High Impact Online Communications

Creating Your
Social Media Presence

ASPIRATION

Introductions

► Matt Garcia
- Director of Communications & Training
- matt@aspirationtech.org

► Jessica Steimer
- Nonprofit Technology Specialist
- jessica@aspirationtech.org

► Aspiration
- Nonprofit
- Helps nonprofits & organizations use technology better for their missions

ASPIRATION

Introductions

► Hello!

- Name

- Organization

- What you're hoping to get out of today

ASPIRATION

Our Goals

▶ Explore the importance of social media in reaching online audiences and their appropriate uses

▶ Learn some basic workflows for common social media tools that you can use in your work

▶ Demonstrate a process framework for coordinating social media

▶ Answer your questions

ASPIRATION

Today's Agenda

▶ We're going to talk about:

- Using social media as a tool

- Compare common online communications tools

- Social media workflows

- Construct a process to organize and coordinate your organizational communications

ASPIRATION

First Things

▶ This training is envisioned as a dialog

▶ Please ask questions early and often

  ▪ Especially if we use technical jargon of weird vocab

▶ Make it valuable for you!

What is Social Media?

▶ Online platforms that enable users to communicate, share, and collaborate with friends, friends of friends, even strangers

  - Social Media (YouTube, Flickr)

    - Sharing digital content

  - Social Networks (Facebook, Twitter, LinkedIn)

    - Having conversations

  - The lines blur :^)

ASPIRATION

What is Social Media Today?

► Conversations with people online

- *Social* media

► Made for people, not organizations

- It's not going to work perfectly

► Not your virtual megaphone

ASPIRATION

Advantages of Social Media

▶ Get Relevant News

- Allows you to receive curated news from other people in your issue space

▶ Increase Exposure

- Gives you easy access to new networks of people through sharing

▶ Generate Conversation & Feedback

- Allows two-way conversations

ASPIRATION

Caveats of Social Media

► Can take a lot of time

  ▪ Time = Money

► Big corporations want your data

  ▪ You are the product

► There are a billion tools

  ▪ It can take time to figure out which ones you need

► Tools change EVERY. SINGLE. DAY

  ▪ You have to keep up

ASPIRATION

Limitations of Online Organizing

▶ Digital Divides

- Never forget who is left out by "e" strategies

▶ Trust relationships are best built in person

- Online organizing is most effective when it leverages established social networks and communities

▶ Each community and campaign is different

- Your mileage will vary

ASPIRATION

Social Media Housekeeping

▶ Lock down your virtual real estate

- Reserve any accounts you could envision using now or in the future
  - Facebook, Twitter, YouTube, Flickr

▶ Set them up to look like a family

- Strive for name consistency, usually an organizational domain name

ASPIRATION

But What Tool is Right for Me?

▶ It depends…

- Who are you trying to reach?

- Where do they hang out online?

▶ It also depends…

- What are you trying to get done?

- What value or benefit can you offer?

▶ Overall you need to think through how you're using your limited resources to support the work of your organization

