

Social movements, not social media

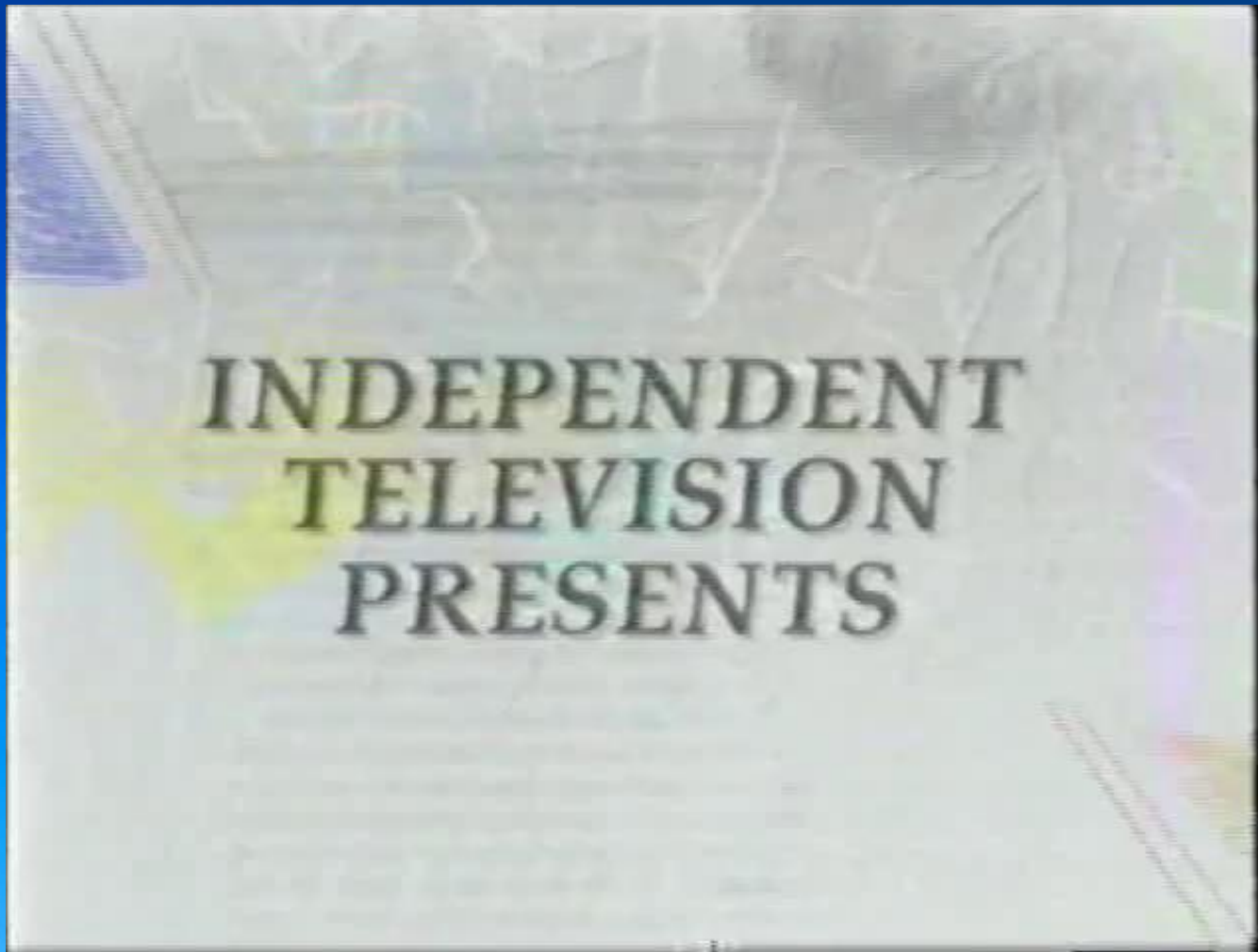
Joe Simpson,
Director, Leadership Centre





- Develop an “us”
- Achievable win
- Momentum
- Organisation

Telethon 90



NHS CHANGE DAY

Do something better together



3.03.2014

A GRASSROOTS SOCIAL MOVEMENT

Pledge today!

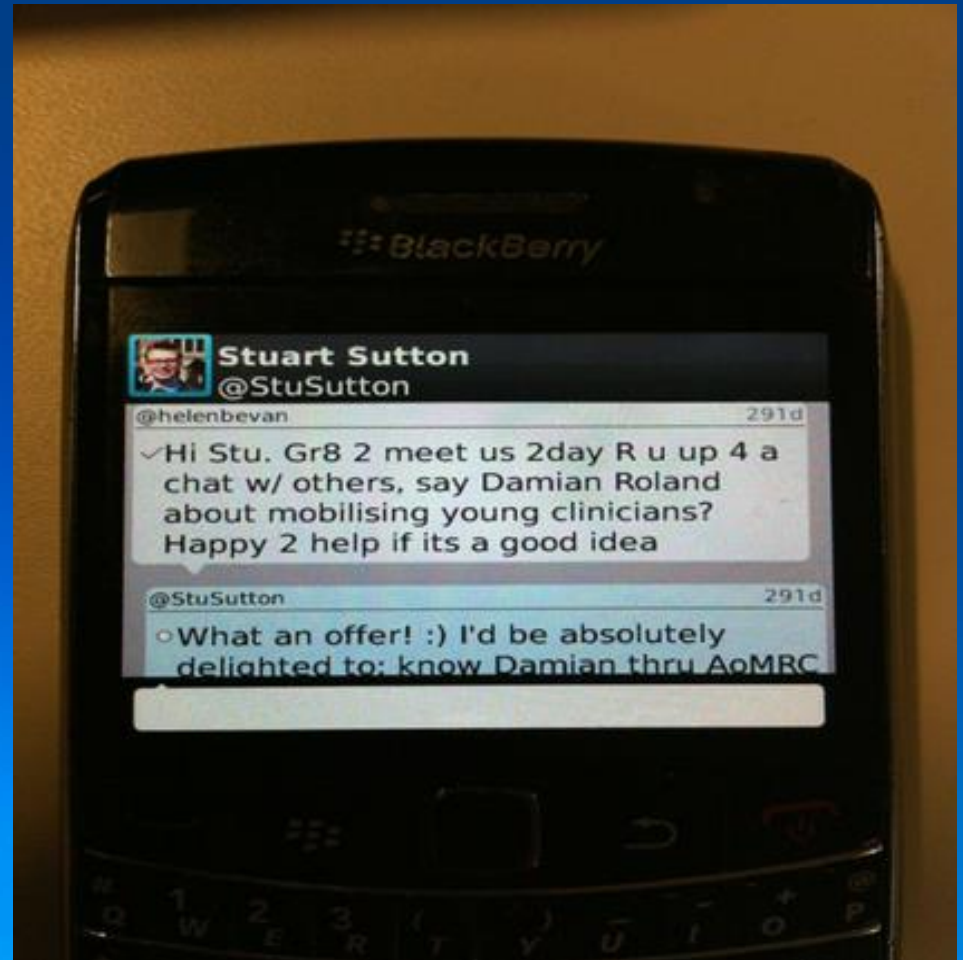
<http://changeday.nhs.uk>



It started with a tweet!

