High Impact eAdvocacy

Spectrums of Engagement

ASPIRATION

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

ASPIRATION

Campaign vs. Organizational Use

▶Campaign communications goals may differ from organizational communications goals

▶Tools may be used in different ways to support these differing goals

▶The goal support framework remains
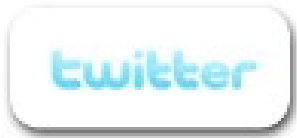
ASPIRATION

Campaign vs. Organizational Use

Campaign vs. Organizational Use
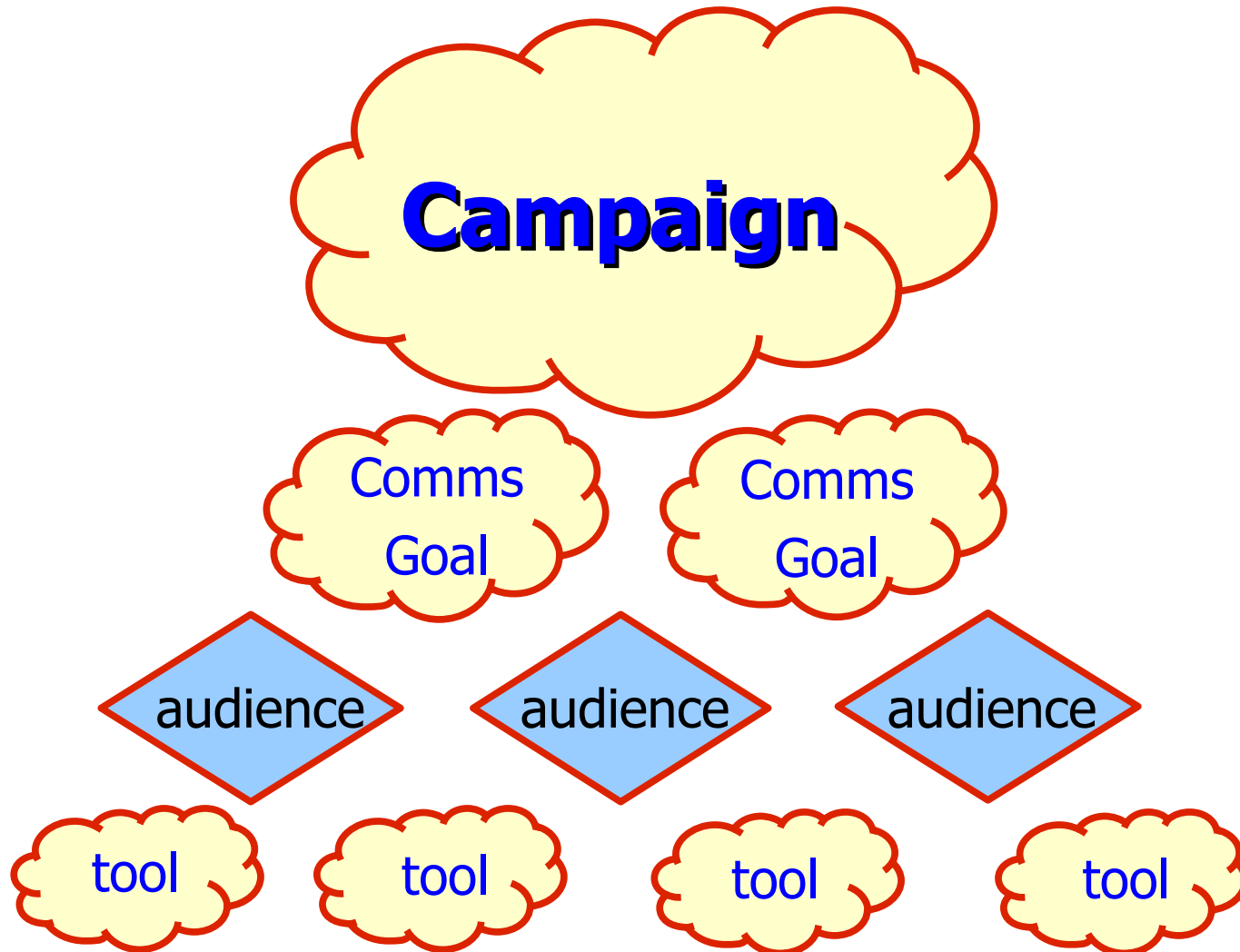
Things to Consider

▶ Your organization/campaign is unique

▶ Tools change all the time

▶ Tracking is important to give you a sense of what is working for YOU

ASPIRATION

5 Common
Online Communications
Tools

 facebook **Blogging** **Email** **Web Site**

ASPIRATION

Target Audience

twitter   **facebook**   **Blogging**   **Email**   **Web Site**

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

⟷

Potential supporters,
learning about
your work
and organization

ASPIRATION

Target Audience

Tone and Voice

twitter   **facebook**   **Blogging**   **Email**   **Web Site**

First person singular   First person plural

"I"   or third person

Informal and fun   "We" or "The org"

Conversational; "Social"   Official

ASPIRATION

Tone & Voice

Frequency of Message

twitter   facebook   **Blogging**   **Email**   **Web Site**

Frequent – can be daily or more often   ←——————→   Less frequent - Weekly to monthly

ASPIRATION

Frequency of Message

Matching Tools to Message

twitter   facebook   **Blogging**   **Email**   **Web Site**

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

⟷

Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

ASPIRATION

Matching Tools to Message

Control of Message and Brand

twitter   facebook   **Blogging**   **Email**   **Web Site**

Shared with
Audience, Tool

⟷

"Traditional"
org control

ASPIRATION

Control of Message & Brand

Time/Labor Investment

twitter   facebook   **Blogging**   **Email**   **Web Site**

Substantial, tending
towards 24/7   ⟷   Manageable, based
on past patterns

ASPIRATION

Time/Labor Investment

Return on Investment

twitter   facebook   **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

ASPIRATION

Return on Investment

ASPIRATION

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

ASPIRATION

That's All!

►Questions?

►Comments?

Thank You!