ASPIRATION

Audience Exercise
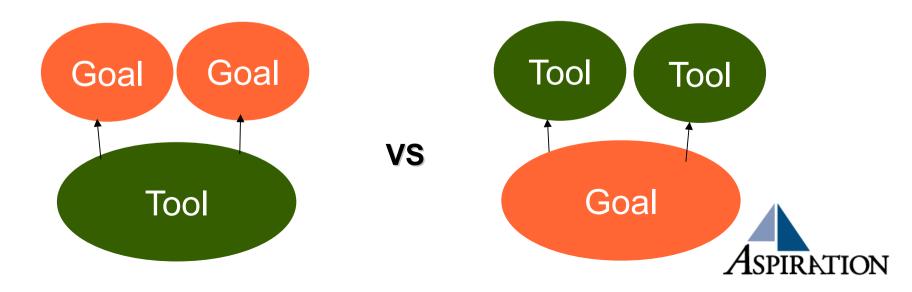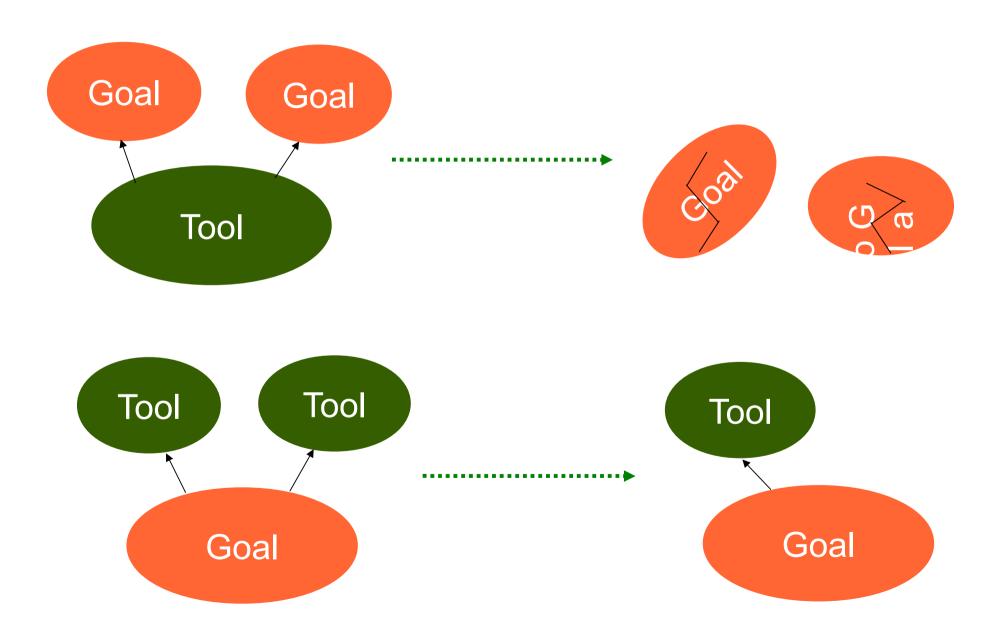
► Who are your top three audiences online?

What are your goals?

► Measurable

► What does success look like?

► Tool-Agnostic

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

Tool Agnostic?

Example Goals

Goal	Measurability	What does success look like?	Tools
Increase donations through online efforts	• Can ask people how they heard • Track referring link of Donation Thank You page	50 new donators coming from online efforts	• Web Site • Facebook
Increase attendees at annual event through online efforts	• Compare this year's attendance to last year's • Have a "How'd You Hear" place on registration	10% increase in attendance from last year	• Twitter • Texting

Bottom Line

▶ Online tools aren't a magic bullet

▶ You need:

- An measurable goal

- A compelling message

- Effective tactics to realize your goal

- A plan for engaging supporters and well-defined ways for them to plug in

▶ eAdvocacy is more about organizing and organizational challenges than tech challenges

ASPIRATION

Aspiration's eAdvocacy Initiative

▶ Goal: Organizational self-sufficiency online

▶ eAdvocacy capacity-building trainings

▶ Social Source Commons

- http://socialsourcecommons.org

- Inventory of available tools

▶ SSC Blog

- http://blog.socialsourcecommons.org

ASPIRATION

4 Processes for Sustainability

Goals & Audience Assessment

- Do you know who you're talking to?

Publishing Matrix

- Do you have a model for when to use what tool?

Message Calendaring

- Is all messaging on a unified calendar?

Tracking & Metrics

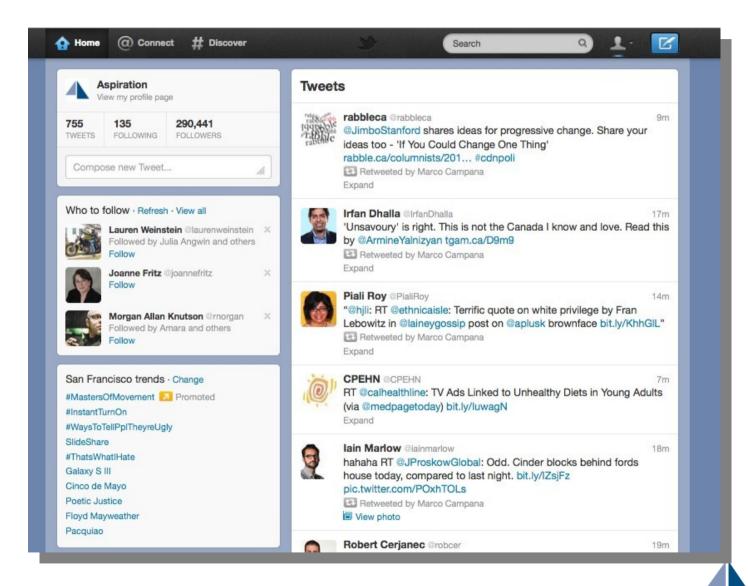- Which techniques are working?
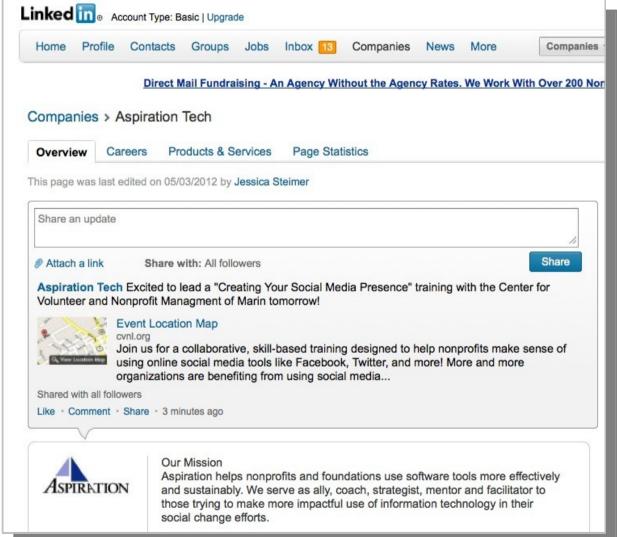
ASPIRATION

