

Advocacy: narrowing our focus

Some preliminary analysis of potential
advocacy tactics for Mozilla Learning

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Sep 17 2015

people

Advocacy

Shift thinking (big!)
Invest more in advocacy, thought leadership and user education.
Design web lit into products(?).

Strategy =
Work at the two
ends of the curve.

Leadership

Develop leaders
Integrate Clubs, Hive,
Fellows into single learning and leadership program.
(also MDN / ReMo?)

know-how

Advocating for web literacy

by MARK SURMAN | July 20, 2015 | 3 COMMENTS

I often throw around big numbers when I talk about web literacy: “Soon we’ll have five billion people on the web. We need to make sure they all understand how it works and how to wield it.” I believe this. And, I believe that Mozilla needs to play a key role here. But the question is: how?



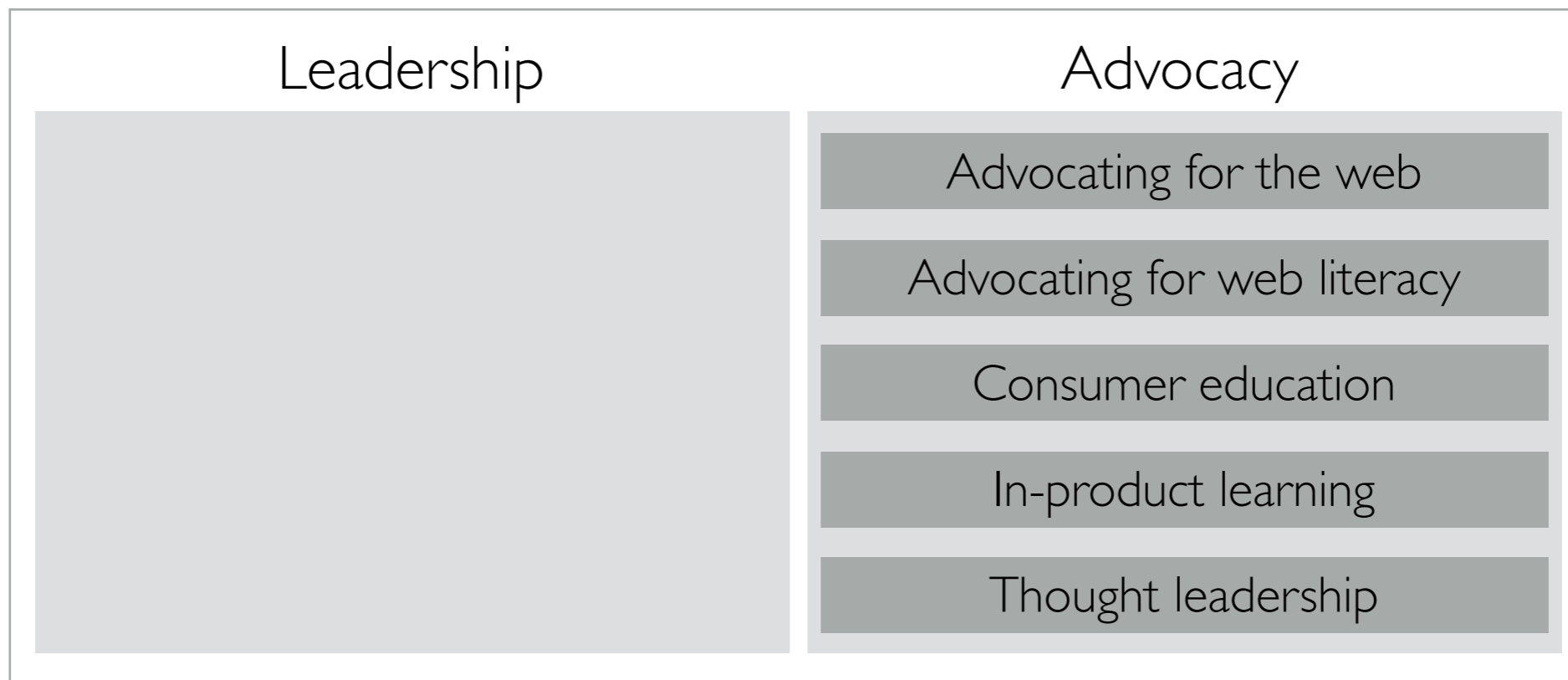
Moving through **Mozilla Learning planning**, we’ve concluded we need two interlinked strategies: **leadership development** and large scale advocacy. Leadership development is fairly straightforward: Mozilla already has programs focused on this. Advocacy — or

Advocating for web literacy

1. **Advocating for the web:** building a strong educational element into a regular series of political and advocacy campaigns. E.g. our recent net neutrality campaigns.
2. **Advocating for web literacy:** promoting the importance of web literacy and giving others around the world the tools to teach it. E.g. lobbying governments and educational orgs to deploy curriculum from Mozilla Clubs, MDN, etc.
3. **Consumer education:** building educational messages about topics like privacy into our product channels, advertising or other places where we have a large audience. E.g. **Smart On** campaigns or internet onboarding programs w/ phone carriers.
4. **Ambient learning:** putting features and cues inside our mainstream consumer software in ways that are likely to help people better understand the web. E.g. tinker mode in Webmaker or private browsing in Firefox.
5. **Thought leadership:** defining an agenda around the future of the web or web literacy and then talking about it loudly in public. E.g. a more robust version of **Shape of the Web** backed by an extensive public relations and media campaign.

Preliminary Analysis: scope

Mozilla Learning



Vocabulary. Do we understand and agree on definitions?

Aptitude. What are we good at?

