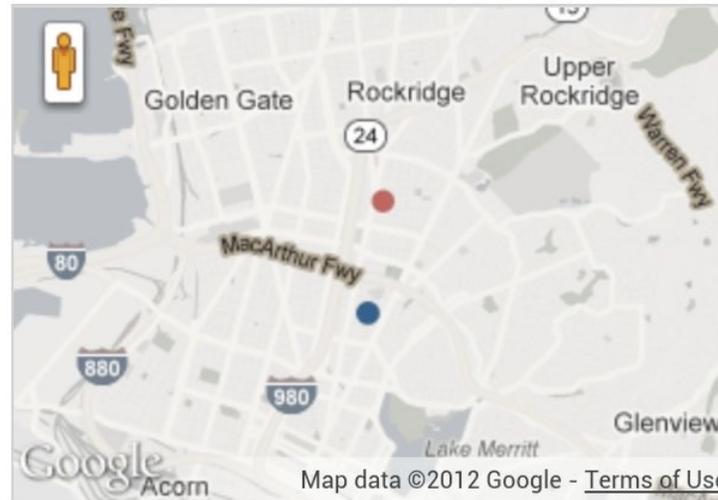
Address, ZIP, or facility name within **10** mi. **SEARCH**

For example, 1605 E. 55th St. Chicago, IL 60615, 77054, or UCLA



Dialysis Facility Tracker »

Compare Dialysis Facilities



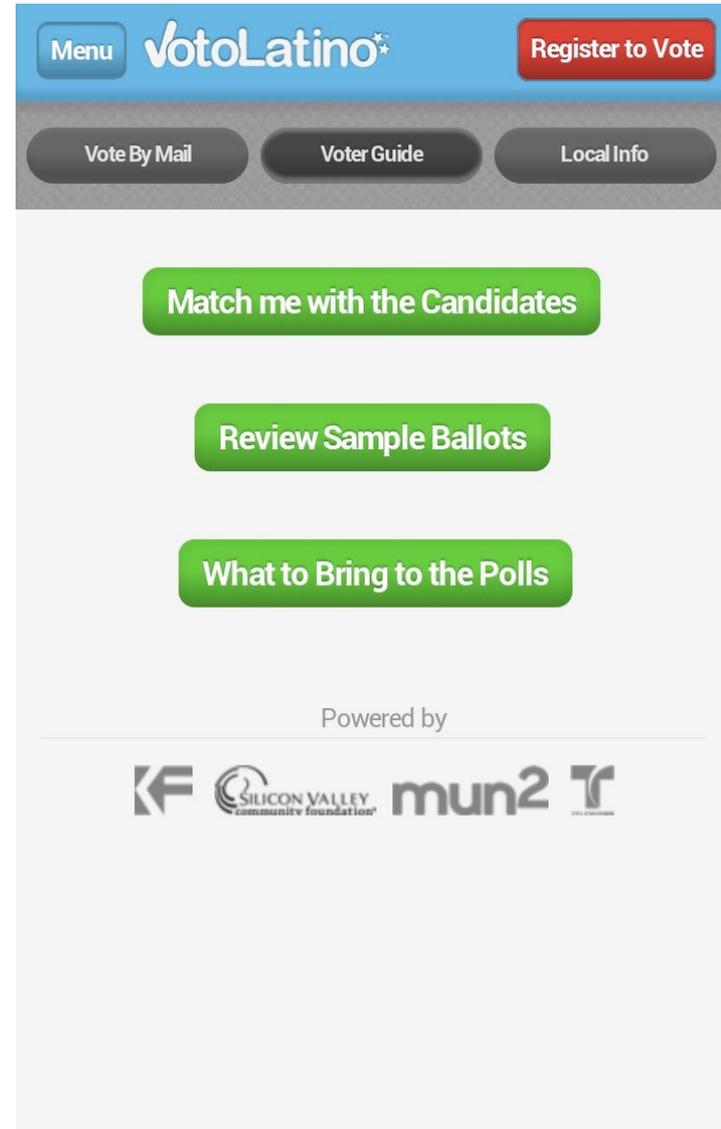
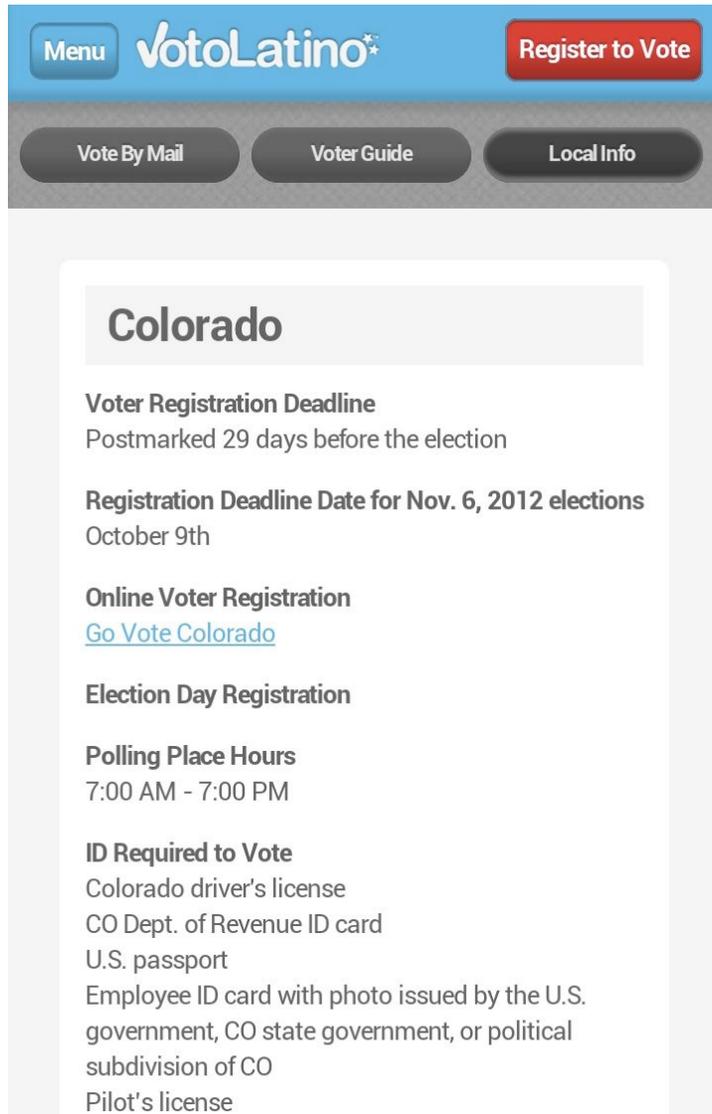
Showing 2 of 20 facilities within ten miles of 94609. See all.

