

High Impact Online Communications

Effective Online Communications for Nonprofits

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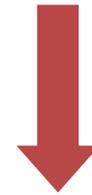


Four Processes

Audience Assessment



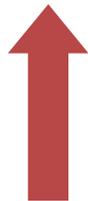
Publishing Matrix



Tracking & Metrics



Message Calendar



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
- ▶ Create measurable goals for your communications work
- ▶ Answer your questions

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



Advantages of Social Media

▶ Get Relevant News

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

▶ Increase Exposure

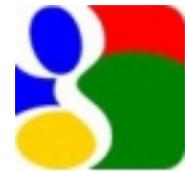
- Gives you easy access to new networks of people through sharing

▶ Generate Conversation & Feedback

- Allows two-way conversations

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



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

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

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



Blogging

Email

Web Site

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



Potential supporters,
learning about
your work
and organization

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...

Tone and Voice



Blogging

Email

Web Site

First person singular

“I”

Informal and fun

Conversational; “Social”



First person plural

or third person

“We” or “The org”

Official

Tone & Voice

The screenshot shows the White House website interface. At the top, the text reads "the WHITE HOUSE PRESIDENT BARACK OBAMA" with a circular logo of the White House in the center. To the right are links for "Get Email Updates" and "Contact Us". Below this is a dark blue navigation bar with links for "BLOG", "PHOTOS & VIDEO", "BRIEFING ROOM", "ISSUES", "the ADMINISTRATION", "the WHITE HOUSE", and "our GOVERNMENT".

The main content area features a large blue box with the headline "OMG, Talkin' to Karzai!! LOLZ". Below the headline is a paragraph: "President Obama makes a surprise visit to Afghanistan to sign a historic strategic partnership agreement that will help to guide our future relationship with the country." Underneath the text are two buttons: "View the Gallery" and "Learn More". At the bottom of the blue box is a pagination bar with numbers 1, 2, 3, and 4, where '1' is highlighted.

To the right of the text is a photograph of President Barack Obama and Afghan President Hamid Karzai shaking hands and exchanging a document. The caption below the photo reads: "President Barack Obama and Afghan President Hamid Karzai, Pete Souza, 5/1/12".

Below the main content is a brown banner with the text "Happening Now: V.P. Biden Speaks at Lafayette College".

At the bottom left, there is a "FEATURED TOPICS" section with a link for "March Jobs Numbers". At the bottom right, there is a "SEARCH the SITE" section with a search bar containing the text "Search WhiteHouse.gov" and a "Search" button.

Tone & Voice



The screenshot shows the Twitter profile of the Greenlining Institute. The profile picture is a square logo with a stylized 'G' and the text 'THE GREENLINING INSTITUTE'. The bio reads: 'GreenliningInstitute @Greenlining FOLLOWS YOU The Greenlining Institute is a national policy, organizing, and leadership institute working for racial and economic justice. Berkeley, CA · <http://greenlining.org>'. The statistics show 3,963 tweets, 1,564 following, and 2,328 followers. The 'Following' button is highlighted in blue. The tweets section shows four recent tweets, all from the account, discussing appreciation for a supporter, public policies, and an equity agenda.

GreenliningInstitute
@Greenlining FOLLOWS YOU

The Greenlining Institute is a national policy, organizing, and leadership institute working for racial and economic justice.
Berkeley, CA · <http://greenlining.org>

3,963 TWEETS 1,564 FOLLOWING 2,328 FOLLOWERS  **Following**

Tweets

 **GreenliningInstitute** @Greenlining 31m
So much love to @CarlaMays for being a rock star Twitter supporter! We appreciate it! :)
Expand

 **GreenliningInstitute** @Greenlining 50m
Public policies created the racial disparities we fight, thus they can also fix them. #equity #racialjustice
Expand

 **GreenliningInstitute** @Greenlining 52m
Our equity agenda: Access to opportunity despite ones race, income, sexual orientation, or zip code.
Expand

