

# High Impact Online Communications

## Effective Online Communications for Nonprofits

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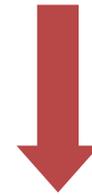


# Four Processes

**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 a play button icon and 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" and a sub-headline "Overall non-farm employment rose by 124,000 jobs in March. The".

At the bottom right, there is a "SEARCH the SITE" section with a search input field containing "Search WhiteHouse.gov" and a "Search" button.

# Tone & Voice



The screenshot shows the Twitter profile for GreenliningInstitute (@Greenlining). The profile picture is a square logo with a stylized 'G' and the text 'THE GREENLINING INSTITUTE'. The bio reads: '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 user is following the account. The tweets section shows three recent 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

At the bottom, a tweet from 19h is partially visible: MT @caeconomy: @Greenlining's Economic Summit tackled

# Frequency of Message



Blogging

Email

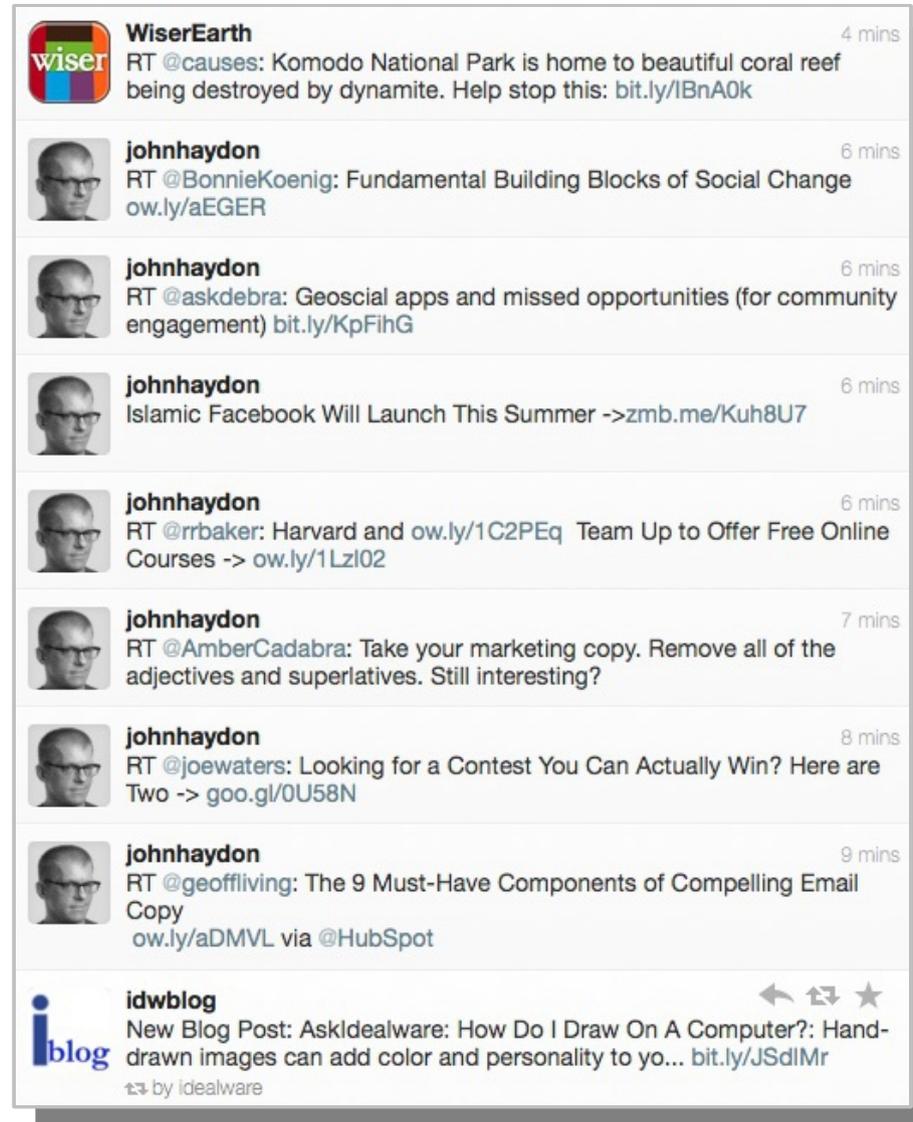
Web Site

Frequent – can be  
daily or more often



Less frequent -  
Weekly to monthly

# Frequency of Message



The screenshot displays a vertical list of tweets. Each tweet entry includes a profile picture, the user's name, the tweet text, and a timestamp. The tweets are as follows:

