POWERING GROWTH AND SUCCESS ON SOCIAL MEDIA FOR THE PLURALISM ECOSYSTEM

Webinar
June 23, 2025

WELCOME!

This webinar is hosted by:

For more information, see our related website at this link.

AGENDA

BY THE END OF THIS SESSION, YOU'LL WALK AWAY WITH

A clear understanding of who the pluralism ecosystem is currently engaging online and where new opportunities lie

Actionable tactics to drive growth and deepen engagement across key digital platforms

Practical, evidence-based approaches to track and amplify your impact—using tools like social listening

Fresh ideas for sustaining momentum through partnerships, shared learning, and coordinated messaging

A tailored resource toolkit to guide your team's social media strategy—designed specifically for organizations in the pluralism ecosystem

MEET THE SPEAKERS

Ashley Fabrizio
Head of Research,
More in Common US

Ciaran O'Connor
Consultant

Cambria Findley-Grubb
Director of Communications,
Listen First Project

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Vice President of Operations and Technology,
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More in Common US

Julia Coffin
Head of Partnerships,
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ASK OUR SOCIAL MEDIA EXPERT

Ciaran O'Connor

Former Chief Marketing Officer at Braver Angels

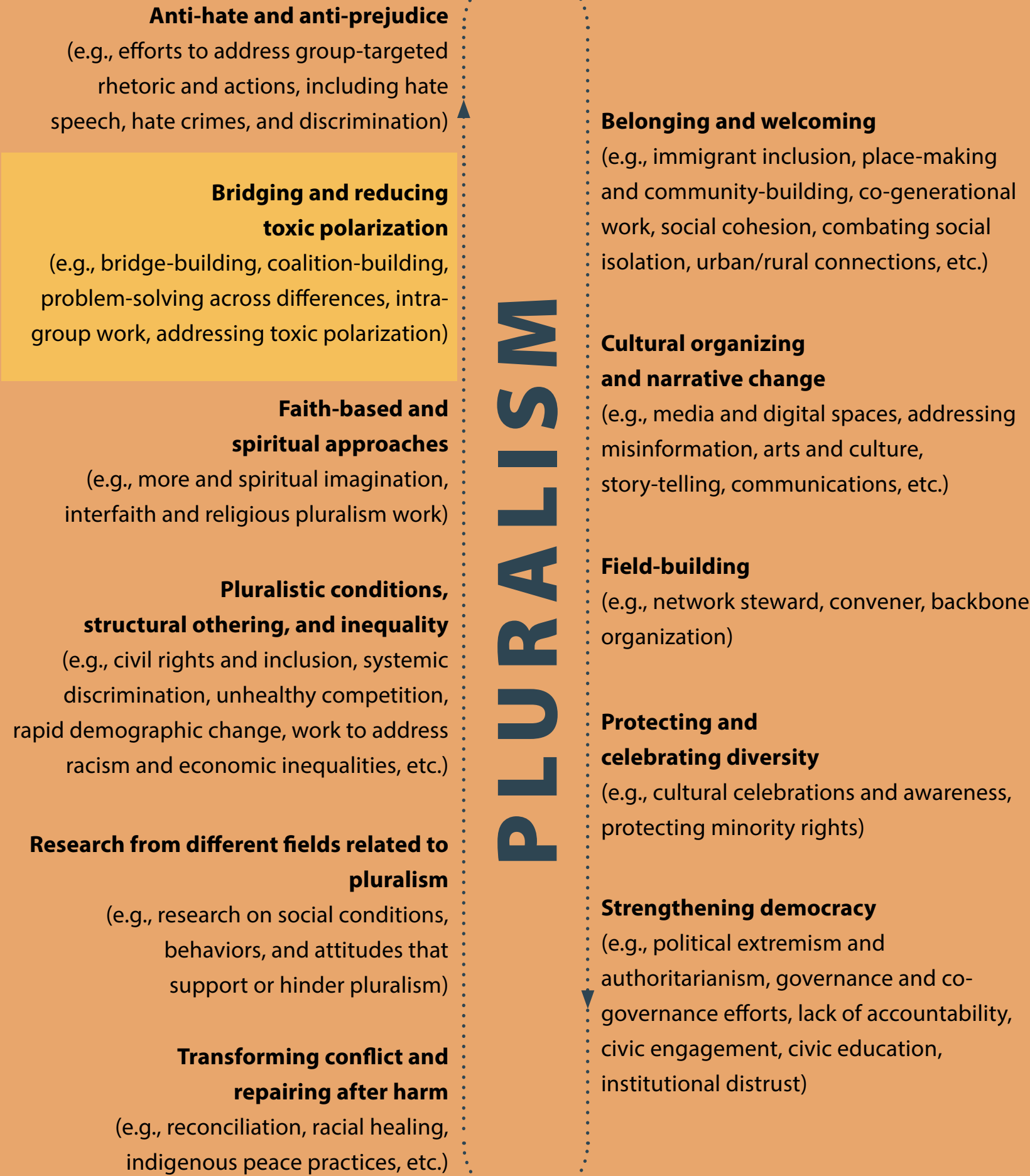PUT YOUR QUESTIONS IN THE CHAT!

PROJECT CONTEXT
The Pluralism Ecosystem and its Barriers on Social Media

PLURALISM IS A WORLDVIEW AND PRACTICE THAT HONORS EVERY PERSON'S DIGNITY, EMBRACES THE STRENGTH OF OUR DIFFERENCES, AND INVITES US ALL TO PARTICIPATE, COLLABORATE, AND SOLVE SHARED PROBLEMS.

The full New Pluralists definition is available here (page 4).

THE PLURALISM ECOSYSTEM IS RELATIVELY NEW AND STILL EMERGING

IT ENCOMPASSES AT LEAST 11 AREAS OF FOCUS

This project piloted new strategies for skill-building, resource-sharing, and community learning—helping the pluralism ecosystem overcome common barriers on social media and grow our individual and collective impact.

PLURALISM

Anti-hate and anti-prejudice
(e.g., efforts to address group-targeted rhetoric and actions, including hate speech, hate crimes, and discrimination)

Bridging and reducing toxic polarization
(e.g., bridge-building, coalition-building, problem-solving across differences, intra-group work, addressing toxic polarization)

Faith-based and spiritual approaches
(e.g., more and spiritual imagination, interfaith and religious pluralism work)

Pluralistic conditions, structural othering, and inequality
(e.g., civil rights and inclusion, systemic discrimination, unhealthy competition, rapid demographic change, work to address racism and economic inequalities, etc.)

Research from different fields related to pluralism
(e.g., research on social conditions, behaviors, and attitudes that support or hinder pluralism)

Transforming conflict and repairing after harm
(e.g., reconciliation, racial healing, indigenous peace practices, etc.)

Belonging and welcoming
(e.g., immigrant inclusion, place-making and community-building, co-generational work, social cohesion, combating social isolation, urban/rural connections, etc.)

Cultural organizing and narrative change
(e.g., media and digital spaces, addressing misinformation, arts and culture, story-telling, communications, etc.)

Field-building
(e.g., network steward, convener, backbone organization)

Protecting and celebrating diversity
(e.g., cultural celebrations and awareness, protecting minority rights)

Strengthening democracy
(e.g., political extremism and authoritarianism, governance and co-governance efforts, lack of accountability, civic engagement, civic education, institutional distrust)

COMMON BARRIERS FACING THE PLURALISM ECOSYSTEM ON SOCIAL MEDIA

WE FOCUS ON FOUR KEY BARRIERS:

HIGH COSTS & LIMITED RESOURCES: Significant staff time, start-up costs, and vendor fees—few groups can afford dedicated comms or social media staff

DIFFICULTY REACHING KEY AUDIENCES: Hard to find and engage key audiences online; need for more rigorous audience understanding

SILOED EFFORTS: Low and ad hoc collaboration among pluralism-oriented organizations misses chances to amplify each other's impact

BALANCING RELEVANCE & INTEGRITY: Digital environment prioritizes speed and controversy, making it hard to stay true to thoughtful, mission-driven communication

CHALLENGING SOCIAL MEDIA ALGORITHMS: Algorithms reward outrage and conflict, limiting the reach of unifying, bridge-building content

POLARIZED MEDIA LANDSCAPE: Media fragmentation reinforces biases and makes pluralism messaging more difficult

WE SPENT THE LAST YEAR TRYING TO GAIN TRACTION ON THESE KEY BARRIERS IN ORDER TO:

- Pilot new strategies and tools to better understand what helps pluralism-oriented organizations succeed and grow on social media

- Expand the reach and engagement of groups advancing pluralism, especially among new audiences

- Build a foundation for shared learning and campaign amplification through a growing community of practice

- Identify common barriers to impact online and explore shared tools and strategies to overcome them

- Map how pluralism-oriented organizations and audiences connect online to uncover insights and opportunities

VISUALIZING THE PLURALISM ECOSYSTEM ON SOCIAL MEDIA

WHY WE SET OUT TO VISUALIZE THE PLURALISM ECOSYSTEM

OUR GOAL WAS TO BETTER UNDERSTAND THE DIVERSITY AND STRUCTURE OF THE ONLINE NETWORKS OF ORGANIZATIONS WORKING TO ADVANCE PLURALISM.

• How much do our online audiences and networks overlap?

• Are we reaching the same people online or different communities?

• How can we expand our collective online reach and impact?

