

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

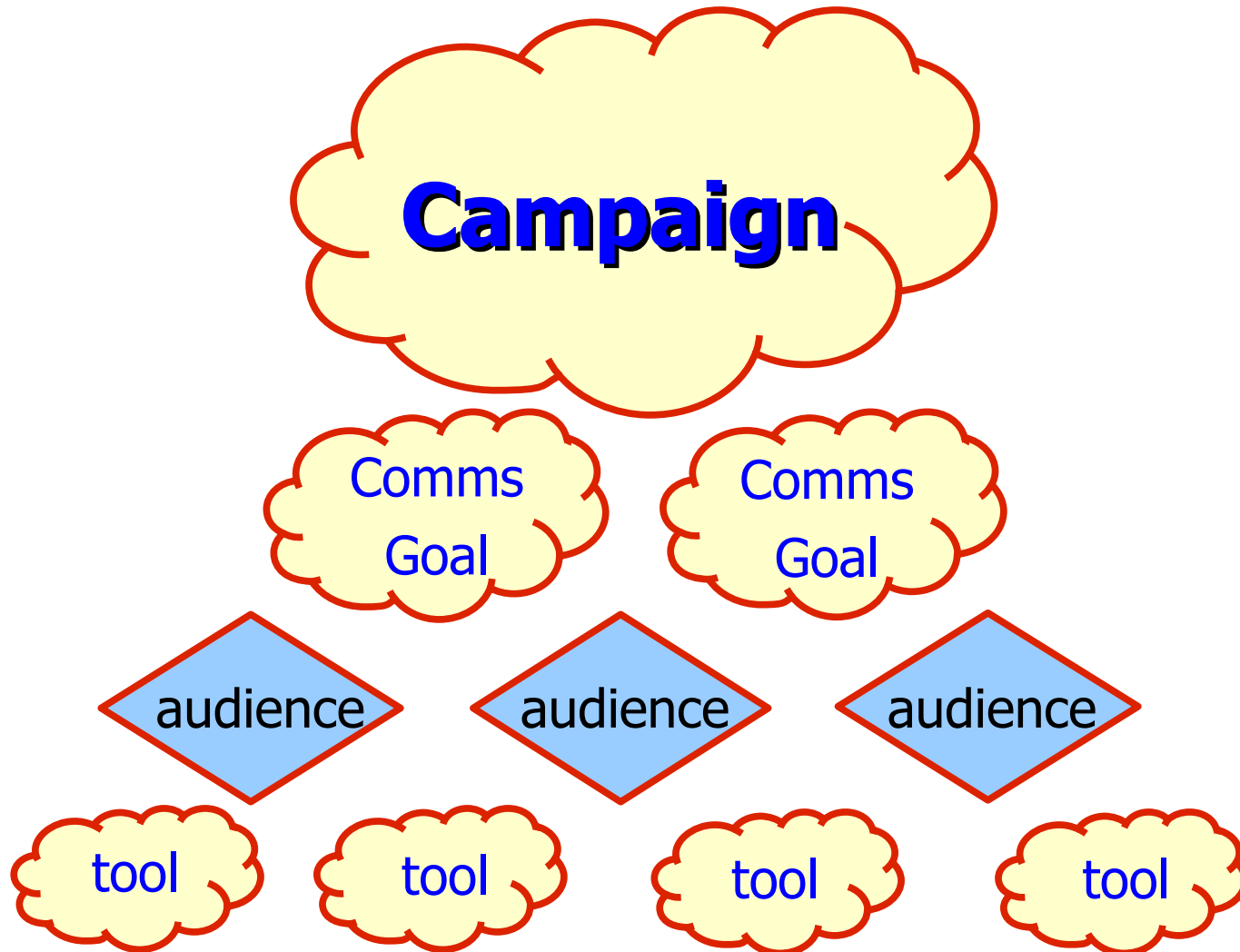
Campaign vs. Organizational Use

- ▶ Campaign communications goals may differ from organizational communications goals
- ▶ Tools may be used in different ways to support these differing goals
- ▶ The goal support framework remains

Campaign vs. Organizational Use



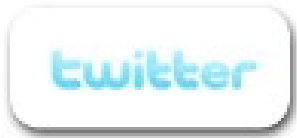
Campaign vs. Organizational Use



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

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

Tone and Voice



Blogging

Email

Web Site

First person singular

“I”

Informal and fun

Conversational; “Social”



First person plural

or third person

“We” or “The org”

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. Navigation links include "BLOG", "PHOTOS & VIDEO", "BRIEFING ROOM", "ISSUES", "the ADMINISTRATION", "the WHITE HOUSE", and "our GOVERNMENT". There are also links for "Get Email Updates" and "Contact Us".

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." Two buttons, "View the Gallery" and "Learn More", are positioned below the text. A pagination bar shows "1 2 3 4" with "1" 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 "Happening Now" section with the text "V.P. Biden Speaks at Lafayette College".

At the bottom, there is a "FEATURED TOPICS" section with links for "Private Payroll Employment: Jan 2008 - Feb 2012" and "March Jobs Numbers". A search bar is located on the right side of the page with the text "SEARCH the SITE" and "Search WhiteHouse.gov".

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 announcement about Islamic Facebook, Harvard online courses, marketing advice, a contest, and email copywriting tips. The time intervals between tweets are short, ranging from 4 to 9 minutes.

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	

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.

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Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience, Tool



“Traditional”
org control

Control of Message & Brand



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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