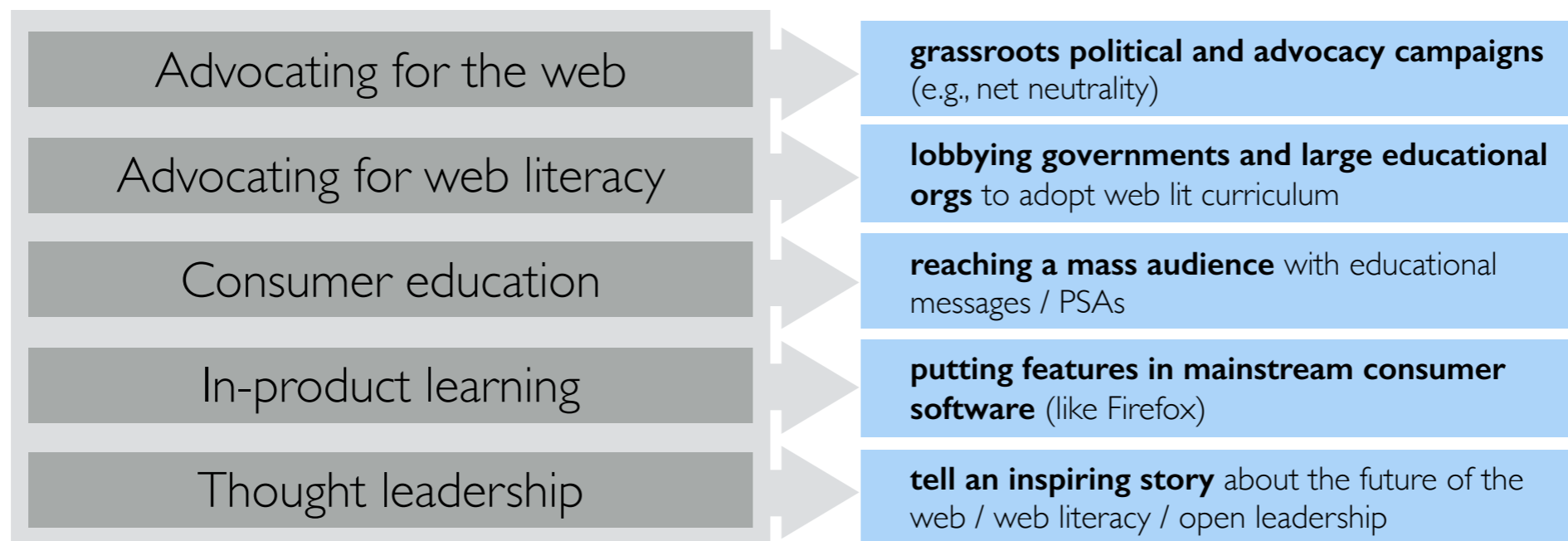
Capacity. Where do we already have it / need to build it?

Phasing. What should do in year 1 vs 2 vs 3?

MoFo/ Moco. What can *MoFo* do alone vs together?

Vocabulary. Let's agree on key terms / definitions

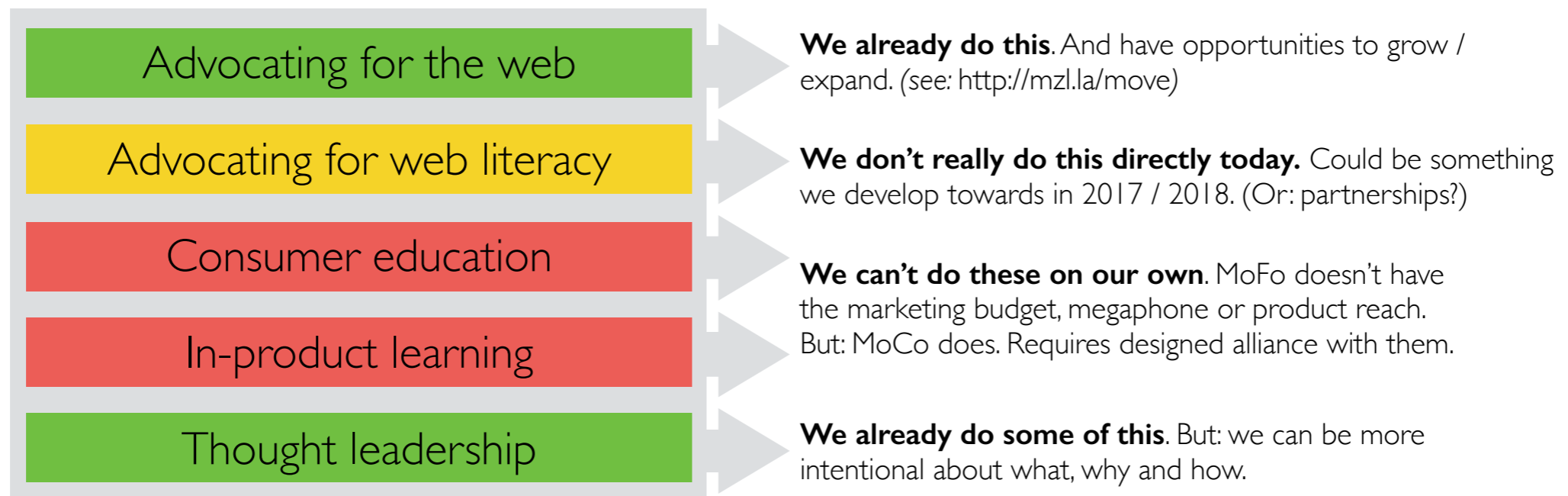
Advocacy



(These tactics are sharply different — it's not just games with words.)