PILOT SCOPE AND APPROACH

Using the New Pluralists' framework, we narrowed our focus to a subset of bridging and anti-polarization organizations. In this pilot, we:

- Identified 88 organizations with social media accounts working on bridge-building, coalition-building, problem-solving across differences, intra-group work, and/or addressing toxic polarization at the national level

- Focused our analysis on a single platform: Twitter/X

- Collected available follower data through web scraping to map a network of over 1.2 million shared followers

- Analyzed patterns of shared followers to understand how organizations connect and cluster

- Examined the follower base to better understand the collective audience across the ecosystem

Note: This pilot was not intended to be fully comprehensive, but to provide a meaningful snapshot of online network trends and dynamics in the pluralism space.
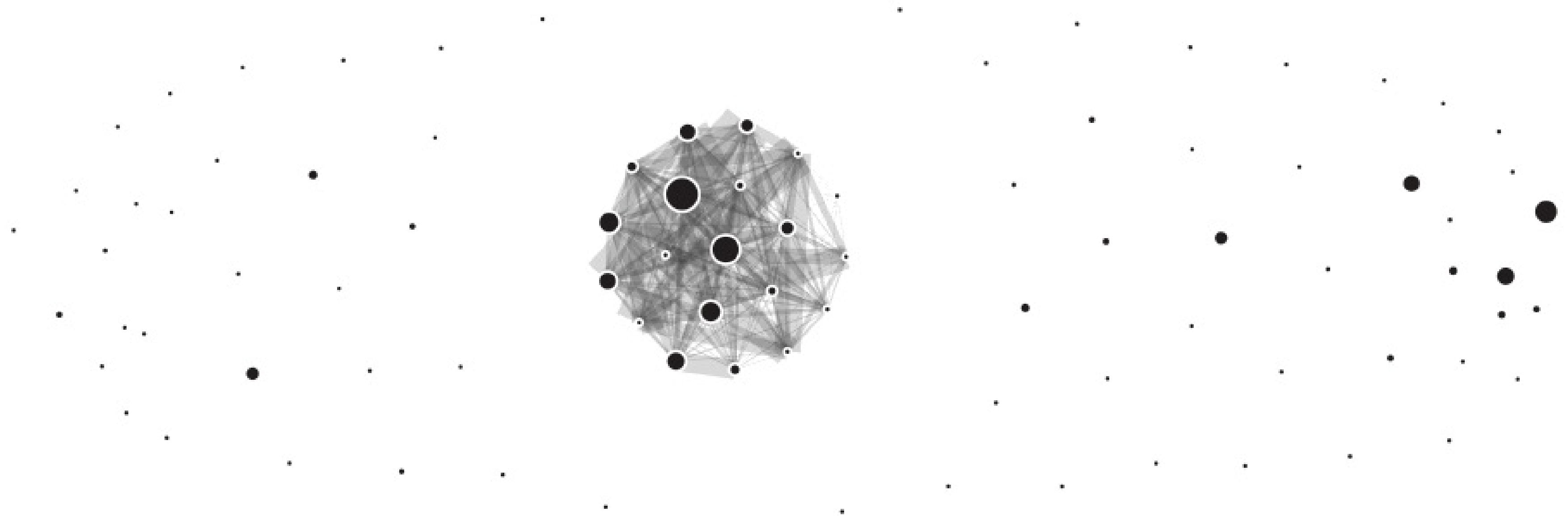
Links indicate % shared Twitter/X followers. Point size indicates # of Twitter/X followers

The Results: A Network Map of the Bridging & Anti-polarization Slice of the Pluralism Ecosystem

(see dynamic version here)

Each **dot represents one organization**, sized by its number of Twitter/X followers.

Each **line represents follower overlap**—the more shared followers between two organizations, the stronger their connection on the map.

What stands out most is this **dense central cluster** in the middle. Its presence is robust to different ways of displaying and analyzing the data.

20 ORGANIZATIONS ARE IN A HIGHLY NETWORKED CLUSTER

20 organizations within the cluster:
AllSides, American Immigration Council, American Press Institute, Aspen Institute, Brennan Center, **BridgeUSA**, CoGenerate, Essential Partners, FairVote, FixUS, Greater Good Science Center, Living Room Conversations, National Institute for Civil Discourse, New Public, RepresentUs, Solutions Journalism Network, StoryCorps, Sustained Dialogue Institute, WorkMoney, Yale Center for Emotional Intelligence

68 organizations outside of the cluster:
These organizations include **Listen First Project**, **More in Common**, **+More Perfect Union**, News Literacy Project, Othering and Belonging Institute, and Braver Angels.
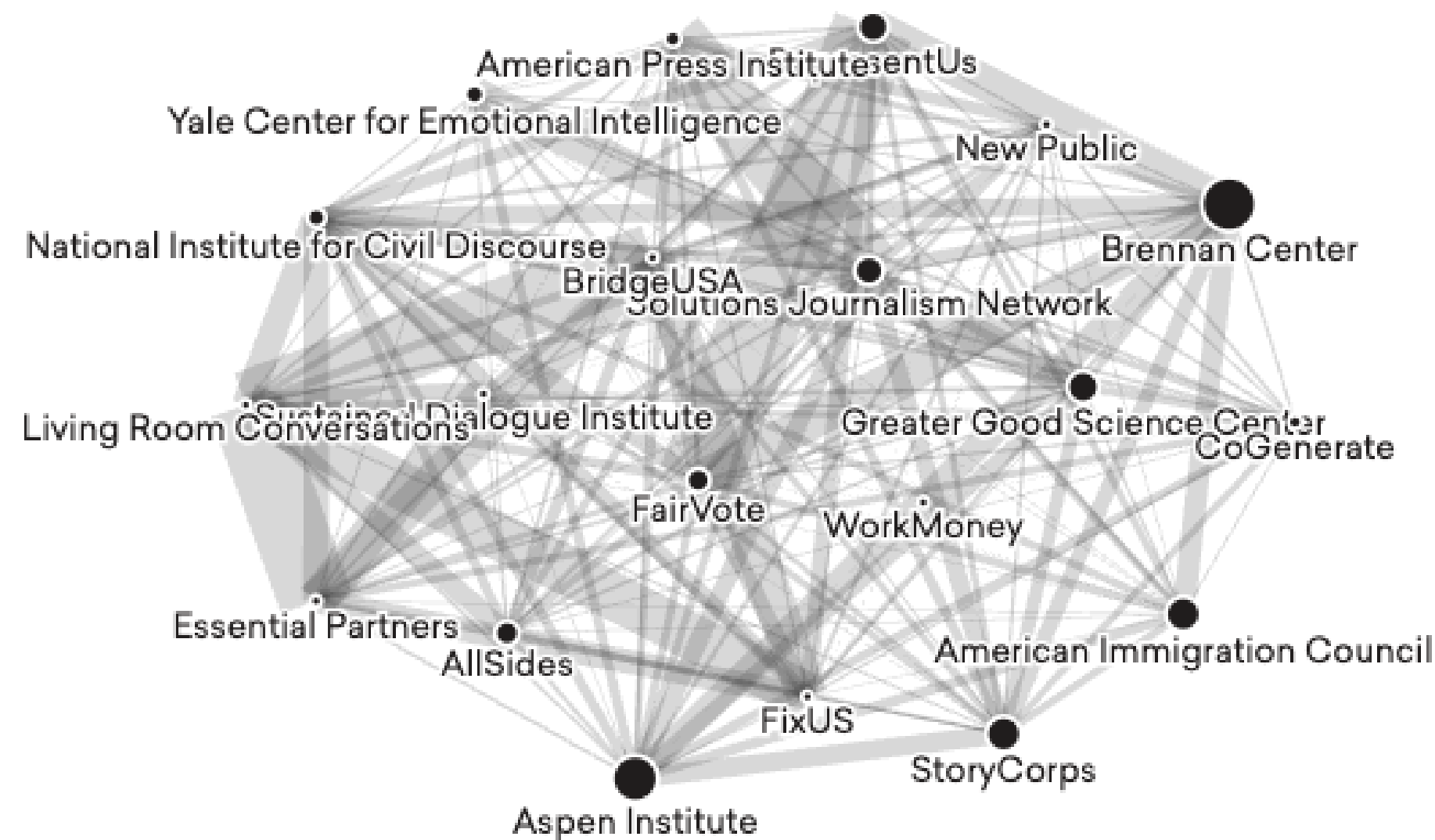
Links indicate % shared Twitter/X followers. Point size indicates # of Twitter/X followers

The organizations within the network cluster are highly interconnected

(see dynamic version [here](#))

The dense connectivity could reflect a shared narrative space, mutual amplification, or overlapping social media strategies.