Trainee doctors and improvement leaders started to talk about how they could build a social movement to improve care

Damian Roland
Stuart Sutton
Helen Bevan



Source: @NHSChangeDay

A 189,000 pledge mountain!



Source: @NHSChangeDay

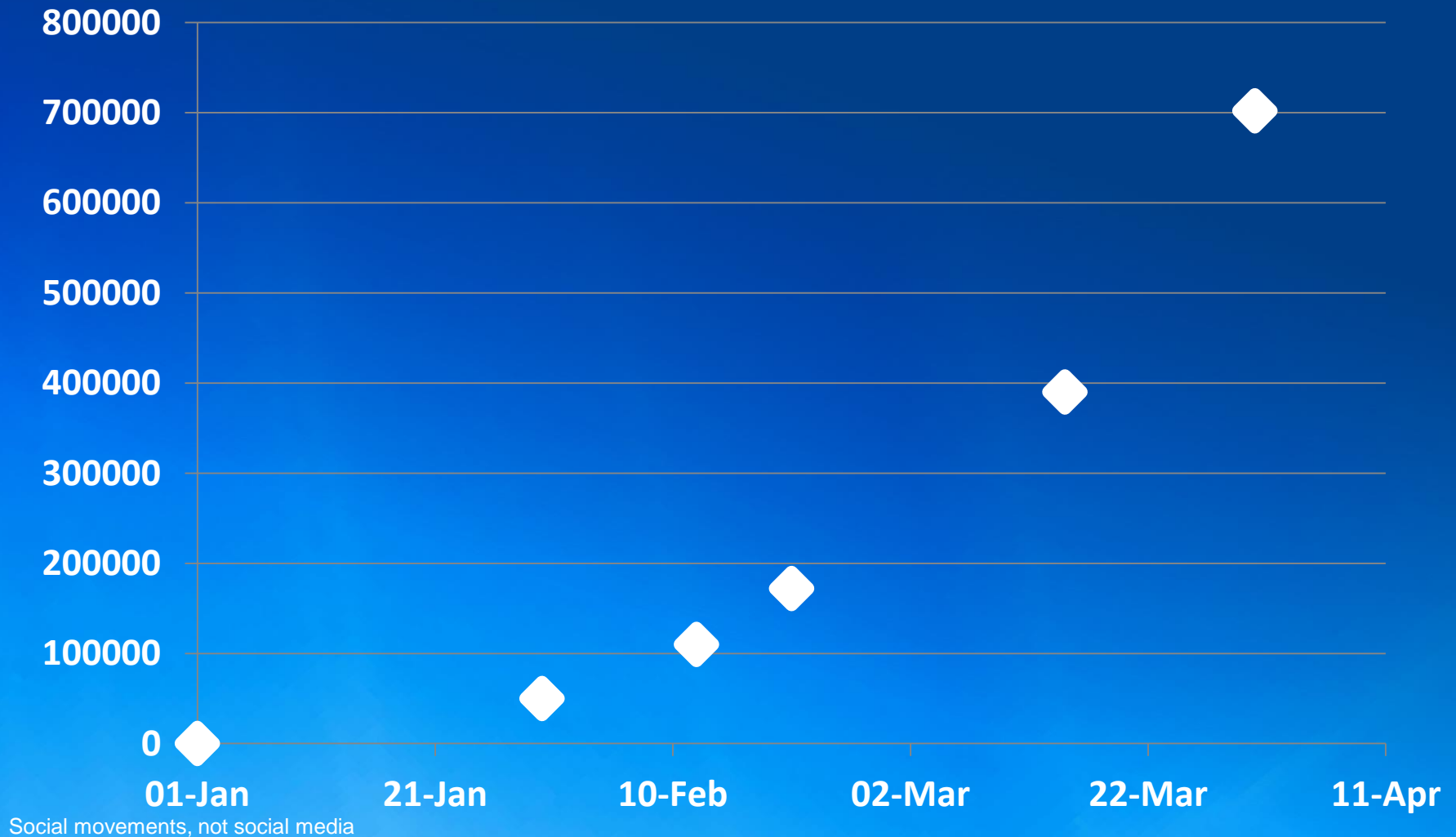
HARVARD BUSINESS REVIEW / MCKINSEY
M-PRIZE FOR MANAGEMENT INNOVATION

WINNER

**LEADERS
EVERYWHERE**
CHALLENGE

Probably the only
winner of a global
challenge to develop
leaders in the corporate
world that names Saul
Alinsky and Marshall
Ganz as major
influencers

Growth in NHS Change Day pledges



Time to Change...



**Thanks a
million!**

**1,066,506
conversations were had
on Time to Talk Day**

UKIP weather forecast



The video went viral and rapidly hit 107,000 followers on Twitter.

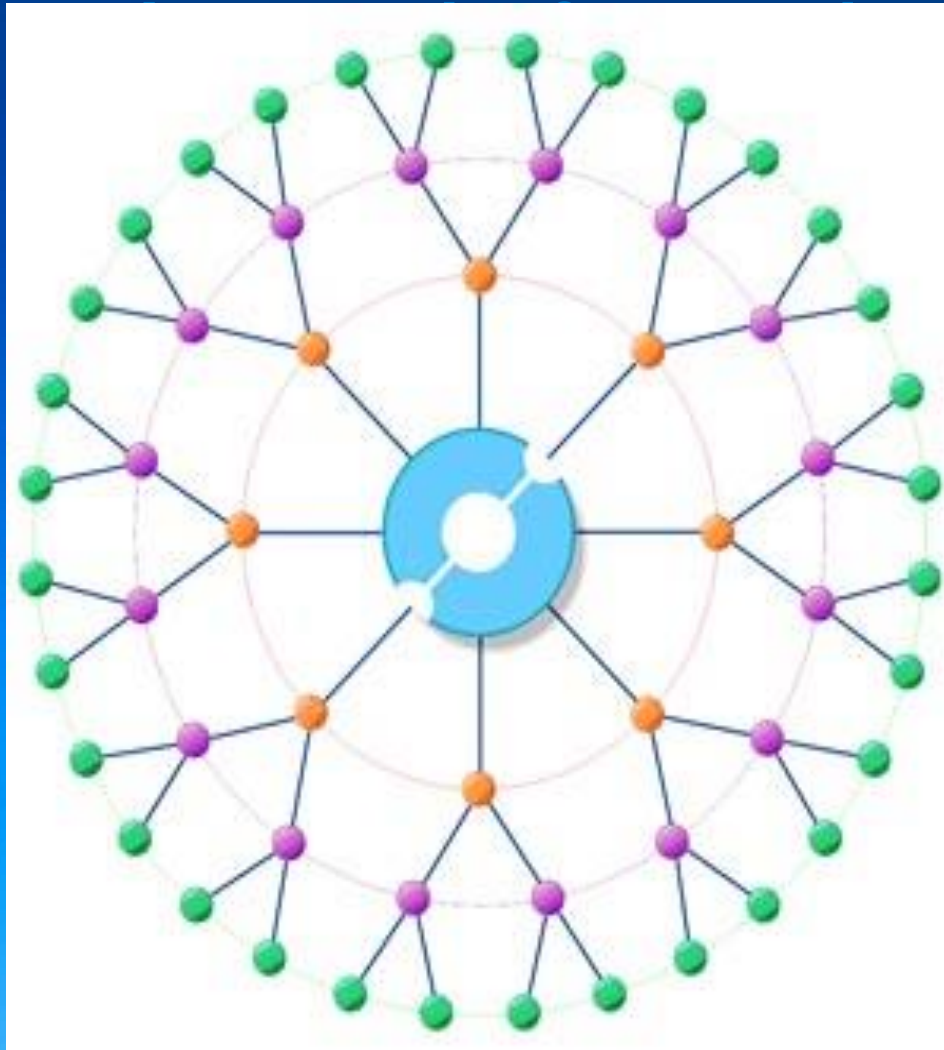
BUT...