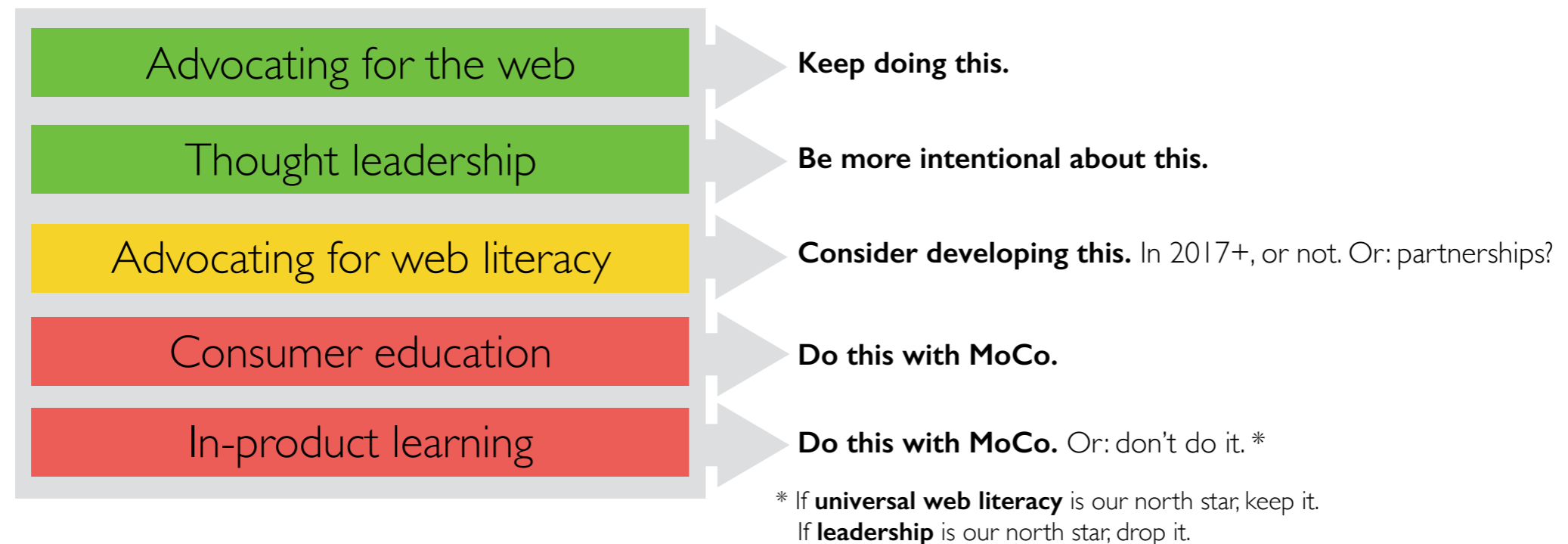
Aptitude / Capacity

Advocacy



Preliminary proposals

Advocacy



Designing our alliance

MoFo

Advocating for the web

Thought leadership

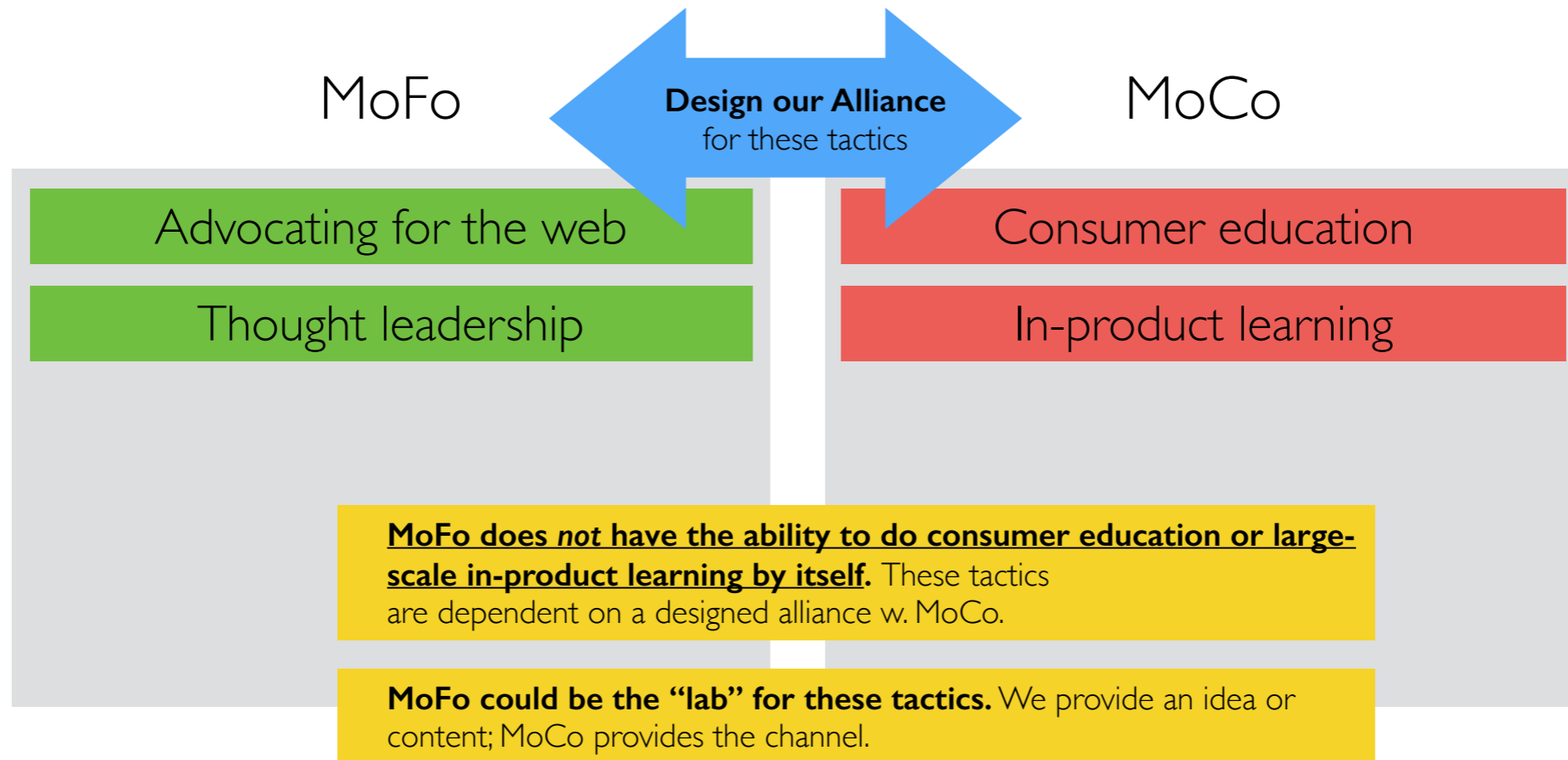
MoCo

Consumer education

MoFo thought leadership / content can feed into MoCo consumer education and product channels.