 **GreenliningInstitute** @Greenlining 19h
MT @caeconomy: @Greenlining's Economic Summit tackled

Frequency of Message



Blogging

Email

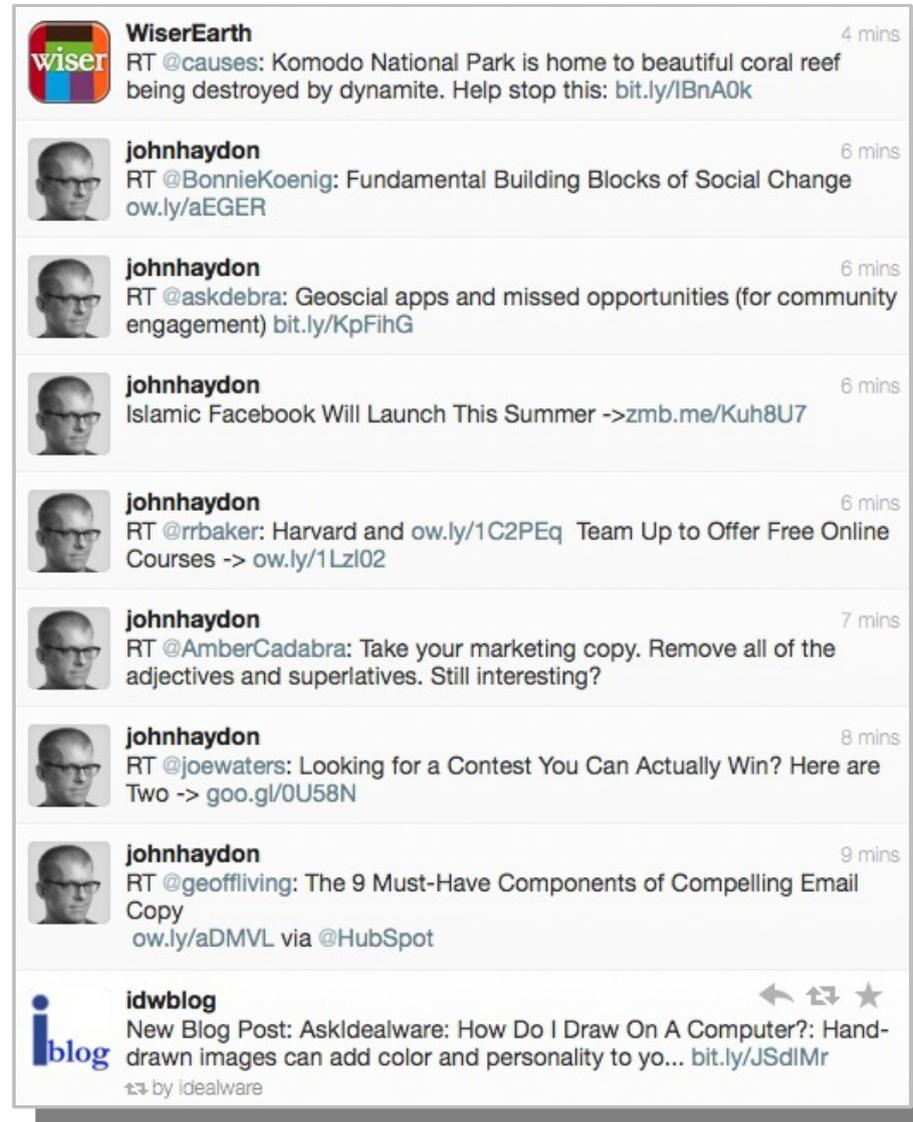
Web Site

Frequent – can be
daily or more often



Less frequent -
Weekly to monthly

Frequency of Message



The screenshot displays a vertical list of tweets. The first tweet is from WiserEarth, retweeted by @causes. The following seven tweets are all retweets by johnhaydon, each with a different source. The final tweet is from idwblog, retweeted by idealware. The time intervals between tweets are 4, 6, 6, 6, 6, 7, 8, and 9 minutes, respectively.

Sender	Message	Time
WiserEarth	RT @causes: Komodo National Park is home to beautiful coral reef being destroyed by dynamite. Help stop this: bit.ly/IBnA0k	4 mins
johnhaydon	RT @BonnieKoenig: Fundamental Building Blocks of Social Change ow.ly/aEGER	6 mins
johnhaydon	RT @askdebra: Geosocial apps and missed opportunities (for community engagement) bit.ly/KpFihG	6 mins
johnhaydon	Islamic Facebook Will Launch This Summer -> zmb.me/Kuh8U7	6 mins
johnhaydon	RT @rrbaker: Harvard and ow.ly/1C2PEq Team Up to Offer Free Online Courses -> ow.ly/1Lzl02	6 mins
johnhaydon	RT @AmberCadabra: Take your marketing copy. Remove all of the adjectives and superlatives. Still interesting?	7 mins
johnhaydon	RT @joewaters: Looking for a Contest You Can Actually Win? Here are Two -> goo.gl/OU58N	8 mins
johnhaydon	RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy ow.ly/aDMVL via @HubSpot	9 mins
idwblog	New Blog Post: AskIdealware: How Do I Draw On A Computer?: Hand-drawn images can add color and personality to yo... bit.ly/JSdlMr ↩ by idealware	