Many of these organizations have national profiles, operate across sectors, or serve as hubs for pluralism-related conversations online.
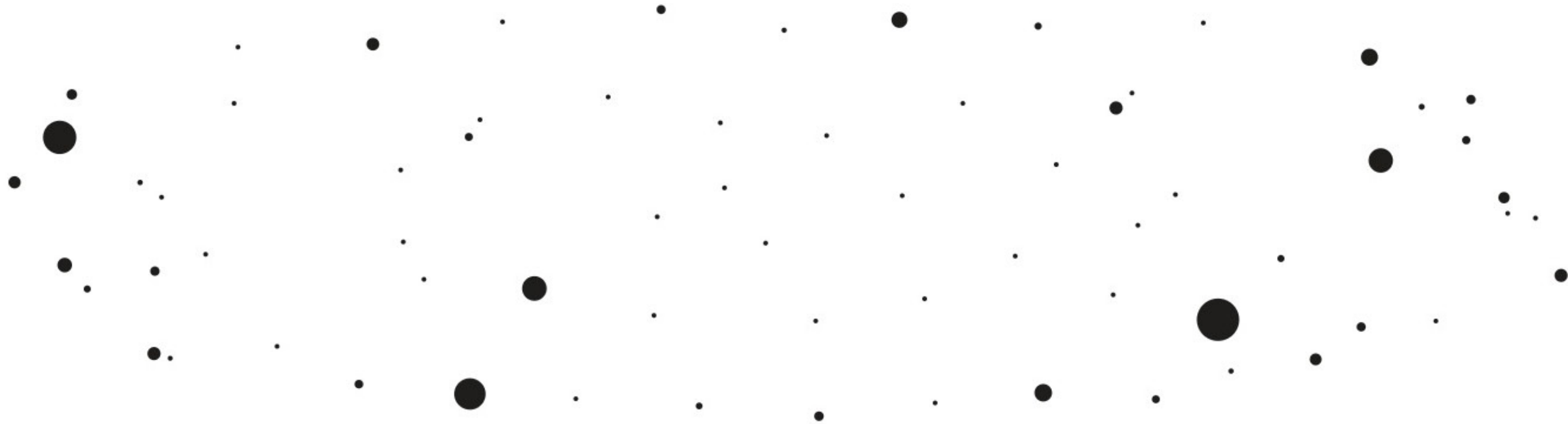
Links indicate % shared Twitter/X followers. Point size indicates # of Twitter/X followers

The organizations outside of the cluster have little follower overlap

(see dynamic version [here](#))

The links between these organizations are present but too faint to see.

This pattern suggests that these organizations **aren't drawing from a shared digital audience**, at least on Twitter/X. This may reflect a range of meaningful differences—including their substantive focus, social media strategy, or communities served.

Organizations within the highly networked cluster have more Twitter/X followers and more follower overlap

Organizations within the cluster have about 4x as many followers as those outside the cluster on average

Organizations within the cluster tend to share a higher percentage of their followers with one another—meaning their audiences significantly overlap

Group	Total Followers (Mean)	Total Followers (Median)	% Overlapping Followers (Mean)
Within Cluster	35,623	18,785	0.97%
Outside Cluster	8,292	3,638	0.85%

- Over 1,200,000 followers total

- Over 964,000 are unique followers

- Roughly 8% of accounts follow at least one organization within AND outside the cluster

Pluralism Twitter: More Academic and News-Oriented

The audience within this section of the pluralism ecosystem is more likely than the general Twitter/X audience to be academics, researchers, and journalists.

We find significant overlap in the Twitter/X audiences of the organizations within and outside the highly networked cluster. However, there are some differences:

- Followers of clustered organizations are more likely to be women, journalists, and legal professionals. These followers have a greater interest in politics and business.

- Followers of non-cluster organizations include relatively more men, teachers, researchers, and students who tend to be more interested in topics of family, parenting, and books.

Cluster Followers ● **Non Cluster Followers** ●
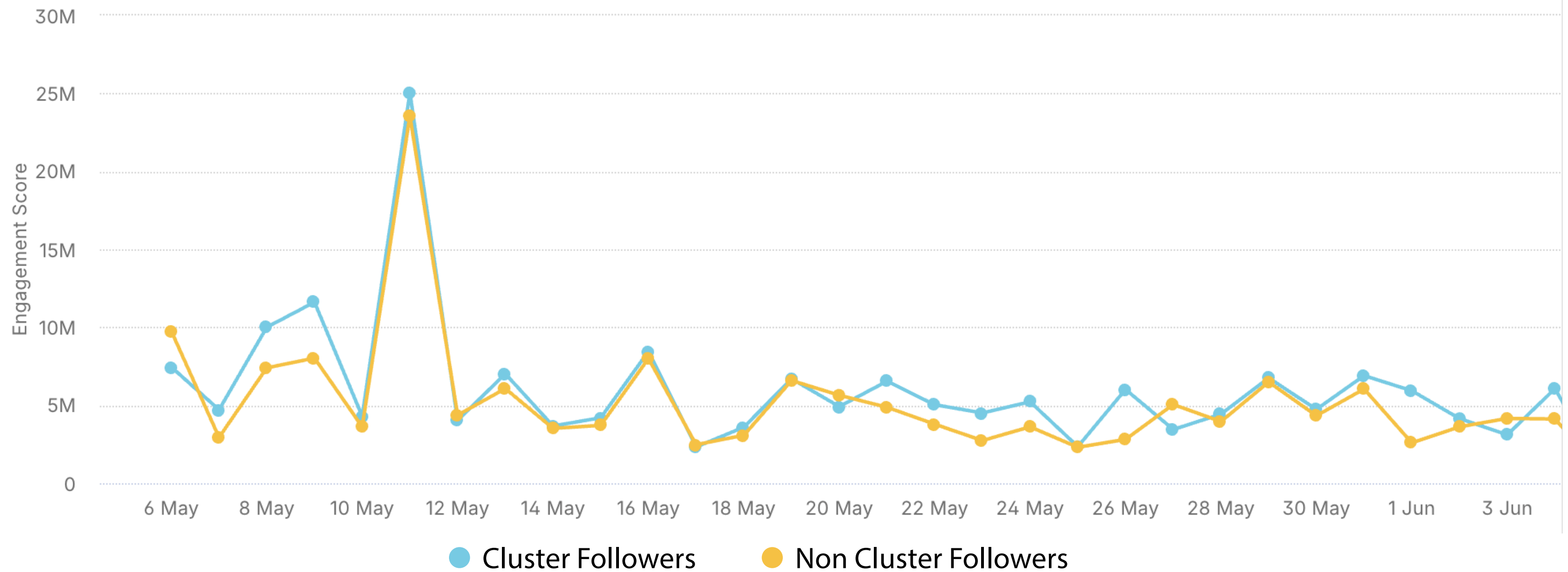
Similar Conversations are Happening Inside and Outside the Cluster

FOLLOWERS OF ORGANIZATIONS BOTH INSIDE AND OUTSIDE THE CLUSTER SHOW SIMILAR LEVELS OF ENGAGEMENT OVER TIME. THEIR CONVERSATIONS ARE ALSO SIMILAR:

Both clusters engage with high-salience topics like Trump and national politics

Cluster followers tend to lean more toward policy discussions and global affairs

Non-cluster followers more often focus on domestic issues and cultural concerns

Reflections from *Within* the Highly Networked Cluster

"We're **sharing audiences** and not branching out much in our events, outreach, campaigns, and messaging."

"Our **content is reaching people who are already in the bridging space** (such as partners, stakeholders, funders, academics, and journalists). This may not be helping the field **reach wider audiences** who are unaware of bridge-building."

"Maybe we can look to the organizations outside the cluster–their audiences and messaging–as **first steps toward expansion**."

Note: reflections are paraphrased for brevity and clarity.

Reflections from *Outside* the Highly Networked Cluster

"**Linking up with the highly networked cluster of organization**s and their followers may be "low-hanging fruit" for expanding our audiences. For More in Common, **journalists are a key audience** we want to reach more."

"Being outside the cluster may allow us to **try out different messaging** and campaign approaches with audiences adjacent to the bridging and depolarization space. This may help the field as a whole reach new followers and conversations."

"This network map **only shows us Twitter/X data**, and the lack of networked audiences may reflect 1) press networking, and 2) significant movement away from Twitter/X for our field towards LinkedIn, Instagram, and Bluesky."

Note: reflections are paraphrased for brevity and clarity.

Key Takeaways: Wherever You Sit, There Are Opportunities

Being inside or outside the highly networked cluster isn't a conscious choice—it reflects broader organizational and ecosystem dynamics. Neither position is better. The key is recognizing your position and using it to grow with purpose.

01 **CONNECT ACROSS CLUSTER LINES:**
There is value in connecting with groups that reach different audiences.

02 **BE INTENTIONAL:**
Use network insights to better understand who you're reaching—and who you're not.

03 **EXPLORE NEW GROUND:**
If you're **inside the cluster**, look for ways to expand your reach to new or unfamiliar audiences.

If you're **outside the cluster**, think strategically about how to build overlap—through shared messaging, partnerships, or coordinated content moments.

04 **CROSS-AMPLIFY:**
Highlight and share each others' work to grow together and strengthen the diversity of the pluralism ecosystem.

DRIVING SOCIAL MEDIA GROWTH AND IMPACT

Check out our Social Media Strategy Toolkit for more information

WHY SOCIAL MEDIA MATTERS IN OUR SPACE

- Reach diverse audiences where they are by meeting them on the platforms and in the formats they use most naturally.

- Humanize your mission and values by sharing authentic stories, behind-the-scenes moments, and voices from your community.

- Foster real-time dialogue and engagement by inviting conversation, responding actively, and creating spaces for participation.

- Amplify stories of connection and transformation to showcase the real-world impact of your work and inspire broader support.

THE BASICS OF SOCIAL MEDIA MONITORING & GROWTH

- Define clear goals—such as building awareness, increasing engagement, or driving action—to focus your growth and monitoring efforts.

- Identify your target audience to ensure your content reaches and resonates with the people most important to your mission.

- Choose platforms strategically, aligning your presence with where your audience is most active and growth potential is highest.

- Monitor key metrics consistently to measure performance, spot trends, and adjust your strategy for sustainable growth.