A month on, it now stands at 104,000 followers, so people are now unfollowing it – these things can have a limited lifespan.

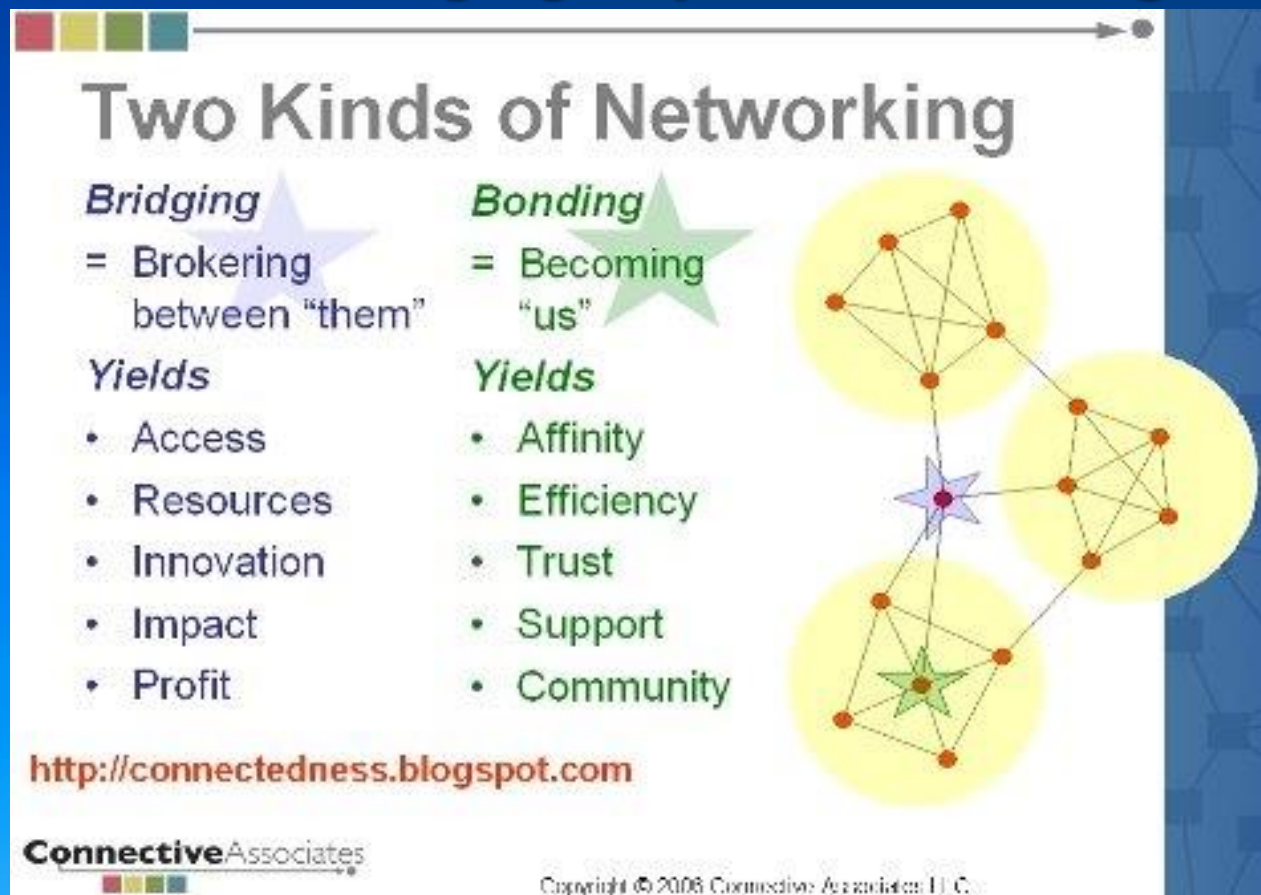
Eleanor Roosevelt



