High Impact eAdvocacy

Four Processes for Sustainable Online Impact

These training materials have been prepared by Aspiration



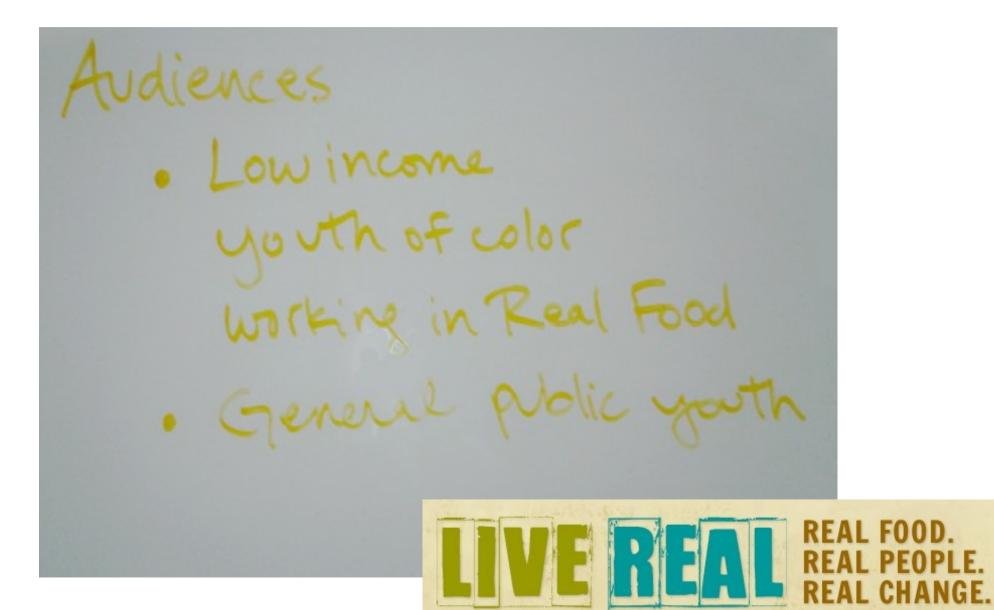




Four Processes



Audience Assessment



Audience Assessment

- What is it?
 - Thinking critically
 - Who you're talking to vs. Who you WANT to be talking to
 - Who are your top 3 prioritized audiences?
 - Different audiences require different engagement
- Why Should I Care?
 - Targeted messaging receives more interaction
 - Saves time, effort & potentially money
 - Informed engagement = community investment



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		С
e-Blasts	Link to appropriate pages		Send via CC
Reports (Issue Research)	Update to Research		
Annual Report	Update to Research		2
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		5
Annual Report	Х		8
Event Announcements	X		X
Website Update	X		Su
Post Action	X		Pr •



Publishing Matrix

What is it?

A grid that lays out communications channels & content types with indication on when to use which for what

Why Should I Care?

- Enumerates all of your communications channels and content types
- Creates opportunity for propagating messaging
- Establishes an organizational communications standard



Message Calendar

E = external comm			Jani	uary			Fet	
tat	ewide Programs							
	Challenge					2/3 - All Contacts, MESSAGE		
	Policy/Budget Campaign Alerts					1/31 - All contacts, Stop elimination of funding to 11-12 year olds		
	Leadership Development Institute							
hai	State Conference pter Events	1						
	BA Chapter							
	SAC Chapter	1/5 - All Contacts, MESSAGE	1/10 - NorCal Only, MESSAGE; 1/14 NorCal Only, Message				2/11 - All	
	LA Chapter		1/11 - All Contacts, MESSAGE			2/1 - SoCal Only, MESSAGE	2/9 - full SAC eve	
	OC Chapter							
	SD Chapter				1/27 - All Contacts, MESSAGE			
	NC Chapter					2		

CALIFORNIA SCHOOL-AGE CONSORTIUM

Message Calendar

What is it?

- Linear calendar tracking communications alongside important dates and other programmatic work
- Why Should I Care?
 - Allows you to track different campaigns & comms in tandem
 - Ensures consistency without spamming
 - Saves time, resources
 - Schedules out and do what you can ahead of time



Tracking & Metrics

			CalWIC			
http://calwic.org/						
Dates	Unique Visitors	Visits	Pageviews	Page Views/Visitor	Comments	
5/9-15/11	613	1342	1778	1.32		
/16-22/11	646	1256	1835	1.46		
5/23-29/11	629	1276	1721	1.35		
TOTAL MAY 2011	2480	5090	6969	1.37	About half as much traffic as in May 2010 why? Conference earlier; other factors?	
5/30-6/5/11	516	1082	1541	1.42	pretty steady; 36% new visits; 75% bounce rate = down?	
6/6-12/11	608	1333	1815	1.36	Worksite Wellness pages down for updates	
6/13-19/11	485	1026	1467	1.43		
6/20-26/11	504	1081	1685	1.56	CALIFORNIA	
6/27-7/3	495	1079	1580	1.46		
TOTAL JUNE 2011	2608	5601	8088		THE T C	



Tracking & Metrics

What is it?

- Tracking metrics around your measurable goals
- Listening to the feedback around your communications
- Why Should I Care?
 - Allows you to see what tools and efforts are being effective
 - Boost the winners, cut the losers
 - Gives you evidence of efficacy for funders, community
 - Tells you who cares about your work



Four Processes



End Of Section

Questions?Comments?

Thank You!

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