KEY TERMINOLOGY

Engagement measures how users interact with your content through likes, shares, comments, and replies

Reach tracks the total number of people who have seen your post

Audience refers to the individuals who follow your account or regularly interact with your content

Resonance captures how deeply and emotionally your message connects with your audience

Conversion reflects how effectively you move followers from awareness to taking meaningful action

THE SOCIAL MEDIA FUNNEL

AWARENESS

INTEREST

CONSIDERATION

ACTION

ADVOCACY
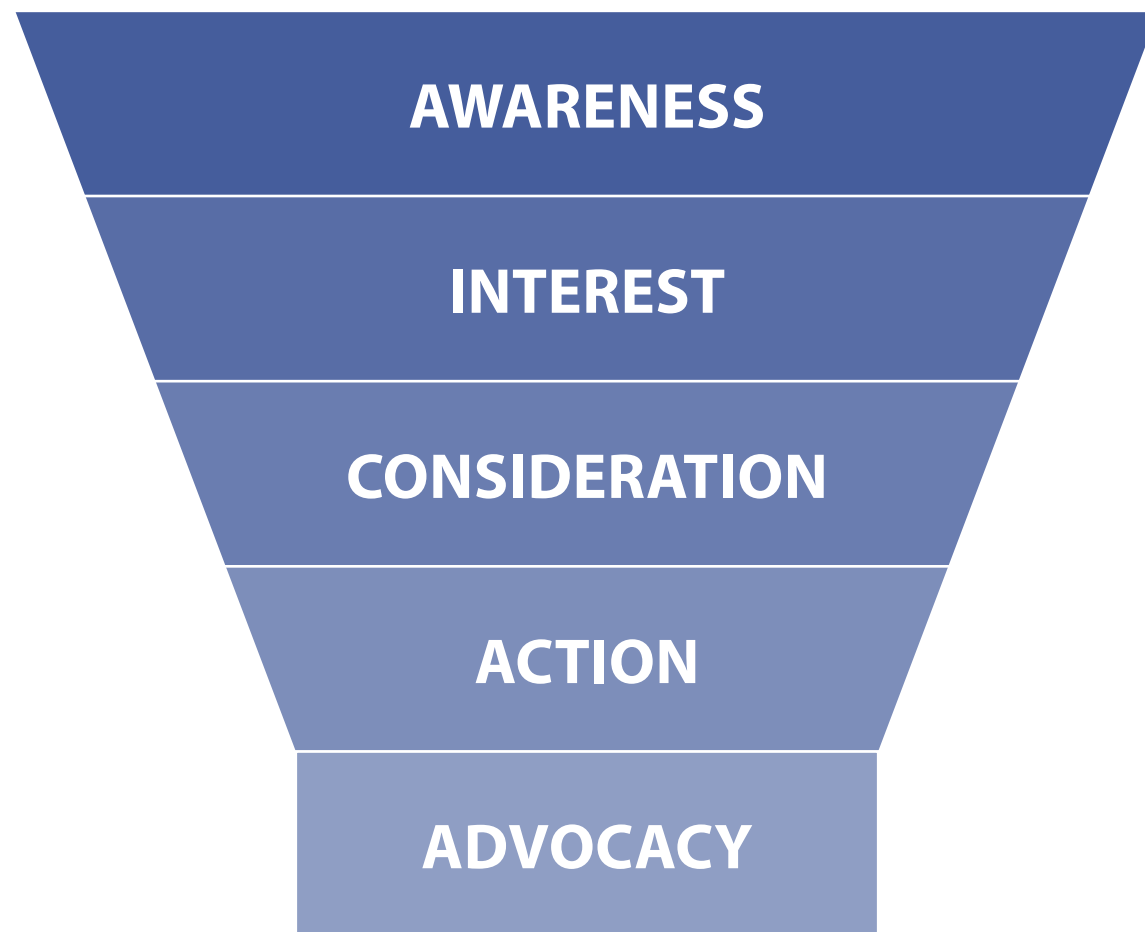
AWARENESS: Capture attention and build visibility by reaching new audiences through broad, engaging content.

INTEREST: Spark curiosity and deepen engagement with relevant, value-driven posts that invite interaction.

CONSIDERATION: Encourage closer evaluation through targeted content like reports, webinars, or case studies.

ACTION: Drive concrete steps like event sign-ups, donations, or resource downloads with clear calls-to-action.

ADVOCACY: Turn supporters into champions by encouraging user-generated content, referrals, and word-of-mouth promotion.

CHOOSING THE RIGHT PLATFORM

- Define your audience and choose platforms that align with their demographics and behaviors.

- Tailor your platform choice to your content style—visual, textual, or interactive—to maximize impact.

- Research where peer organizations are finding success to guide your platform strategy.

- Evaluate each platform's strengths to ensure it supports your goals and content approach.

PLATFORM CONSIDERATIONS

TWITTER/X:
Best for real-time updates, thought leadership, and engaging in public conversations.

BLUESKY:
Emerging platform for early adopters and niche audiences focused on decentralized communities.

INSTAGRAM:
Ideal for highly visual storytelling, brand building, and reaching younger, diverse audiences.

TIKTOK:
Strong for short-form video, trends, and creative storytelling targeting Gen Z and Millennials.

LINKEDIN:
Effective for professional networking, thought leadership, and reaching mission-aligned institutions.

FACEBOOK:
Useful for community-building, event promotion, and connecting with older, broad-based audiences.

IDENTIFYING KEY PERFORMANCE INDICATORS (KPIs)

Follower Growth measures how quickly your audience is expanding over time

Engagement Rate tracks the percentage of users interacting with your posts through likes, comments, and shares

Click-through Rate (CTR) reflects the percentage of users who click on a link in your post

Event Attendance gauges how many people attend webinars, events, or activities promoted through social media

Conversions measure how effectively social media efforts lead to actions like sign-ups, donations, or purchases

CONTENT BEST PRACTICES

Mix post types to ensure variety and keeps audiences engaged through Stories, carousels, Reels, and static posts.

Match your message to your medium by tailoring content style and format to what performs best on each platform.

Choose authenticity over polish to emphasize genuine, relatable content rather than overly produced posts.

Highlight people—not just programs—by showcasing personal stories and the faces behind the work to build stronger connections.

PAID STRATEGY - AD SPEND

Use ad spend to boost high-performing content by amplifying posts that are already resonating organically.

Ideal for event promotion and campaign amplification because paid support can significantly expand reach and visibility.

CPC (Cost-per-click) benchmarks vary by platform so it's important to set platform-specific expectations and goals.

Target under $1 CPC for strong ROI to ensure efficient spending and maximize the impact of your budget.

BOOSTING POSTS & A/B TESTING

- **Boost top posts to increase reach** by putting ad spend behind content that is already performing well.

- **A/B test headlines, formats, and audiences** to optimize for higher engagement and better results.

- **Example:** Run two versions of a civic challenge post with different imagery to see which drives more interaction.

- **Use insights from tests to refine future campaigns** and build a data-driven content strategy over time.

UNDERSTANDING RETURN ON INVESTMENT (ROI)

- **Cost-per-click vs. cost-per-conversion** helps differentiate between the cost of generating interest and the cost of driving action.

- **Attribution** measures how your social media efforts directly contribute to broader program goals and impact.

- **ROI isn't just financial**—it also includes metrics like reach, audience perception, and influence on public discourse.

- **Benchmark over time** by tracking consistent metrics to evaluate progress and refine strategy.

MEASUREMENT INFRASTRUCTURE

Google Analytics helps track website referrals and conversions driven by social media efforts.

On-platform Analytics (Meta, Twitter/X, LinkedIn) allow you to monitor post performance and audience engagement directly.

Social Listening Tools (e.g., Brandwatch) identify emerging trends, track brand mentions, and gather audience insights.

UTM parameters enable precise tracking of campaign performance across different platforms and channels.

LEAD GENERATION

WHY IT MATTERS
Build a sustainable pipeline beyond followers by capturing interest and converting it into lasting relationships.

WHAT IS A LEAD?
A lead is someone who has shown interest—signed up for a newsletter, downloaded a resource, or attended an event—enabling direct, ongoing communication.

HOW TO GENERATE LEADS
Create compelling lead magnets (e.g., newsletters, toolkits, webinars, contests) and drive traffic to high-conversion landing pages.

HOW TO USE LEADS
Employ personalized outreach and automated campaigns (via tools like Mailchimp, HubSpot, or ConvertKit) to nurture and engage leads over time.

AUTOMATED OUTREACH TOOLS

Cloud-based automation platforms are designed to streamline lead generation and network expansion tasks (PhantomBuster, for example).

These tools utilize pre-built scripts to automate actions across various platforms like LinkedIn, Twitter/X, Instagram, and more.

- **Send DMs** or messages to existing followers/connections on LinkedIn, Twitter/X, and Instagram.

- **Extract profile info**, emails, job titles, and bios from LinkedIn, Instagram,Twitter/X, Facebook Groups, and Sales Navigator.

- **Auto-follow** or unfollow users, collect followers from competitors/peers or influencers on Twitter/X and Instagram.

- **Auto-like**, retweet, or comment on posts by keyword or hashtag on Instagram and Twitter/X.

REFLECTIONS ON LEADS GENERATION CAMPAIGNS

LISTEN FIRST PROJECT
PhantomBuster Campaign

Used LinkedIn and Twitter/X DMs to promote the April 2025 National Week of Conversation to organizational followers

Strong results on LinkedIn:
- 100 site visits came directly from DMs
- LinkedIn DMs via PhantomBuster drove 5x more traffic than organic LinkedIn posts
- LinkedIn overall delivered 2x more site visits than Twitter/X

MORE IN COMMON
Twitter/X DM Campaign

Sent Twitter/X DMs on April 7-8, 2025 to promote MIC's "The Connection Opportunity" report on when and why Americans connect across difference

Modest engagement:
- 7 direct responses
- 55 and 48 site visits on April 7 and 8, 2025
- No mentions of the report detected via Brandwatch

CASE STUDY
Rapid Response Video: BridgeUSA on TikTok

This BridgeUSA TikTok [video](), contrasting the tone and tenor of previous presidential debates with the 2024 presidential debate, garnered **9.7M views**. It demonstrates the power of leveraging quick turn-around video content and applying it to current events to achieve virality.

