

High Impact Online Communications

Getting Started with a Communications Strategy

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Introductions

- ▶ Jessica Steimer,
jessica@aspirationtech.org
- ▶ Training & Support Manager

Who is Aspiration?

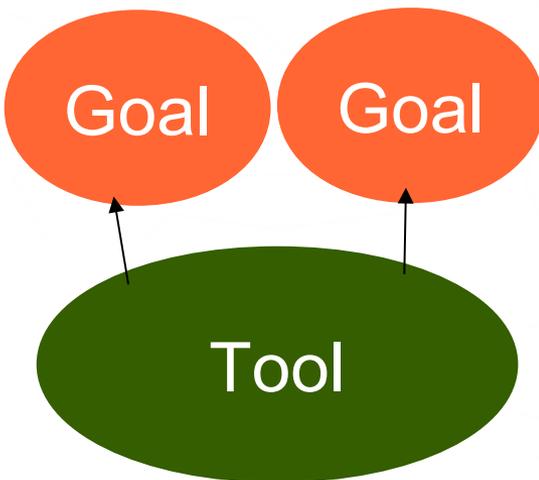
- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as ally, coach, strategist, mentor, and facilitator to those trying to make more impactful use of information technology in their social change efforts.

First Things

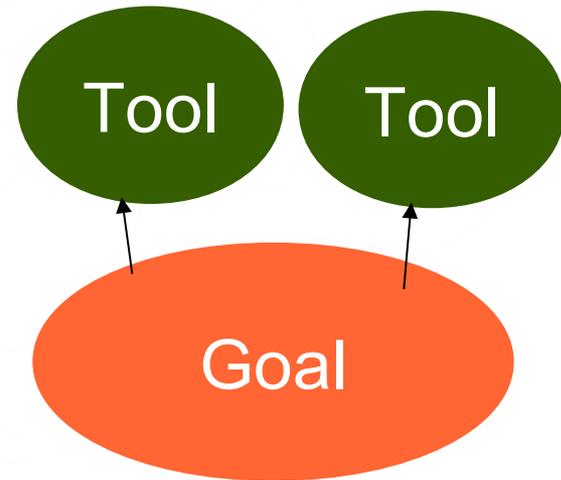
- ▶ This training is envisioned as a dialog
- ▶ Please ask questions early and often
- ▶ It will only be as valuable for you as you make it!
- ▶ This presentation is in beta – your feedback is welcome!

What are your goals?

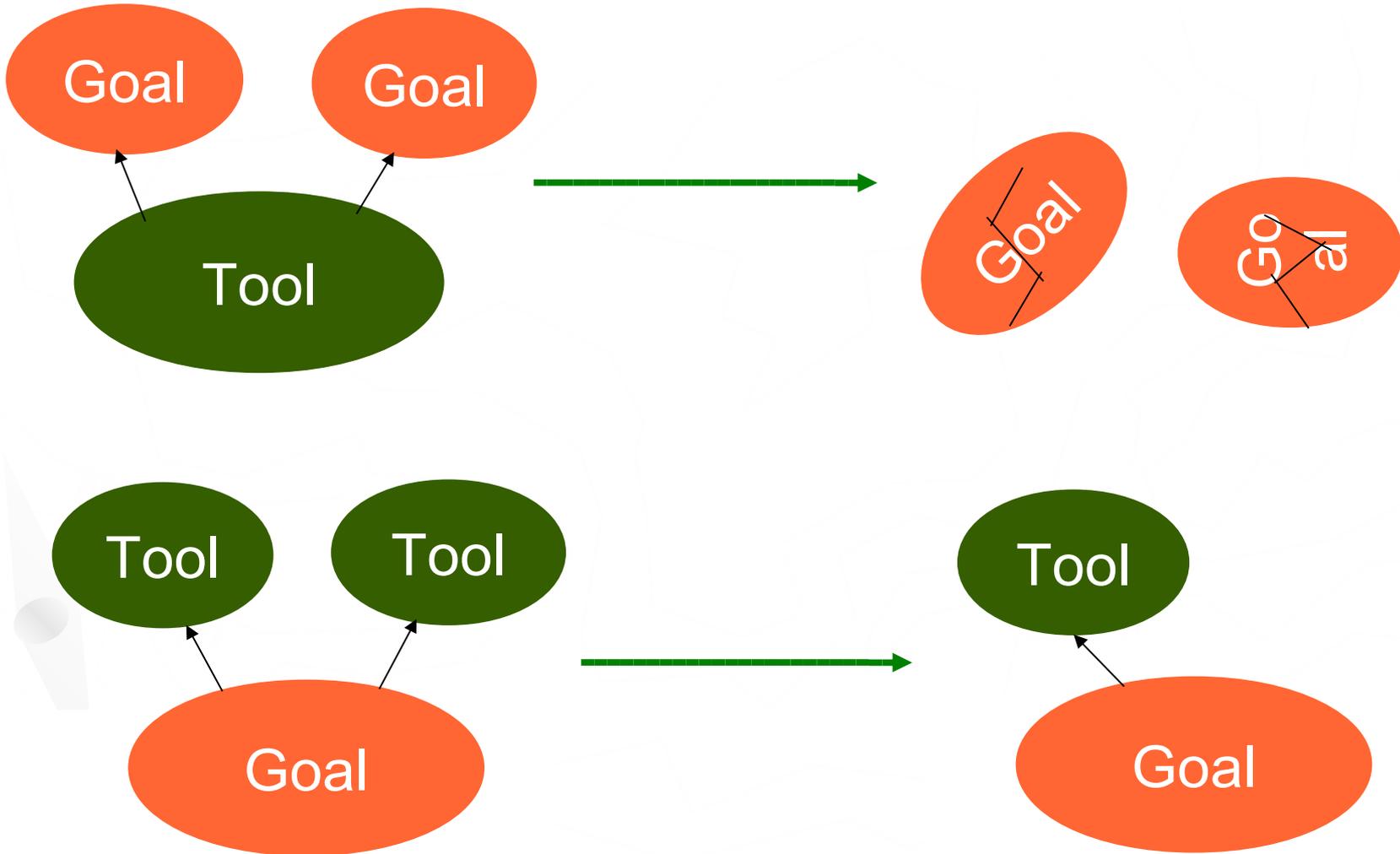
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you are using fails you



