

Publishing Matrix

Coordinating Your Communications Channels



These training materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5



Learning Goals

- ▶ Think through standard communications practices at your organization
- ▶ Find ways to save time, re-use content, and coordinate your communications
- ▶ Establish an organizational standard through the Publishing Matrix template

Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



What is a Publishing Matrix?

- ▶ A grid to help you figure out which communications channel to use for what type of message whether in a campaign or for an organizational standard as a whole

Publishing Matrix

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter					
Event Announce					
Action Alert					
Fundraising Appeal					
Blog Post					
Press Release					
New Staff					

Basic

▶ Simple Campaign Publishing Matrix

Content Types	Communications Channels						
	Web Site	Email Blast	Tumblr	Facebook	Twitter	eNewsletter	Text
Action Alert	X	X		X	X		X
Event Announce	X			X	X	X	
Protest Assemble		X		X	X		X
Fundraising Appeal	X	X			X		
Weekly Recap			X		X		
Press Release	X	X		X	X		
New Job Opening	X				X	X	

Advanced

► Some processes added

Content Types	Communications Channels						
	Web Site	Email Blast	Tumblr	Facebook	Twitter	eNewsletter	Text
Action Alert	Post to front page	Send to "Action" Segment		Post bit.ly to web site	Post bit.ly to web site		X
Event Announce	Post to "Events"			X	X	X	
Protest Assemble		Send to "Protest", "Media"		X	X		X
Fundraising Appeal	X	X			X		
Weekly Recap			X		Post bit.ly to Tumblr post		
Press Release	X	X		X	X		
New Job Opening	Post to "Jobs"				X	Put in Sidebar	

Brain Exploding

► Assignments, processes defined, examples

Content Types		Communications Channels						
	Assigned to	Web Site	Email List	Tumblr	Facebook	Twitter	eNewsletter	Text
Assigned to		Courtney	Misty	Matt	Matt	Misty	Misty	Jessica
Action Alert	Matt	Post to front page	Send to "Action" segment		Post bit.ly of web page	Post bit.ly of web page		Join us on <date> to tell <enemy> what we think
Event Announce	Jessica	Post to "Events"			Create Facebook Event	Tweet out details	Add as main content piece	
Protest Assemble	Misty		Send to "Protest", "Media"			Tweet out details		Protest will be <date> at <time>. <other info>
Fundraising Appeal	Matt	Post to front page sidebar	Send to all			Post bit.ly to web page		
Weekly Recap	Matt			Post with best tweets, posts of week		Post bit.ly of Tumblr post		
Press Release	Matt	Post to front page & "Press Releases"	Send to all		Post bit.ly of web page	Post bit.ly of web page		
New Job Opening	Jessica	Post to "Jobs"			Post bit.ly of web page	Post bit.ly of web page	Put in sidebar	
eNewsletter	Misty	Post to "Newsletters"	Send to all		Post bit.ly of hosted link	Post bit.ly of hosted link		

In Summary

- ▶ Publishing Matrix is a simple tool to put together a lightweight communications framework for your organization
- ▶ Customize to make it useful for you
- ▶ Use for a single campaign or an organization

Next Steps

- ▶ Build out your publishing matrix
- ▶ Share it with your team to create an organizational asset
- ▶ Look for places to adjust your communications
 - Channels that are not being updated
 - Content types that could be recycled
 - Processes that don't have an owner

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

These training materials have been prepared by Aspiration
These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0

