

High Impact eAdvocacy

Four Processes for Sustainable Online Impact

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**BETTER
TOOLS
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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?
- ▶ Survey: Who uses all these?

Know Thy 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

“Publishing Matrix”: Audiences

- ▶ Who are all of your current online audiences?
- ▶ Who are your potential and most desired online audiences?
 - How do you recruit and engage these potential audiences?
 - Through what different channels will these online audiences engage with your organization?
 - What if any are the differences in how you will communicate with different audiences?

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

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
 - Organizational name and acronym
 - 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

That's All!

- ▶ Questions?
- ▶ Comments?

Thank You!

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