VS



Tool Agnostic?



Example Goal

| Goal | Measurability | What does success look like? | Tools |
|---|--|---|---|
| Increase attendees at "awareness action" through online efforts | Compare this year's attendance to last year's | 10% increase in attendance from last year | Email Blast Texting Facebook |
| Increase # of members at regular meetings and in leadership positions | Compare meeting attendance Compare % of new people in positions | Double meeting attendance & engage 10 new people in positions | Email Blast Texting Facebook Twitter Surveys Individual Emails |

Agenda

- ▶ Introduce processes & templates for planning and maintaining your online activities
- ▶ Share examples of how organizations have used these processes
- ▶ Share resources for diving deeper into enhancing your communications strategy
- ▶ This presentation is in beta – your feedback is welcome!

Four Processes

Audience Assessment



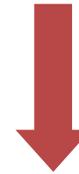
Publishing Matrix



Tracking & Metrics



Message Calendar



Audience Exercise

- ▶ Who are your top audiences?



Audience Assessment

Audiences

- Low income youth of color working in Real Food
- General public youth

LIVE REAL

**REAL FOOD.
REAL PEOPLE.
REAL CHANGE.**

Know Your Audience(s)

▶ Audience survey

- How do you analyze web traffic?
- What is one thing you would tell a peer about using online tools to identify their audiences?

▶ Baseline Indicators

- Pages viewed, search keywords used
- Where does traffic come from; who links to you?
- Which mailing list segments drive what traffic?
- Other tricks?

Know Thy Audience(s)

▶ Email

- Who opens your emails? Who clicks on links?

▶ Facebook

- Who are your “friends”/“fans”? Who are theirs?

▶ Twitter

- Who is following you? Who is re-tweeting you?

▶ Blogs

- Who comments, who reposts, who links back?
- Who subscribes to your feed(s)

Spectrum of Engagements

- ▶ Target Audience
- ▶ Frequency of Messaging
- ▶ Return on Investment



Blogging

Email

Web Site

Consider a “Publishing Matrix”

