

High Impact eAdvocacy

Spectrums of Engagement

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Learning Goals

- ▶ Compare common tools used for online communications
- ▶ Better understand when to use what tool
- ▶ Think about how tool selection supports your organization's work as a whole or campaign

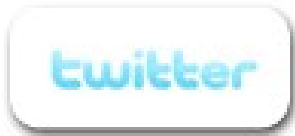
Campaign vs. Organizational Use

- ▶ Campaign communications goals may differ from organizational communications goals
- ▶ Campaign target audience may differ from overall organization audience
- ▶ Tools may be used in different ways to support these differing goals

Things to Consider

- ▶ Your organization/campaign is unique
- ▶ Tools change all the time
- ▶ Tracking is important to give you a sense of what is working for YOU

5 Common Online Communications Tools



Blogging

Email

Web Site



Target Audience



Blogging

Email

Web Site

Know you; want
constant information
and details
about your work.



Potential supporters,
learning about
your work
and organization

Target Audience



Home Profile Contacts Groups Jobs Inbox 12 Companies News More

People ▾

Search...



Advanced



Hey, are you in 6th grade? Interested in Soccer? Come to our Soccer Club in the park on Saturday!

 Attach a link

visible to: anyone ▾



Share

Target Audience

THE BEST AND WORST TIMES TO POST ON SOCIAL NETWORKS

Maximize the reach of your social media posts by learning the best (and worst) times to communicate with your audience.

FACEBOOK

BEST 1pm to 4pm

WORST 8pm to 8am

TRAFFIC BUILDS After 9am
PEAK TIME Wednesday at 3pm

TRAFFIC FADES After 4pm
AVOID Posting on weekends

TWITTER

BEST 1pm to 3pm

WORST 8pm to 9am

TRAFFIC BUILDS After 11am
PEAK TIME Monday - Thursday

TRAFFIC FADES After 3pm
AVOID Posting after 3pm on Friday

Beth Kanter
Tuesday

Here's an infographic and blog post that summarizes research on several different social media platforms including Facebook and Twitter on the best and worst times to post. What has been your experience?

Like · Comment · Share

جمعية عين بندي حسن الخيري, The Simmons Foundation, Timonie Hood and 49 others like this.

50 shares

Chris Tuttle I always hate these things. These times are clearly chosen by when overall general traffic is online.

IMO, this is the equivalent to saying the best time for transit organizers to gain petition signatures is during rush hour. Sure, you'll get not... See More

Like · Reply · 8 · Tuesday at 9:41am

Beth Kanter Well said Chris Tuttle -- this is the first infographic that I've seen that lists specific times for many platforms .. again only use it as a guide, but knowing your audience and watching your own metrics is even better.

Like · 4 · Tuesday at 9:45am

Write a reply...

Jill Persin I think these charts are often industry- and purpose-specific. A corp marketing its products

Write a comment...

Tone and Voice



Blogging

Email

Web Site

First person singular
“I”



First person plural
or third person

“We” or “The org”

Informal and fun
Conversational; “Social”

Official

Tone & Voice

The screenshot shows the White House website's homepage. At the top, the text reads "the WHITE HOUSE PRESIDENT BARACK OBAMA" with a circular logo of the White House in the center. To the right are links for "Get Email Updates" and "Contact Us". Below this is a dark blue navigation bar with links for "BLOG", "PHOTOS & VIDEO", "BRIEFING ROOM", "ISSUES", "the ADMINISTRATION", "the WHITE HOUSE", and "our GOVERNMENT".

The main content area features a large blue box with the headline "OMG, Talkin' to Karzai!! LOLZ". Below the headline is a paragraph: "President Obama makes a surprise visit to Afghanistan to sign a historic strategic partnership agreement that will help to guide our future relationship with the country." Underneath the text are two buttons: "View the Gallery" and "Learn More". At the bottom of the blue box is a pagination bar with numbers 1, 2, 3, and 4, where '1' is highlighted.

To the right of the text is a photograph of President Barack Obama and Afghan President Hamid Karzai shaking hands and exchanging a document. The caption below the photo reads: "President Barack Obama and Afghan President Hamid Karzai, Pete Souza, 5/1/12".