Pinned

THIS YEAR'S PRESIDENTIAL DEBATES MAY NOT SOUND LIKE THIS

I FIND MYSELF IN SO MUCH AGREEMENT WITH MR. MONDALE

▷ 9.7M
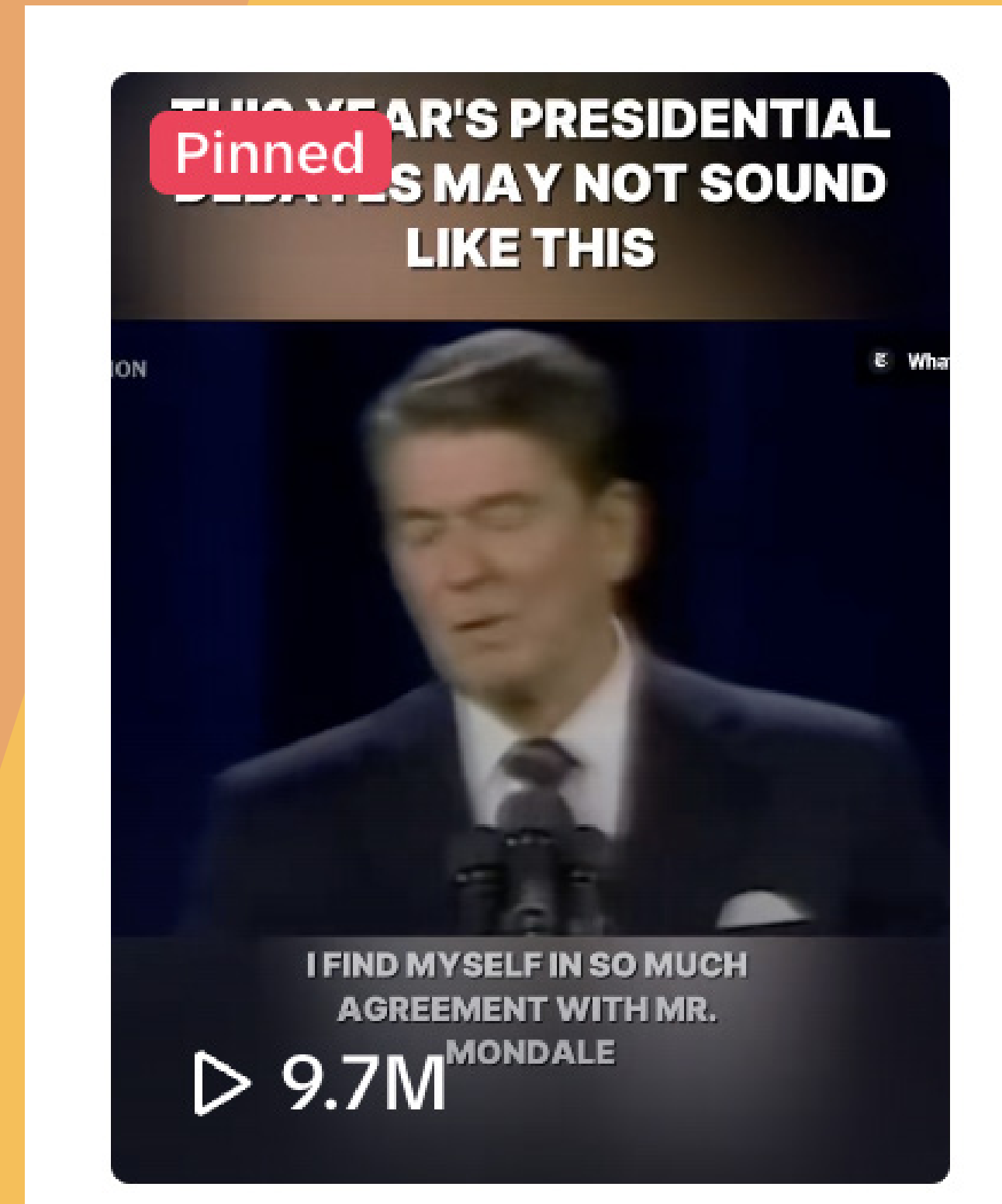
CASE STUDY
Ad Campaign: +MPU on Meta

SUCCESS METRICS:
- For lead generation ads, KPI is Cost Per Result.
- Down-funnel success: two Brickyard Leaders joined through these ads and several return attendees

AD CAMPAIGN MUSTS:
- Add Pixels on your landing page // create Meta signup forms for better conversion rate // use UTM codes

AD CAMPAIGN DO-NOTS:
- Run campaigns with less than $15/day and for less than two weeks (it takes time for the campaigns to optimize) // don't have a super narrow targeting
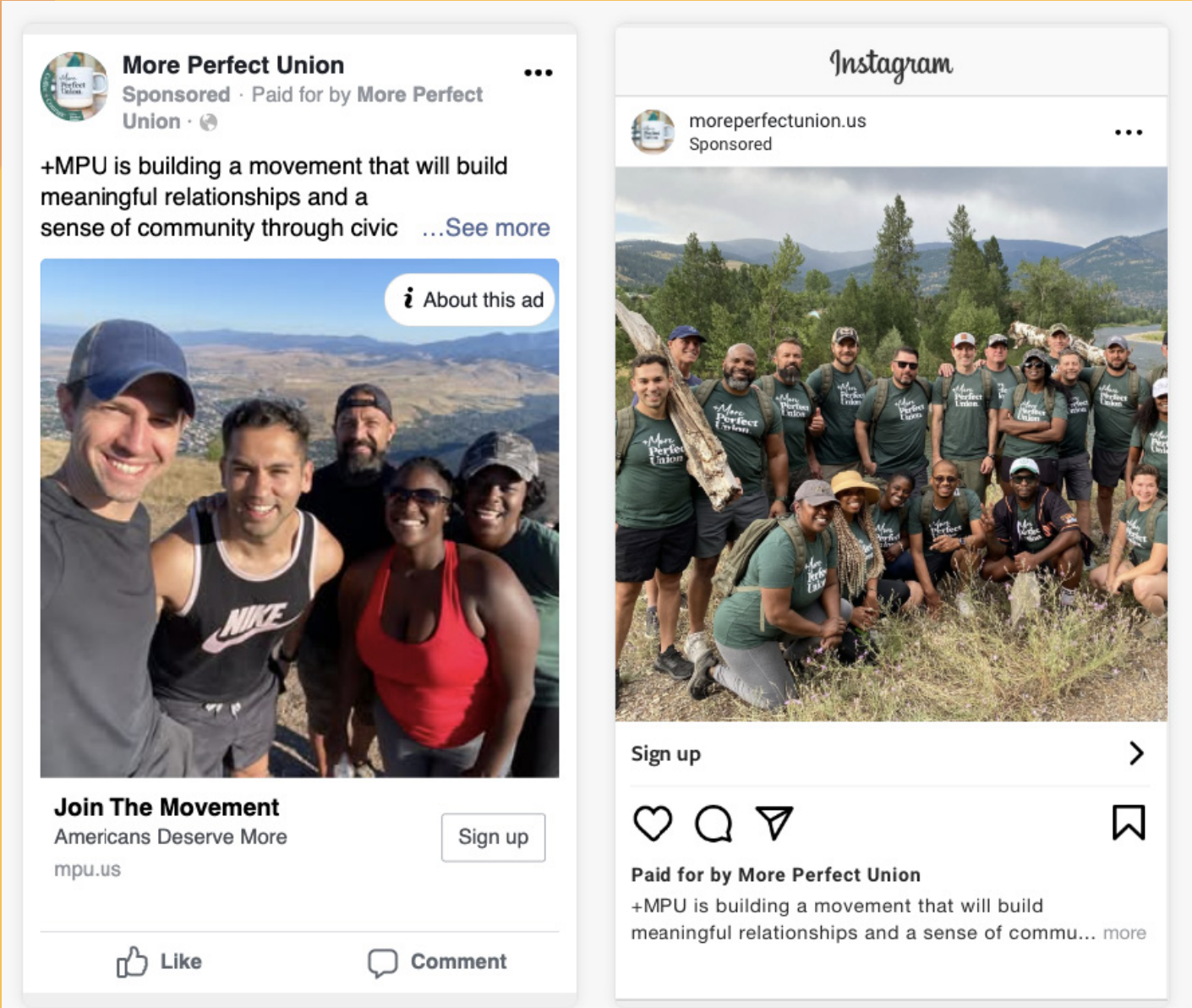
Campaign		Bid strategy	Budget	Attribution setting	Results		Reach		Impressions ↓		Unique CTR (all)		Cost per result	
2024 | Q4 Lead Generation Campaign - 25-45		Highest volume	$2,000.00 Daily	7-day click or … ⬇	7,551 Meta leads		953,271		3,028,083		8.74%		$9.98 Per Meta lead	
2024 | Q4 Lead Generation Campaign		Highest volume	$700.00 Daily	7-day click or … ⬇	17,025 Meta leads		907,718		2,441,753		14.26%		$3.51 Per Meta lead	

CASE STUDY
Making Data Digestible:
MIC Across Platforms

MIC's broader strategy has shifted toward a data-driven presence, with campaigns built around timely releases. For example, MIC amplified their *Is Gen Z Giving Up on Democracy?* report via LinkedIn decks, Substack newsletters, multi-post Twitter/X threads, Bluesky posts. These led to viral moments, such as Steve Rattner's retweet.