We bring the story. They bring the megaphone.

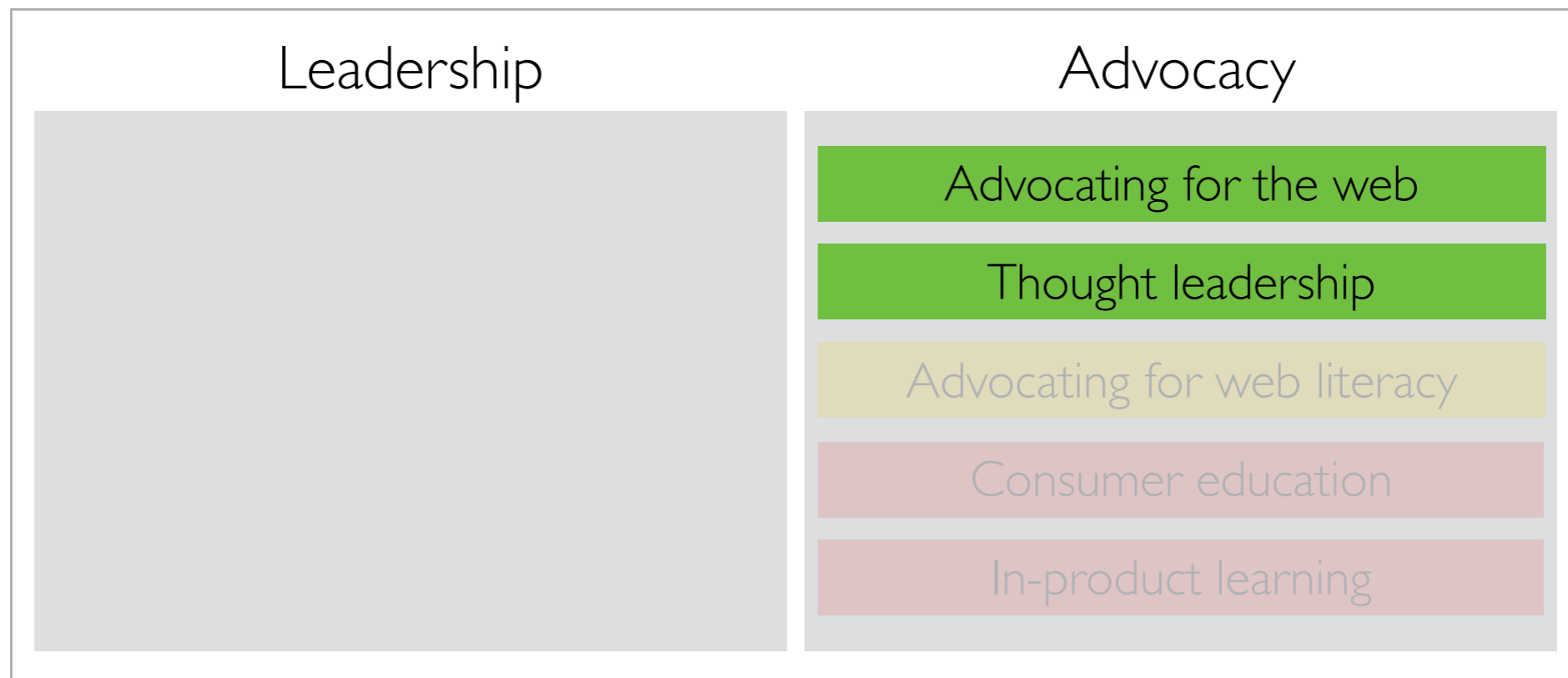
Designing our alliance



Where does that leave us?

