

High Impact eAdvocacy

Mobile Advocacy

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radicalDESIGNS


ZERO DIVIDE
Infinite Possibilities


ASPIRATION

**BETTER
TOOLS
FOR A
BETTER
WORLD**

Learning Goals

- ▶ Distinguish Types of mobile devices
- ▶ Enumerate mobile applications
- ▶ Understand SMS and SMS Applications
- ▶ Define and discuss applications of “smartphones”
- ▶ Describe web/mobile tools, including Twitter
- ▶ Explain basic mobile tactics
- ▶ Learn from you!

What is a mobile phone good for?

- ▶ Calling/receiving calls from “anywhere”
- ▶ Sending/receiving text messages (SMS)
- ▶ Storing data (numbers, address, calendar...)
- ▶ Accessing the internet (“Smartphones”)
- ▶ GPS and navigation (“Smartphones”)
- ▶ Pictures and movies (multimedia phones)

Types of Mobile Devices

▶ Basic cell phone

- May or may not support text msgs, most do
- Based on range of carrier technologies (CDMA, GSM, etc)

▶ “Smartphone”

- Cell and internet functionality in 1 device
- iPhone, gPhone, etc
- Important issue is support for 802.11 wireless

Application of Mobile Devices

- ▶ SMS broadcast and capture and systems
 - FrontlineSMS, RapidSMS
- ▶ Mobile crisis & event reporting tools
 - Ushahidi, VoteReport
- ▶ Helmet-cam mobile phones and wearable NetBook video broadcast system
- ▶ “Smart phone” apps
 - Sky is the limit, but bandwidth is an issue

SMS Basics

- ▶ SMS = Short Message Service
- ▶ Messages are limited to 160 characters
- ▶ To do bulk SMS, you need a “short code”
 - You can acquire one directly (hard, painful) or use an existing one (TextMarks, Twitter, etc)
- ▶ SMS services enable Announcement List, Discussion List

Mobile SMS in the US

- ▶ The United States has a relatively poor SMS system
 - SMS delivery is dealt with per-provider
 - US lags behind other countries in general
- ▶ No general gateway for sending bulk SMS messages without using an SMS provider
 - Generally charge a per message fee for custom solution or to pass messages directly into the SMS gateway

Mobile SMS in the US

- ▶ Fortunately there are several free services on the web
- ▶ Supported by different business models so that you do not need to pay a fee for the message delivery
- ▶ These include Twitter, TextMarks, UPOC

Text Services require user opt in

- ▶ In general you can not “load numbers in”
- ▶ Users will need to subscribe to the services from their phone
 - Confirmation usually required
- ▶ Many services offer ability to invite users asking them to join a list
- ▶ They do not work with all carriers.
 - Low cost carriers such as MetroPCS don't support