This informed MIC's campaign – instead of generic follow requests, More In Common tied lead generation to the release of their *The Connection Opportunity* report, offering clear value to its audience.
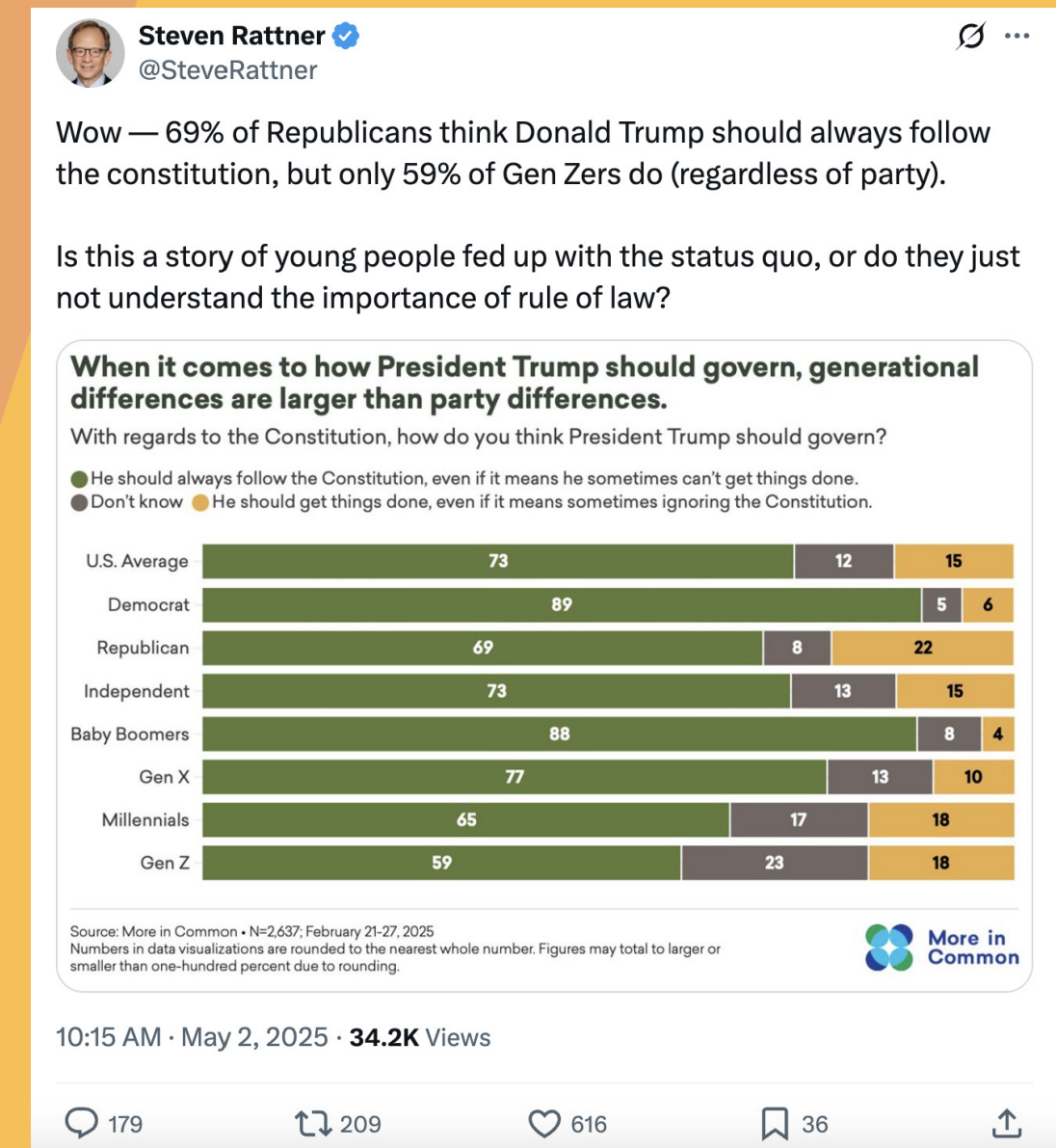
TRACKING AND ANALYZING SOCIAL MEDIA PERFORMANCE VIA SOCIAL LISTENING

WHY SOCIAL LISTENING MATTERS

WHY IT MATTERS:
Social listening helps you understand how your organization is perceived, assess campaign effectiveness, and identify emerging trends.

STRATEGIC BENEFITS:
It strengthens communication strategies by providing real-time insights and guiding message refinement based on audience feedback.

KEY OUTCOMES:
Effective listening improves campaign resonance, measures engagement and sentiment, and demonstrates impact to funders and stakeholders.

COMMON TOOLS:
Popular tools include Sprout Social, Hootsuite, and Meltwater, with today's focus on Brandwatch for deeper insights.

AUDIENCE TRENDS, ROI, AND BARRIERS

IDENTIFYING TRENDS:
Track shifts in attitudes and interests; adapt content and campaigns to align with emerging narratives.

ROI ON BRANDWATCH:
Use data to quantify impact, justify investments to funders, and guide more effective strategies.

COSTS AND CONSIDERATIONS:
Brandwatch is a premium tool; explore cost-sharing across coalitions and evaluate ROI against traditional research methods.

COMMON BARRIERS:
High learning curve, cost, staffing needs, and data overload—focus on actionable insights and distinguish your organization from similarly named ones.

EVALUATING A PROMINENT MARKET SOLUTION FOR OUR SPACE: **BRANDWATCH**

We obtained a subscription to Brandwatch and made it available to our project partners.

KEY CAPABILITIES:
Brandwatch offers real-time monitoring, customizable dashboards, sentiment and emotion analysis, audience segmentation, and historical data access.
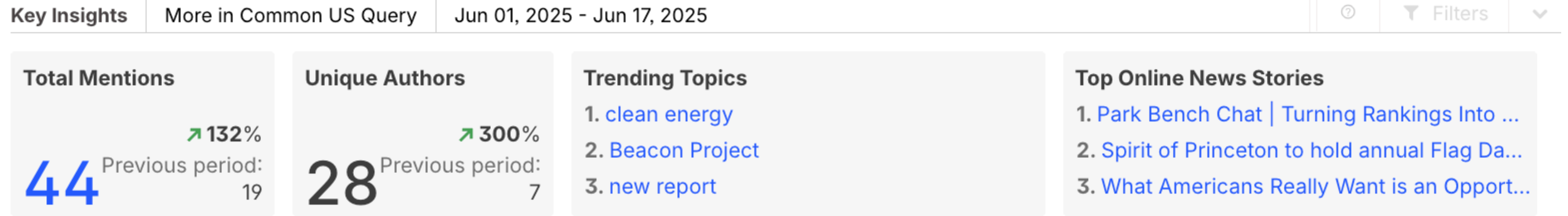
WHY BRANDWATCH?:
It helps track bridge-building and dialogue narratives, benchmark against societal trends, and identify potential allies and partners.

CONSIDERATIONS:
Brandwatch has a high cost, a steep learning curve, requires dedicated staff or consultants, and carries the risk of data overload without clear strategy.

BOTTOM LINE:
It delivers powerful insights if well-resourced and strategically focused, but may not be suitable for every organization.

Key Insights | More in Common US Query | Jun 01, 2025 - Jun 17, 2025 | ⌾ | ⊤ Filters | ⌄

Total Mentions

↗ **132**%

44 Previous period: 19

Unique Authors

↗ **300**%

28 Previous period: 7

Trending Topics

1. clean energy
2. Beacon Project
3. new report

Top Online News Stories

1. Park Bench Chat | Turning Rankings Into ...
2. Spirit of Princeton to hold annual Flag Da...
3. What Americans Really Want is an Opport...

Brandwatch dashboards allow us to monitor and evaluate performance across multiple platforms