- WiserEarth** (4 mins): RT @causes: Komodo National Park is home to beautiful coral reef being destroyed by dynamite. Help stop this: [bit.ly/IBnA0k](http://bit.ly/IBnA0k)
- johnhaydon** (6 mins): RT @BonnieKoenig: Fundamental Building Blocks of Social Change [ow.ly/aEGER](http://ow.ly/aEGER)
- johnhaydon** (6 mins): RT @askdebra: Geosocial apps and missed opportunities (for community engagement) [bit.ly/KpFihG](http://bit.ly/KpFihG)
- johnhaydon** (6 mins): Islamic Facebook Will Launch This Summer ->[zmb.me/Kuh8U7](http://zmb.me/Kuh8U7)
- johnhaydon** (6 mins): RT @rrbaker: Harvard and [ow.ly/1C2PEq](http://ow.ly/1C2PEq) Team Up to Offer Free Online Courses -> [ow.ly/1Lzl02](http://ow.ly/1Lzl02)
- johnhaydon** (7 mins): RT @AmberCadabra: Take your marketing copy. Remove all of the adjectives and superlatives. Still interesting?
- johnhaydon** (8 mins): RT @joewaters: Looking for a Contest You Can Actually Win? Here are Two -> [goo.gl/OU58N](http://goo.gl/OU58N)
- johnhaydon** (9 mins): RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy [ow.ly/aDMVL](http://ow.ly/aDMVL) via @HubSpot
- 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](http://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](http://sc.org/14ClrHW) #NoKXL  
Expand

**RAN** @RAN 19h  
#Coal's Record Slump Poised to End on Output Cuts: #Energy Markets [ow.ly/lii3j](http://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](http://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



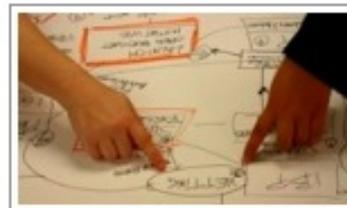
Planned messaging,  
measured narrative  
Urgent alerts,  
Intentional asks

# 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](mailto:info@aspirationtech.org)

# Matching Tools to Message



The image shows a screenshot of a Facebook page for the Electronic Frontier Foundation (EFF). The page is titled "Electronic Frontier Foundati..." and is set to "Timeline" view. The main post is a link shared by EFF, titled "Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA" from 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, there are several comments and likes. One comment by Curtis Clark says, "I agree the rationale for the decision is suspect, but basically in this case you are supporting corporate rights over personal rights." Another comment by 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." There is also a comment by Loren Albrecht saying "thanks for making & posting this".

Below the main post, there is another link shared by EFF, titled "New Animated Video About the TPP and its Chilling Effects on Internet Users". The video thumbnail shows a cartoon character holding a sign that says "TPP". The video text reads: "When most people think of a trade agreement, they're unlikely to think that it would have anything to do with regulating".

The page also features a search bar at the top, a navigation bar with "Timeline" and "Now" tabs, and a "Create Post" button. The Aspiration logo is visible in the bottom right corner.

# 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](http://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

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## 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

