



SIERRA
CLUB

FOUNDED 1892

It's Your Business: Talent and Resources for Digital PR Success

Chris Thomas
Chief Innovation Officer
@cxthom

@cxthom

#digitalpr

Follow Your Brand – Use Google Alerts



- Your free friend
- [Google.com/alerts](https://www.google.com/alerts)
- We regularly search our **brand**, our **executive director**, our **key issues** (“products”), some **other big organizations**
- Ad-hoc searches when specific issues arise

Follow Your Brand – Use Twitter Lists

The



- Another free friend
- Set up Lists
- twitter.com/youraccount/lists
- Find others' lists
- Build your own
- support.twitter.com/articles/76460-using-twitter-lists

Follow Your Brand – Curate Lists

Home Connect Discover Me Search

Tweets
Following
Followers
Favorites
Lists

Photos and videos

Who to follow · Refresh · View all

- evernote @evernote [Follow]
- Tweetbot by Tapbots @tweetbot [Follow]
- Flipboard @Flipboard

Chris Thomas
@cxthom
Chief Innovation Officer @sierraclub
San Francisco Bay Area · sierraclub.org

1,531 TWEETS 579 FOLLOWING 536 FOLLOWERS Edit profile

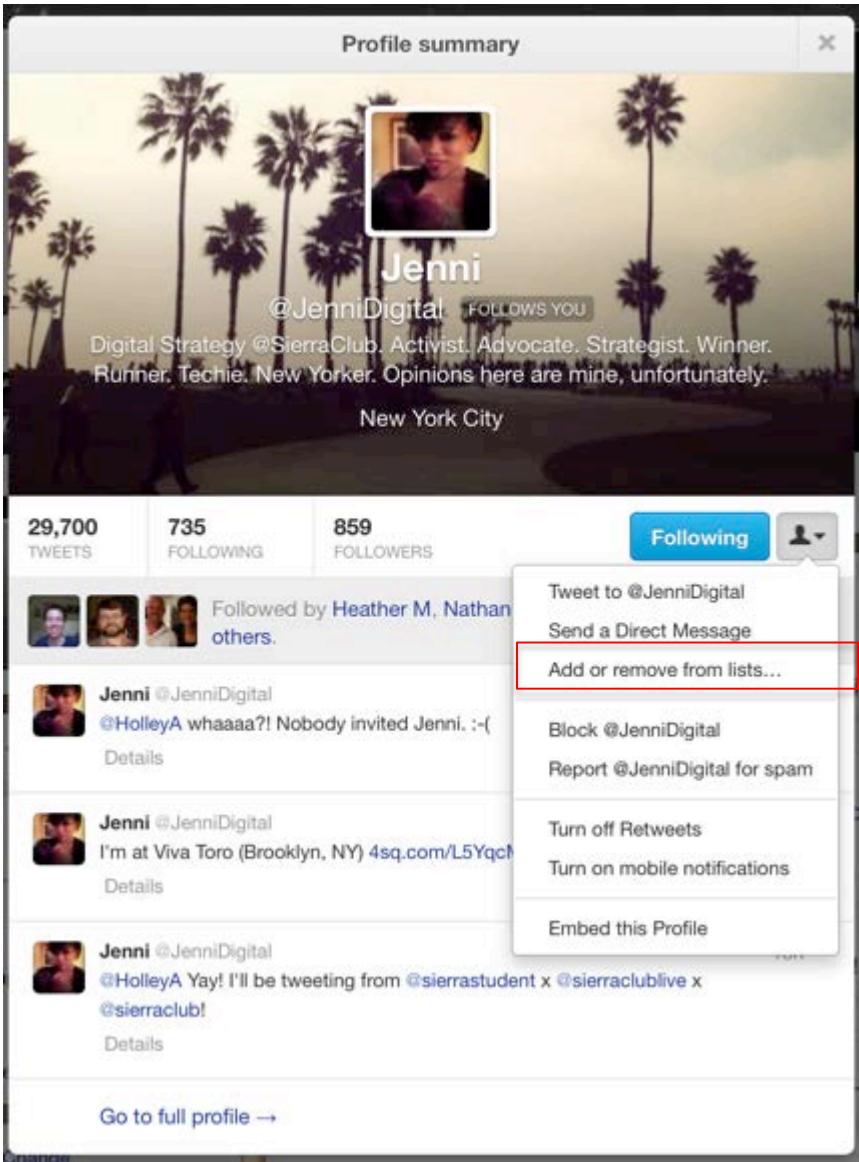
Lists Subscribed to / Member of **Create list**