► Questions?

► Comments?

ASPIRATION

Let's Jump Into Some Tools

ASPIRATION

Facebook

Twitter

LinkedIn

High Impact Online Communications

Spectrums of Engagement

ASPIRATION

Learning Goals

▶ Compare common tools used for online communications

▶ Better understand when to use what tool

▶ Thick about how tool selection supports your organization's work as a whole or campaign
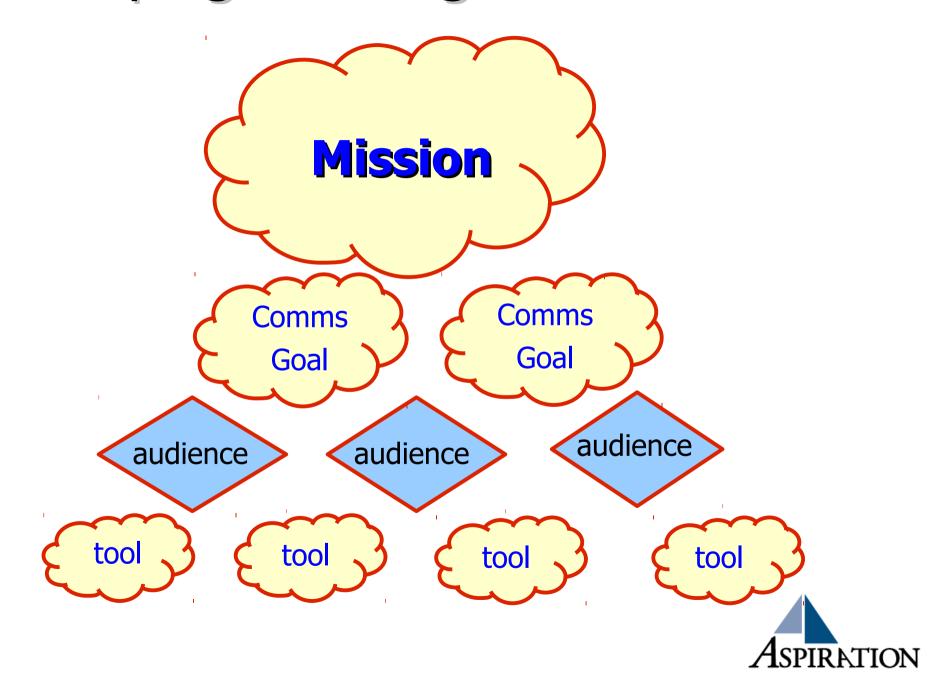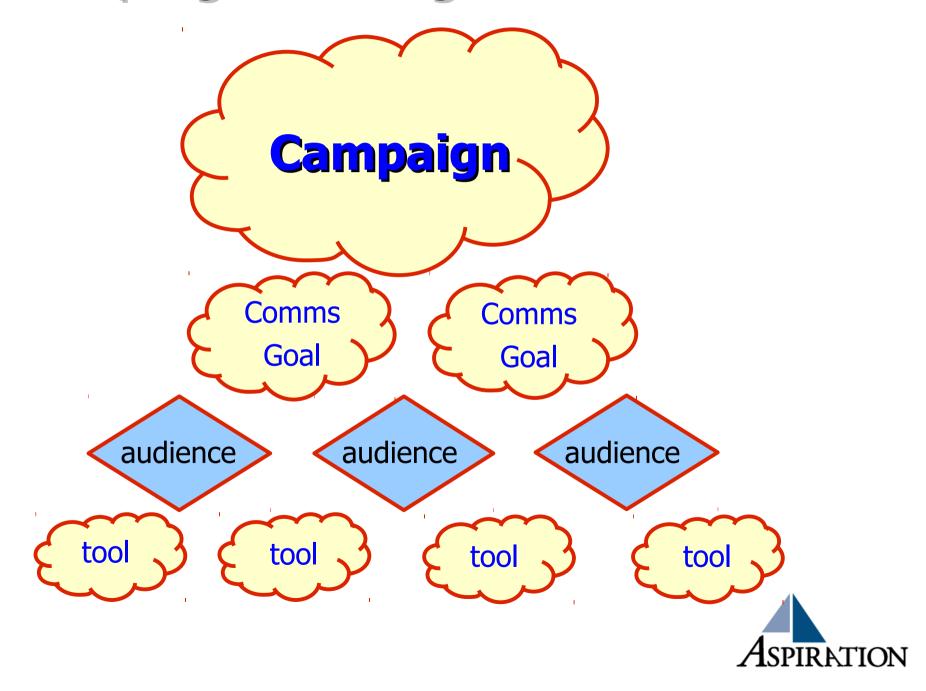
ASPIRATION