Visualize trends, sentiment, mentions, and reach

Track KPIs over time

Create multiple dashboards for different initiatives or topics
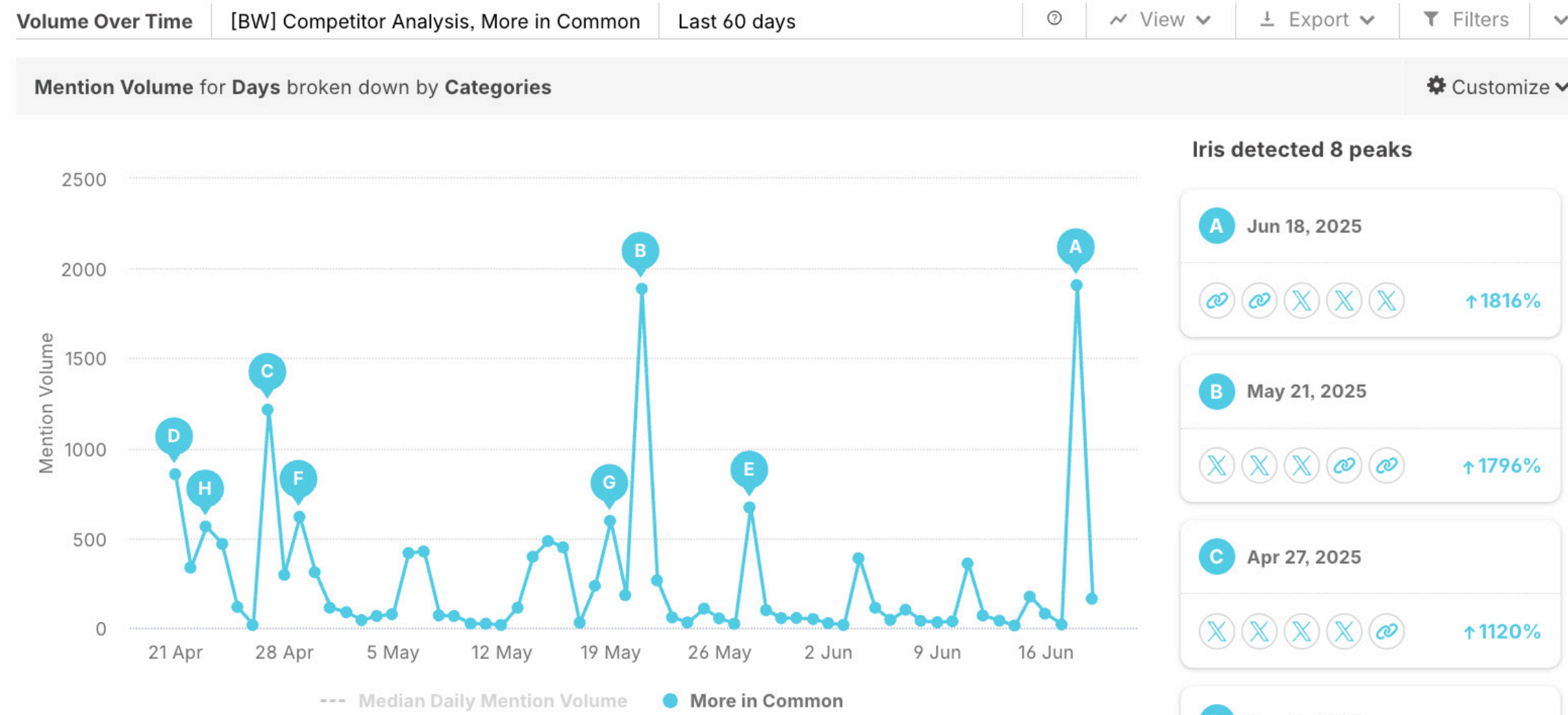
Brandwatch can track audience engagement over time

Monitor conversation volume

Analyze peaks to understand what content or events drove conversation via embedded AI features
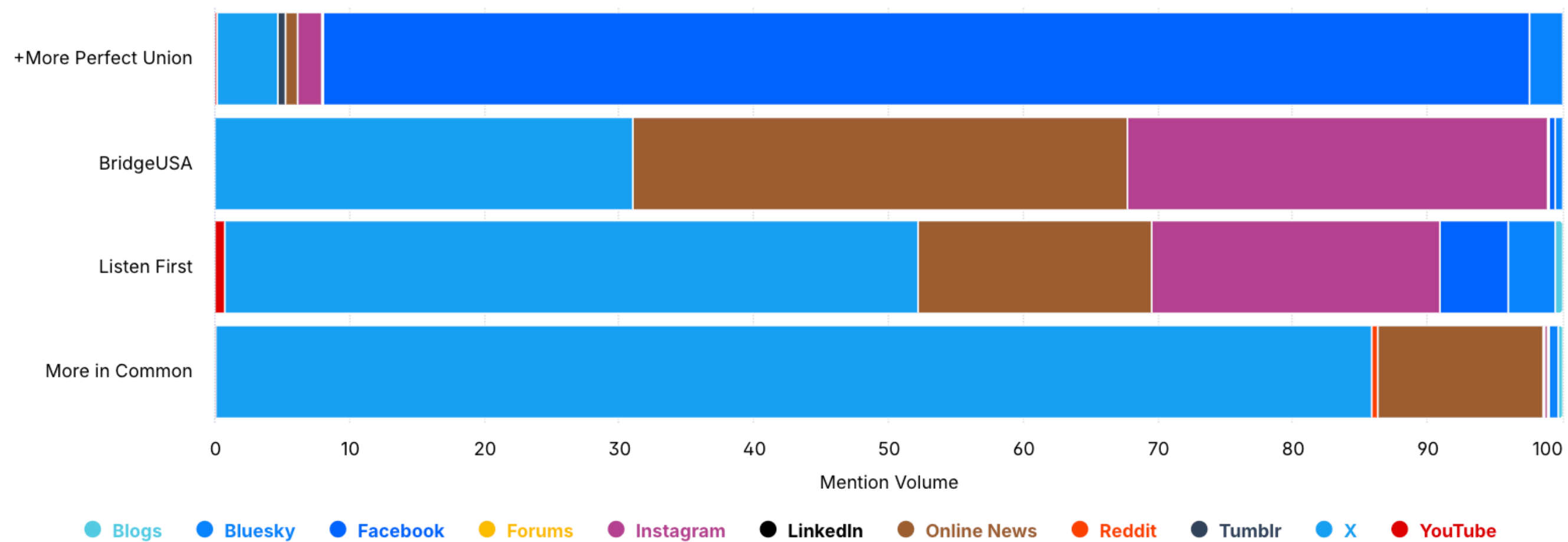
Compare against campaign calendars

BRANDWATCH ALSO PROVIDES AUTOMATED SENTIMENT ANALYSIS

Understand the tone of mentions (positive, neutral, negative)

Track shifts in sentiment across time and platforms

Identify areas for proactive engagement
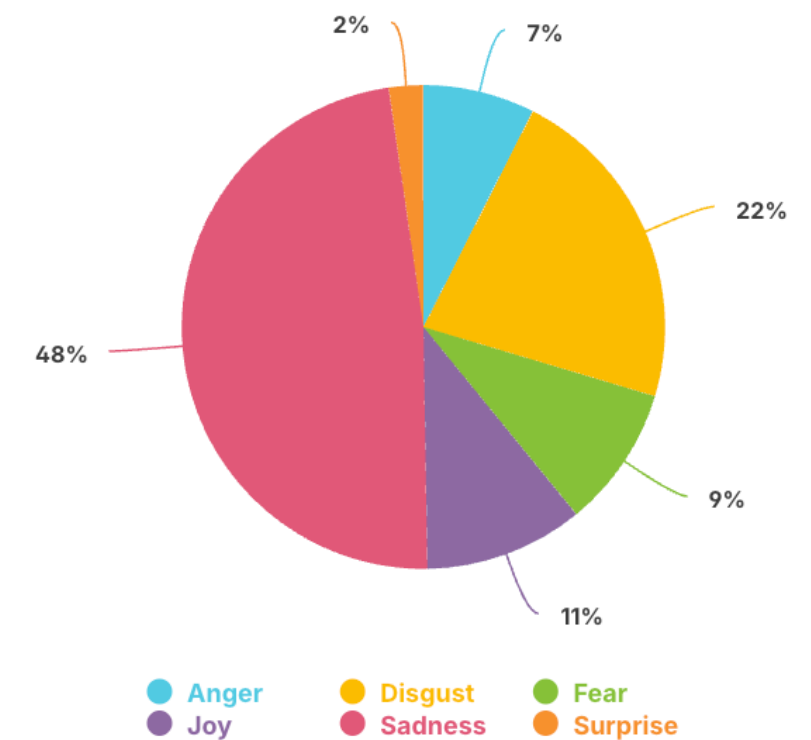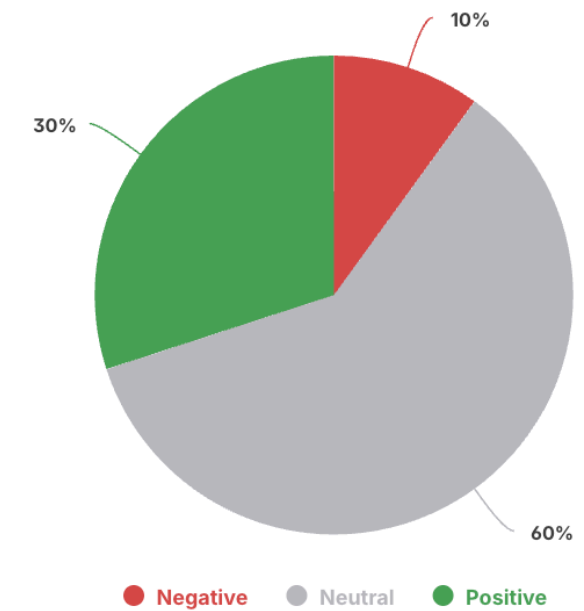
Brandwatch allows us to learn from our peer organizations