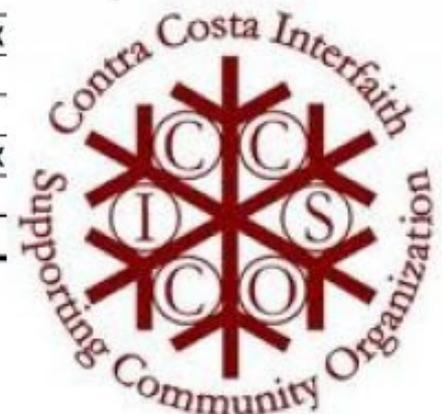
- ▶ Audience survey:
 - Do you have an integrated way for deciding which messages go to which online channels?
 - What's tweet-worthy, what is “just” web content?
- ▶ Do you model your tools as a spectrum?
 - Tone and voice
 - Time and labor investment vs ROI
 - Appropriateness of message to channel

| | A | B | C | D | E | F |
|--------------------------|-------------------------|------------|------|----------|---------|---|
| Publishing Matrix | | | | | | |
| Content Types | Communications Channels | | | | | |
| | Website | Email List | Blog | Facebook | Twitter | |
| <u>eNewsletter</u> | X | X | X | X | X | |
| Event Announce | X | X | X | X | X | |
| Action Alert | X | X | X | | | |
| Fundraising Appeal | | X | X | X | X | |
| Blog Post | | | X | X | | |
| Press Release | X | X | X | | | |
| New Staff | X | | X | X | X | |

Publishing Matrix

| | Website | Media List | Immigration List |
|--------------------------|---------------------------|-------------------------------|------------------|
| Press Releases | Post PR to News Page | Send to Media Contacts via CC | |
| Media Advisories | | Send to Media Contacts via CC | |
| e-News | Link to appropriate pages | | |
| e-Blasts | Link to appropriate pages | | Send via CC |
| Reports (Issue Research) | Update to Research | | |
| Annual Report | Update to Research | | |
| Event Announcements | Update to Calendar | | Send via CC |
| Website Update | Update appropriate page | | |
| Post Action | Add "news" to website | | |

| | Website | Media List (CC) | Immigration List |
|--------------------------|---------|-----------------|------------------|
| Press Releases | X | X | |
| Media Advisories | | X | |
| e-News | X | | |
| e-Blasts | X | | X |
| Reports (Issue Research) | X | | |
| Annual Report | X | | |
| Event Announcements | X | | X |
| Website Update | X | | |
| Post Action | X | | |



Customizations

- ▶ Some content types are channels
 - For example, eNewsletter

| Content Types | | Communications Channel | |
|---------------|---------|------------------------|---------|
| eNewsletter | Website | eNewsletter | Twitter |
| | X | | X |

Customizations

- ▶ Instead of an "X", add example content
 - For example, an template Twitter Tweet

| Content Types | | Communications Channel | | |
|--------------------|---------|------------------------|--|--|
| | Website | Phone | Twitter | |
| Event Announcement | X | | Join us on <date> for <event name> ! <link> Can't wait to see you there! | |
| Action Alert | X | X | Help us fight <enemy> by joining us to <action> this week! <link> | |

Customizations

- ▶ Instead of “X” add the process of doing it
 - For example, “Post Hosted Link”

| Content Types | | Communications Channel | |
|---------------|--|------------------------|--|
| eNewsletter | Website Post hosted version to “Newsletters” page | Craigslist | Twitter Post hosted link as a bit.ly Post event page |

Customizations

- ▶ Assign channels or content types to people
 - For example, Courtney is our web person

| Content Types | | Communications Channel | | |
|---------------|-------------|------------------------|-------------|---------|
| | Assigned to | Website | eNewsletter | Twitter |
| Assigned to | | Courtney | Misty | Matt |
| eNewsletter | Misty | X | | X |

Brain Exploding

► Assignments, processes defined, examples

| Content Types | | Communications Channels | | | | | | |
|--------------------|-------------|---------------------------------------|----------------------------|--------------------------------------|----------------------------|----------------------------|---------------------------|---|
| | Assigned to | Web Site | Email List | Tumblr | Facebook | Twitter | eNewsletter | Text |
| Assigned to | | Courtney | Misty | Matt | Matt | Misty | Misty | Jessica |
| Action Alert | Matt | Post to front page | Send to "Action" segment | | Post bit.ly of web page | Post bit.ly of web page | | Join us on <date> to tell <enemy> what we think |
| Event Announce | Jessica | Post to "Events" | | | Create Facebook Event | Tweet out details | Add as main content piece | |
| Protest Assemble | Misty | | Send to "Protest", "Media" | | | Tweet out details | | Protest will be <date> at <time>. <other info> |
| Fundraising Appeal | Matt | Post to front page sidebar | Send to all | | | Post bit.ly to web page | | |
| Weekly Recap | Matt | | | Post with best tweets, posts of week | | Post bit.ly of Tumblr post | | |
| Press Release | Matt | Post to front page & "Press Releases" | Send to all | | Post bit.ly of web page | Post bit.ly of web page | | |
| New Job Opening | Jessica | Post to "Jobs" | | | Post bit.ly of web page | Post bit.ly of web page | Put in sidebar | |
| eNewsletter | Misty | Post to "Newsletters" | Send to all | | Post bit.ly of hosted link | Post bit.ly of hosted link | | |