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
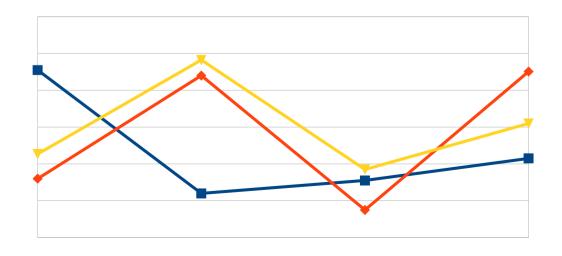
ASPIRATION

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

5 Common
Online Communications
Tools

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

Target Audience
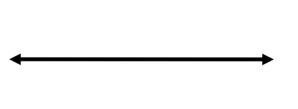
twitter **facebook** **Blogging** **Email** **Web Site**

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,   Planned messaging,
Real-time updates,   measured narrative
Teasers, Flirts   ←——————————→   Urgent alerts,
Opportunistic asks   Intentional asks

ASPIRATION

Matching Tools to Message

Control of Message and Brand

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

Shared with   "Traditional"

Audience, Tool   ←──────────→   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

► Define measurable goals around your online communications tool use

► Determine differences in tool use for your organization as a whole and for specific campaigns

► Learn how to measure success on the tools you are using

ASPIRATION

▶ Questions?

▶ Comments?

ASPIRATION

High Impact Online Communications

Coordinating Your Online Channels with a Publishing Matrix

ASPIRATION

Learning Goals

► Think about the different channel-specific audiences

► Think about your organization-specific audiences

► Establish an organizational process through the Publishing Matrix

ASPIRATION

What is a Publishing Matrix?

▶ A Publishing Matrix is a grid that lays out an organization's online channels as well as the content it publishes on each channel

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					

Publishing Matrix

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

Why Do I Care?

▶ **Operation Benefits**

- Enumerates
    - Types of content that an organization publishes
    - Communications Channels
- Super Customizable
- Reminds you of messaging opportunities in all of your communications channels
- Establishes a communications standard for your work

ASPIRATION

Why Do I Care?

▶ Strategic Benefits

- Gets more eyeballs on your content

- Creates more opportunity for propagating messages

- Makes the engagement of your "base" more consistent

ASPIRATION

Questions for Channels

► Who is the audience of this channel?

  ▪ Strangers? Fans? Funders?

► Do we want to engage that audience for this content type?

  ▪ Will they care about this type of content?

► If yes, how do we want to engage them?

  ▪ Tone? Referring link? Full content piece?

eNewsletter – Web Site?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter					

► Who is the audience of our web site?

- Strangers, Resource-Seekers

► Do we want to engage them with our eNewsletter?

- No. Currently, we don't post our eNewsletters to the site

ASPIRATION

eNewsletter – Email List?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter					

▶ Who is the audience of our email list?

- People who want updates, news about us

▶ Do we want to engage them with our eNewsletter?

- Absolutely

▶ How should we engage that audience?

- Send eNewsletter through email blaster

ASPIRATION

eNewsletter – Blog?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X			

► Who is the audience of our blog?