← CLOSER FACILITIES

FARTHER FACILITIES →

	RAI - EAST BAY - OAKLAND	National Average
Distance	0.90 miles	
Details	(510) 893-2060 3012 SUMMIT	

8. Native app: Voto Latino



Name > Address > Personal Information

Hazlo personal e insíbete 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



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!



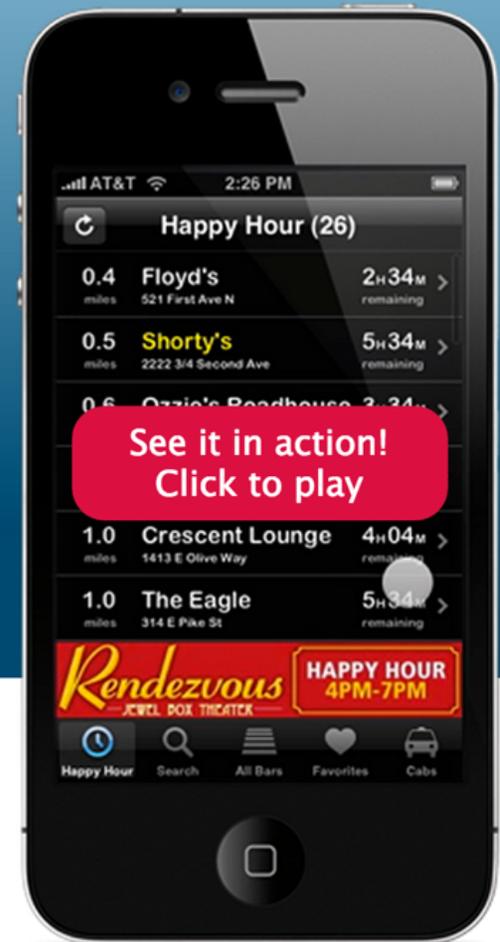
OVERVIEW

CITIES

SCREENSHOTS

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