Pub. Matrix Next Steps

- ▶ Build out your publishing matrix
- ▶ Define your processes
- ▶ Share it with your org to create an organizational asset
- ▶ Look for places to adjust your communications
 - Channels you aren't using as much as you could
 - Content types that could be recycled
 - Processes that don't have an owner

Calendar Your Messaging

- ▶ Audience survey
 - Do you preschedule online messages? How far?
 - Do you model messages within narrative arcs?
 - Do you have pre-send and post-send checklists?
- ▶ Message calendars enable you to
 - Track messaging arcs
 - Sustain consistent messaging
 - Coordinate internal processes and projects
 - Avoid list fatigue

Calendar Your Messaging

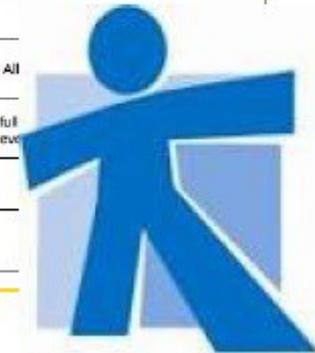
| | January | | | | Febr | |
|----------------------|---------|--|--|--|------|--|
| Important Dates | | | | | | |
| Email Template Areas | | | | | | |
| Subject Line | | | | | | |
| Engagement Ask | | | | | | |
| Main Content Part 1 | | | | | | |
| Main Content Part 2 | | | | | | |
| Main Content Part 3 | | | | | | |
| Sidebar 1 | | | | | | |
| Sidebar 2 | | | | | | |

Calendar Your Messaging

| | January | | | February | | |
|----------------------|--|--|--|---|--------------------------------------|--|
| Important Dates | 5 th – Quarterly Newsletter | | | 20 th – Party Reminder | 11 th – Party Last Chance | 12 th – Annual Member Party |
| Email Template Areas | | | | | | |
| Subject Line | You're Dying to Know What We're Up To... | | | Register Now for our Annual Member Party! | Last Chance to Get in on the Fun! | |
| Engagement Ask | | | | Register Now! | Register Now! | |
| Main Content Part 1 | Annual Member Party | | | Party Purpose | | |
| Main Content Part 2 | Take action around deforestation! | | | Party Details | | |
| Main Content Part 3 | Welcome our Two new employees | | | | | |
| Sidebar 1 | | | | Register Now! Button | Register Now! Button | |
| Sidebar 2 | | | | | | |

Calendar Your Messaging

| California School-Age Consortium | | | | | | |
|----------------------------------|----------------------------------|-----------------------------|--|------------------------------|---|-------------------|
| MESSAGING CALENDAR | | | | | | |
| E = external comm | January | | | | February | |
| Statewide Programs | | | | | | |
| E | Challenge | | | | 2/3 - All Contacts, MESSAGE | |
| E | Policy/Budget Campaign Alerts | | | | 1/31 - All contacts, Stop elimination of funding to 11-12 year olds | |
| E | Leadership Development Institute | | | | | |
| E | State Conference | | | | | |
| Chapter Events | | | | | | |
| E | BA Chapter | | | | | |
| E | SAC Chapter | 1/5 - All Contacts, MESSAGE | 1/10 - NorCal Only, MESSAGE; 1/14 NorCal Only, Message | | | 2/11 - All |
| E | LA Chapter | | 1/11 - All Contacts, MESSAGE | | 2/1 - SoCal Only, MESSAGE | 2/9 - full SAC ev |
| E | OC Chapter | | | | | |
| E | SD Chapter | | | 1/27 - All Contacts, MESSAGE | | |
| E | NC Chapter | | | | | |



CALIFORNIA
SCHOOL-AGE
CONSORTIUM

| | | October | | | November | | |
|-----------------------------|---|---------|--|---|-----------------------------------|---------------------|---|
| Important Dates | Quarterly Newsletter | | | Party Reminder | Party Last Chance | Annual Member Party | Thanks for the Great Party |
| Email Template Areas | | | | | | | |
| Subject Line | You're Dying to Know What We're Up TO.. | | | Register Now for our Annual Member Party! | Last Chance to Get in on the Fun! | | We had a blast and hope you did too! |
| Engagement Ask | | | | Register Now! | Register Now! | | |
| Main Content Part 1 | Annual Member Party | | | Party Purpose | | | Thanks for attending and supporting Not there? Check out the pictures |
| Main Content Part 2 | Take action around deforestation! | | | Party Details | | | |
| Main Content Part 3 | Welcome our Two new employees | | | | | | |
| Sidebar 1 | | | | Register Now! Button | Register Now! Button | | |
| Sidebar 2 | | | | | | | |