Frequency of Message

RAN
@RAN FOLLOWS YOU
Rainforest Action Network protects forests, communities & climate through non-violent direct action, organizing & education. Tweets by @melgleason & @mikeg2001
San Francisco · ran.org

5,558 TWEETS 4,429 FOLLOWING 21,082 FOLLOWERS Follow

Tweets

RAN @RAN 17m
RT @sierraclub: Even in the oil-soaked House of Representatives, support for #Keystone XL is eroding: sc.org/14ClrHW #NoKXL
Expand

RAN @RAN 19h
#Coal's Record Slump Poised to End on Output Cuts: #Energy Markets ow.ly/lii3j via @BloombergNews
View summary

RAN @RAN 20h
Are you connected to #rainforest destruction? Get the facts. Then share them. ow.ly/lijom #palmoil
Expand

RAN @RAN 21h
An interesting read: Tornadoes strike at the heart of the

Matching Tools to Message



Blogging

Email

Web Site

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



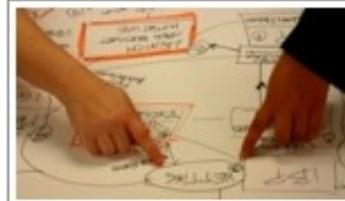
Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

Matching Tools to Message

[Click to view this message in a browser](#)

{VR_SOCIAL_SHARING}

[Forward this to a friend](#)



I had a great lunch with CalWIC today! Love to see the work they're doing: <http://www.calwic.org>

Our Mission

Aspiration's mission is to connect nonprofit organizations with software solutions that help them better carry out their work. We want nonprofit organizations to be able to find and use the best software available, so that they maximize their effectiveness and impact and, in turn, change the world.

Aspiration is a values-driven nonprofit technology organization.

[Read Our Manifesto](#) and let us know what you think.

Contact Us



[1370 Mission St.
San Francisco, CA](#)

415-839-6456

info@aspirationtech.org

Matching Tools to Message



The image is a screenshot of a Facebook page for the Electronic Frontier Foundation (EFF). The page header includes the Facebook logo, a search bar, and the user's name "Aspiration". The main content area shows a post from the EFF with the title "Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA" and the URL "eff.org". The post text reads: "Bad facts make bad law: it's legal cliché that is unfortunately based on reality. We saw as much". Below the post are interaction options like "Like", "Comment", and "Share", and a list of users who liked it, including Julie Ahrens, Matt Murdock, and Doug Peterson. A comment from Curtis Clark is visible, stating: "I agree the rationale for the decision is suspect, but basically in this case you are supporting corporate rights over personal rights." Another comment from James Dabbagian says: "Unless I'm mistaken, one of the cases they used against Hart was the very case that said video games were protected by the first amendment." Below this is another post from the EFF sharing a link, titled "The drum beat continues: A new bill from Sen. John Cornyn to take on patent trolls." with a sub-note "(Yes, the third patent troll bill in three weeks!)". A third post from the EFF is partially visible at the bottom, titled "The March Toward Patent Reform Continues". On the right side of the page, there is a section titled "Against It" showing a post from the EFF sharing a link to a video titled "New Animated Video About the TPP and its Chilling Effects on Internet Users". The video description says: "When most people think of a trade agreement, they're unlikely to think that it would have anything to do with regulating". Below the video are interaction options and a list of users who liked it, including Douglas Kinney, Mazda Ahura, and Chris Demmons. A comment from Dennis Meneses is visible: "good grief connie if you hate eff and their posts that much, why not just do yourself a favor and unsubscribe. no one is forcing you to read or view anything." Another comment from Judah Snyder says: "i already signed im backing the eff thank god for eff". At the bottom of the right section, a comment from Loren Albrecht says: "thanks for making & posting this".

Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience, Tool



“Traditional”
org control

Control of Message & Brand



Control of Message & Brand



Mitchell Kapor Fdn
@MKaporFdn FOLLOWS YOU
We support organizations that provoke social change in communities of color en route to equality.
Oakland, CA · mkf.org

937 TWEETS 237 FOLLOWING 686 FOLLOWERS 

Tweets

Mitchell Kapor Fdn @MKaporFdn · 18 May
thanks, @Sean_D_Murphy! pls follow us at @KaporCenter - out with the old, in with the new!
[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Mitchell Kapor Fdn @MKaporFdn · 17 May
thanks for joining us @spjika! pls follow us at @KaporCenter & @cedbrownsaid - im closing up this old @MKaporFdn acct!
[View conversation](#)

Mitchell Kapor Fdn @MKaporFdn · 16 May
dear @MKaporFdn followers: the real action is starting up @KaporCenter. join us there (or @Collegeboundho...



Kapor Center
@KaporCenter
Oakland, CA · <http://kaporcenter.org>

62 TWEETS 120 FOLLOWING 190 FOLLOWERS 

Tweets

Mitch Kapor @mkapor · 21 May
Help raise money for Oklahoma disaster relief disaster-relief.fundly.com
[Retweeted by Kapor Center](#)
[Expand](#)

Kapor Center @KaporCenter · 21 May
[@BlackGirlsCode](#) We're singing each other's song!
[#mutualadmiration](#)
[View conversation](#)

Kapor Center @KaporCenter · 21 May
We are pleased 2 announce new partnerships w [@BlackGirlsCode](#) [@oaklandlocal](#) [@platformorg](#) & [hiddengeniusproject.org](#)!
[#techforgood](#) [#goodfortech](#)
[Expand](#)

