

High Impact eAdvocacy

Coordinating Your Communications Channels



These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

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Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



Learning Goals

- ▶ Think about the different channel-specific audiences
- ▶ Think about your organization-specific audiences
- ▶ Establish an organizational process through the publishing matrix

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	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
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?

- Operational Benefits
 - Enumerates
 - Types of content that an organization publishes
 - Online Channels
 - Super Customizable
 - Reminds you of messaging opportunities in all organizational communities
 - Establishes an organizational communications standard

Why do I care?

- **Strategic Benefits**
 - Gets more eyeballs on your content
 - Creates more opportunity for propagating messages
 - Makes organizational communications more consistent

Questions for Publishing Matrix 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		X		X	

- ▶ Who is the audience of our Web Site?
 - Strangers, Resource-Seekers
- ▶ Do we want to engage that audience about our eNewsletter?
 - No. Currently we don't post our eNewsletters to the website.

eNewsletter – Email List?

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

- ▶ Who is the audience of our Email List?
 - People who want updates, news about us
- ▶ Do we want to engage that audience about our eNewsletter?
 - Absolutely
- ▶ How should we engage that audience?
 - Send eNewsletter through email

eNewsletter – Blog?

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

- ▶ Who is the audience of our Blog?
 - People interested in specific post content
- ▶ Do we want to engage that audience about our eNewsletter?
 - No. Our SSC blog is more about nptech topics in general rather than org updates.

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 that audience about 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

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 & fans
- ▶ Do we want to engage that audience about 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

Completed eNewsletter Publishing Matrix Row

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

Summary

- ▶ Think about your org's audience for each channel
 - Differences? Tones? Formats?
- ▶ Decide if the content type is right for that audience
 - Develop Org Standard and Process
- ▶ Decide what's the best way to display that content in each channel

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.

- Example: eNewsletter

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

Publishing Matrix Tips & Tricks

Instead of an X, add **example content**.

- Example: What works as a Tweet on Twitter?

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

Publishing Matrix Tips & Tricks

Instead of an X, add a **workflow**.

- What are the steps you take?

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

Publishing Matrix Tips & Tricks

Assign channels to **the people** in charge of each one at your organization.

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 7 th in Oakland, CA http://www.bit.ly/isf5m

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 Announcement	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

In Summary

- ▶ Publishing Matrix is a simple tool to put together a lightweight communications plan for your organization
- ▶ Can be used for overall comms or for a single campaign or project
- ▶ Customize to make it useful for you

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

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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