Study campaigns that worked for similar organizations

Understand where other organizations are most effective and track own growth areas
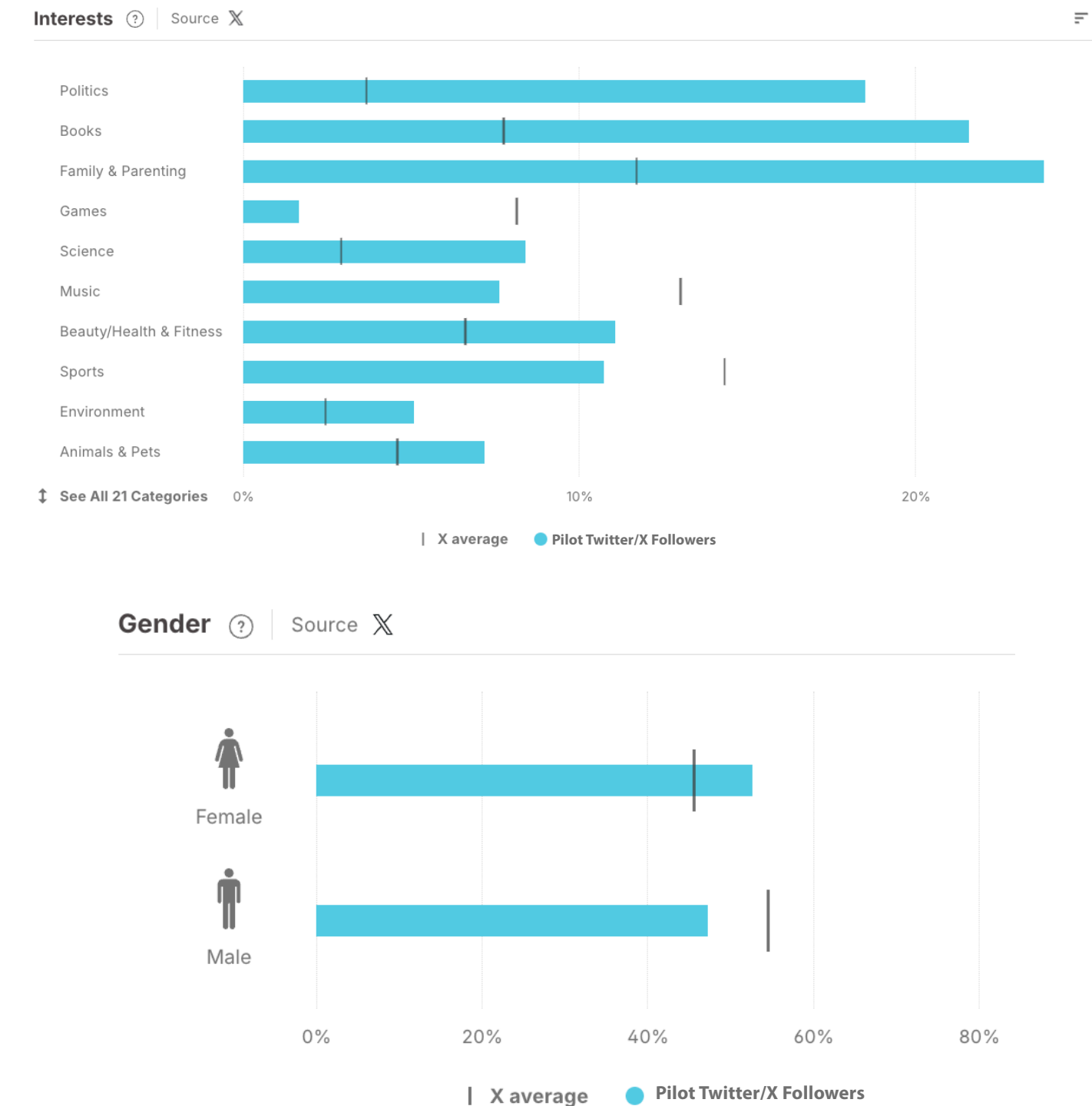
THROUGH BRANDWATCH SOCIAL PANELS, WE CAN BETTER UNDERSTAND OUR AUDIENCES

Curate custom panels of audiences (e.g., educators, civic leaders, youth)

Gain demographic and psychographic insights

Identify top interests and key influencers

Data represents follower information from 88 organizations mapped in pluralism network pilot

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CASE STUDY
The Value of Brandwatch:
More in Common

Using Brandwatch's real-time custom alerts, the More in Common team was able to immediately detect viral moments, including:

- Grok, Twitter/X's AI chatbot, cited More in Common in a viral post on political polarization in America
- Prominent academic Michael McFaul tweeted MIC Ukraine data in three posts in March 2025, which went comparatively viral (combined 98k views, 4k likes, 1,400 retweets)
- In May 2025, multiple climate influencers shared MIC environmental report data

"Because we were alerted in real time, we were able to quickly respond, amplify the visibility of our work, and strategically **engage with audiences while attention was high**."

Partner Reflections on the Value of Brandwatch

"I think Brandwatch becomes a super powerful tool when companies/organizations have a huge audience on many platforms and do a lot of press. One of the key differentiators of this tool is that it listens to many publications outside of just social media so it gives you a bigger picture of audience feelings about your brand. But given how expensive it is, **I'm not sure the amount of actionable insights make the juice worth the squeeze** for us."

"Brandwatch is an incredibly helpful tool for understanding the broader context of **how your content performs across platforms— especially in relation to others in your field**. Its advanced filtering and segmentation capabilities allow for highly targeted analysis, but the platform does require time and expertise to navigate effectively. It's best suited for organizations with someone who can **invest the effort to dig into the data and translate findings into strategy**. The most actionable insights come from that deeper exploration, rather than quick, surface-level takeaways."

Note: reflections are paraphrased for brevity and clarity.

THE POWER OF INTEGRATING AND CENTRALIZING OUR DIGITAL STRATEGY

Turning resource constraints into opportunities for coordination and shared success

WHY INTEGRATE YOUR SOCIAL MEDIA AND BROADER DIGITAL STRATEGY?

REINFORCE YOUR MESSAGE AND MISSION:
Integrating social media with your broader digital strategy helps ensure every message reinforces your commitment to dialogue, dignity, and democratic values.

CREATE A COHESIVE PRESENCE:
Connecting your digital efforts—across social, email, web, PR, and programming—builds trust, leads to greater conversion, and invites people into a consistent, values-driven experience.

BROADEN THE CONVERSATION:
Integration helps you move beyond your core base, reach new audiences, and foster engagement across lines of difference—essential for building a more inclusive movement.

COLLABORATE FOR GREATER REACH:
In a resource-constrained space, shared tools and joint campaigns allow organizations to amplify one another's voices and grow the pluralism ecosystem together.

ADAPTING TO A SHIFTING DIGITAL LANDSCAPE

RETHINK YOUR DIGITAL PLAYBOOK:
With ad costs rising and organic reach shrinking, pluralism organizations need to focus on low-cost, high-impact strategies—like cross-channel integration, values-based storytelling, and audience partnerships—that align with mission and stretch limited resources.

LEAD WITH WHAT SETS US APART:
In a crowded and often divisive digital space, organizations rooted in pluralism can stand out by showing up with empathy, integrity, and real connection.

MEASURE WHAT MATTERS:
Instead of chasing followers or clicks, we should be tracking trust, dialogue, and the kind of deep engagement that actually moves our mission forward.

BUILD FOR THE LONG TERM:
True digital impact comes from relationships, not just reach. Prioritize the kind of deep engagement that leads to greater participation.

TOWARD A STRONGER DIGITAL FOUNDATION

BUILD A CLEAR PATH TO ENGAGEMENT:
When social, email, web, and content are coordinated, you can guide someone from seeing a post to signing up for an event, making a donation, or becoming a long-term advocate.

ADAPT WITHOUT LOSING YOUR VALUES:
A unified digital strategy helps your organization respond to shifting algorithms or platform changes while staying rooted in your core message of inclusion and bridge-building.

STRETCH YOUR RESOURCES FURTHER:
Pooled tools like shared CRMs, social listening platforms, or content libraries can reduce costs and give mission-driven teams access to capabilities they couldn't afford on their own.

STRENGTHEN THE FIELD THROUGH COLLABORATION:
Integration across and between organizations helps small teams share capacity, align messaging, and scale their impact across the broader pluralism movement.

CENTRALIZATION AND COLLABORATION AS FORCE MULTIPLIERS

CENTRALIZE YOUR DIGITAL STRATEGY:
Align your social media, email newsletters, website updates, and content planning in one place—so every touchpoint reinforces your mission and invites deeper engagement.

ALIGN TEAMS AROUND CLEAR ROLES AND GOALS:
Whether it's communications, programs, or development, cross-team coordination helps streamline content creation and ensures messaging stays consistent and impactful.

RUN JOINT CAMPAIGNS WITH PEER ORGANIZATIONS:
Collaborate on shared calls to action—like civic holidays, cross-promotion, or storytelling series—to grow your audience and amplify common values.

BUILD SHARED INFRASTRUCTURE ACROSS THE MOVEMENT:
Use common tools (like Airtable for content calendars, shared Canva templates, or pooled media contacts) to save time, cut costs, and build collective power.

THIS PROJECT HAS BEEN AN OPPORTUNITY TO TEST OUT A SOCIAL MEDIA SHARED SERVICES MODEL AND COMMUNITY OF PRACTICE

WE FOUND:

- A **shared services model**—sharing access to expensive and technical social media resources like Brandwatch and PhantomBuster—allowed us to make the most of limited resources as we tested various use cases for the technology.

- A **community of practice** of even a small group of communications and research professionals at pluralism organizations helped the group better understand how peer organizations run campaigns across different social media platforms and learn from similar efforts.

- That with a pre-existing community of practice, **cross-amplifying each others' campaigns** comes easily.

And one goal looking forward is to understand where there are opportunities to **get more coordinated about building shared communications assets.**

QUESTIONS FOR OUR SOCIAL MEDIA EXPERT

Ciaran O'Connor

Former Chief Marketing Officer at Braver Angels

PUT YOUR QUESTIONS IN THE CHAT!

OPEN Q&A

ARE YOU INTERESTED IN AN OFFICE HOURS SESSION WITH OUR MORE IN COMMON SOCIAL MEDIA TEAM FROM THIS PROJECT?

SIGN UP HERE! WE HAVE AVAILABILITY IN JULY

Topics we can discuss include:
- Crafting KPIs
- Social listening (including access to Brandwatch)
- Leads generation (including access to PhantomBuster)
- Your ideas for a shared services model
- Your thoughts on creating a community of practice around upleveling our individual and collective social media efforts

THANK YOU!

For more information, see our related website at this link.