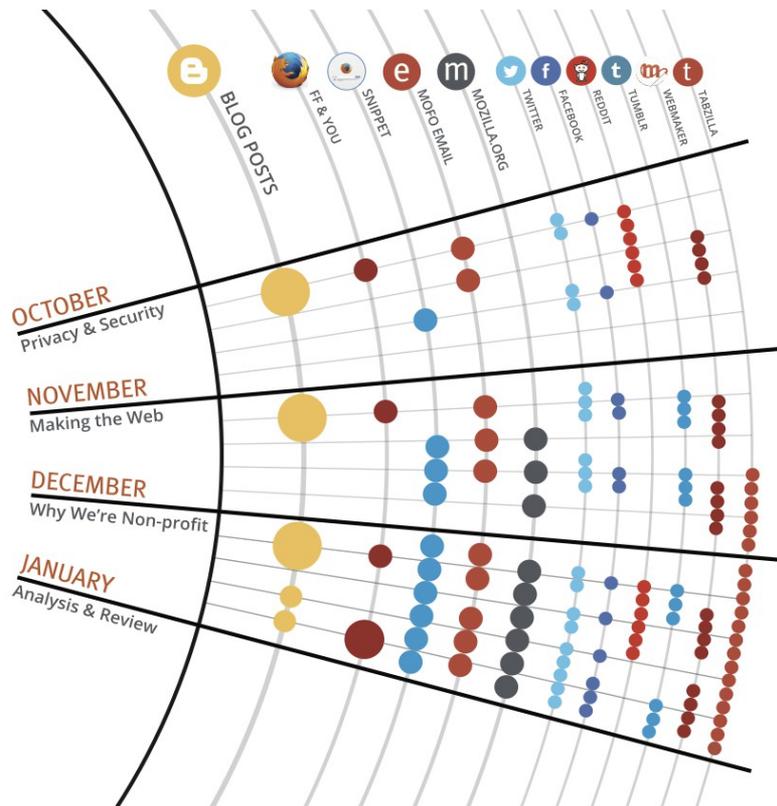
| | October | | | | November | | | |
|-----------------|----------------------|-----------------------|-----------------------|----------------------|----------------------|---------------------|----------------------------|--|
| Important Dates | Quarterly Newsletter | | | Party Reminder | Party Last Chance | Annual Member Party | Thanks for the Great Party | |
| Website | Update "Newsletters" | | | | | | | |
| Email | Send Newsletter | | | Send Party Reminder | Send Party Reminder | | Send Party Thanks | |
| Facebook | | Post newsletter on FB | | | | | | |
| Twitter | | | Tweet Newsletter Link | Tweet Party Reminder | Tweet Party Reminder | Live Tweet Party | Tweet Picts | |
| Blog | | | | | | | | |

End of Year Fundraising Calendar

| | October | | | November | | | December | | | January | |
|--------------------|---------------------------------|-----------------------------------|-------------------|----------------------------------|--|--------------------|----------|----------------------------|---------------------|--------------------|------------|
| Important Dates | | | Annual Conference | | | | | | | | |
| Email | Win a Trip to Annual Conference | Something New & Annual Conference | | That was great! Post Event Email | | We're protecting X | | Build the future, together | What I believe (ED) | 2 quick ask emails | Thank you! |
| Programs | | | | | | | | | | | |
| Issue 1 | | | | | | | | | | | |
| Issue 2 | | | | | | | | | | | |
| Issue 3 | | | | | | | | | | | |
| Events | | | | | | | | | | | |
| Annual Conference | | | | | | | | | | | |
| Fundraising Ask | | | | | | | | | | | |
| Support Conference | | | | | | | | | | | |
| \$30.00 | | | | | | | | | | | |
| \$15.00 | | | | | | | | | | | |

End of Year Fundraising Calendar

Mozilla shared their end of year fundraising campaign calendar with their community.



Source: <http://>

Mozilla End of Year Fundraising Campaign 2013

2013 will see Mozilla launch its first large-scale, end of year fundraising campaign. Our design builds from the community conversations - in person, on the phone, and through surveys - we've held over the past year.