Below the main content is a brown banner with the text "Happening Now: V.P. Biden Speaks at Lafayette College".

At the bottom left, there is a "FEATURED TOPICS" section with a link for "March Jobs Numbers".

At the bottom right, there is a search bar with the text "SEARCH the SITE" and "Search WhiteHouse.gov".

Tone & Voice



The screenshot shows the Twitter profile for GreenliningInstitute (@Greenlining). The profile header includes the organization's name, handle, and a bio: "The Greenlining Institute is a national policy, organizing, and leadership institute working for racial and economic justice. Berkeley, CA · <http://greenlining.org>". It also displays statistics: 3,963 tweets, 1,564 following, and 2,328 followers. A "Following" button is visible. Below the header, a "Tweets" section shows four recent tweets from the account, each with a small profile picture icon and an "Expand" link.

GreenliningInstitute @Greenlining
3,963 TWEETS | 1,564 FOLLOWING | 2,328 FOLLOWERS | Following

Tweets

- GreenliningInstitute** @Greenlining 31m
So much love to @CarlaMays for being a rock star Twitter supporter! We appreciate it! :)
Expand
- GreenliningInstitute** @Greenlining 50m
Public policies created the racial disparities we fight, thus they can also fix them. #equity #racialjustice
Expand
- GreenliningInstitute** @Greenlining 52m
Our equity agenda: Access to opportunity despite ones race, income, sexual orientation, or zip code.
Expand
- GreenliningInstitute** @Greenlining 19h
MT @caeconomy: @Greenlining's Economic Summit tackled

Frequency of Message



Blogging

Email

Web Site

Frequent – can be
daily or more often



Less frequent -
Weekly to monthly

Frequency of Message

The screenshot displays a vertical list of tweets. The first tweet is from WiserEarth, followed by seven tweets from johnhaydon, and the final tweet is from idwblog. The tweets from johnhaydon are retweets of various content, including a link to a geosocial app, an Islamic Facebook launch, Harvard online courses, marketing advice, and a contest. The idwblog tweet is a new blog post about hand-drawn images.

Sender	Message Content	Time
WiserEarth	RT @causes: Komodo National Park is home to beautiful coral reef being destroyed by dynamite. Help stop this: bit.ly/IBnA0k	4 mins
johnhaydon	RT @BonnieKoenig: Fundamental Building Blocks of Social Change ow.ly/aEGER	6 mins
johnhaydon	RT @askdebra: Geosocial apps and missed opportunities (for community engagement) bit.ly/KpFihG	6 mins
johnhaydon	Islamic Facebook Will Launch This Summer -> zmb.me/Kuh8U7	6 mins
johnhaydon	RT @rrbaker: Harvard and ow.ly/1C2PEq Team Up to Offer Free Online Courses -> ow.ly/1Lzl02	6 mins
johnhaydon	RT @AmberCadabra: Take your marketing copy. Remove all of the adjectives and superlatives. Still interesting?	7 mins
johnhaydon	RT @joewaters: Looking for a Contest You Can Actually Win? Here are Two -> goo.gl/0U58N	8 mins
johnhaydon	RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy ow.ly/aDMVL via @HubSpot	9 mins
idwblog	New Blog Post: AskIdealware: How Do I Draw On A Computer?: Hand-drawn images can add color and personality to yo... bit.ly/JSdIMr ↻ by idealware	

Frequency of Message

RAINFOREST ACTION NETWORK
RAN
@RAN FOLLOWS YOU
Rainforest Action Network protects forests, communities & climate through non-violent direct action, organizing & education. Tweets by @melgleason & @mikeg2001
San Francisco · ran.org

5,558 TWEETS 4,429 FOLLOWING 21,082 FOLLOWERS Follow

Tweets

RAN @RAN 17m
RT @sierraclub: Even in the oil-soaked House of Representatives, support for #Keystone XL is eroding: sc.org/14ClrHW #NoKXL
Expand

RAN @RAN 19h
#Coal's Record Slump Poised to End on Output Cuts: #Energy Markets ow.ly/lii3j via @BloombergNews
[View summary](#)

RAN @RAN 20h
Are you connected to #rainforest destruction? Get the facts. Then share them. ow.ly/lijom #palmoil
Expand

