

Groundcrew for Social Media

Groundcrew imports all of your followers from Twitter or Facebook, places them on a world map, and allows the people you authorize to coordinate them in real time. You see your most active followers at-a-glance on a map and can coordinate their actions, address problems, run events, ask and answer questions, etc.

Groundcrew allows you to take your online network of people and mobilize them offline, getting them engaged by staying in touch and encouraging them via mobile messaging during activities.

Key Features

Single-click import of followers from Twitter and Facebook

See followers on a map, and send assignments in real time to individuals or groups

Mobilize followers through automated or organizer-led dialogues that lead them to real-world action

Send targeted messages to followers based on geography or tags you've assigned them.

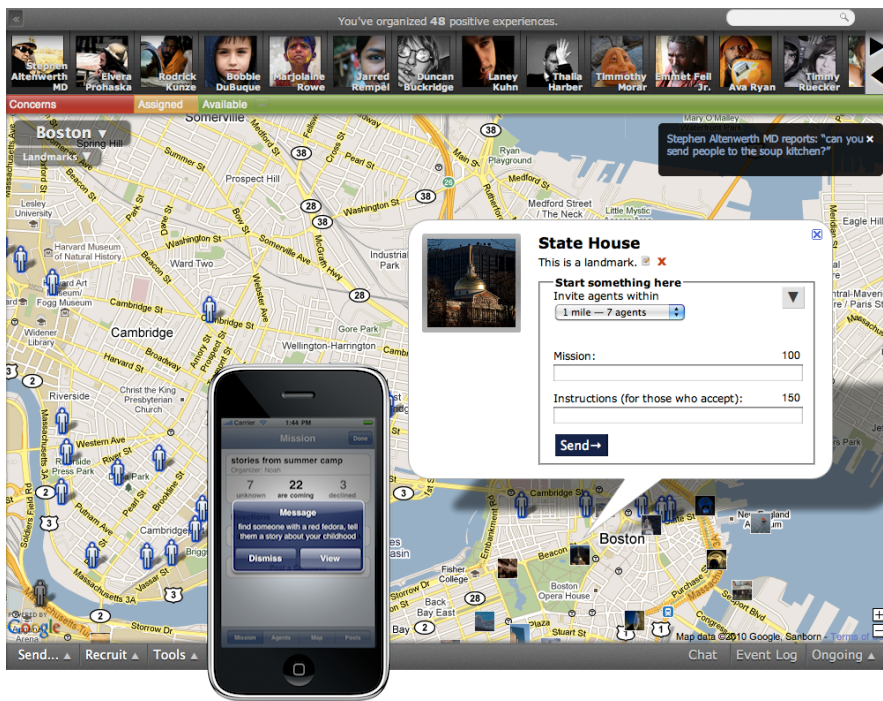
Build profiles on followers based on stated skills, interests, availability, and location

Identify your most responsive and interested followers and target them for specific invitations and roles

No signup required for followers. They use their existing credentials from Twitter or Facebook when interacting on Groundcrew

Geo-locate followers a variety of ways: Twitter, iPhone, and Facebook Places.

One message across many channels: Twitter DM, SMS, email, etc.



Screenshot of Groundcrew's map-based web application and iPhone client.

Also works over SMS and on other smart phones (Android, Blackberry, etc).

Variety of Uses for Community Coordination

Measure results locally and across the network

Groundcrew aggregates data about involvement, roles, activities, skills, and organizers. Our point system identifies emerging leaders: successful organizers and agents engaging in a variety of projects. For each agent, we know what they have responded to and how much they have engaged. For events, we know which assignments were confusing or problematic. For projects, we know exactly how well an organizer is affecting the community, and how the community feels about his/her projects.

This gives a network of local projects a totally new level of analytical and assessment potential, from measuring social capital formation in communities to identifying patterns in social networks.

Increase the impact of your network, and of each local project

Give emerging leaders access to followers from other local projects and connect them with remote mentors. Leaders can learn how to have an impact by surveying agent availability, project locations, submitted ideas, and activity recipes.

The tools we provide for organizing, ranging from real-time dispatch to an editable library of one-click group actions, help emerging leaders become professional and strengthen their management capabilities.

How Organizations Use Groundcrew

Eldercare Organizations are dispatching neighbors and registered nurses to respond to the needs of elderly people under their care.

Political Campaigns use Groundcrew to organize supporters, sending them out to canvass, attend meetings, and hold signs.

Crisis Response NGOs use Groundcrew to track and communicate with workers on the ground, receive useful realtime information about a disaster, and respond to immediate needs quickly and efficiently.

Deployments active in:

San Jose, San Francisco, Boston, New York, Pakistan.

System Requirements:

Hosted service works with any modern web browser, and a variety of mobile clients.

Licensing:

Cost scales based on number of people coordinated.

Relationships with:

World Bank, US State Dept., FEMA, Sunlight Foundation, LA Bucket Brigade, Audubon Society, USAID, Google Geo, MIT, Knight Foundation.

Contact

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