- 1 Each month will focus on one of the themes behind our mission: fight, make, and empower.
- 2 A blog post by a senior executive will set the tone and provide language for the proceeding outreach across our channels.
- 3 The frequency of communication will ramp up as we near the end of December, culminating on the 30th, the biggest day of the year for campaign fundraising.

We're fortunate to have new leadership behind this year's efforts, including a senior executive joining us from Change.org. We have also engaged M+R Strategic Services, who advise Wikimedia's fundraising.

We're committed to making the 2013 campaign a success and hope that you'll join us in making it the biggest and best yet.

For detailed information visit: mzl.la/eoy2013
To ask questions or get involved, e-mail devteam@mozillafoundation.org

| | January | | | February | | |
|-----------------------------|--|--|--|---|--------------------------------------|--|
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| Main Content Part 2 | Take action around deforestation! | | | Party Details | | |
| Main Content Part 3 | Welcome our Two new employees | | | | | |
| Sidebar 1 | | | | Register Now! Button | Register Now! Button | |
| Sidebar 2 | | | | | | |
| Programs | | | | | | |
| Staff | Welcome | | | | | |
| Campaigns | | | | | | |
| Deforestation | Take Action | | | | | |
| Events | | | | | | |
| Member Party | Announce | | | Reminder | Last Chance | |
| Fundraising Ask | | | | | | |
| Member Party Ask | | | | | | |

| | 11/25/13 | | 11/26/13 | | 11/27/13 | | 11/28/13 | | 11/29/13 | | 11/30/13 | | 12/01/13 | | 12/02/13 | | 12/03/13 | | 12/04/13 | | 12/05/13 | | 12/06/13 | |
|---------------------------------|---|---|----------------|---------------------------|--|--------------------------------------|--------------------|-----------------|----------|--------------------------------|----------|--------------------------------------|----------|--------------------|--------------------------------------|--------------------------------------|----------|-------------------------------------|--------------------------------------|------------|----------------|----------------------------|--------------------------|----------------|
| | FB | Twitter | FB | Twitter | FB | Twitter | FB | Twitter | FB | Twitter | FB | Twitter | FB | Twitter | FB | Twitter | FB | Twitter | FB | Twitter | FB | Twitter | FB | Twitter |
| | | | Giving Tuesday | | send enews webinar to lists – Happy Hanukkah | | | | | | | | | | | | | Enewsletter Webinar | | | | enews send | | |
| Day Summit | X- picture | agenda fabriders | X | | | X Picture | | reflection blog | | submit blog | | X – wiki notes | | X picture | | | | | | | X – wiki notes | | | X – wiki notes |
| CA Tech Fest LA | | | | save the date | save the date | | | | | facebook event | | to contact | | | | | | | | to contact | | save the date | | |
| Trainings & Seminars | | | X – e news | X – enews | | X – topic from enews | | | | | | X – topic from enews | | | X – topic from enews | X – topic from enews | | | X – topic from enews | | | X – post material s blog | X – post material s blog | |
| Partners | | | | | | | | | | | | | | | | | | | | | | | | |
| Greenlining | | | | X | | | | | | | | X | | | | X | | | | | | | | |
| SanFit | | | | | X | | | | | | X | | | | | | | | | | | | | X |
| Voices of the Valley | | | | | | | | | | | | | | | | | | X | | | | | | |
| RYSE Center | | | | | | | X | | | | | | X | | | | X | X | | | | X | | X |
| CiviCRM CiviDay | | | | | | X | | | | | | | | | X | | | | | | | | | X |
| OTHER | | | | | | | | | | | | | | | | | | | | | | | | |
| AMC | | pic.twitter.com/fZcZ79i3Z | | | | | | | | | | | | | | | | | | | | | | |
| Beth Kanter Blog Post | | | | tweet excerpt & link | | | share quote & link | | | | | | | share quote & link | | | | | | | | | | |
| Peeps | Twitter | | | | | | | | | | | | | | | | | | | | | | | |
| Laura Good & SacSMC | @goodl @smcsac | | | | | | | | | | | | | | | | | | | | | | | |
| CALWIC | @calwic | | | | | | | | | | | | | | | | | | | | | | | |
| Dr. Pop | @drpop.com | | | | | | | | | | | | | | | | | | | | | | | |
| CPEHN | @cpehn | | | | | | | | | | | | | | | | | | | | | | | |
| EFF | @eff | | | | | | | | | | | | | | | | | | | | | | | |
| Susan Teneby & Caravan St | @suzbo @caravanstudios | | | | | | | | | | | | | | | | | | | | | | | |
| Radical Designs | @radical @rad_st @cooperg | | | | | | | | | | | | | | | | | | | | | | | |