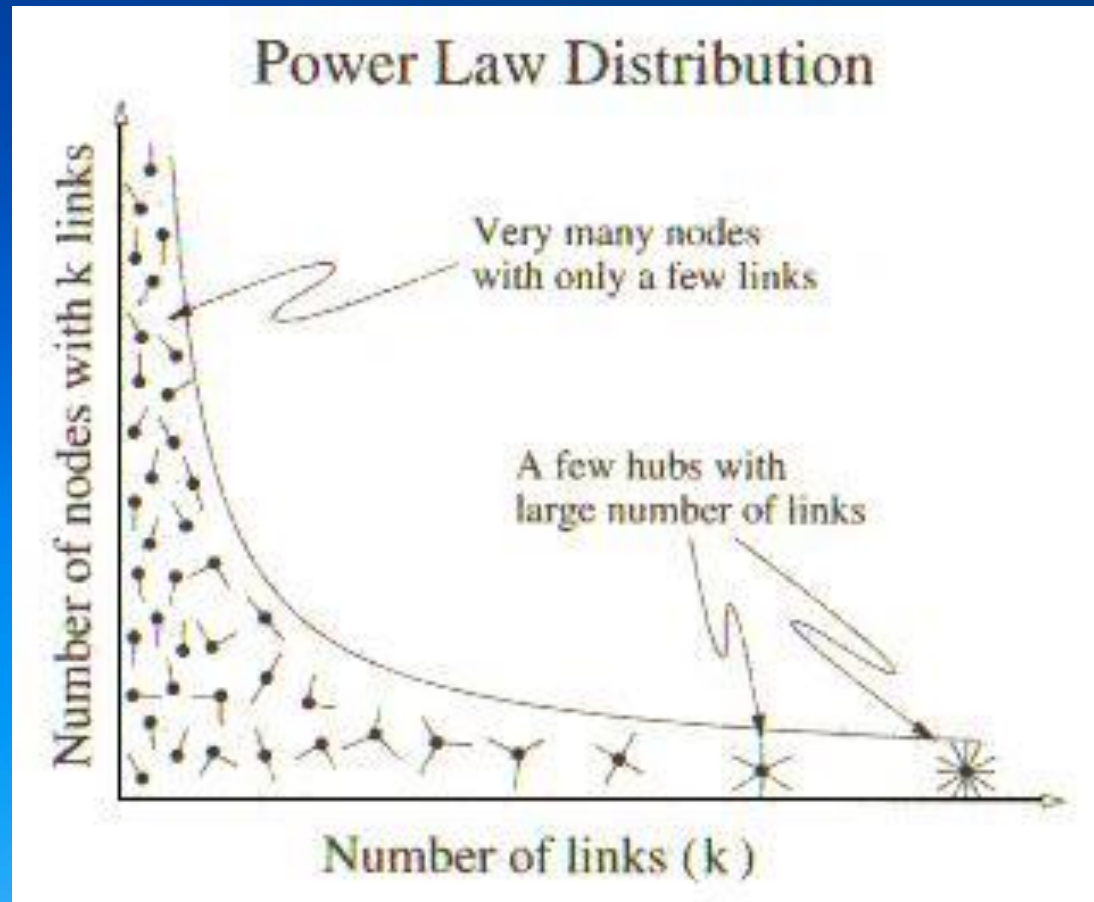
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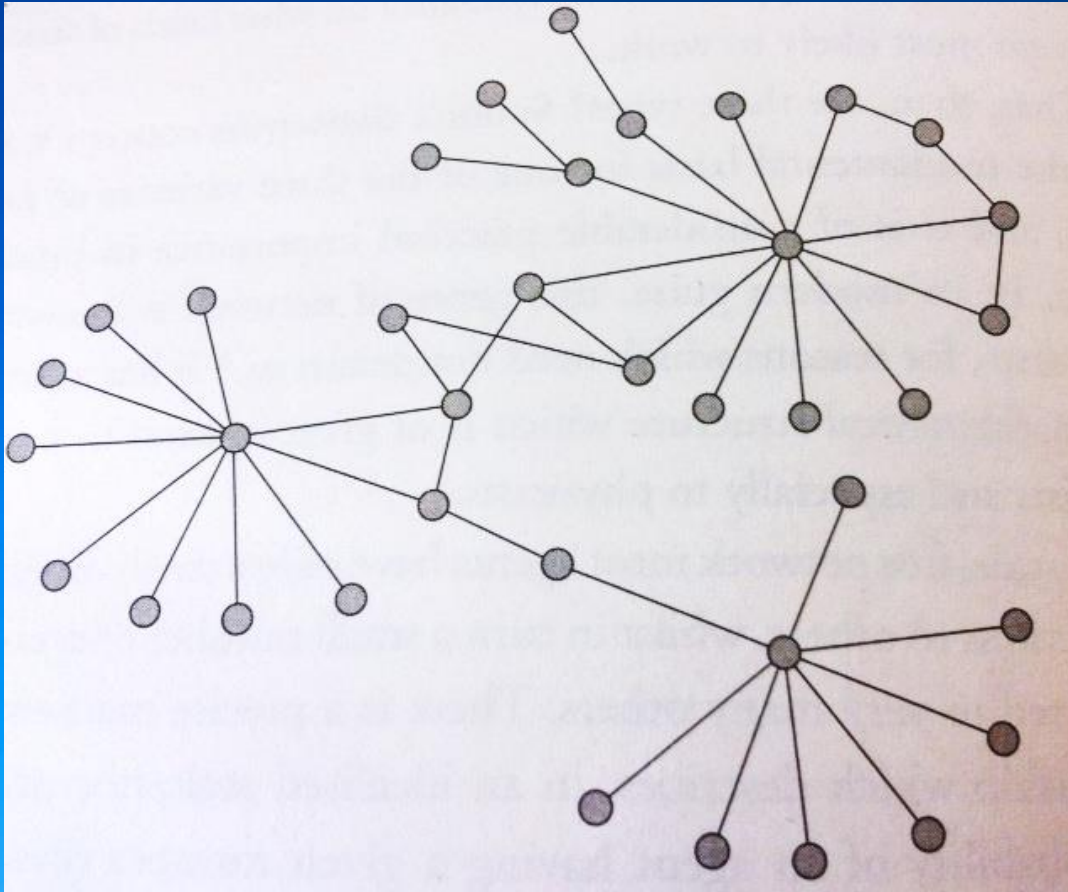
Robert Putnam: Bridging Capital vs Bonding Capital



