High Impact Online Communications

Effective Messaging Across Online Channels

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

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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

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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

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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

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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

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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

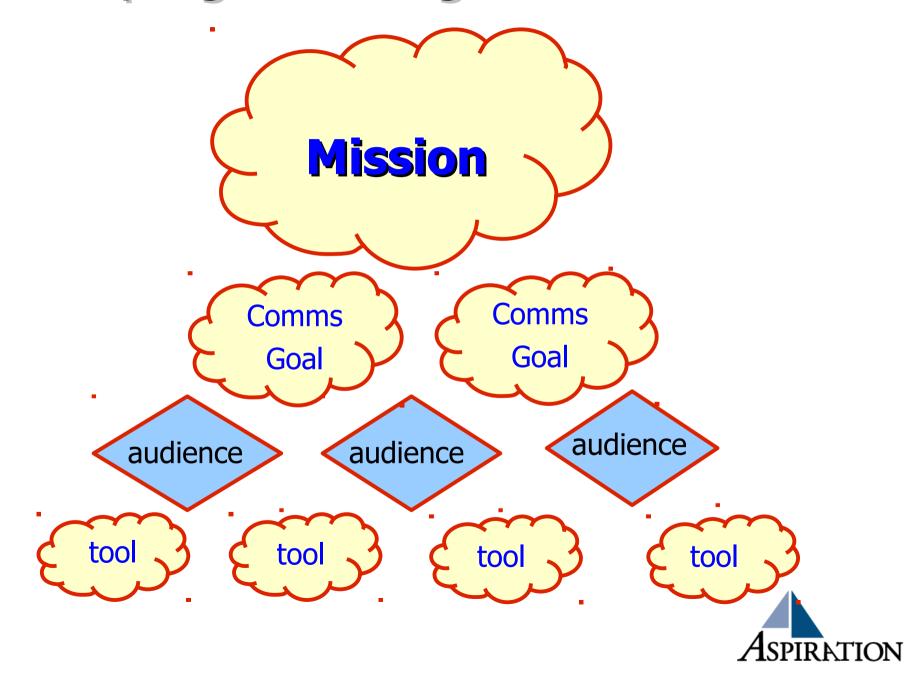- Strive for name consistency, usually an organizational domain name

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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

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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

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5 Common
Online Communications
Tools

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

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Target Audience

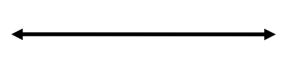twitter   facebook **Blogging**   **Email**   **Web Site**

Know you; want
constant information
and details
about your work.

⟵————————————⟶

Potential supporters,
learning about
your work
and organization

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Target Audience

Target Audience

Tone and Voice

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

First person singular
"I"
Informal and fun
Conversational; "Social"

←——————————→

First person plural
or third person
"We" or "The org"
Official

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Tone & Voice

Tone & Voice

Frequency of Message

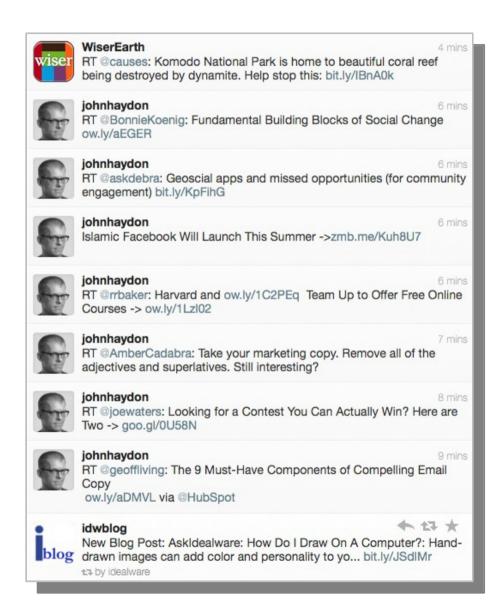 **facebook** **Blogging** **Email** **Web Site**

Frequent – can be
daily or more often

⟷

Less frequent -
Weekly to monthly

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Frequency of Message

Frequency of Message

Matching Tools to Message

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

Late-breaking news,
Real-time updates,
Teasers, Flirts
Opportunistic asks

⟵————————⟶

Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

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Matching Tools to Message

Matching Tools to Message

Control of Message and Brand

Blogging   **Email**   **Web Site**

Shared with
Audience, Tool

$\longleftrightarrow$

"Traditional"
org control

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Control of Message & Brand

Control of Message & Brand

Time/Labor Investment

  Blogging   **Email**   **Web Site**

Substantial, tending
towards 24/7

⟵——————⟶

Manageable, based
on past patterns

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Time/Labor Investment

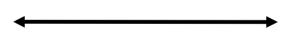# Return on Investment

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

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Return on Investment

KEY STRATEGY POINTS

Priority #1 – Focusing on Educating California Republicans

While the WIC program has traditionally enjoyed strong bipartisan support, there are a growing number of Republican House members who do not feel that same affinity for the program and are looking to cut any and all federal programs. WE NEED WIC campaigners will reach out to California's Republicans, with stronger messages, provide them with more information about the WIC program's effectiveness, engage partners that Republicans are more likely to listen to -- like the business and medical community.

Priority #2 – Keeping in Close Touch with Key California Democrats

House Minority Leader Nancy Pelosi and her key lieutenant, George Miller, should get special attention in Washington and back home. In addition, California members of the Congressional Hispanic Caucus (CHC) and Congressional Black Caucus (CBC) should receive extra attention. CHC members are: Cardoza (18), Costa (20), Becerra (31), Roybal-Allard (34), Napolitano (38), Linda Sanchez (39), Baca, (43), and Loretta Sanchez (47). CBC members are Lee (09), Bass (33), Waters (35), and Richardson (37).

Priority #3 – Educating the Public and Advocating for the WIC Program

FY 2013 could be grim for the WIC program from a fiscal point of view. It is important to build public support for the program to help in funding fights in 2013 and long term. CWA needs to publicize the effectiveness of the WIC program in order to build public support.

Priority #4 - Maintenance of Traditional Congressional Support among California's Democrats

It remains important to ensure continued to be cultivated - providing their offices with up-to-date information, inviting Members of Congress to clinic openings, visiting their offices when CWA members are in Washington.

KEY MESSAGES:

1. **"WE NEED WIC!"** WIC is vital safety net program that feeds the hungry and saves lives. It also generates jobs and helps local economies. Cutting WIC should not be an acceptable deficit reduction option no matter which side of the aisle you are on. If WIC is cut, mothers and children will go hungry and babies will die.

2. **"WIC WORKS!"** WIC is one of the most effective federal programs ever devised. It is cost-efficient and well-managed. WIC saves federal dollars with a time-limited investment that prevents poor birth outcomes and chronic ill health by providing at-risk young families with modest food prescriptions and education that they need to stay healthy. New evidence shows that WIC's modernized food benefits are reducing obesity and increasing breastfeeding.

PHASE 1 ACTIONS: OCTOBER 1 – NOVEMBER 23, 2011

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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

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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

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End Of Section

▶Questions?

▶Comments?

Thank You!