Time/Labor Investment



Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Time/Labor Investment



Return on Investment



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

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



Return on Investment

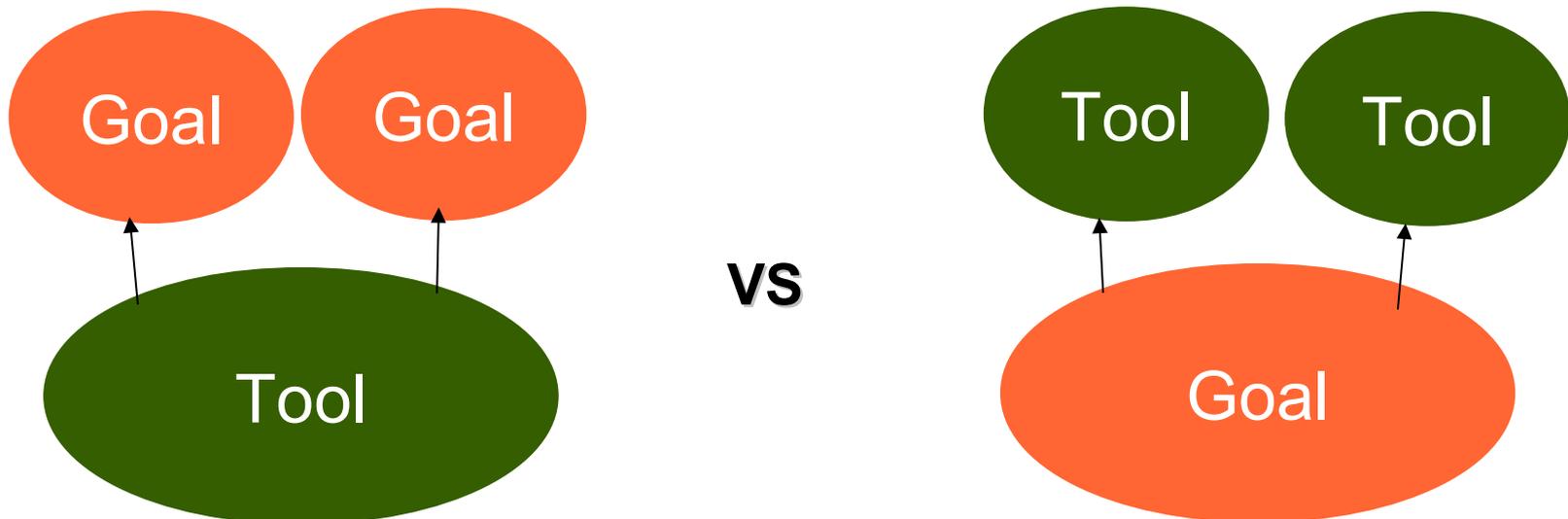


Campaign vs. Organizational Use

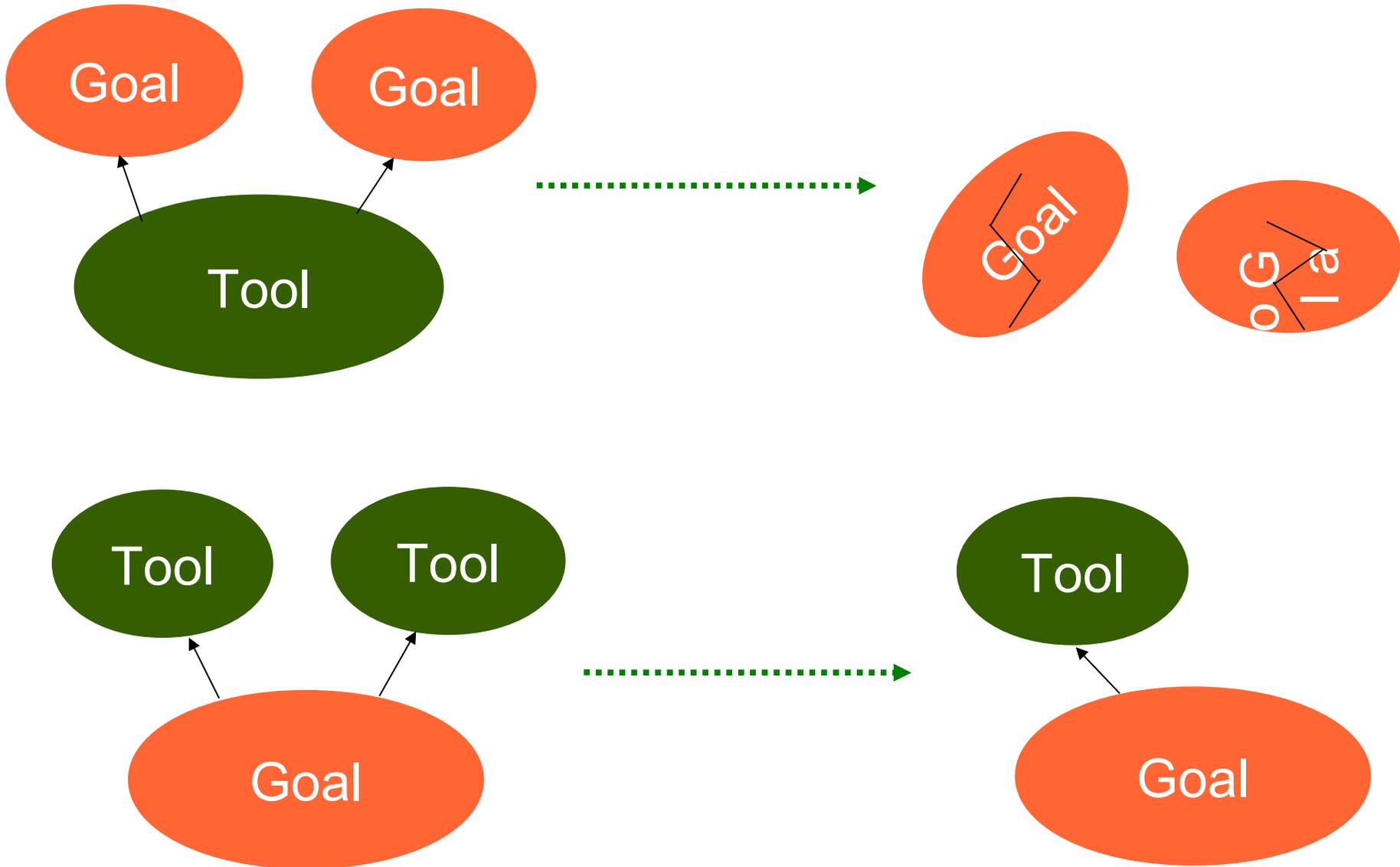
- ▶ Campaign communications goals may differ from organizational communications goals
- ▶ Tools may be used in different ways to support these differing goals
- ▶ The goal support framework remains

What are your goals?