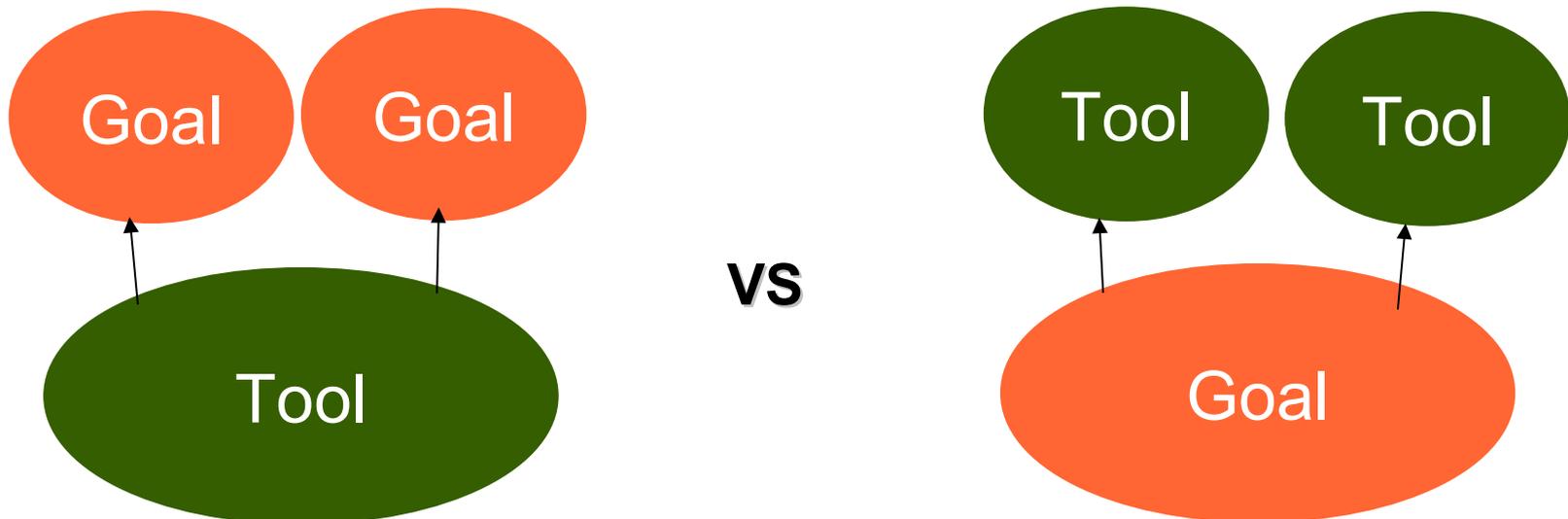


# Campaign vs. Organizational Use

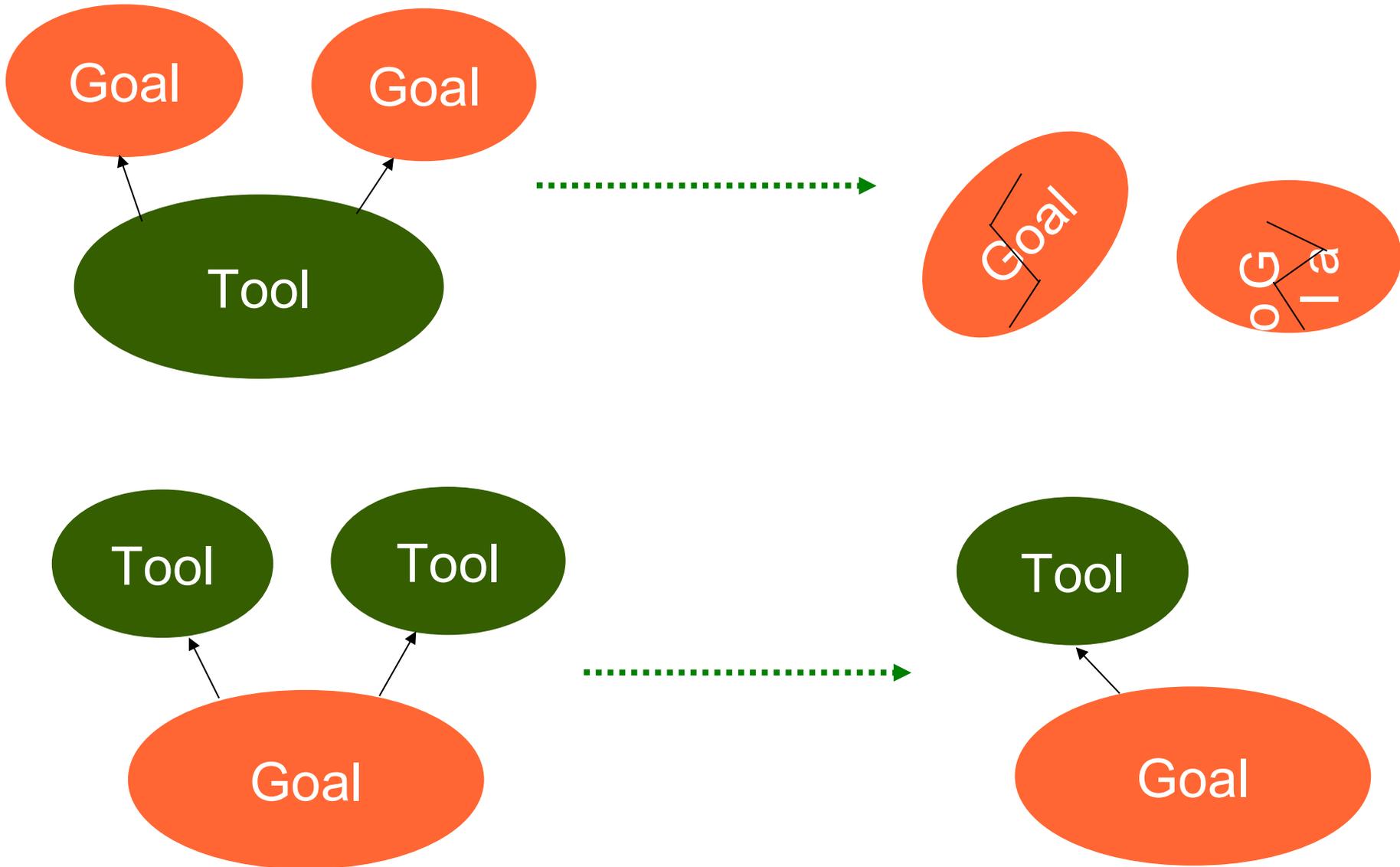
- ▶ Campaign communications goals may differ from organizational communications goals
- ▶ Tools may be used in different ways to support these differing goals
- ▶ The goal support framework remains

