

# INSTITUTIONAL NETWORKS

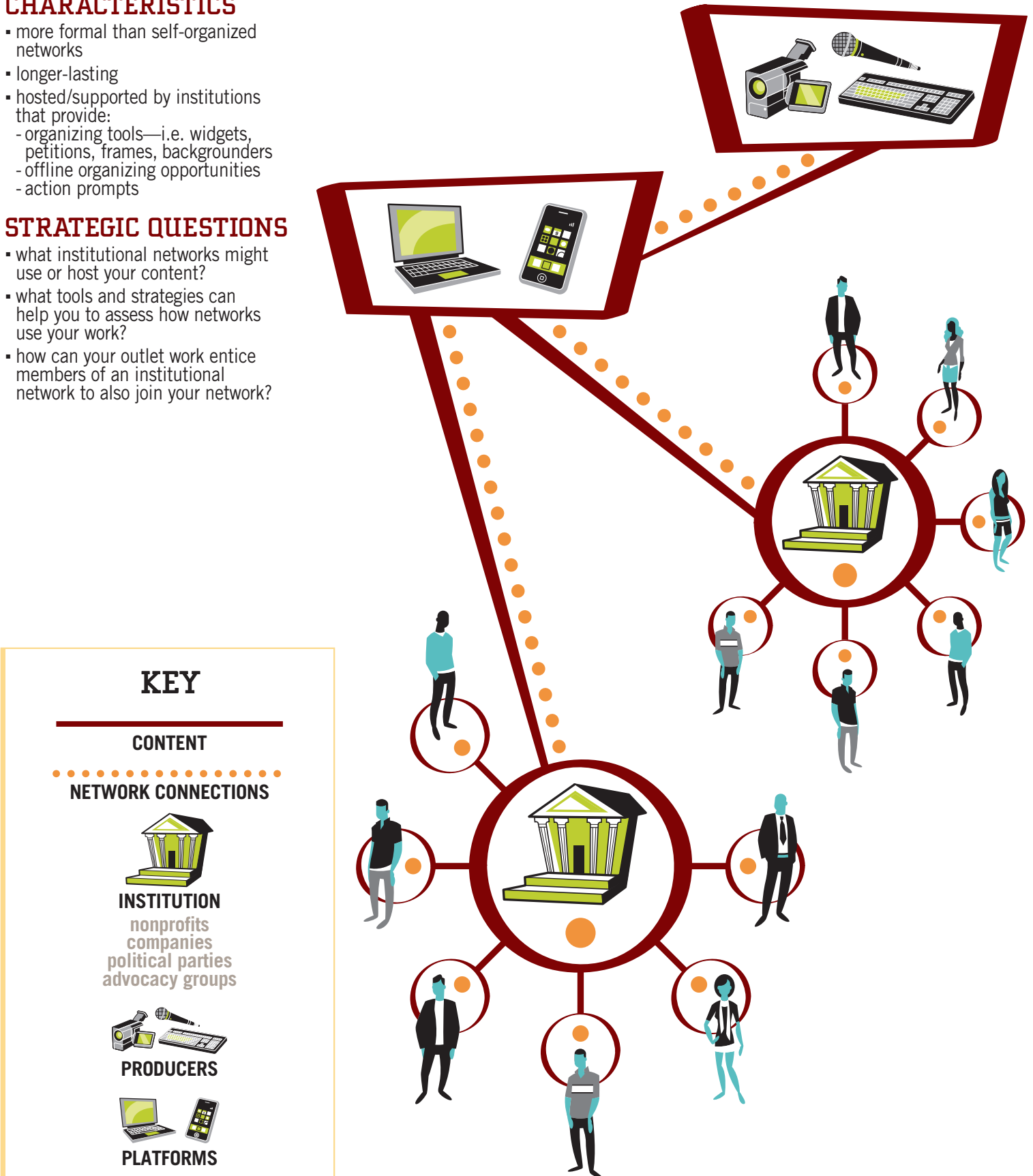
Media makers can also harness more durable networks of users – hosted or organized by institutions such as nonprofits or campaigns – to share content, offer crowdsourcing opportunities, and develop fundraising relationships.

## CHARACTERISTICS

- more formal than self-organized networks
- longer-lasting
- hosted/supported by institutions that provide:
  - organizing tools—i.e. widgets, petitions, frames, backgrounders
  - offline organizing opportunities
  - action prompts

## STRATEGIC QUESTIONS

- what institutional networks might use or host your content?
- what tools and strategies can help you to assess how networks use your work?
- how can your outlet work entice members of an institutional network to also join your network?



### KEY

CONTENT

NETWORK CONNECTIONS



INSTITUTION

nonprofits  
companies  
political parties  
advocacy groups



PRODUCERS



PLATFORMS