Scale-Free Networks Explained

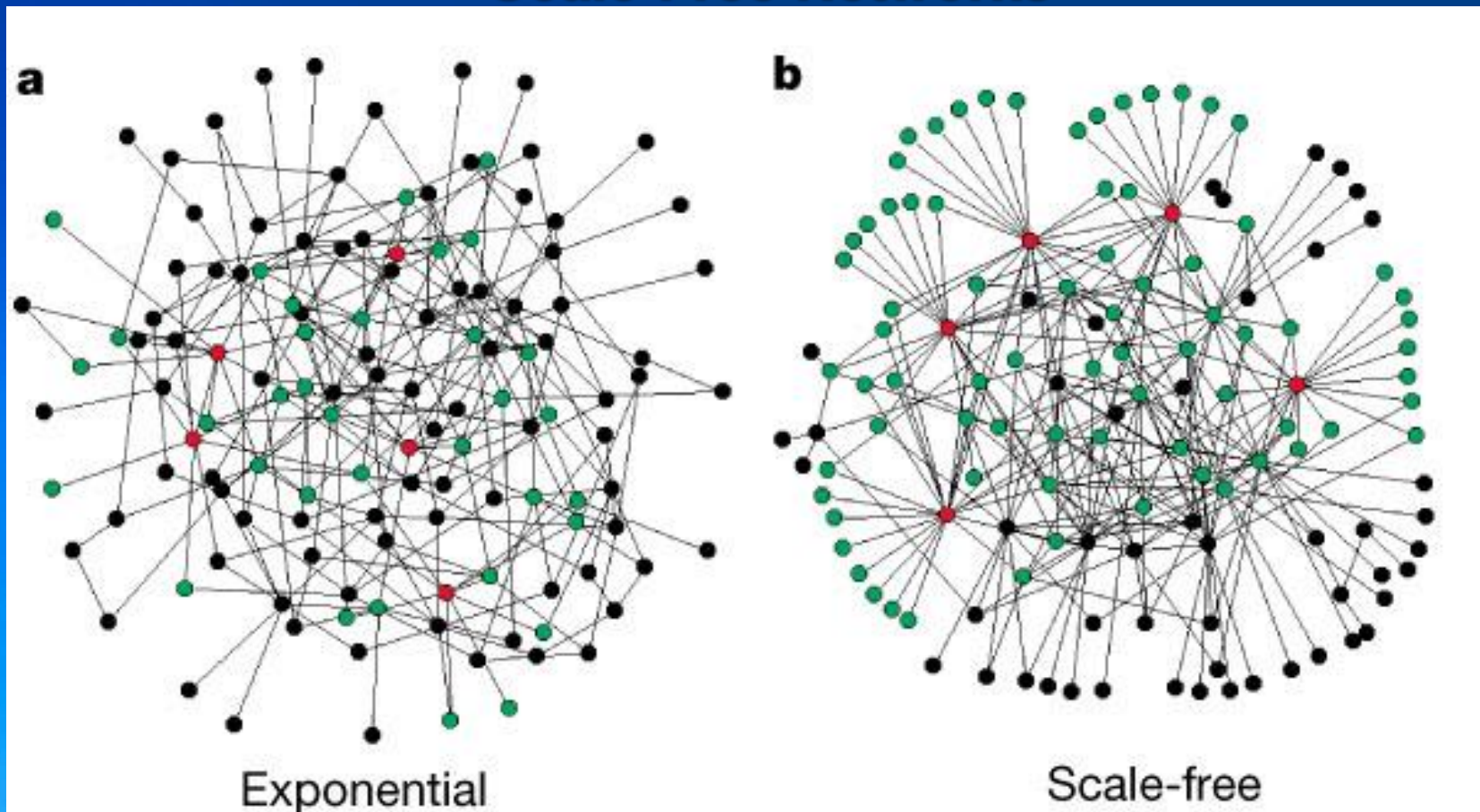


Scale-Free Networks



Social movements, not social media

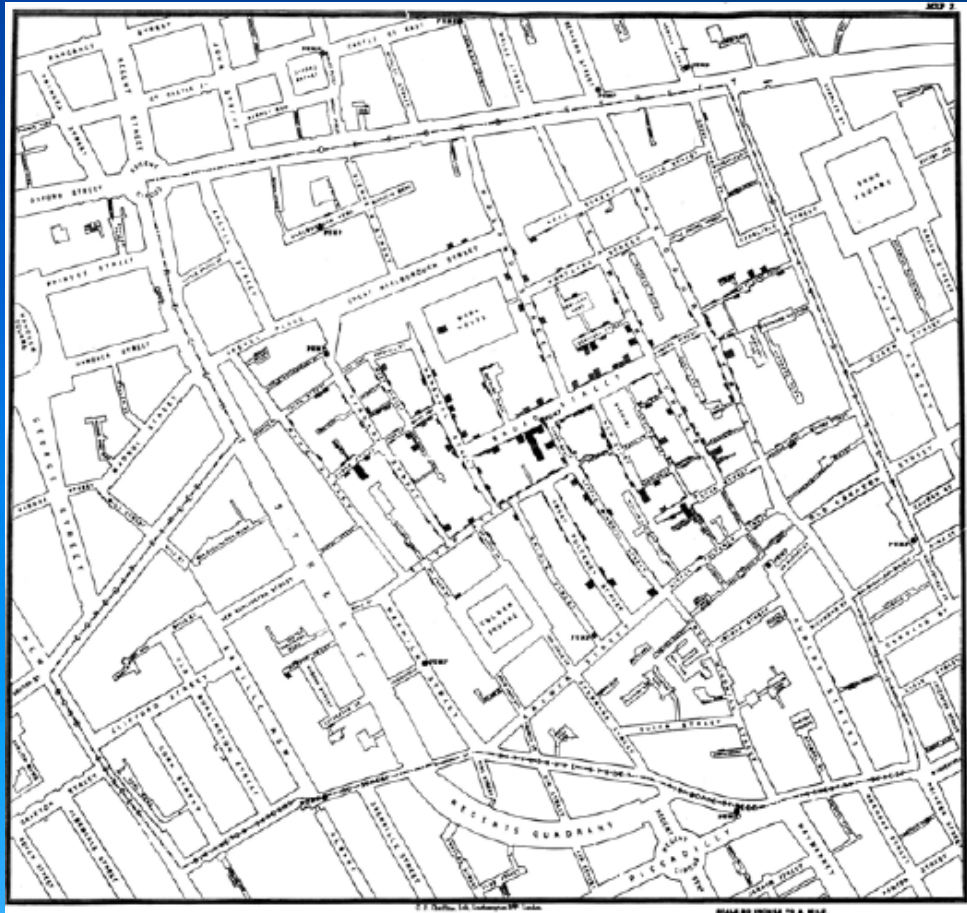
Scale-Free Networks



Social movements, not social media

John Snow's 1854 cholera map, with bar chart projections

The closer one gets to the water pump on Broad Street, the more cholera deaths recorded



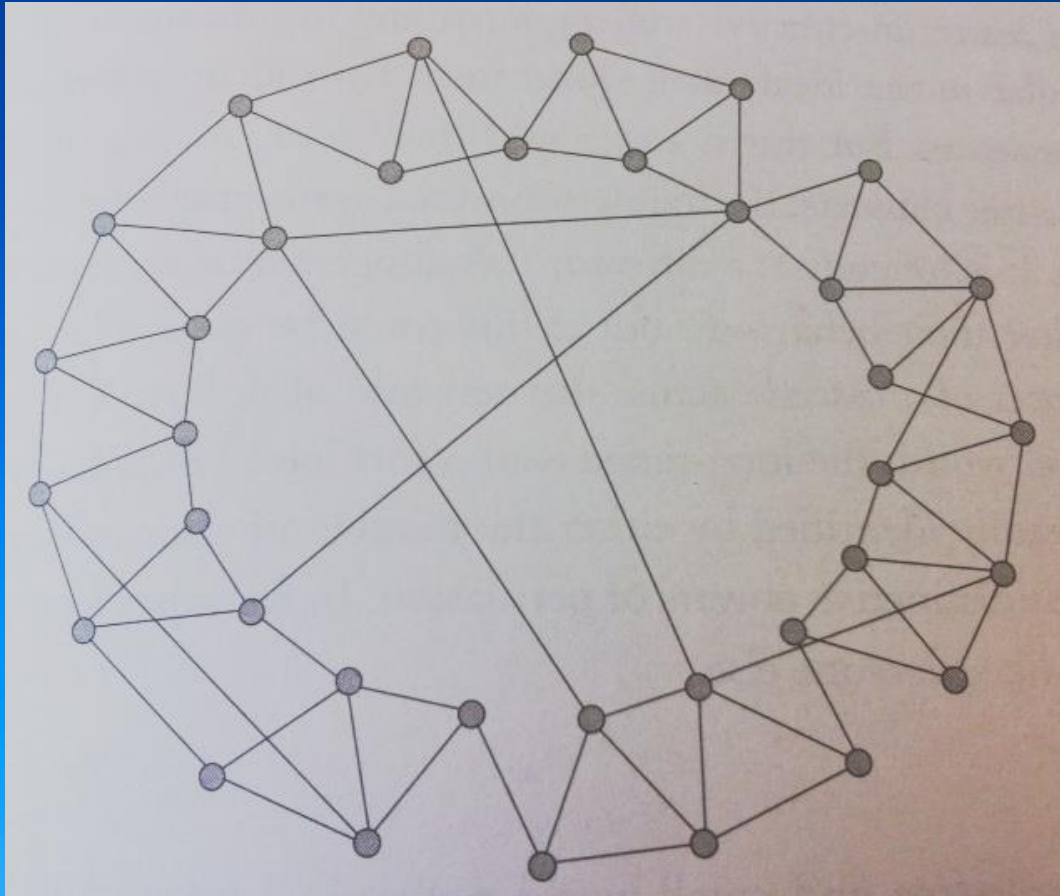
John Snow's 1854 cholera map, with bar chart projections