RAN @RAN 21h
An interesting read: Tomatoes strike at the heart of the

Matching Tools to Message



Blogging

Email

Web Site

Late-breaking news,
Real-time updates,
Teasers, Flirts
Opportunistic asks



Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

Matching Tools to Message

[Click to view this message in a browser](#)

{VR_SOCIAL_SHARING}

[Forward this to a friend](#)



I had a great lunch with CalWIC today! Love to see the work they're doing: <http://www.calwic.org>

Our Mission

Aspiration's mission is to connect nonprofit organizations with software solutions that help them better carry out their work. We want nonprofit organizations to be able to find and use the best software available, so that they maximize their effectiveness and impact and, in turn, change the world.

Aspiration is a values-driven nonprofit technology organization.

[Read Our Manifesto](#) and let us know what you think.

Contact Us



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Matching Tools to Message



The image shows a screenshot of a Facebook page for the Electronic Frontier Foundation (EFF). The page header includes the Facebook logo, a search bar, and the user's name "Aspiration". The main content area features a post from the EFF titled "Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA". The post includes a video thumbnail with the EFF logo and text stating "Bad facts make bad law: it's legal cliché that is unfortunately based on reality. We saw as much". Below the post are interaction options like "Like", "Comment", and "Share", along with a comment from Julie Ahrens. Another post from the EFF is visible, titled "The drum beat continues: A new bill from Sen. John Cornyn to take on patent trolls." and "(Yes, the third patent troll bill in three weeks!)". A third post from the EFF is partially visible at the bottom, titled "The March Toward Patent Reform Continues". On the right side of the page, there is a post from the EFF titled "Against H" which includes a video thumbnail and text about the Trans-Pacific Partnership (TPP). The video is titled "New Animated Video About the TPP and its Chilling Effects on Internet Users" and the text says "Our new cartoon explains why the Trans-Pacific Partnership might be the biggest threat to the Internet — even if you've never heard of it." Below the video are interaction options and a comment from Douglas Kinney.

Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience, Tool



“Traditional”
org control

Control of Message & Brand

 **ThrashWolf**
@ThrashWolf

[Follow](#) 

Always lol when I order anything from
[@McDonalds](#) because it looks nothing like what's
advertised [#McDStories](#) twitpic.com/9evhb5

[← Reply](#) [↻ Retweet](#) [★ Favorite](#)



 TwitPic [Flag this media](#)

Control of Message & Brand



Mitchell Kapor Fdn
@MKaporFdn FOLLOWS YOU
We support organizations that provoke social change in communities of color en route to equality.
Oakland, CA · mkf.org

937 TWEETS 237 FOLLOWING 686 FOLLOWERS

Tweets

Mitchell Kapor Fdn @MKaporFdn 18 May
thanks, @Sean_D_Murphy! pls follow us at @KaporCenter - out with the old, in with the new!
View conversation Reply Retweet Favorite More

Mitchell Kapor Fdn @MKaporFdn 17 May
thanks for joining us @spjika! pls follow us at @KaporCenter & @cedbrownsaid - im closing up this old @MKaporFdn acct!
View conversation

Mitchell Kapor Fdn @MKaporFdn 16 May
dear @MKaporFdn followers: the real action is starting up @KaporCenter. join us there for @Collegebound...



Kapor Center
@KaporCenter
Oakland, CA · <http://kaporcenter.org>

62 TWEETS 120 FOLLOWING 190 FOLLOWERS

Tweets

Mitch Kapor @mkapor 21 May
Help raise money for Oklahoma disaster relief disaster-relief.fundly.com
Retweeted by Kapor Center
Expand

Kapor Center @KaporCenter 21 May
@BlackGirlsCode We're singing each other's song!
#mutualadmiration
View conversation

Kapor Center @KaporCenter 21 May
We are pleased 2 announce new partnerships w @BlackGirlsCode @oaklandlocal @platformorg & hiddengeniusproject.org!
#techforgood #goodfortech
Expand

