

High Impact Online Communications

Getting Started with a Communications Strategy

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Introductions

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Who is Aspiration?

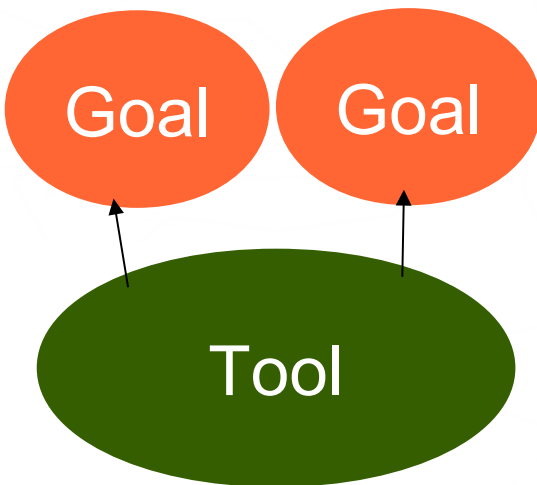
- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as ally, coach, strategist, mentor, and facilitator to those trying to make more impactful use of information technology in their social change efforts.

First Things

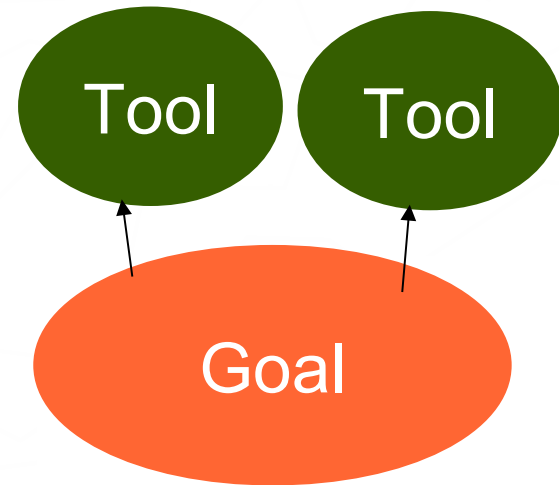
- ▶ This training is envisioned as a dialog
- ▶ Please ask questions early and often
- ▶ It will only be as valuable for you as you make it!
- ▶ This presentation is in beta – your feedback is welcome!

What are your goals?

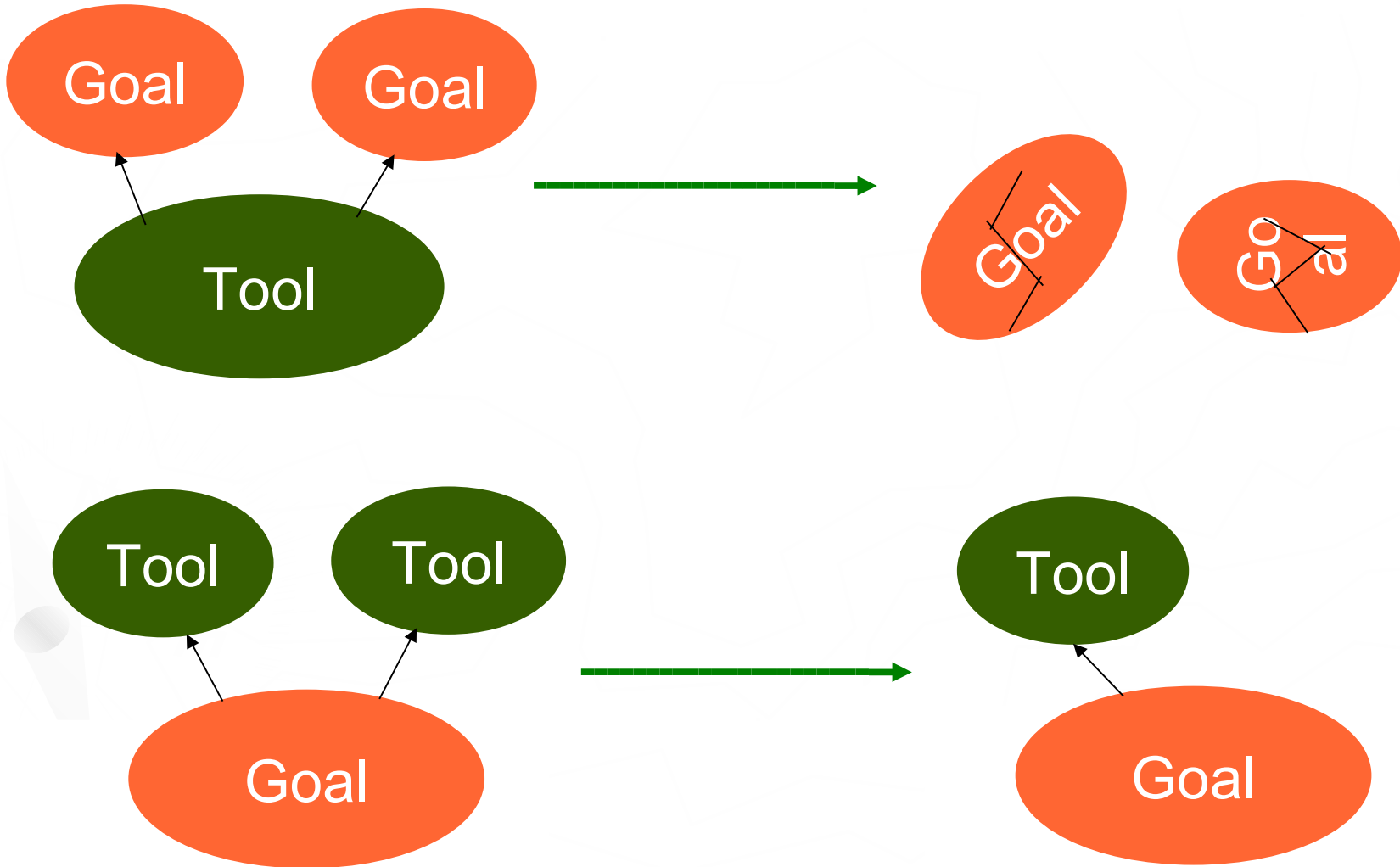
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you are using fails you