# What are your goals?

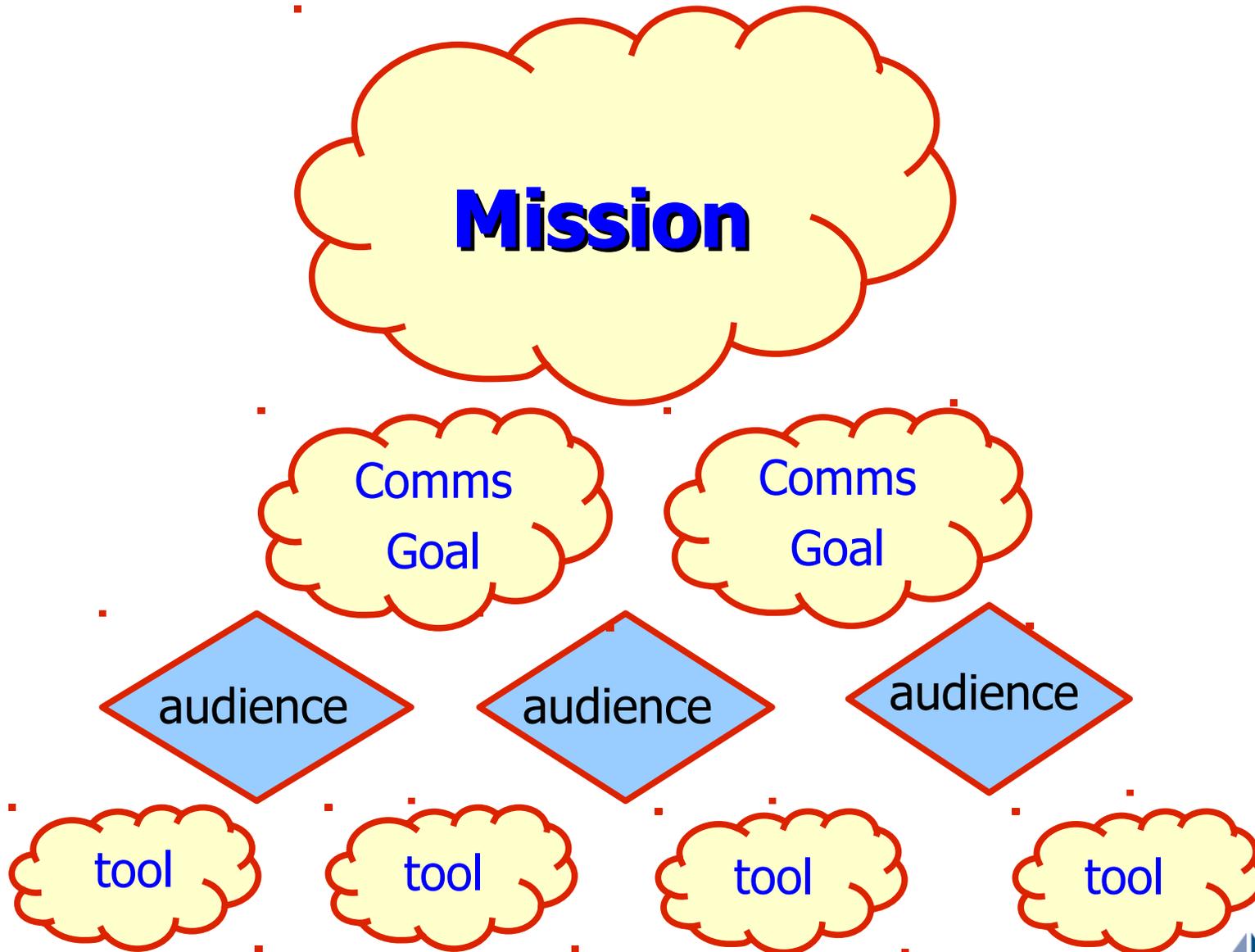
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
  - Make sure your communications plan stays in tact when the tool you are using fails you



# 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"><li>• Can ask people how they heard</li><li>• Have links in online messaging to an online sign-up form</li></ul> | 100 more participants this year                     | <ul style="list-style-type: none"><li>• Web Site</li><li>• Twitter</li></ul>                   |
| Keep Clients engaged in Education       | <ul style="list-style-type: none"><li>• Track downloads of resources</li></ul>   | Double the rate of downloads for training resources | <ul style="list-style-type: none"><li>• Texting</li><li>• Twitter</li><li>• Web Site</li></ul> |

# 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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