

High Impact Online Communications

Reaching Your Online Audience

These training materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0




Introductions

- ▶ Jessica Steimer, jessica@aspirationtech.org
 - Training & Support Manager
- ▶ Misty Avila, misty@aspirationtech.org
 - Training & Communications Director

Who is Aspiration?

- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as ally, coach, strategist, mentor, and facilitator to those trying to make more impactful use of information technology in their social change efforts.

First Things: Logistics

- ▶ Please ask questions early and often. Use the chat window or raise your hand feature.
- ▶ We're still in "beta" webinar mode. Feedback highly welcome.
- ▶ Slides and audio recording available after the webinar.
- ▶ Sharing on Twitter? We're @aspirationtech 

Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



Strategic Communications Series

- ▶ Getting Started with a Communications Plan
 - Recording & Materials
 - j.mp/1kh9pyY

Learning Goals

- ▶ Identify ways to know who you are reaching
- ▶ Compare common tools used for online communications
- ▶ Better understand when to use what tool
- ▶ Think about how tool selection supports your organization's work in connecting with your audience

Caveats of Online Organizing

- ▶ Never forget who's 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, campaign, and cause is different
- ▶ Respect for local wisdom, culture, & customs need to remain intact in online engagement

Audience Exercise

▶ Who are your top audiences?



Example Goal

- ▶ Issue: Opposition to police surveillance center
- ▶ Audience:
 - Residents of Oakland
 - Bay area residents concerned with privacy
 - Anyone concerned about “Big Brother”

Goal	Measurability	What does success look like?	Tools
Increase attendees at “awareness action” through online efforts	Compare this month's attendance to last month's	10% increase in attendance	Email Blast Texting Facebook

Know Your Audience(s)

▶ Audience Analytics

- How do you analyze web traffic?

▶ Baseline Indicators

- Pages viewed, search keywords used
- Where does traffic come from; who links to you?
- Which mailing list segments drive what traffic?
- Other tricks?

Web Site

Find reports & more

- MY STUFF
- Dashboards
- Shortcuts
- Intelligence Events

- STANDARD REPORTS
- Real-Time
- Audience
 - Overview
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile

Audience Overview Dec 22, 2013 - Jan 21, 2014

Email Export Add to Dashboard Shortcut

All Visits 100.00%

Overview

Visits vs. Select a metric Hourly Day Week Month



4,330 people visited this site

Visits	Unique Visitors	Pageviews
4,580	4,330	5,267



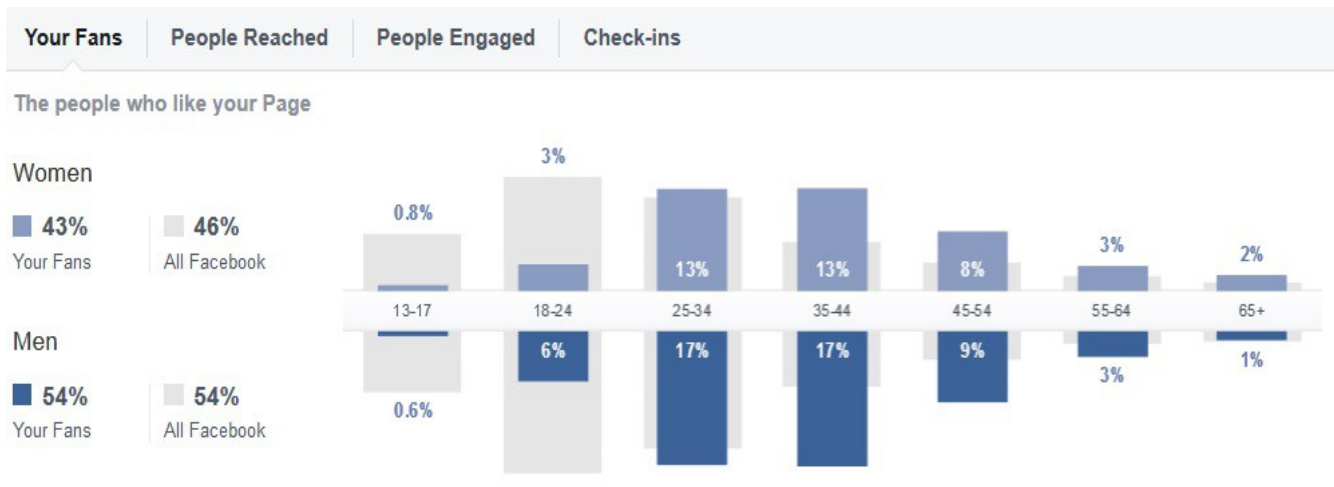
Using Facebook Analytics

▶ Message Optimization

- What content gets most interaction?
- What content gets most impressions?
- Country or Language-specific statuses

▶ Determining your audience

- Facebook has amazing demographic information



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 homepage. 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: "BLOG", "PHOTOS & VIDEO", "BRIEFING ROOM", "ISSUES", "the ADMINISTRATION", "the WHITE HOUSE", and "our GOVERNMENT".