- Business** 1 member
- Marketing** 9 members
- Sierra Club** 45 members
- Do Gooders** 40 members

@cxthom

#digitalpr

Follow Your Brand – Follow Active People



Follow Your Brand – Find Some Lists to Start

Cool Curated Lists for Starters

- <http://twittercounter.com/lists>
- <https://twitter.com/RWW/lists>
- <https://twitter.com/Scobleizer/lists>
- <https://twitter.com/mashable/lists> (lots of good Mashable lists)



Follow Your Brand – TweetDeck Still Good!

The image shows a screenshot of the TweetDeck interface, which is a multi-column tool for monitoring Twitter. It is divided into four main columns:

- Column 1: Notifications @cxthom**
 - Showing: All notifications
 - Content: Any
 - Users: Any
 - Alerts: None
 - Previews: Off - Small - Medium - Large
 - Clear X Remove
 - Suphtra Laviolette followed you
 - Suphtra Laviolette @susipy: Philanthropy, social responsibility and all things #digital at Microsoft Citizenship & Public Affairs. Check out #YouthSpark!
 - Jenni retweeted
 - Chris Thomas @cxthom @ashleyallison people in the hallways chatting! The humanity!
 - Andrew Davies followed you
 - Andrew Davies @AndrewDavies: Greenpeace web producer. But this is my personal account (views are my own only). Hoping you like my tweets.
 - AVL Beyond Coal followed you
 - AVL Beyond Coal @AVL_BeyondCoal: AVLBeyondCoal is creating a clean energy revolution! Let's stop coal caused pollution and mountaintop removal. Together, we can build a clean energy future!
 - Coverscroll added you to the list
- Column 2: Activity @cxthom**
 - Wayne Sutton favorited
 - TIYanna @elysianvibes @ODALC @ATT @waynesutton @InspireOakland #WINNING
 - Wayne Sutton favorited
 - Oakland Digital @ODALC [PHOTO] @ODALC excited to get started!! @ATT 28 Days Campaign #28DaysODALC #ATT28Days @waynesutton @InspireOakland pic.twitter.com/dxcsoygK89
 - Scott Berkun favorited
 - Sean Cafferky @SeanCafferky @berkun I should hope not. If they're reading text or studying images, then they probably aren't listening.
 - Wayne Sutton favorited
 - Priest Willis Sr. @priestwillis @waynesutton Yeah, it's a great article!!
 - Margaret Wallace followed
 - Jon Wassom @jwassom91
 - Margaret Wallace followed
 - Annalee Newitz @Annaleen
- Column 3: Do Gooders @cxthom**
 - Upworthy @Upworthy: How Dan Quayle hurt Tupac's feelings, and other incredible things from 1994. u.pw/1eGcJlp
 - Food Tank @Food_Tank: Climate change: Food security should be top priority for #Pakistan bit.ly/1cg0wks via @El_Climate
 - HuffPost Green @HuffPostGreen: Getting away with it in West Virginia: Your Sunday conversation with @dceiver huff.to/1e7STgl
 - EcoJive @EcoJive: Fissures in G.O.P. as Some Conservatives Embrace Renewable Energy dlvr.it/4nSSQh #ff @EcoJive
 - Nonprofit Quarterly @npquarterly: Are predictions from @AtlasOfGiving that US giving skyrocketed by 13% in 2013 right? ow.ly/sVzc8
 - @NonprofitOrgs @nonprofitorgs: HOW TO: Add Text to Images Using Windows 8 App Fotor: bit.ly/1aAGhQ7
 - HuffPost Green @HuffPostGreen: These stunning underwater photos are too beautiful for words huff.to/1e7pjb1
 - Greenpeace Aus Pac @Greenpe...
- Column 4: Search "sierra club" @cxthom**
 - JoAnna Umlauf retweeted
 - Sierra Club @sierraclub: Southern leg of KXL was allowed to cross 1000s of waterways w/o adequate review or safety precautions: sc.org/1dUug6T #CleanIsBetter
 - Thomas Morris @morrisc: Sunrise from our room at Rough River today. We really enjoyed the time with fellow Sierra Club members. fb.me/3G6TKwkqC
 - Alexandra Miller @Milleralley: action.sierraclub.org/site/PageServe
 - Kelsey @calendardeal: #10: Sierra Club Wilderness Calendar 2014 Sierra Club Wilderness Calendar 2014Sierra Clu... ift.tt/1jUFIPm pic.twitter.com/McW6BeJUbR
 - sierra humphrey retweeted
 - Sammy Meyer @SammyMO8: Strip club on valentines day. @sierra_hump