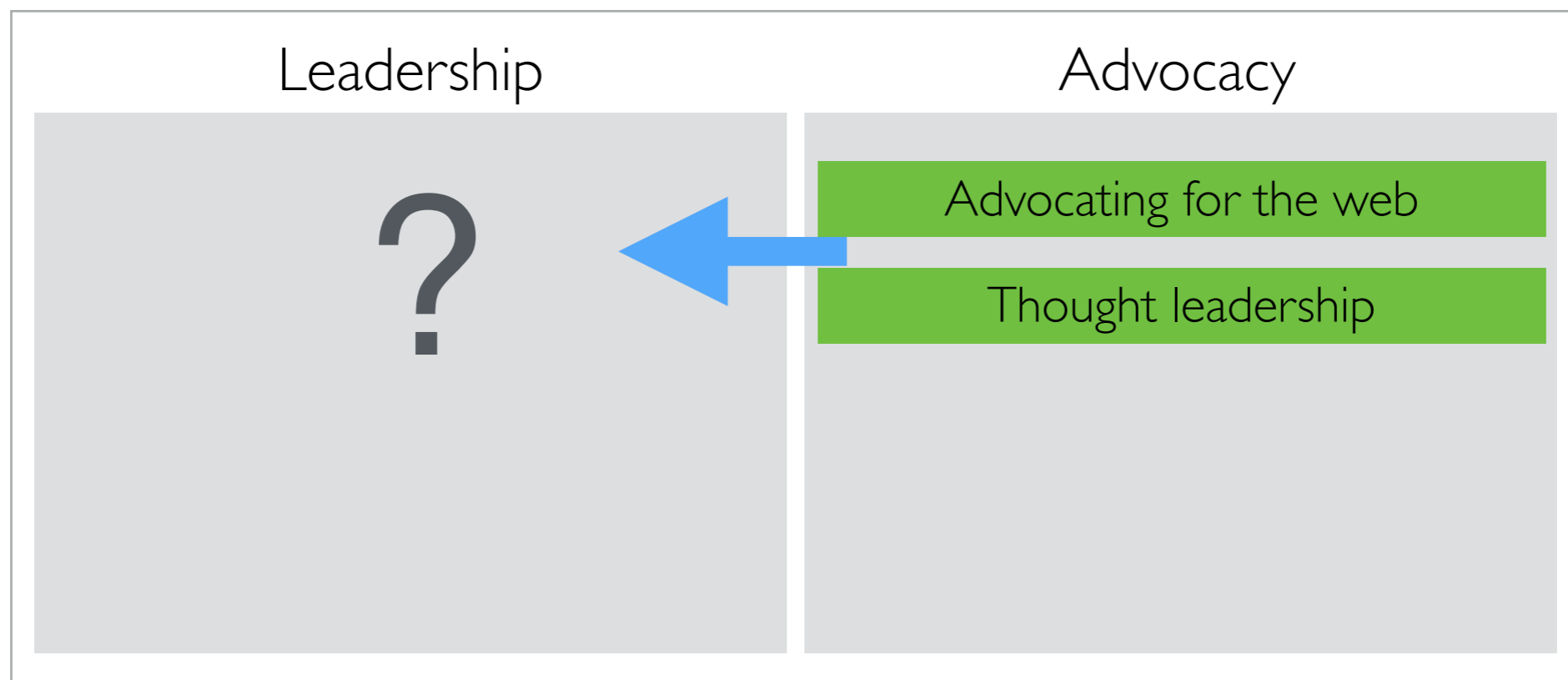
Takeaways

1) Focus on analysis, strategies and planning for these two specific tactics (not: “Advocacy in general,” which is sprawling and hard)



Takeaways

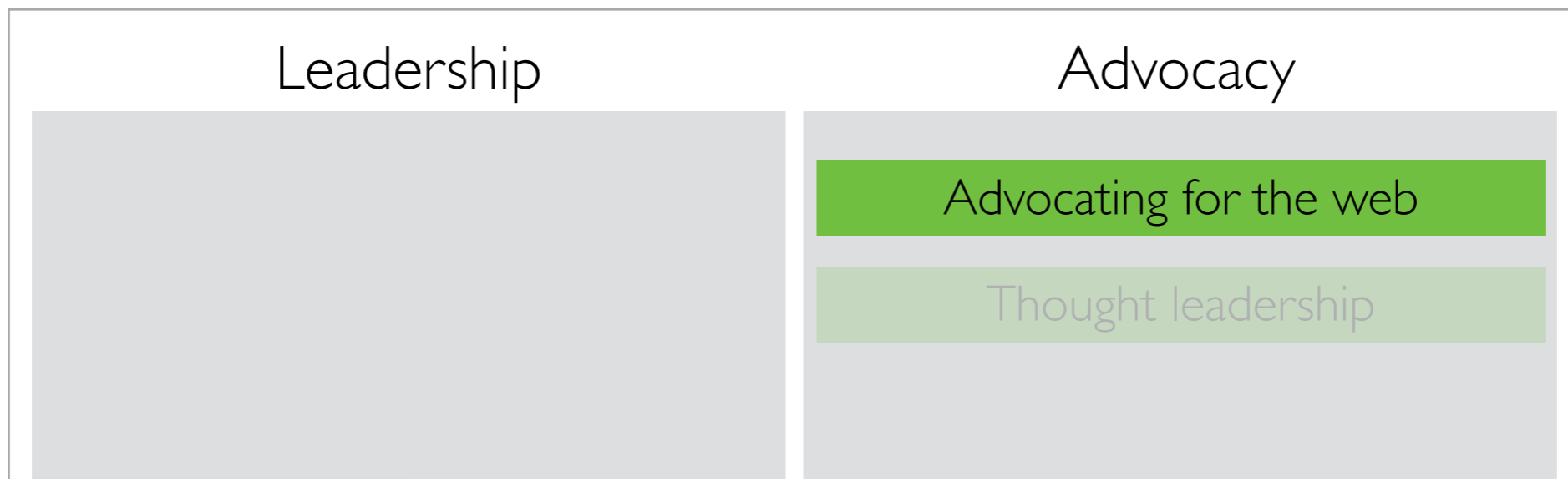
2) Think about how these two core tactics compliment our Leadership strategy. Use that remit to merge groups in a focused / productive way.



Takeaways

3) Good news: we already have great early proposals, analysis and meat to chew on for this one.

(see: Andrea and Sara's blog posts <http://mzl.la/move>)



campaignmusings



Using scale to build community

I am GetUp. For years now those words have represented the potential for connection and community an advocacy organization can strive for to me. Here's why:

GetUp is a multi-issue advocacy organization based in Australia. They use online organizing as one of their main ways of mobilizing communities to create change. I worked there for four years. In my second year working there – I got to the office to find a dismissive article had been written about us in a prominent news outlet calling our members astroturf.

Before the staff could get into the swing of figuring out messaging – we saw the comments. Hundreds of members of our community had already shared their stories in the comments page. They had written things like: "I'm a single mother, I am GetUp." The members felt so much ownership over the organization that there was no need for staff to respond – our members had already discredited the article in a powerful and organic way.



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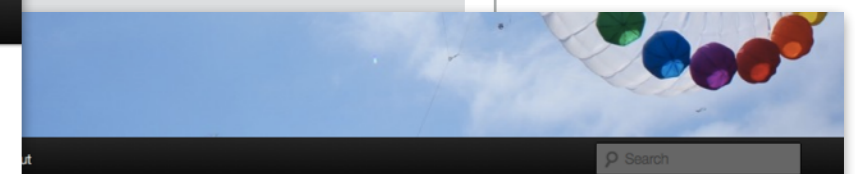
Movement Building at Mozilla: What We've Learned

(This is Part I in a two-part series)

Mark asks in his blog post: How can we help m(b)illions more people understand how the web works and how to wield it?

