10 TOP TOOLS FOR

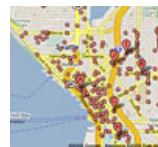# ADVOCACY CAMPAIGNS

Asana: Enhance team productivity

Asana is work-collaboration software that just came out of beta. Asana offers a simple, word processor-like interface to give people working together on a task a central place to discuss the project, share files and keep track of to-dos in real time. Free for teams under 30 users.

Geo-bombing with Google Earth

Tunisian activists from Nawaat.org pioneered this form of political expression by linking video testimonies of Tunisian political prisoners and human rights defenders to the Tunisian presidential palace's location on **Google Earth**. Fly over the palace on Google Earth and see.

Tableau: Easy infographics

Why not boil your cause or campaign to a couple of key infographics that have visual appeal and viral potential? The tool we like best is **Tableau Public**, because it's good and it's free. And that's good.

Dropbox: Life in the cloud

Our favorite productivity and collaboration tool has to be Dropbox, a service that lets you bring your photos, docs and videos anywhere with an Internet connection — and share them easily. Free for first 2GB of storage; teams cost more.

Buffer: Cross-posting nirvana

If you're running a cause campaign, there aren't enough hours in the day, right? So think productivity. **Buffer** lets you send updates to Facebook, Twitter, etc. straight from your Google Reader or a browser. Spread them out over the day. The free version lets you do 10 posts a day.
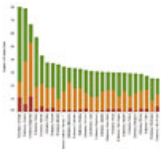
PopVox: Get heard in Congress

PopVox is an online service that advocacy organizations can use to contact members of Congress on behalf of a cause. Founded by a former Congressional staffer, PopVox guides you to a specific bill (to support or oppose) to make your cause tangible and actionable.

Mapping tools: Show, don't tell

Any campaign or cause organization with tech talent can emulate charity: water, which does a remarkable job of documenting their clean-water projects to individual donors through the use of **Google Maps**. An open source alternative is OpenStreetMap.

Create a metrics dashboard

What's a campaign without a metrics dashboard, to tell you precisely what's resonating with your community — and what's falling flat? Consider **Statf.ly** (we like the 30-day free trial and $19/mo. pricing), Sparkwi.se, Metricly.com and PostRank.

CitizenTube: Get visibility

CitizenTube is YouTube's News and Politics blog. You'll find breaking news videos from citizens and newsworthy videos from news organizations, activists and politicians. You are creating your own media, right? Get it seen here, too.

Keep in touch with your team

f you're at an event, conference or protest march with fellow team members, you know how hard it is to stay in touch and coordinate plans. **GroupMe** is a free messaging app that lets you set up a private group and text the whole group at once; it also allows conference calls. It's cross-platform and works on an iPhone, Android, Blackberry and other smartphones.

Email us at **team@socialbrite.org**   More resources at **Socialbrite.org**