@cxthom

#digitalpr

Follow Your Brand - Experiment

- Paper.li
- Free account or pro version at \$9/month
- Easily add topics and twitter hashtags

The screenshot shows a Paper.li newsstand interface. At the top, the 'paper.li' logo is on the left, and navigation links for 'Learn more', 'Create a paper', 'Newsstand', and 'My favorites' are on the right. The main content is organized into four columns:

- SOCIETY:** Features an article titled 'How the Coal Industry Impoverishes West Virginia' shared by ReaderSupportedNews. The text discusses a chemical spill and a joke about Syrians. Below it is another article 'BBC News - Pope's peace doves attacked by crow and seagull' shared by homeless dave, and 'Harrop chose wrong word for W.Va. - Opinion - The Charleston Gazette - West Virginia News and Sports -' shared by R. A. Nichols. At the bottom of this column is 'From Harrop: How long will West Virginia's cult of self-exploitation last? | Opinion - Rhode Islanders speak out on issues' shared by R. A. Nichols.
- BUSINESS:** Features 'Crude oil futures - weekly outlook: January 27 - 31 - NASDAQ.com' shared by Activity Tracker, accompanied by an image of the NASDAQ sign with the slogan 'Dream it. Do it.'. Below is 'Soybeans suffer while crude oil, gold prices shine' shared by Energize Minnesota, and 'James River Coal: High Risk For Bankruptcy Within 2 Quarters' shared by Be Our Director.
- #CLIMATECHANGE:** Features 'More global warming will be worse for the economy, says the Copenhagen Consensus Center | Dana Nuccitelli | Environment' shared by Luke Stafford, accompanied by a line graph showing various economic indicators over time. Below is 'Readout of Secretary-General's meeting with World Bank President, Dr. Jim Yong Kim' shared by Ryan Drake, and 'High-stakes climate poker | James M Byrne | Environment' shared by an unnamed user.
- #COAL:** Features 'West Virginians say they don't fault coal industry for water crisis' shared by Sharon W., accompanied by an image of a sign that says 'GET THE WAR ON COAL FIRE OBAMA'. Below is 'The News Just Keeps Getting Worse for West Virginia (and It Doesn't Stop There) : Compass' shared by Bonnie, and 'A Big Fracking Lie - Bill McKibben and Mike Tidwell - POLITICO Magazine' shared by WholsGovt.