Time/Labor Investment



Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Time/Labor Investment



Return on Investment



Blogging

Email

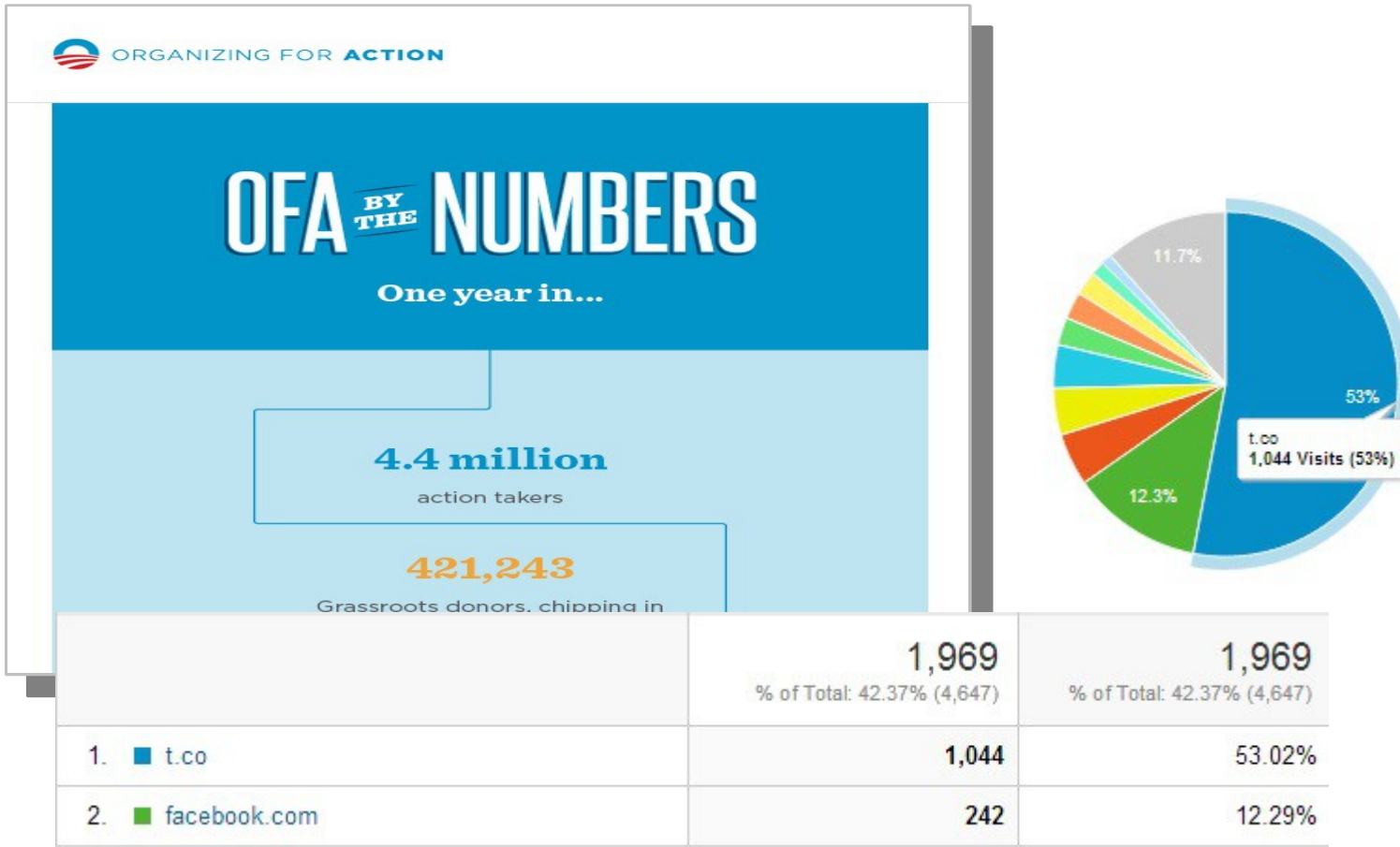
Web Site

TBD; uneven,
subject to change;
Depends on what
you're trying to do



“Knowable”, based
on past patterns;
baseline online
real estate

Return on Investment



Next Steps

- ▶ Start tracking measurable goals around your online communications tool use (Traffic doc)
- ▶ Determine differences in tool use for your organization as a whole and for specific campaigns
- ▶ Learn how to measure success: Intro to Online Channel Analytics

That's All!

- ▶ Questions?
- ▶ Comments?

Thank You!

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