High Impact Online Communications

Getting Started with a Communications Strategy

These training materials have been prepared by Aspiration and Radical Designs

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BETTER TOOLS FOR A BETTER WORLD

Introductions

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Who is Aspiration?

► Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.

► We serve as <u>ally, coach, strategist, mentor, and facilitator</u> 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?
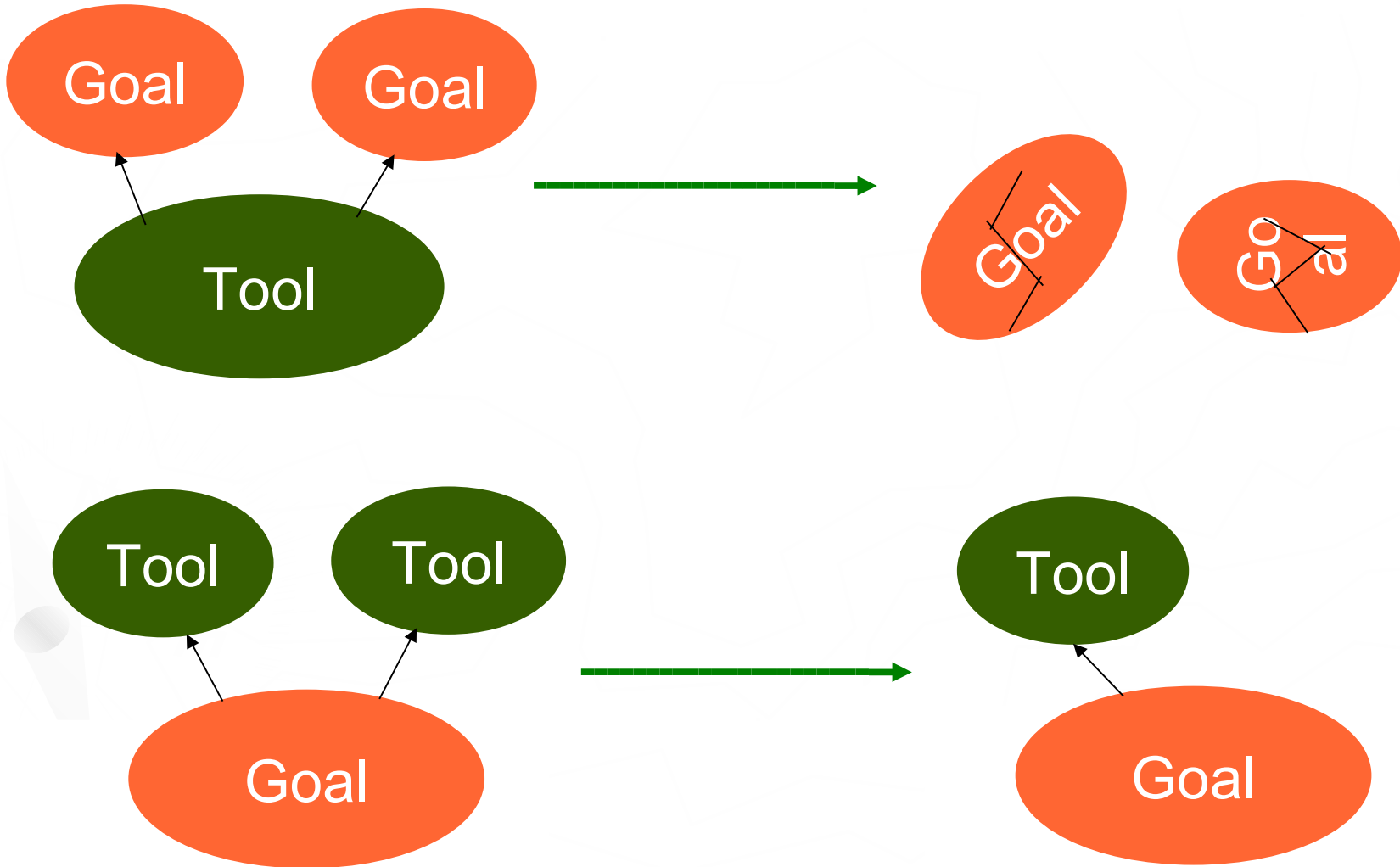
► Measurable

► What does success look like?

