

eAdvocacy: Basics, Best Practices and New Tools

Four Processes for Online Impact

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Learning Goals

- ▶ Address ways of identifying who your online audiences actually are
- ▶ Review processes for coherently maintaining all your online activities
- ▶ Define “Publishing Matrix”, “Messaging Calendar, and “Social Media Dashboard”
- ▶ Emphasize the central role of DATA in your advocacy and organizing

4 Processes for Sustainability

- ▶ Audience Assessment
 - Do you really know who you are talking to?
- ▶ Publishing Matrix
 - Do you have a model for when to use what tool?
- ▶ Message Calendaring
 - Is all online messaging on a unified calendar?
- ▶ Social Media “Dashboarding”
 - Do you know where you're mentioned online?

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)

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	
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		



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

	January				February	
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						

	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						

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

Social Media Listening Dashboard

The screenshot displays the 'Aspiration's Social Media Dashboard' within a web browser. The browser's address bar shows 'www.netvibes.com/aspirationtech#Aspiration'. The dashboard features a navigation menu with tabs for 'Aspiration', 'Social Source Commons', 'SSC Blog', 'Answr', 'NP Tech Blogs', 'Nonprofit Software Dev. Summit', 'OTT', 'Central Valley', and 'CATechFest'. The main content area is divided into three columns:

- Left Column: Twitter search: 'aspirationtech'**
 - Search bar:
 - Twitter +
 - 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**
- Middle Column: Recent Uploads tagged aspirationtech**
 - prev next
 -
 - (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
- Right Column: Twitter search: "allen gunn"**
 - Search bar:
 - Twitter +
 - 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

Watch a Social Media Dashboard

- ▶ Free, low-cost and pricey tools exist to let you track how you're being seen online
 - iGoogle, NetVibes, 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?

Obligatory Admonitions

▶ Control your data!

- Unity: Know your data universe and treat it as such
- Redundancy: Have a complete and sustainable backup process
- Control: Take steps to avoid losing access
- Portability: Confirm your migration options in advance
- Privacy: Honor “theirs”, assert “yours”

Obligatory Admonitions

- ▶ Control and unify your online identity
 - Route as much engagement as possible through domain name(s) you control
 - Strive for disintermediated fallbacks
- ▶ Presume Facebook and Twitter will die violently or fade to dust
 - See: "Friendster"
- ▶ Specific case: Blogs
 - OurEDBlog.typepad.com is a bad idea

Summary

- ▶ Have processes in place for
 - Audience Assessment
 - Publishing Matrix
 - Message Calendaring
 - Social Media “Dashboarding”
- ▶ Control your identity and your data
 - Take control of your online destiny
 - Your data is your digital power and your path to fundraising success

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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