Before joining Mozilla I worked with organizations like Change.org, Habitat for Humanity, and CREDO. Though none of them are quite like Mozilla, these organizations provide useful context for understanding how Mozilla's change-making work is typical (or isn't). I tend to view Mozilla's work through a *movement-builder's* lens.

As we look at how Mozilla can impact web literacy in the next 1 – 3 years I wanted to



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← Previous

Movement Building and Web Literacy: What's Next

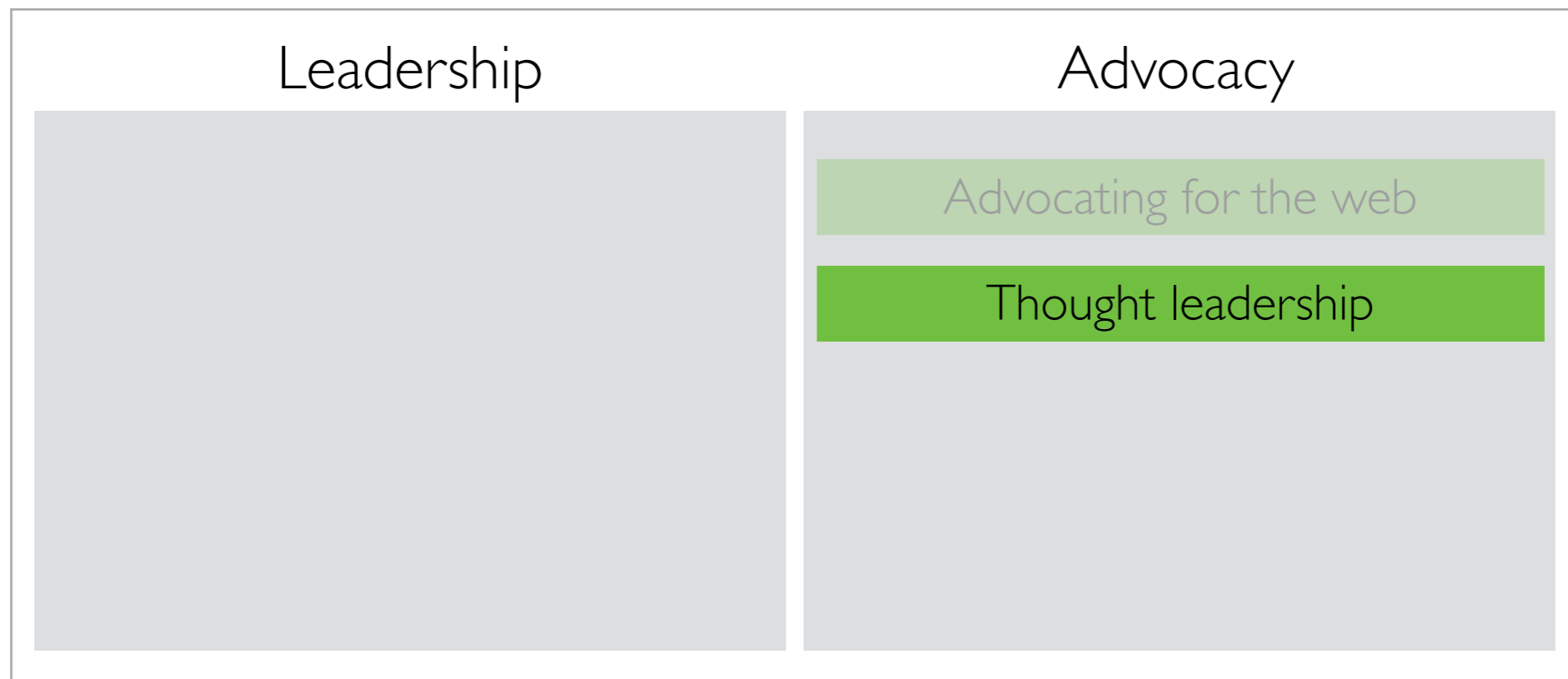
This is the second of a two-part blog (see part I here)

Mozilla can apply what we've learned from digital grassroots organizing to help millions more people become web literate, and move from passive consumers to active citizens of the web. Here are three big opportunities:

Integrate grassroots advocacy into the Mozilla community. This means deeper

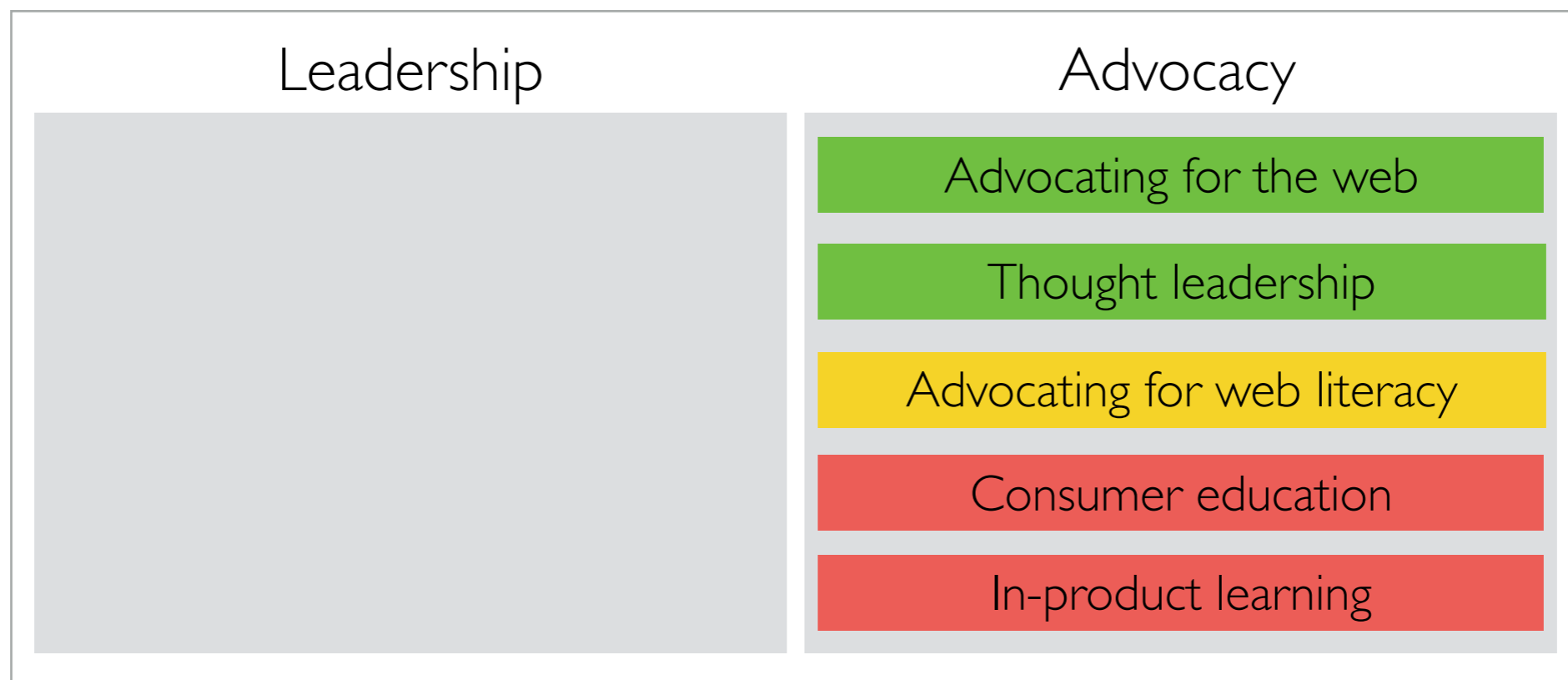
Takeaways

4) People like Paul and Kevin can rock a plan for this one (and will be good at it)



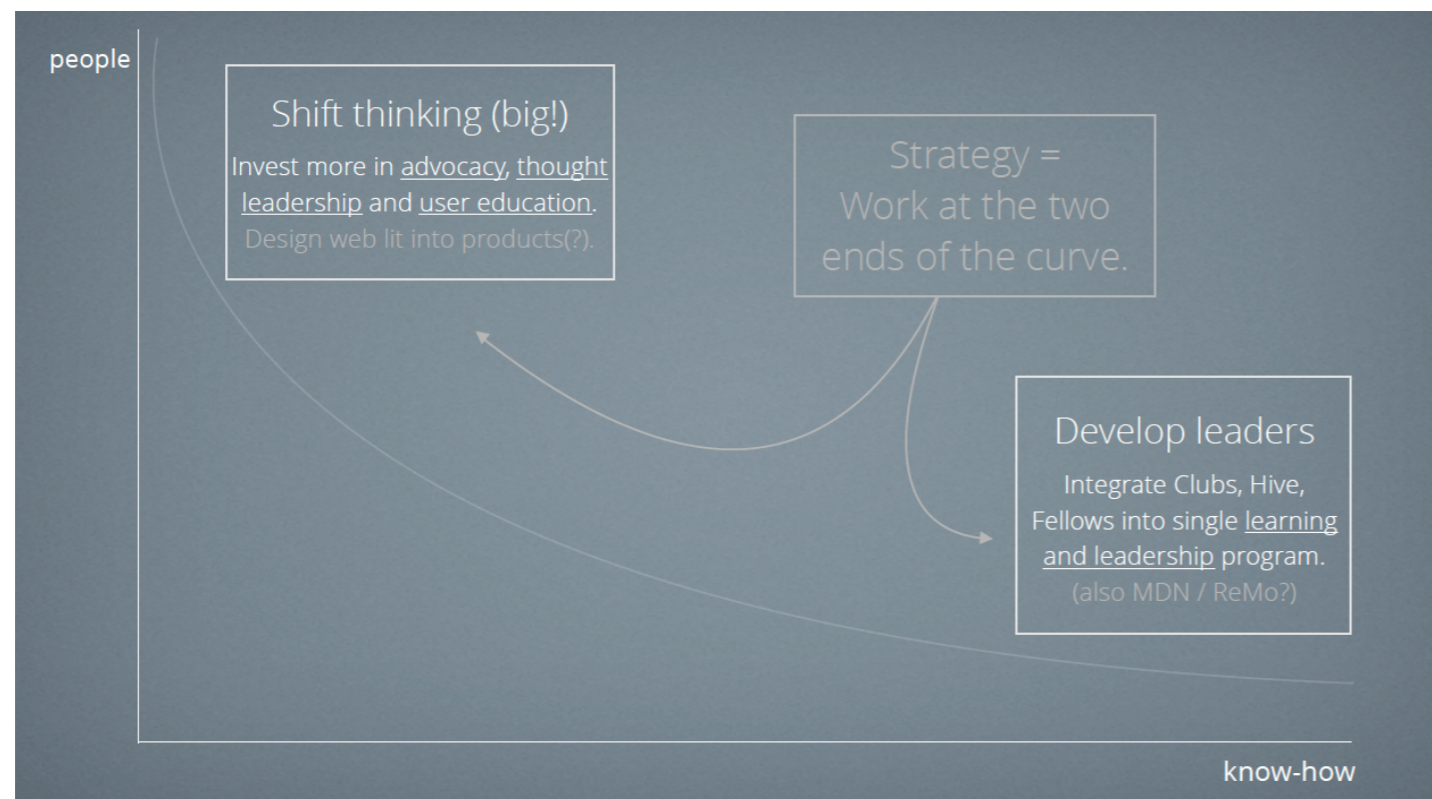
Takeaways

5) Once we apply this weighting / narrowing of focus, many of the other questions the Advocacy WG is working on become easier to answer.