The main content area features a large blue box on the left 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 are two buttons: "View the Gallery" and "Learn More". At the bottom of this box are four numbered tabs: "1", "2", "3", and "4", with "1" being the active tab.

To the right of the text is a photograph of President Barack Obama and Afghan President Hamid Karzai shaking hands and exchanging a document. They are standing in front of American and Afghan flags. A caption below the photo reads: "President Barack Obama and Afghan President Hamid Karzai, Pete Souza, 5/1/12".

Below the main content area 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 bar with the text "SEARCH the SITE" and "Search WhiteHouse.gov".

Tone & Voice



The screenshot shows the Twitter profile for GreenliningInstitute (@Greenlining). The profile header includes the organization's name, handle, and a bio: "The Greenlining Institute is a national policy, organizing, and leadership institute working for racial and economic justice. Berkeley, CA · <http://greenlining.org>". It also displays statistics: 3,963 tweets, 1,564 following, and 2,328 followers. A "Following" button is visible. The "Tweets" section contains four recent tweets, each with a small profile picture icon and an "Expand" link.

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 @caeeconomy: @Greenlining's Economic Summit tackled

Frequency of Message



Blogging

Email

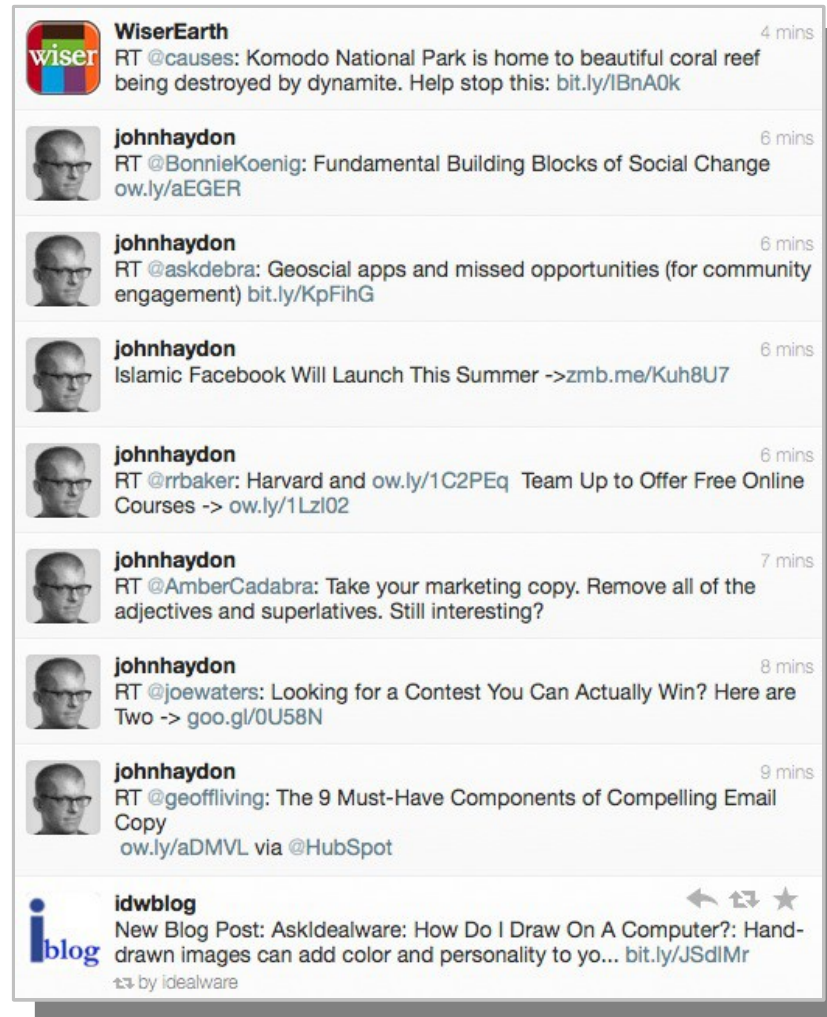
Web Site

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, followed by seven tweets from johnhaydon, and the final tweet is from idwblog. The tweets from johnhaydon are retweets of various content, including a link to a geosocial app, an announcement for Islamic Facebook, Harvard online courses, marketing advice, and a contest. The idwblog tweet is a new blog post about hand-drawn images.