► Tool-Agnostic

▪ Make sure your communications plan stays in tact when the tool you are using fails you

Goal Goal

Tool

vs

Tool Tool
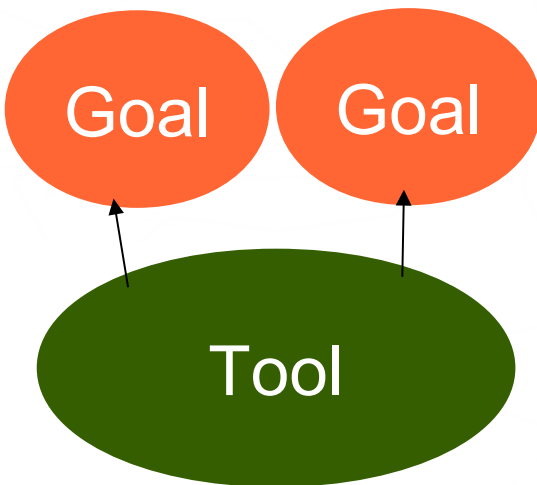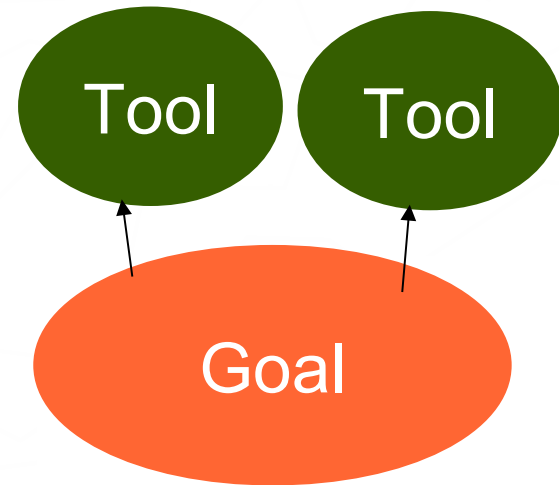
Goal

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!

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Four Processes

Audience Assessment

Publishing Matrix

Tracking & Metrics

Message Calendar

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?

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Audience Exercise

▶ Who are your top audiences?

Audience Assessment

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

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

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Target Audience

Target Audience

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

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Publishing Matrix

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

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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				February
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

Email Template Areas	January					February
Important Dates	5th – Quarterly Newsletter			20th – Party Reminder	11th – Party Last Chance	12th – 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						

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Calendar Your Messaging

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

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Benefits to Listening Online

► How is it valuable?

- Be part of the conversation
- Save $$$ & time
- Less guessing

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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?

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Social Media Listening Dashboard

How to Listen

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								

SSC Blog

	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/ 10/
Impressions	278	230	206	170	
Clicks	1	0	0	0	
CTR	0.36%	0.00%	0.00%	0.00%	
Avg CPC	$1.00	$0.00	$0.00	$0.00	
Cost	$1.00	$0.00	$0.00	$0.00	
Avg. Position	5.9	5.5	6.4	5.9	
Visits	344	329	358	370	
Page Views	451	427	443	599	
Bounce Rate %	85.17%	88.15%	87.99%	81.62%	
Avg. Time on Site	01:09	00:52	00:56	01:48	
% New Visits	88.95%	86.02%	89.66%	81.35%	
Bit.ly Referrers:	0	0	0	0	
Twitter Referrers:	1	0	0	0	
FB Referrers	6	5	1	15	
Notable Referrers:	hosted.vertica	hosted.vertica	socialsourcec	t.co (18)	con
Top Page	/2011/04/face	/2011/04/face	/2011/04/face	/2011/04/face	/20
Second Most Popular Page	/2011/03/crea	/2011/04/imac	/2011/04/imac	/2011/03/crea	/20
Third Most Popular Page	/2011/04/imac	/2011/03/crea	/2011/03/crea	/	/

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

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Four Processes

Audience Assessment

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Tracking & Metrics

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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

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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

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End Of Section

▶Questions?

▶Comments?

Thank You!

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