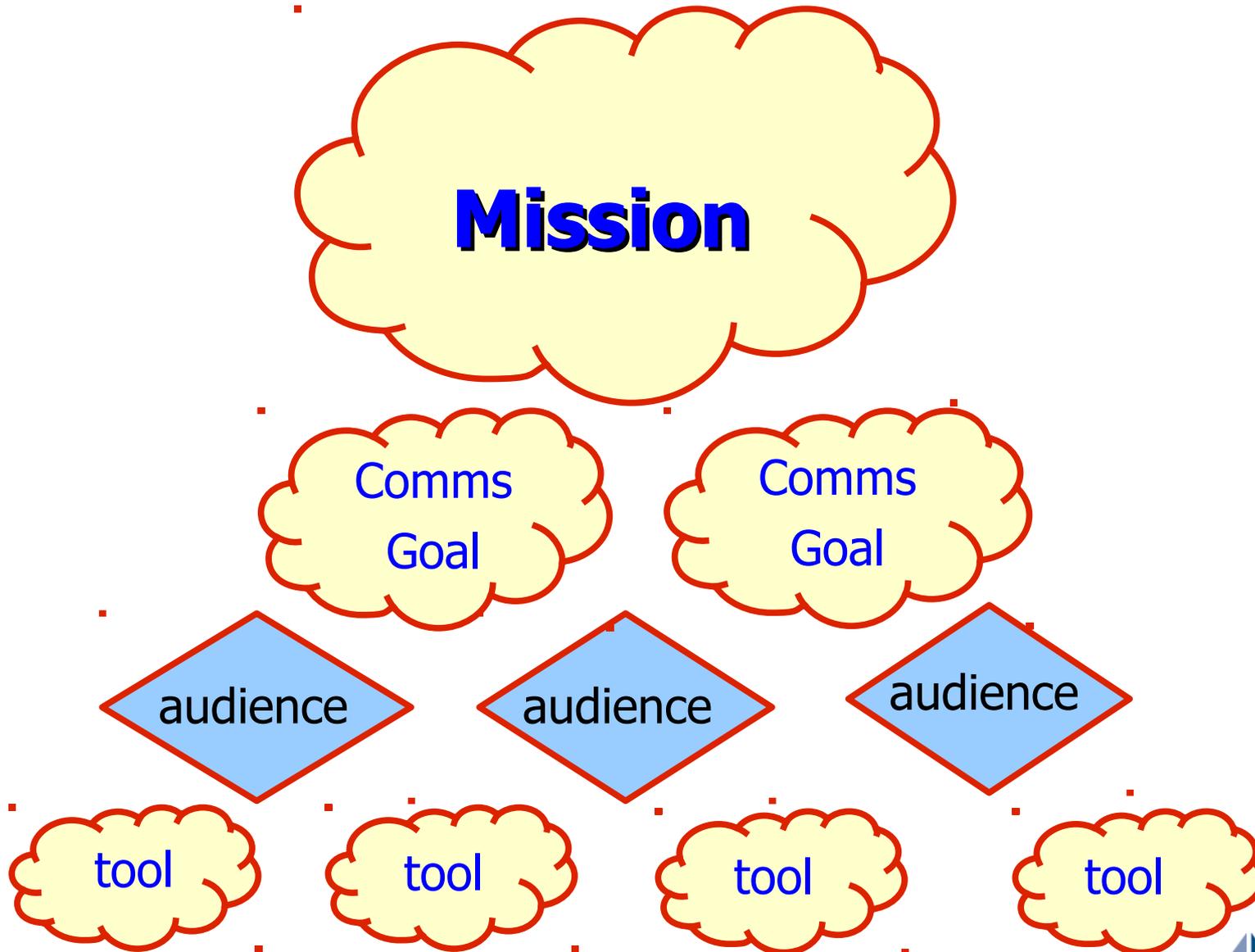
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you are using fails you



Tool Agnostic?



Campaign vs. Organizational Use



Example Agency Goals

Goal?	Measurability	What does success look like?	Tools
Increase attendance from Online Efforts	<ul style="list-style-type: none">• Can ask people how they heard• Have links in online messaging to an online sign-up form	100 more participants this year	<ul style="list-style-type: none">• Web Site• Twitter
Keep Clients engaged in Education	<ul style="list-style-type: none">• Track downloads of resources	Double the rate of downloads for training resources	<ul style="list-style-type: none">• Texting• Twitter• Web Site

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

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

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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