WiserEarth 4 mins
RT @causes: Komodo National Park is home to beautiful coral reef being destroyed by dynamite. Help stop this: bit.ly/IBnA0k

johnhaydon 6 mins
RT @BonnieKoenig: Fundamental Building Blocks of Social Change ow.ly/aEGER

johnhaydon 6 mins
RT @askdebra: Geosocial apps and missed opportunities (for community engagement) bit.ly/KpFihG

johnhaydon 6 mins
Islamic Facebook Will Launch This Summer ->zmb.me/Kuh8U7

johnhaydon 6 mins
RT @rrbaker: Harvard and ow.ly/1C2PEq Team Up to Offer Free Online Courses -> 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/0U58N

johnhaydon 9 mins
RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy 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/JSdIMr
↻ by idealware

Frequency of Message

RAINFOREST ACTION NETWORK
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 #Keysone 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: Tomatoes 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 shows 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 features a post from EFF titled 'Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA'. The post includes a video thumbnail with the EFF logo and a play button. Below the video, there is a text block starting with 'Bad facts make bad law: it's legal cliché that is unfortunately based on reality. We saw as much'. The post has 6 comments and is liked by Julie Ahrens, Matt Murdock, Doug Peterson, and 32 others. 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, another post from EFF is shown, titled 'The drum beat continues: A new bill from Sen. John Cornyn to take on patent trolls.' This post includes a text block and a video thumbnail. A comment from Dennis Meneses is visible, saying '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, a comment from Loren Albrecht says 'thanks for making & posting this'. The right sidebar shows a 'Liked' button and a 'Create P' button.

Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience, Tool



“Traditional”
org control

Control of Message & Brand

 **ThrashWolf**
@ThrashWolf

Follow 

Always lol when I order anything from
[@McDonalds](#) because it looks nothing like what's
advertised [#McDStories](#) twitpic.com/9evhb5

 Reply  Retweet  Favorite



 TwitPic [Flag this media](#)

Control of Message & Brand



MITCHELL KAPOR FOUNDATION

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

Following

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 for @Collegebound.org



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

62 TWEETS 120 FOLLOWING 190 FOLLOWERS

Following

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

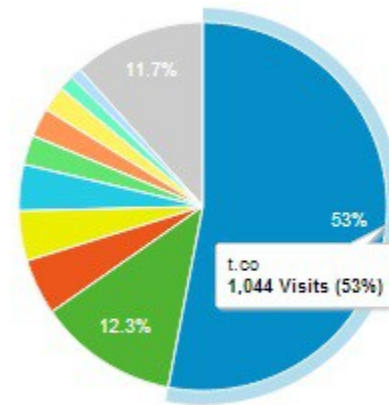
Web Site

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



	1,969 % of Total: 42.37% (4,647)	1,969 % of Total: 42.37% (4,647)
1. ■ t.co	1,044	53.02%
2. ■ facebook.com	242	12.29%

Engaging Content

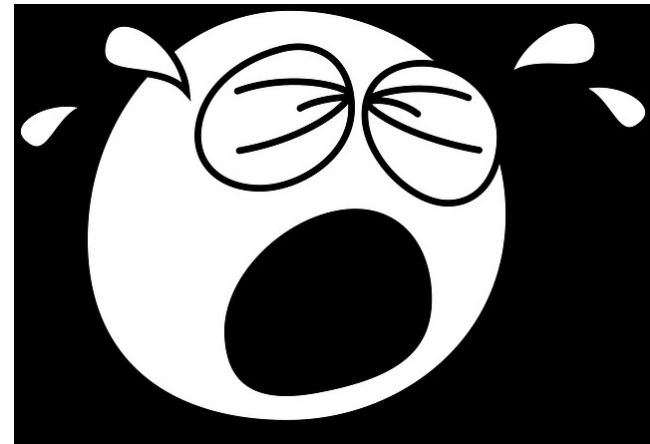


Fun

Fame

Pain

Passion



Online Engagement Asks

▶ Your role is to define ways for your different audiences to plug in

▶ How are you engaging strangers? fans? funders?

▶ Prep work is key.

Define your lists of

“Asks” or ways to engage ahead of time.



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
- ▶ Plan out your messages across different channels to make sure you reach all your audiences

Audience Survey

- ▶ What is one thing that you would tell a friend or peer about using online tools to identify and reach their audience?

Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



Upcoming Online Seminars

- ▶ More info: j.mp/1cYCD1x
- ▶ Coordinating your Online Channels
 - Thursday, 2/13
- ▶ Calendaring your Messaging
 - Thursday, 2/20
- ▶ Listening Online to Message More Effectively
 - Thursday, 2/27

Upcoming Live Events

- ▶ Four Processes for High Impact Communications Workshop
 - San Francisco, 2/28/14
 - <http://j.mp/1bytFXP>
- ▶ California Nonprofit Technology Festival
 - Los Angeles, 4/3 & 4/4/14
 - <http://j.mp/1hJVePo>

That's All!

- ▶ Questions?
- ▶ Comments?

Thank You!

These materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0