VS



Tool Agnostic?



Example Goal

Goal	Measurability	What does success look like?	Tools
Increase attendees at "awareness action" through online efforts	Compare this year's attendance to last year's	10% increase in attendance from last year	Email Blast Texting Facebook
Increase # of members at regular meetings and in leadership positions	Compare meeting attendance Compare % of new people in positions	Double meeting attendance & engage 10 new people in positions	Email Blast Texting Facebook Twitter Surveys Individual Emails

Agenda

- ▶ Introduce processes & templates for planning and maintaining your online activities
- ▶ Share examples of how organizations have used these processes
- ▶ Share resources for diving deeper into enhancing your communications strategy
- ▶ This presentation is in beta – your feedback is welcome!

Four Processes

Audience Assessment



Publishing Matrix



Message Calendar



Tracking & Metrics



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?
- ▶ Tracking
 - Do you know where you're mentioned online?

Audience Exercise

- ▶ Who are your top audiences?



Audience Assessment

Audiences

- Low income youth of color working in Real Food
- General public youth

LIVE REAL

**REAL FOOD.
REAL PEOPLE.
REAL CHANGE.**

Know Your 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)

Spectrum of Engagements

- ▶ Target Audience
- ▶ Frequency of Messaging
- ▶ Return on Investment



Blogging

Email

Web Site

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...

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

	A	B	C	D	E	F
Publishing Matrix						
Content Types	Communications Channels					
	Website	Email List	Blog	Facebook	Twitter	
<u>eNewsletter</u>	X	X	X	X	X	
Event Announce	X	X	X	X	X	
Action Alert	X	X	X	X	X	
Fundraising Appeal	X	X	X	X	X	
Blog Post	X	X	X	X	X	
Press Release	X	X	X	X	X	
New Staff	X	X	X	X	X	

Publishing Matrix

	Website	Media List	Immigration List
Press Releases	Post PR to News Page	Send to Media Contacts via CC	
Media Advisories		Send to Media Contacts via CC	
e-News	Link to appropriate pages		
e-Blasts	Link to appropriate pages		Send via CC
Reports (Issue Research)	Update to Research		
Annual Report	Update to Research		
Event Announcements	Update to Calendar		Send via CC
Website Update	Update appropriate page		
Post Action	Add "news" to website		

	Website	Media List (CC)	Immigration List
Press Releases	X	X	
Media Advisories		X	
e-News	X		
e-Blasts	X		X
Reports (Issue Research)	X		
Annual Report	X		
Event Announcements	X		X
Website Update	X		
Post Action	X		



Pub. Matrix Next Steps

- ▶ Build out your publishing matrix
- ▶ Define your processes
- ▶ Share it with your org to create an organizational asset
- ▶ Look for places to adjust your communications
 - Channels you aren't using as much as you could
 - Content types that could be recycled
 - Processes that don't have an owner

