

The Dragonfly Effect

- ❖ Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change
- ❖ by Jennifer Aaker and Andy Smith with Carlye Adler, 2010, Jossey-Bass: San Francisco, CA.
- ❖ Summary by Douglas W. Green, EdD
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Who are Jennifer and Andy

- ❖ They are a married couple. Jennifer is a Professor of Marketing at Stanford University's Graduate School of Business where she teaches a course on social media. Andy is a principal of Vonavona Ventures, where he advises on marketing, customer strategy, and operations. The book also contains a forward by Chip Heath, coauthor of *Made to Stick*, and *Switch*.

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The Big Picture

- ❖ The goal of the book is to help you harness the power of social media to achieve a single, focused, concrete goal. The authors also hope you will be inspired to use social media for social good. Think of this as your playbook for moving your cause from awareness to action. To be successful, you must translate your passion into a powerful story that generates “contagious energy.” Jennifer and Andy draw on abundant psychological research to show you how to do this. They also provide many inspiring stories to make their points and inspire their audience.

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What I Offer - What I Left Out

- ❖ In this summary, I give you the basic understanding of the four wings of the dragonfly effect. What I don't provide are any of the research details or in-depth case studies that take the basic concepts, and place them into a rich context so you can better internalize the model in order to reach your own goals. If you want to realize the promise of this book, you will most likely need to read it. It should also find a place in any modern professional library.

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The Dragonfly Model

- ❖ The Dragonfly Effect, like the dragonfly, relies on four wings that achieve great results when they work together. It starts with ***focus***. This is where you identify a concrete measurable goal. Next you ***grab attention*** by telling a personal story with unexpected, visceral, and visual aspects. Then you ***engage***, which is where you empower your audience to care enough to want to do something. Finally, you enable and empower others to ***take action***. To make action easier, you must prototype, deploy, and continuously tweak your approach towards making your audience team members.

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Wing 1 - Focus - The HATCH Principles

- ❖ There are five design principles associated with the focus wing. First is **humanistic**. You first need to understand who your audience is. Listen, observe, ask questions, and empathize. Second is to make your goal **actionable** by breaking long-term goals into a number of short-term goals that are small, actionable, and measurable. Third is to make a goal **testable**. You need to measure progress and success somehow. Fourth is **clarity**. Goals need to be highly specific. Failures often involve goals that are vague, conflicting, or too numerous. The final principle is **happiness**. Your goal must be personally meaningful. The prospect of happiness will serve to motivate.

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Wing 2 - Grab Attention - How to Stick Out

- ❖ Aaker and Smith suggest four design principles for grabbing attention. First is ***get personal***. This can be a personal hook, using one's name, or tagging someone's picture. Second is to ***deliver the unexpected***. The element of surprise can result in viral behavior and you need to be original. Third is to ***visualize your message***. Pictures trump words in terms of grabbing attention. You can juxtapose two images, combine images, or replace one with another. Finally you want to ***make a visceral connection***. Do what you can to trigger the senses of sight, sound, hearing, or taste. Use music to tap emotions.

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Wing 3 - Engage - Connect People With Your Goal

- ❖ After you grab, you need to engage emotionally. The first principle is to ***tell a story***. Stories are a basic human need. Consider making video stories. (See page 96 for great video production tips.) The second is to ***empathize*** with your audience's needs and feelings. Perceptions of similarity can increase support. Third is to be ***authentic***. You can only engage an audience with something that engages you. Be open, clear, and genuine. The final principle is ***match the media***. How and where you say something can be as important as what you say.

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Wing 4 - Take Action - Make a Movement

- ❖ First you need to ***make it easy***. If you want visitors to your blog to follow you on Twitter, include a link. If people need material, send them a kit. Second is to ***make it fun***. Consider game play, competition, rewards, and humor. Third you need to ***tailor*** what you offer so people will think they have a special advantage. Finally, you need to be ***open***. No one should have to ask permission to act. Let others add to, take from, and alter things themselves. Feedback is motivating for your users and allows you to refine what you do.

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The Rest of the Book

- ❖ Research shows that a multiplier effect can result when social good is linked to profit-making endeavors. Look for synergies rather than trade offs. Don't over promise and under deliver. If you want something to go viral, make it emotional, awe inspiring, useful, surprising, and positive.
- ❖ The Afterword is an extended example written by Dan Ariely, author of *The Upside of Irrationality*. Also note that you will need the book in order to get the details of how to accomplish the four essential wings of *The Dragonfly Effect*.

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