Support Content Calendaring

Greenlining Institute's Content Schedule

| Sample Post Schedule | | | | | |
|---|--|--|--|--|--|
| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | WEEKENDS |
| Breaking/hot news related issues & programs | Breaking/hot news related to issues & programs | Breaking news related to issues & programs |
| Highlight Issue #1 | Highlight Issue #2 | Highlight Issue #3 | Highlight Issue #4 | Highlight Issue #5 | Fun and personal posts with humor |
| Promote events for the week | Highlight on Social Media | Highlight on Research | Spotlight on Staff | Follow Friday (#FF) | |
| Share resources | Highlight on Leadership Academy | Encouraging and empowering quotes | Behind the scenes look at the organization | Promote local weekend events | |
| Mainstream news round-up | Promote current online campaign | Promote current online campaign | Share job opportunities | Fun Friday - share something fun | |
| | | | Throwback Thursday | | |

More about the Social Media Toolkit - <http://j.mp/1d5ENsv>

Evolving the Calendar

- ▶ You can't know the future when you calendar
 - Your calendar must be adaptable
- ▶ Be ready to respond to:
 - New developments in campaign
 - Shift in organizational priorities
 - Current events: tie breaking news to campaign
- ▶ Calendar changes must be transparent
 - All stakeholders need to know what and why

What is Online Communications Today?

▶ Conversations with people online

- Social media

▶ Made for people, not organizations

- It's not going to work perfectly

▶ Not your virtual megaphone



Benefits to Listening Online

- ▶ How is it valuable?
 - Be part of the conversation
 - Save \$\$\$ & time
 - Less guessing

Watch a Social Media Dashboard

- ▶ Free, low-cost and pricey tools exist to let you track how you're being seen online
 - NetVibes, Storify, Feedly, Radian6, etc
- Use a dashboard to track strategic keywords
 - Campaign and issue keywords, key staff names
 - Target, opponent, and decision-maker names
- ▶ Is your outbound messaging propagating?
 - What are the reactions?

Social Media Listening Dashboard

The dashboard is titled "Aspiration's Social Media Dashboard" and features a navigation bar with tabs for "Aspiration", "Social Source Commons", "SSC Blog", "Answr", "NP Tech Blogs", "Nonprofit Software Dev. Summit", "OTT", "Central Valley", and "CA Tech Fest".

Twitter search: 'aspirationtech' (100 results)

- BHC Sacramento** (@aspirationtech) thanks for the tweet 3 days ago.
- Aspiration** #FF follow these very cool orgs #healthjustice #socialjustice #immigrantjustice @LongBeachBHC @cpasf @PowerSF @bhcsac2020 @BlackOrgProject 3 days ago.
- Kristine Maltrud** Thanks to @allengunn and @mistavila @aspirationtech @ArtSpark now has Resource Thursdays http://t.co/y0Lkrf4x9C 4 days ago.
- Digital Leap** March 2013 Seminars (via @aspirationtech) http://t.co/J38Thppcoq 5 days ago.
- Digital Leap**