Follow Your Brand – Get A CrowdTangle Beta Invite

- Mostly use to get a real-time sense of our issues and trending topics
- Also use for comments and trending issues around Sierra Club

The screenshot shows the CrowdTangle Beta interface. At the top left, the logo 'crowdtangle' is visible. The user's name 'Chris Thomas' and 'Settings' are in the top right. The main content area is titled 'Sierra Club Tracking' and has tabs for 'Posts', 'All Pages', and 'Leaderboard'. Below the tabs, there are filters for 'Overperforming', 'Last 6 Hours', and 'All Posts', along with a 'Filter by Keyword' search box. The main feed shows several posts. The top post is from 'The New York Times' (5 hours ago) with the title 'Extra Virgin Suicide' and a link to 'http://nyti.ms/1hBlllz'. The post features an illustration of a bottle of olive oil and two figures. The text below the illustration reads 'The adulteration of Italian olive oil.' and the engagement stats are 'Score: 12.3x · 4,244 (+3,749) Likes | 440 (+367) Comments | 1,621 (+1,531) Shares'. The second post is from 'March Against Monsanto' (4 hours ago) with the title 'Chilean Farmer Beats Monsanto in Landmark Legal Victory - A landless Chilean farmer has won a landmark lawsuit against Monsanto and thus exposed the dangers posed by the...'. The text below the title reads 'A farmer from Chile has won a landmark victory against Monsanto!' and the engagement stats are 'Score: 6.3x · 1,550 (+1,405) Likes | 39 (+29) Comments | 187 (+132) Shares'. The sidebar on the left includes 'PAGES TRACKED 319' with an 'Add More Pages' button, a 'Home' button, a 'Lists' section with options like 'Shareworthy', 'Media', 'Corporate Accountability', 'Food', and 'More...', a 'Tracking Feeds' section with options like 'Keystone XL Mentions', 'GMO Mentions', 'Natural Gas Mentions', 'Climate Mentions', and 'More...', and an 'All Feeds' section with sliders for 'Points per like: 2', 'Points per comment: 1', and 'Points per share: 8', and an 'Apply' button. At the bottom of the sidebar, there is an 'Administration' section with an 'Add More Pages' button and a row of social media icons.

Follow Your Brand - Takeaways

- Set up real-time Google Alerts, filter them to a designated folder and scan it a few times a day.
- Curate Twitter lists, follow people with relevance in your content and industry, follow their lists, use a good Twitter client.
- Get TweetDeck (or equivalent) and get a big screen you can dedicate to the feed.
- Try others! Paper.li – can share with staff, CrowdTangle (beta) seems good.

Defense!



SIERRA
CLUB

FOUNDED 1892



@cxthom

#digitalpr

Opinion and Fact



The Climate Cult @TheClimateCult 9h
#Greens Global Warming Skeptic
Buries Sierra Club Director under
Avalanche of Facts
globalclimatescam.com/2013/12/global...

Details

Global Warming Skeptic Buries Sierra Club Director under Avalanche of Facts

by Dan McGrath on December 11, 2013 in Cause/Effect, Climate History, Extreme weather, Failed predictions, Global Cooling, Ice, Mythical Consensus, Real Science

By Brendan Bordelon -



Marc Morano, a global warming skeptic and the editor of ClimateDepot.com, fought the climate sob stories peddled by Sierra Club Director Michael Brune with cold, hard facts on CNN Tuesday night.

"'Global weirding' is nothing more than a pseudoscience expression," he said on Don Lemon's "11th Hour," pushing back against Lemon's contention that the "extreme" cold weather wracking much of

the country is a symptom of climate change.

"So record cold is now evidence of man-made global warming," Morano said sarcastically. "What evidence would disprove climate change? It seems that no matter the weather, everything that happens proves it."

[Read the rest and see the video at Daily Caller.](#)



About Dan McGrath

[View all posts by Dan McGrath](#) →

@cxthom

#digitalpr

Defense – Don't Do It!

- Fact check. Be right, always.
- Critics facing facts before multiple authoritative sources spares you from the defensive, keeps you above the fray.
- ★ We don't engage provocations.
- ★ We can't win a flame war.
- ★ Use humor when possible to defuse a situation.

When It's Unavoidable - Engage

- Create a war room.
- Funnel everything to a small team.
- Take the 'target' out of the picture.
- Listen to your constituents – watch Twitter, other streams.
- Don't engage directly, but make compromises based on constituents' better thoughts.
- **Demonstrate leadership**

THE BATTLE PLAN

@cxthom

#digitalpr