- People interested in specific post content

► Do we want to engage them with our eNewsletter?

- No, our SSC Blog is more about NPTech topics rather than org updates

ASPIRATION

eNewsletter – Facebook?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X			

▶ Who is the audience of our Facebook Page?

 ▪ Fans of the org. People who want to see your status.

▶ Do we want to engage them with our eNewsletter?

 ▪ Definitely, these people want news from you.

▶ How should we engage that audience?

 ▪ Post a link to the hosted version of the eNewsletter

ASPIRATION

eNewsletter – Twitter?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	

► Who is the audience of our Twitter page?

 ▪ Casual followers and fans

► Do we want to engage them with our eNewsletter?

 ▪ Yes. Twitter is an ignorable stream. Hard to hurt.

► How should we engage that audience?

 ▪ Post a link to the hosted version of the eNewsletter

ASPIRATION

Completed eNewsletter Publishing Matrix Row

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	X

ASPIRATION

Summary

▶ Think about your org's audience for each channel

  ▪ Differences? Tones? Formats?

▶ Decide if the content type is right for that
audience

  ▪ Creating an organizational process/standard

▶ Decide best way to offer the content based on
the channel

  ▪ Post a link? Discuss an opinion? Ask for feedback?

ASPIRATION

Let's Build a Publishing Matrix

► List all your Content Types (Rows)

  ▪ Example: blog, publications, texts, emails

► List all your Channel Types (Columns)

  ▪ Where do you publish information?

► Decided which content is right for which channel.

Publishing Matrix Tips & Tricks

▶ Some "Content Types" are "Channels" too

  ▪ For example, eNewsletter

Content Types	Communications Channel		
	Website	eNewsletter	Twitter
eNewsletter	X		X
Event Announcement	X	X	X

ASPIRATION

Publishing Matrix Tips & Tricks

► Instead of an "X" add example content

  ▪ For example, an template for a Twitter tweet

Content Types	Communications Channel		
	Website	Email List	Twitter
Event Announcement	x	x	Join us and @ruckusociety for our Activist Tech Teach In June 7th in Oakland, CA http://www.bit.ly/isf5m
Tweet			"A Tweet is like your invisible best friend" @UCLabor Training Participant #TwitterLove

ASPIRATION

Publishing Matrix Tips & Tricks

▶ Instead of an "X" add a workflow

   ◼ For example, "Post hosted link"

Content Types	Communications Channel		
	Website	Craigslist	Twitter
eNewsletter	Post Hosted Version Link to Website		Post Hosted Version Link to Twitter
Event Announcement	Add to Events Page	Post in the Community Events Section	Add a bit.ly link to the event registration

ASPIRATION

Publishing Matrix Tips & Tricks

▶ Assign channels to people at your organization

- For example, Courtney deals with the web site

Content Types	Communications Channel		
	Website	Email List	Twitter
Assigned to:	Courtney	Matt	Mike
eNewsletter	Post Hosted Link to Website		Post Hosted Version to Twitter
Event Announcement	x	x	Join us and @ruckusociety for our Activist Tech Teach In June 7th in Oakland, CA http://www.bit.ly/isf5m

ASPIRATION

Example: Project Pub Matrix

Aspiration Central Valley Program Publishing Matrix

	CV - discuss list	CV - Email List	Asp Twitter	Asp Facebook	SSC Toolbox	Answr	Asp CV Website Page	PDF Flyer	CV Blog	Eventbrite	Flickr	Partner Sites-CMC/ZD/YLI
Training Announcment	X	X	X	X			X	X	X	X		X
Training Reminder		X	X									
Thanks for Coming		X										
Espanol Versions *	X	X						X	X			
Post-event Recap	X								X			
Photo			X - Link to album	X - Album	X				X		X - Create Set	
Notable CV Mentions				X	X	X			X			

*if necessary

CCPF2011

►Questions?

►Comments?

ASPIRATION

High Impact Online Communications

Recap

ASPIRATION

Recap

► Remember to define your social media goals to make the most of your time/resources

► Don't feel like you have to be on everything

- Baby steps; Bite off as much as you can chew

► Think about which tool is right for your goals and audiences

► Have an organizational process for your communications

ASPIRATION

Don't Be a Stranger

► Matt Garcia

- matt@aspirationtech.org

► Jessica Steimer

- jessica@aspirationtech.org

ASPIRATION

End Of Section

► Questions?

► Comments?

Thank You!