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

Calendar Your Messaging

	January				Febr	
Important Dates						
Email Template Areas						
Subject Line						
Engagement Ask						
Main Content Part 1						
Main Content Part 2						
Main Content Part 3						
Sidebar 1						
Sidebar 2						

Calendar Your Messaging

	January			February		
Important Dates	5 th – Quarterly Newsletter			20 th – Party Reminder	11 th – Party Last Chance	12 th – Annual Member Party
Email Template Areas						
Subject Line	You're Dying to Know What We're Up To...			Register Now for our Annual Member Party!	Last Chance to Get in on the Fun!	
Engagement Ask				Register Now!	Register Now!	
Main Content Part 1	Annual Member Party			Party Purpose		
Main Content Part 2	Take action around deforestation!			Party Details		
Main Content Part 3	Welcome our Two new employees					
Sidebar 1				Register Now! Button	Register Now! Button	
Sidebar 2						

Calendar Your Messaging

California School-Age Consortium						
MESSAGING CALENDAR						
E = external comm	January				February	
Statewide Programs						
E	Challenge				2/3 - All Contacts, MESSAGE	
E	Policy/Budget Campaign Alerts				1/31 - All contacts, Stop elimination of funding to 11-12 year olds	
E	Leadership Development Institute					
E	State Conference					
Chapter Events						
E	BA Chapter					
E	SAC Chapter	1/5 - All Contacts, MESSAGE	1/10 - NorCal Only, MESSAGE; 1/14 NorCal Only, Message			2/11 - All
E	LA Chapter		1/11 - All Contacts, MESSAGE		2/1 - SoCal Only, MESSAGE	2/9 - full SAC ev
E	OC Chapter					
E	SD Chapter			1/27 - All Contacts, MESSAGE		
E	NC Chapter					



**CALIFORNIA
SCHOOL-AGE
CONSORTIUM**

Evolving the Calendar

- ▶ You can't know the future when you calendar
 - Your calendar must be adaptable
- ▶ Be ready to respond to:
 - New developments in campaign
 - Shift in organizational priorities
 - Current events: tie breaking news to campaign
- ▶ Calendar changes must be transparent
 - All stakeholders need to know what and why

What is Online Communications Today?

▶ Conversations with people online

- Social media

▶ Made for people, not organizations

- It's not going to work perfectly

▶ Not your virtual megaphone



Benefits to Listening Online

- ▶ How is it valuable?
 - Be part of the conversation
 - Save \$\$\$ & time
 - Less guessing

Watch a Social Media Dashboard

- ▶ Free, low-cost and pricey tools exist to let you track how you're being seen online
 - NetVibes, Storify, Feedly, Radian6, etc
- Use a dashboard to track strategic keywords
 - Campaign and issue keywords, key staff names
 - Target, opponent, and decision-maker names
- ▶ Is your outbound messaging propagating?
 - What are the reactions?


Social Media Listening Dashboard

The dashboard is titled "Aspiration's Social Media Dashboard" and features a navigation bar with tabs for "Aspiration", "Social Source Commons", "SSC Blog", "Answr", "NP Tech Blogs", "Nonprofit Software Dev. Summit", "OTT", "Central Valley", and "CATechFest".

Twitter search: 'aspirationtech' (100 results)

- BHC Sacramento** (@aspirationtech) thanks for the tweet 3 days ago
- Aspiration** #FF follow these very cool orgs #healthjustice #socialjustice #immigrantjustice @LongBeachBHC @cpasf @PowerSF @bhcsac2020 @BlackOrgProject 3 days ago
- Kristine Maltrud** Thanks to @allengunn and @mistavila @aspirationtech @ArtSpark now has Resource Thursdays http://t.co/y0LkrF4x9C 4 days ago
- Digital Leap** March 2013 Seminars (via @aspirationtech) http://t.co/J38Thppcoq 5 days ago
- Digital Leap**

Recent Uploads tagged aspirationtech



(24) aspirationtech - Social Mention

- Who is an expert in mobile/web technology in Africa? LinkedIn ... 1 month ago
- I'm working with a very small nonprofit who is looking to ... 1 month ago
- Who is the maven of nonprofit, nonprofit technology, technology ... 1 month ago
- Would you kindly suggest me interesting reading material on Web 2 ... 5 months ago
- Free workshop from Aspiration Tech next week on Google Analytics ... 8 months ago
- Bay Area Cause Communications Community Meetup LinkedIn 8 months ago
- Free workshop from Aspiration Tech next week on Google Analytics ... 10 months ago