Issues with SMS

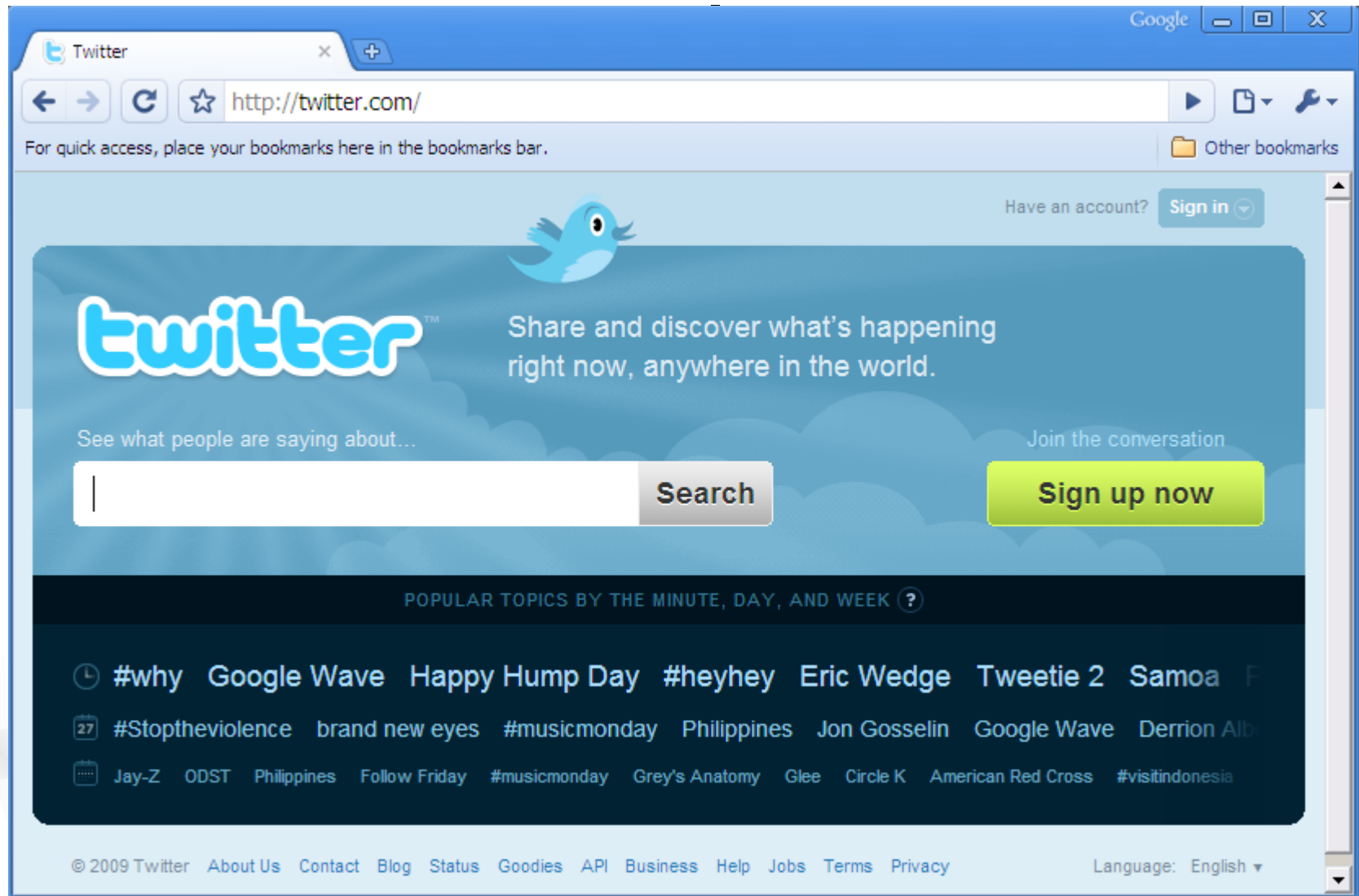
- ▶ There can be delays in message delivery
 - Messages delivery can be throttled
 - Delays can be non-trivial
- ▶ There are daily delivery limits
 - If you send out a lot of messages in one day your account may get turned off for the day
 - Most of these limits are not published but exist
 - If you are planning a mass mobilization you may consider contacting providers

Issues with SMS

- ▶ All messages and subscription should be considered public
 - Services will save and store all messages that you send out
 - There have been cases of law enforcement subpoenaing records so do not send out any message you don't want to be public
 - Participation in SMS lists can be tracked via cell phone number

Twitter – What Is It?

- ▶ Extremely popular web-based SMS community
- ▶ Social network with its own conventions
- ▶ Messages on Twitter are “tweets”
- ▶ Users “follow” on another
- ▶ Great way to send bulk SMS for free
- ▶ Frustrating because it breaks often
- ▶ www.twitter.com



Twitter – Getting Started

- ▶ Click on Sign Up Now
- ▶ Fill out the sign-up form
 - Keep in mind that your user name will be the keyword that users will use to follow you
 - If you all ready have a twitter account you will need to use a different email for a work account
 - A cell phone number can only be associated with one account at a time

Twitter

- ▶ Either invite people from you email address book to follow you
 - Or skip this step :^)
- ▶ Activate your phone by clicking the link under item number 3
 - Sub-point 2
- ▶ Tweet away!

Mobile Tactics

- ▶ The Obama SMS VP announcement
 - Political milestone; media worthy
 - Smart acquisition strategy for cell numbers
- ▶ Ring tones
 - TXTPower, Not Your Soldier
- ▶ Network watchdogs with cell phone cameras
 - SFT and Olympic torch in SF

Mobile Operating Systems

- ▶ Symbian
- ▶ Android
- ▶ iPhone
- ▶ Windows Mobile
- ▶ J2ME

Summary

- ▶ Distinguish smartphones vs older devices
- ▶ Good tools available, and more every day
- ▶ Carrier market in the US makes mobile tough
- ▶ SMS is the killer mobile tactic for now
- ▶ Smartphones are changing the game quickly
- ▶ Twitter is a free SMS blasting tool for web
- ▶ Experiment!

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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