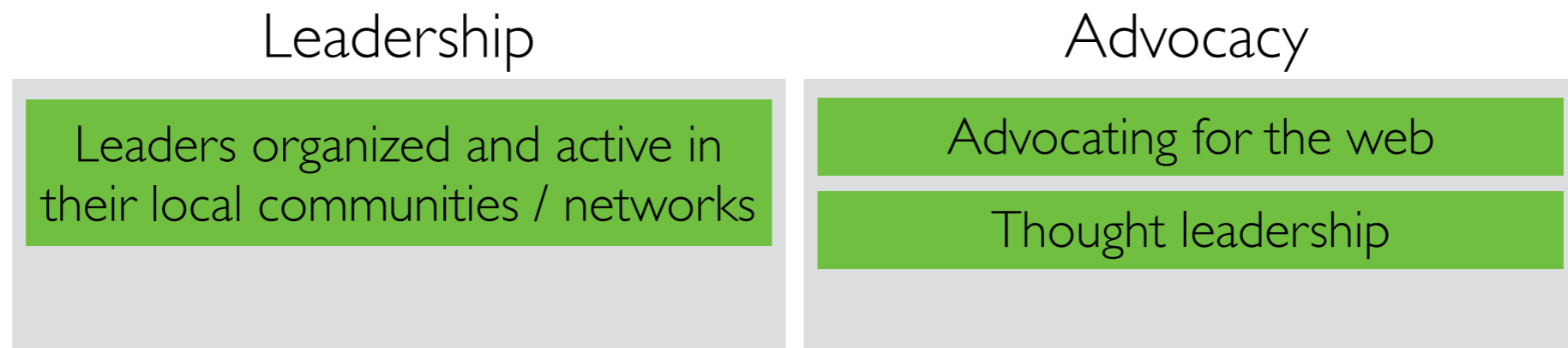
Takeaways

6) It looks like MoFo will focus more on one end of the curve than the other — and that's ok. We are deciding to invest more in Leadership than Advocacy; they're not co-equal strategies.



Takeaways

7) These tactics seem highly complimentary in lots of ways.



← **Grassroots policy campaigns** add teachable moments, CTAs and organizing opportunities for our leaders in their communities.

Thought leadership provides a clear, inspiring story for our work; turns the local knowledge of our community into global stories; and provides content for the Mozilla megaphone beyond product. →

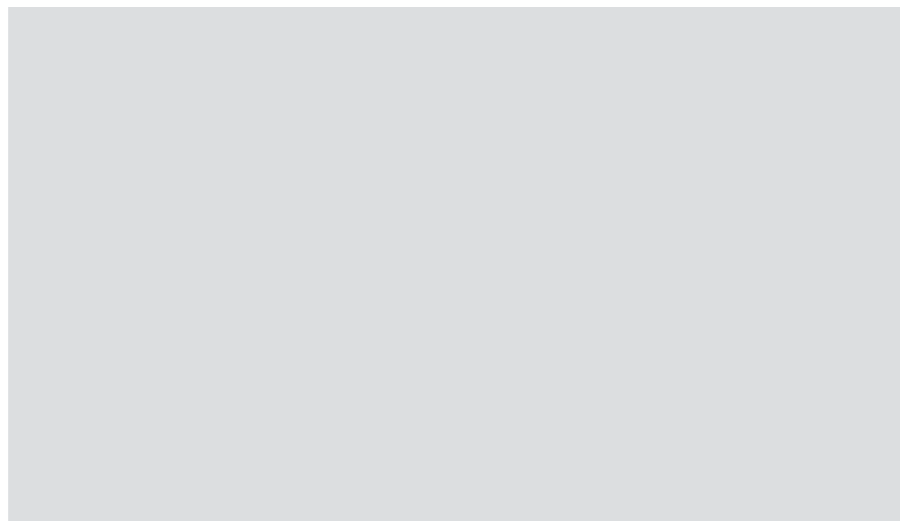
*“When I think about other organizations I admire, they use an **artful mix of reinforcing strategies.**”*

— Mark Surman <http://mzl.la/terms>

Takeaways

8) Let's do deeper analysis on these tactics. For things like scale, impact, ROI, etc. (*Ben, Bhuvan + others already working on this.*)

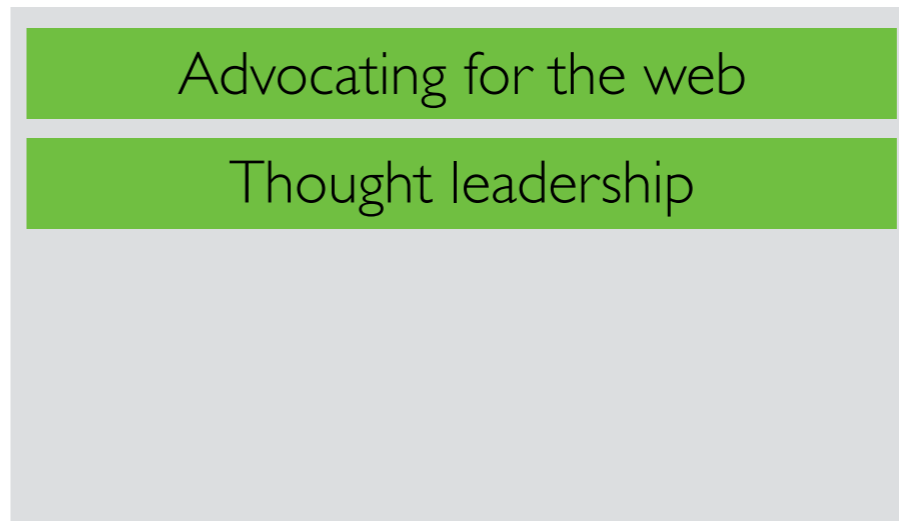
Leadership



Advocacy

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Thought leadership



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