Recent Uploads tagged aspirationtech

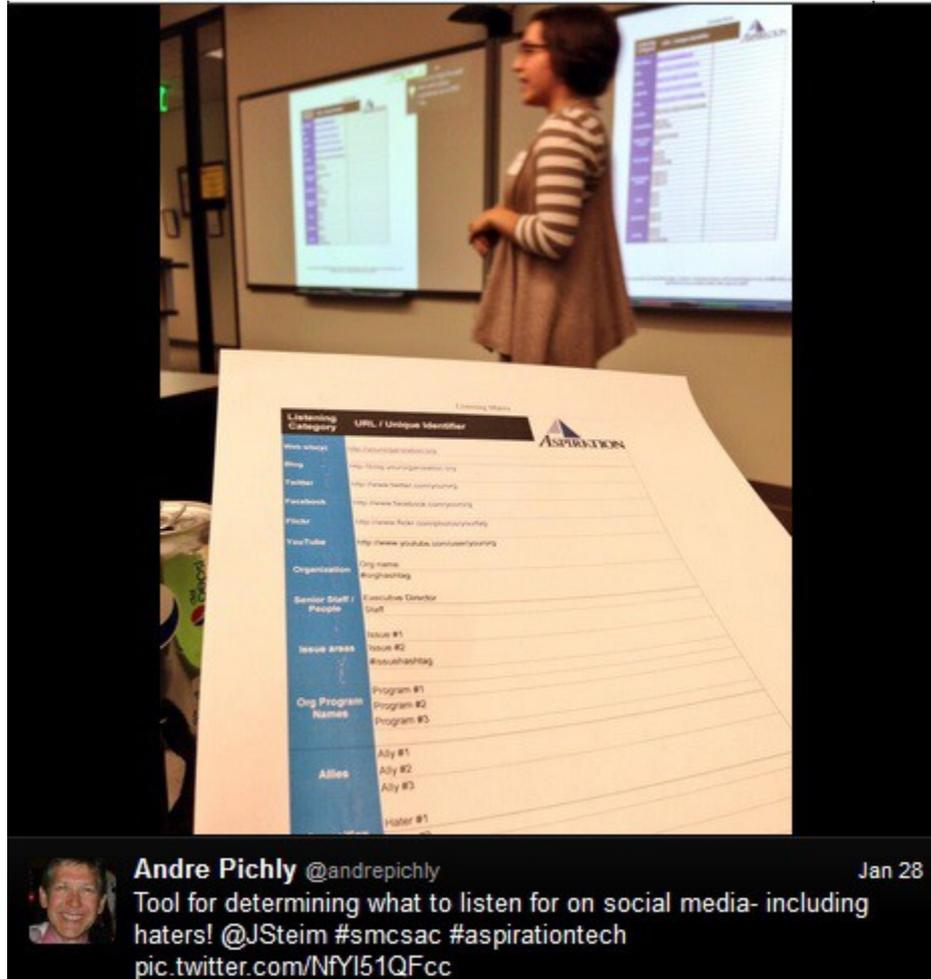
(24) aspirationtech - Social Mention

- Who is an expert in mobile/web technology in Africa? LinkedIn ... 1 month ago
- I'm working with a very small nonprofit who is looking to ... 1 month ago
- Who is the maven of nonprofit, nonprofit technology, technology ... 1 month ago
- Would you kindly suggest me interesting reading material on Web 2 ... 5 months ago
- Free workshop from Aspiration Tech next week on Google Analytics ... 8 months ago
- Bay Area Cause Communications Community Meetup LinkedIn 8 months ago
- Free workshop from Aspiration Tech next week on Google Analytics ... 10 months ago

Twitter search: "allen gunn" (33 results)

- Hannah** Allen Gunn doesnt exist. Only Caleb York stunt doubles. yesterday
- Hannah** @allengunn WHOS ALLEN GUNN? I ONLY KNOW OF THIS CALEB FELLOW. yesterday
- Nate** @MirDaFish: I'm obsessed with Nathan Allen Gunn**** yesterday
- Alex Quinnett** @allengunn but in all seriousness, what are you doing tomorrow Allen Gunn? 1 week ago
- sheepz** If someone made me a mixtape or CD of a bunch of cute music I'd be madly in love. hint hint Allen Gunn hint hint

How to Listen



Listening Matrix

| Listening Category | URL / Unique Identifier |
|-----------------------|--|
| Web site | http://www.aspirationtech.com |
| Blog | http://www.aspirationtech.com/blog |
| Twitter | http://twitter.com/aspirationtech |
| Facebook | http://www.facebook.com/aspirationtech |
| LinkedIn | http://www.linkedin.com/company/aspirationtech |
| YouTube | http://www.youtube.com/aspirationtech |
| Organization | Org name #orghashtag |
| Senior Staff / People | Executive Director Staff |
| Issue areas | Issue #1 Issue #2 #issuehashtag |
| Org Program Names | Program #1 Program #2 Program #3 |
| Allies | Ally #1 Ally #2 Ally #3 |
| | Partner #1 |

Andre Pichly @andrepichly
Tool for determining what to listen for on social media- including haters! @JStein #smcsac #aspirationtech
pic.twitter.com/NFYI51QFcc

Jan 28

Consider Tracking Analytics

- ▶ Attached to measurable goals, analytics are your thermometer
 - Make sure you know what goal the data is speaking to
- ▶ Helps determine what value you're providing to whom
- ▶ Tracking is key!!
 - Trends more important than isolated numbers

Workflow

▶ Send Action Alert

- Go through Pub Matrix and send according to message calendar
- After action time period complete, check out analytics
 - Use Dashboard to SEE the content that corresponds with the #s
- Fill in analytics doc to compare to past messaging
 - Adjust publishing matrix, message calendar accordingly

Four Processes

Audience Assessment



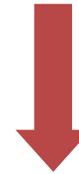
Publishing Matrix



Tracking & Metrics



Message Calendar



End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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