An early example of a scale-free network



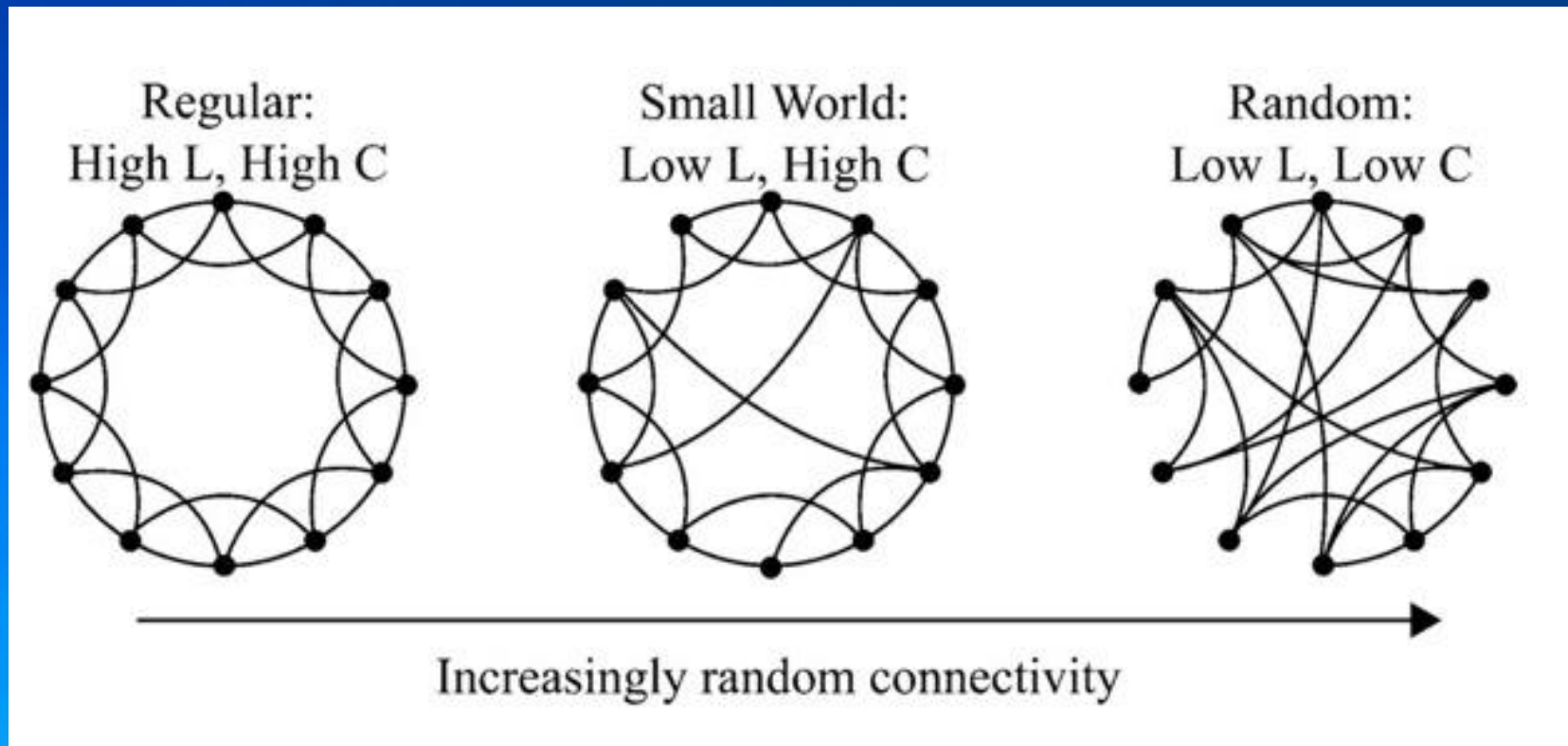


Small-World Networks

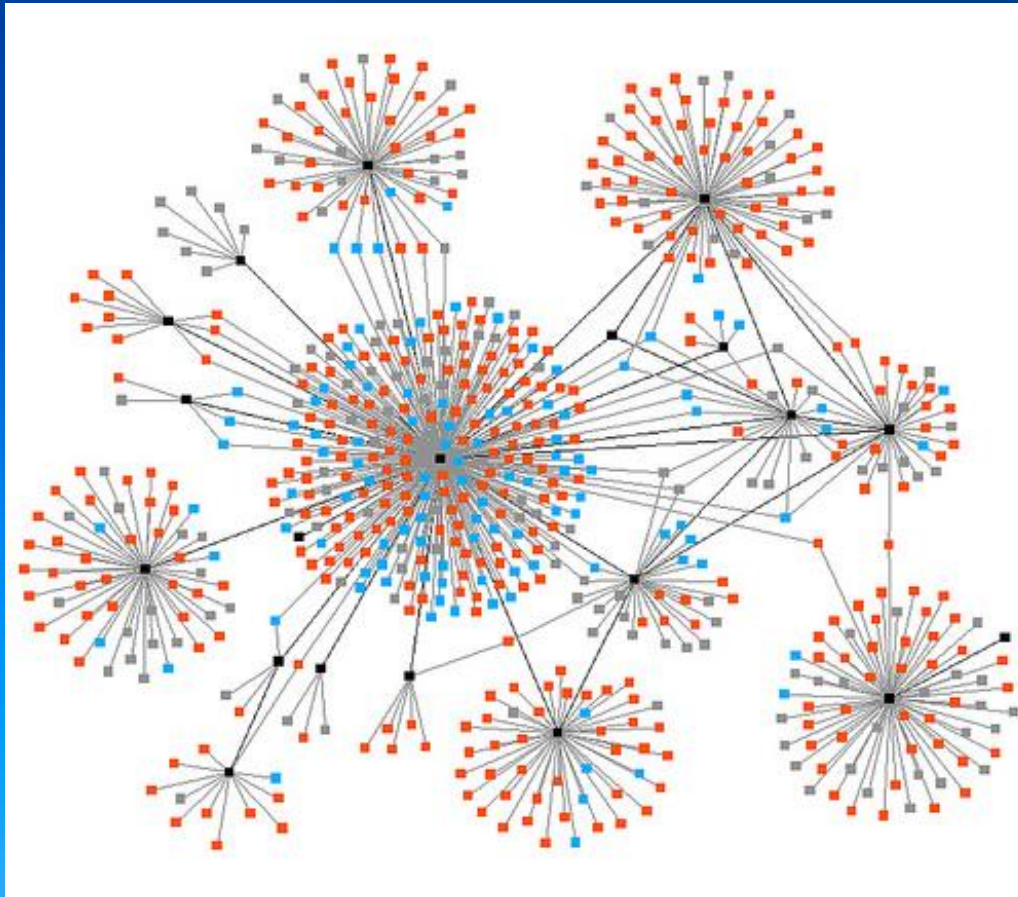


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Small-World Networks

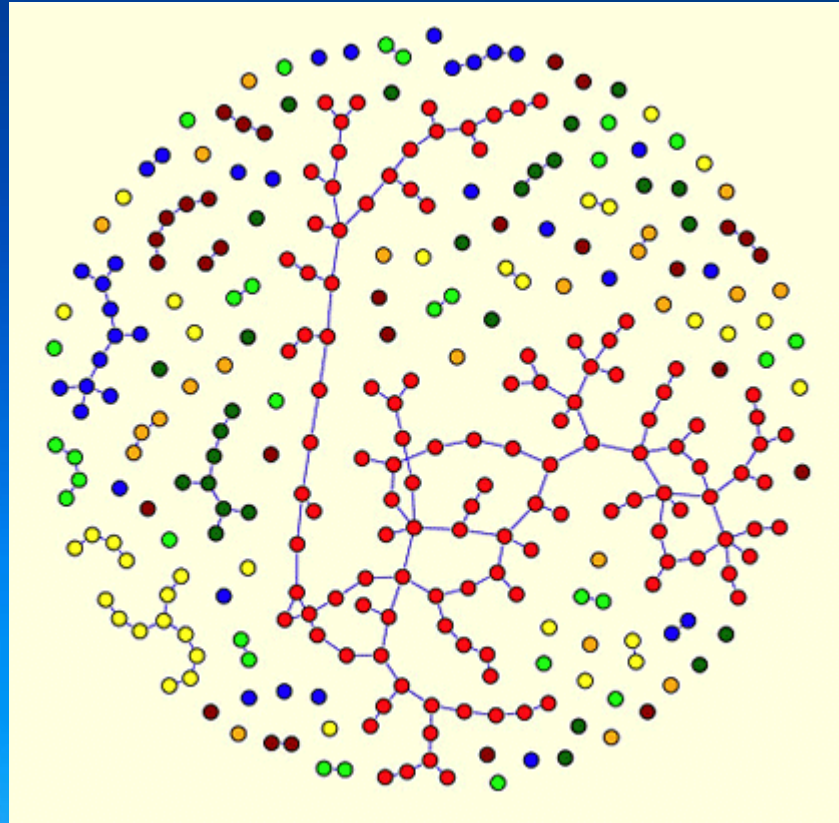


Small-World Networks

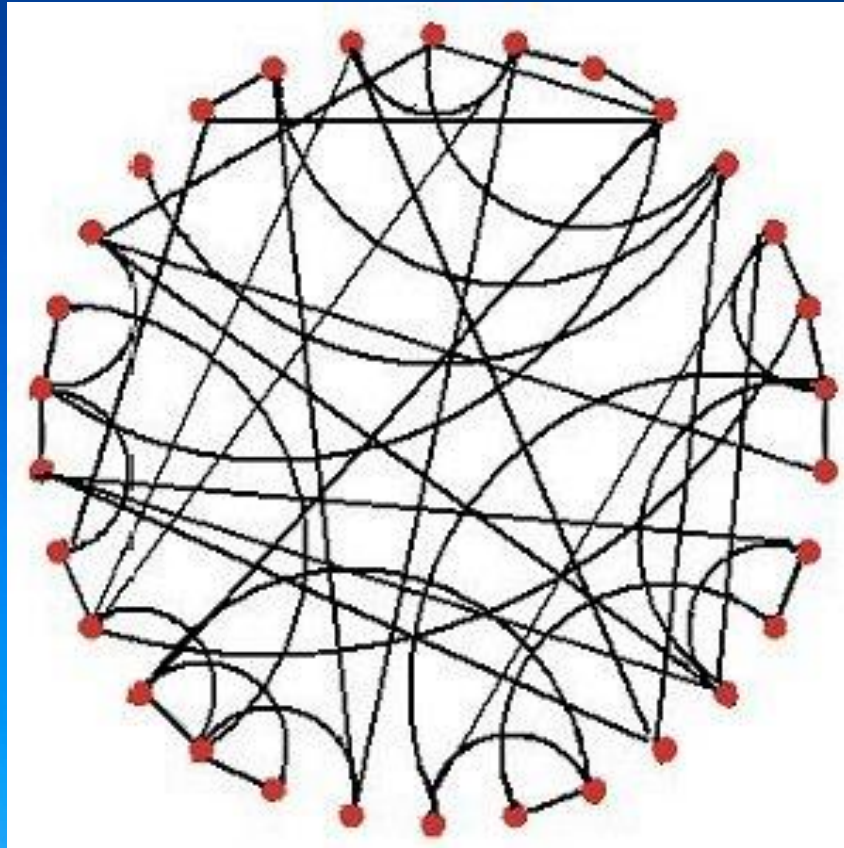


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Random Networks

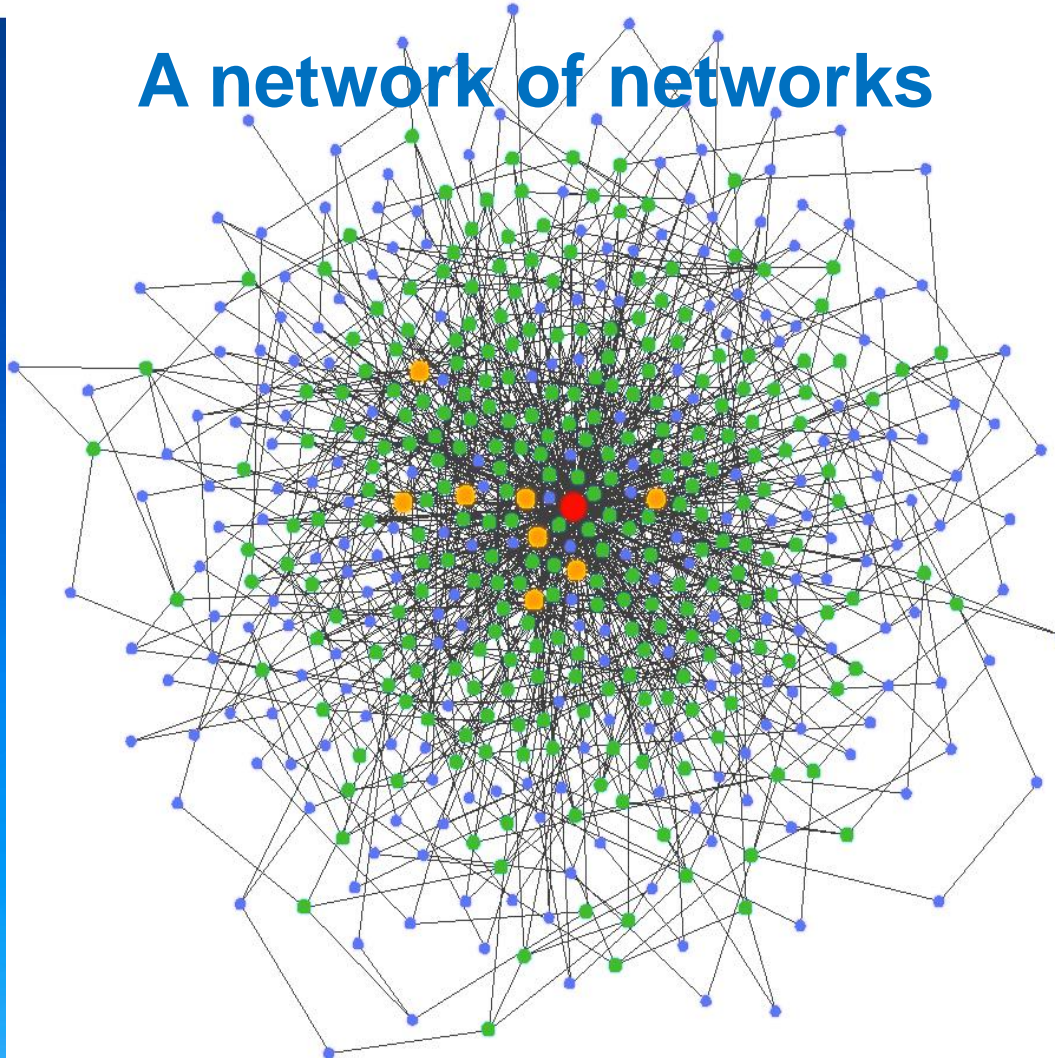


Random Networks



Social movements, not social media

A network of networks

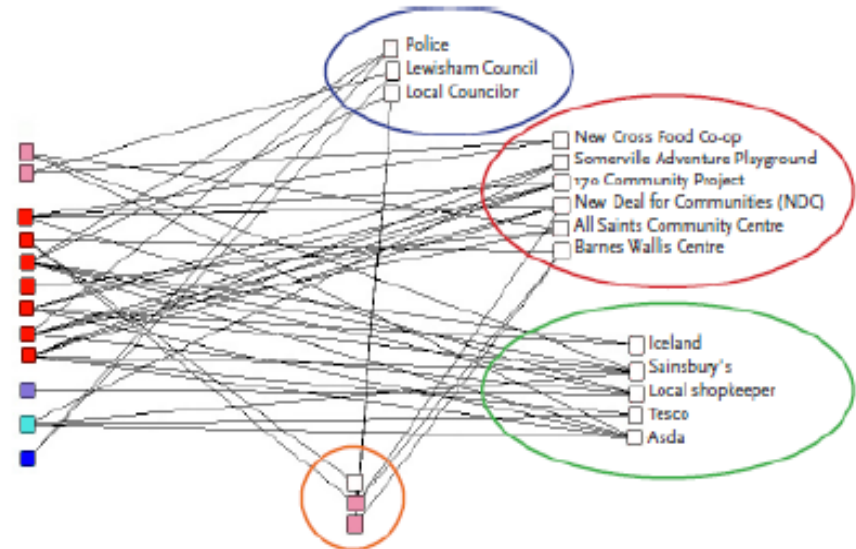


Understanding how to work with the grain