Twitter search: "allen gunn" (33 results)

- Hannah** Allen Gunn doesnt exist. Only Caleb York stunt doubles. yesterday
- Hannah** @allengunn WHOS ALLEN GUNN? I ONLY KNOW OF THIS CALEB FELLOW. yesterday
- Nate** @MirDaFish: I'm obsessed with Nathan Allen" Gunn**** yesterday
- Alex Quinnett** @allengunn but in all seriousness, what are you doing tomorrow Allen Gunn? 1 week ago
- sheepz** If someone made me a mixtape or CD of a bunch of cute music I'd be madly in love. hint hint Allen Gunn hint hint

How to Listen



Listening Matrix

Listening Category	URL / Unique Identifier
Web site	http://www.aspirationtech.com
Blog	http://www.aspirationtech.com/blog
Twitter	http://www.twitter.com/aspiration
Facebook	http://www.facebook.com/aspiration
LinkedIn	http://www.linkedin.com/company/aspiration
YouTube	http://www.youtube.com/aspiration
Organization	Org name #orghashtag
Senior Staff / People	Executive Director Staff
Issue areas	Issue #1 Issue #2 #issuehashtag
Org Program Names	Program #1 Program #2 Program #3
Allies	Ally #1 Ally #2 Ally #3
	Partner #1

Andre Pichly @andrepichly
Tool for determining what to listen for on social media- including haters! @JSteim #smcsac #aspirationtech
pic.twitter.com/NFYI51QFcc

Jan 28

Consider Tracking Analytics

- ▶ Attached to measurable goals, analytics are your thermometer
 - Make sure you know what goal the data is speaking to
- ▶ Helps determine what value you're providing to whom
- ▶ Tracking is key!!
 - Trends more important than isolated numbers

Tracking Doc Example

week	Website				Social Media		Email	
	Visits	% Bounce	Top Referrer	Most Popular Page	Facebook Page Likes	Twitter Followers	% Email Open	% Unsubscribe
1/1 – 1/7								
1/8 – 1/14								

	09/09/11 to 09/15/11	09/16/11 to 9/22/11	09/23/11 to 09/29/11	09/30/11 to 10/06/11	10/07/11 to 10/13/11
SSC Blog					
Impressions	278	230	206	170	170
Clicks	1	0	0	0	0
CTR	0.36%	0.00%	0.00%	0.00%	0.00%
Avg CPC	\$1.00	\$0.00	\$0.00	\$0.00	\$0.00
Cost	\$1.00	\$0.00	\$0.00	\$0.00	\$0.00
Avg. Position	5.9	5.5	6.4	5.9	5.9
Visits	344	329	358	370	370
Page Views	451	427	443	599	599
Bounce Rate %	85.17%	88.15%	87.99%	81.62%	81.62%
Avg. Time on Site	01:09	00:52	00:56	01:48	01:48
% New Visits	88.95%	86.02%	89.66%	81.35%	81.35%
Bit.ly Referrers:	0	0	0	0	0
Twitter Referrers:	1	0	0	0	0
FB Referrers	6	5	1	15	15
Notable Referrers:	hosted.verticalcove.com	hosted.verticalcove.com	socialsourcecentral.com	t.co (18)	con
Top Page	/2011/04/facebook	/2011/04/facebook	/2011/04/facebook	/2011/04/facebook	/2011/04/facebook
Second Most Popular Page	/2011/03/creative	/2011/04/imac	/2011/04/imac	/2011/03/creative	/2011/03/creative
Third Most Popular Page	/2011/04/imac	/2011/03/creative	/2011/03/creative	/2011/03/creative	/2011/03/creative

Workflow

▶ Send Action Alert

- Go through Pub Matrix and send according to message calendar
- After action time period complete, check out analytics
 - Use Dashboard to SEE the content that corresponds with the #s
- Fill in analytics doc to compare to past messaging
 - Adjust publishing matrix, message calendar accordingly

Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



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
 - Tracking
- ▶ Control your identity and your data
 - Take control of your online destiny
 - Your data is your digital power and your path to fundraising success

Upcoming Seminars

- ▶ Reaching your Audience Online
 - Thursday, 2/6
- ▶ Coordinating your Online Channels
 - Thursday, 2/13
- ▶ Calendaring your Messaging
 - Thursday, 2/20
- ▶ Listening Online to Message More Effectively
 - Thursday, 2/27

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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