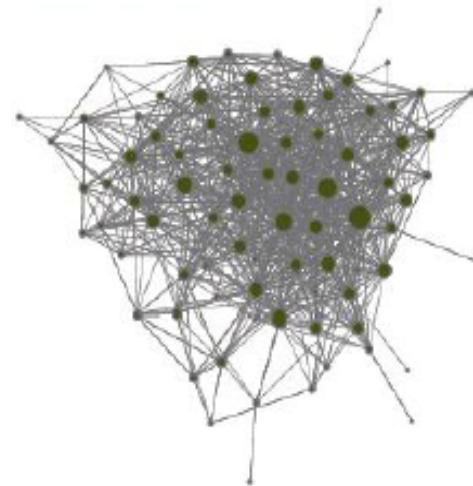
#1 social network analysis finding: “we don’t know!”

#2 “social support & community is not always what we think it is...”

#3: “everything is linked...”



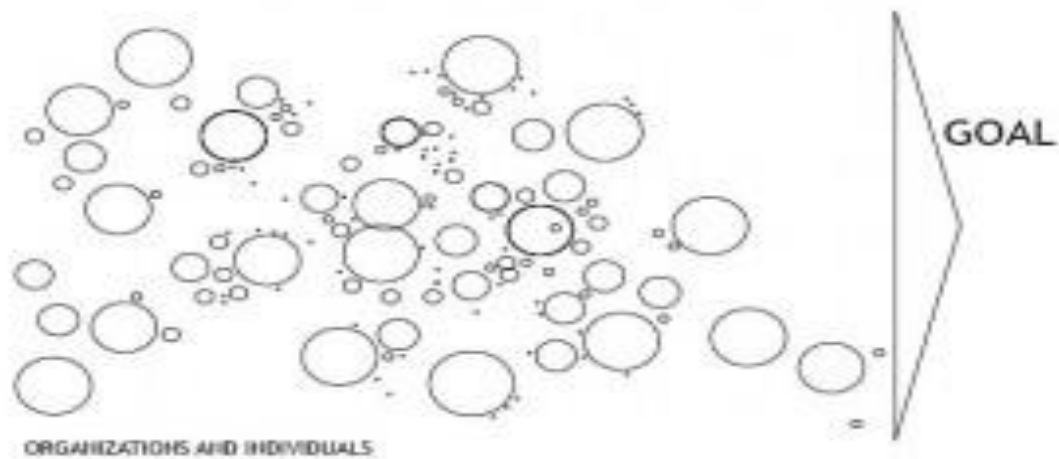
The network of ChargeMakers



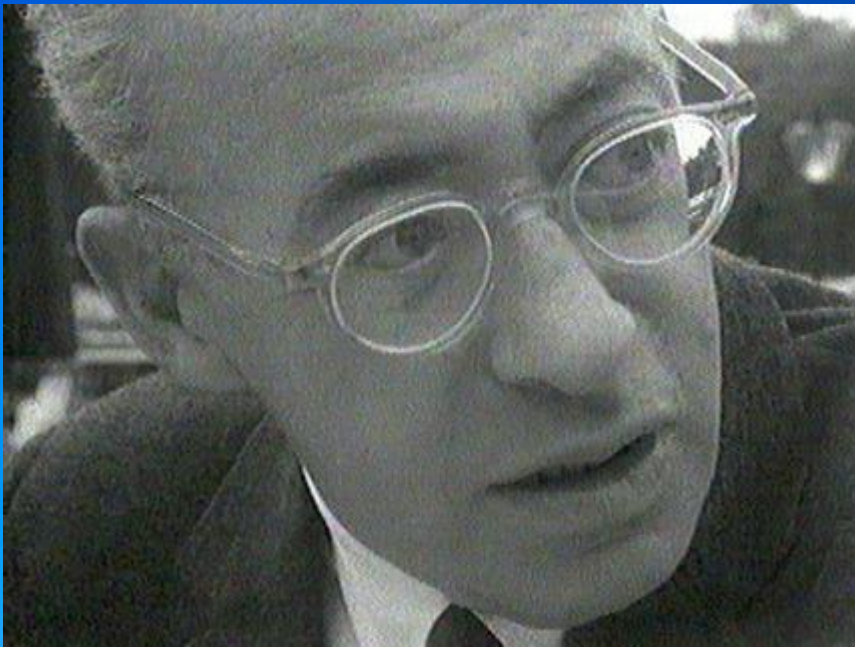
But....

Social networks
are about social movements
- not the other way round!

A SOCIAL MOVEMENT



Saul Alinsky's work on community organising has been much more of a factor in Obama's rise than Facebook!



So when you're building your social network:

What's your social movement strategy?

2. ALERT, EDUCATE, INSPIRE & INVOLVE

1. SOCIAL MOVEMENTS



POWERHOLDERS

3. GENERAL PUBLIC

4. MANY JOIN SOCIAL MOVEMENTS

Martin Luther King, Birmingham, Alabama, 1963



JFK inaugural address, 1961



The Gettysburg Address



So when you're building your social movement strategy, ask yourself:

- What is your aim?
- How does it build a network?
- What is its capacity?

Social networks are great, but...

- They don't necessarily do anything new;
- What they do is to **lower the cost of entry to social change**. Or to put it another way:

SOCIAL NETWORKS ALONE DON'T TURN A BAD IDEA INTO A GOOD IDEA!