

# High Impact eAdvocacy

# Spectrums of Engagement

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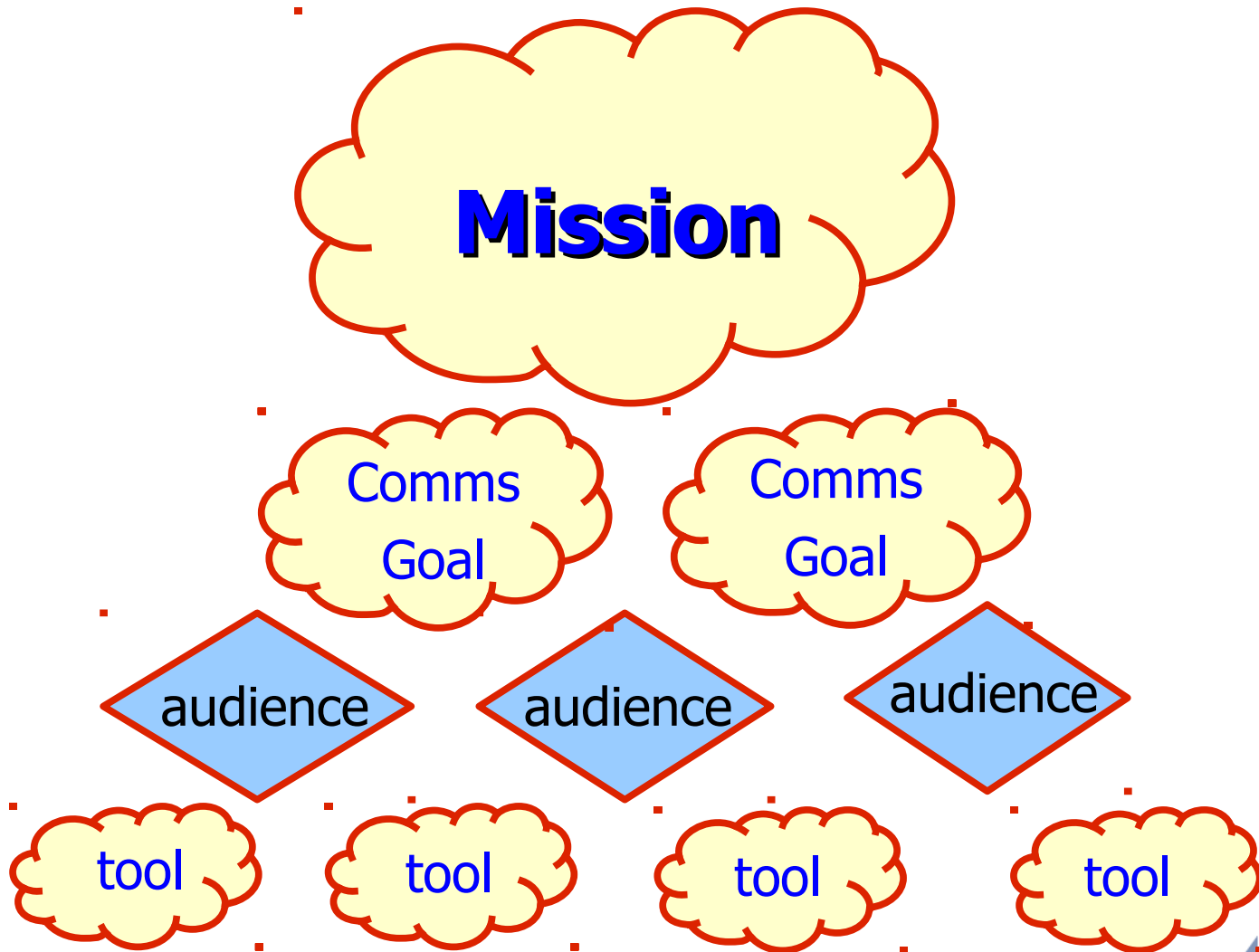
# Learning Goals

- ▶ Compare common tools used for online communications
- ▶ Better understand when to use what tool
- ▶ Think about how tool selection supports your organization's work as a whole or campaign

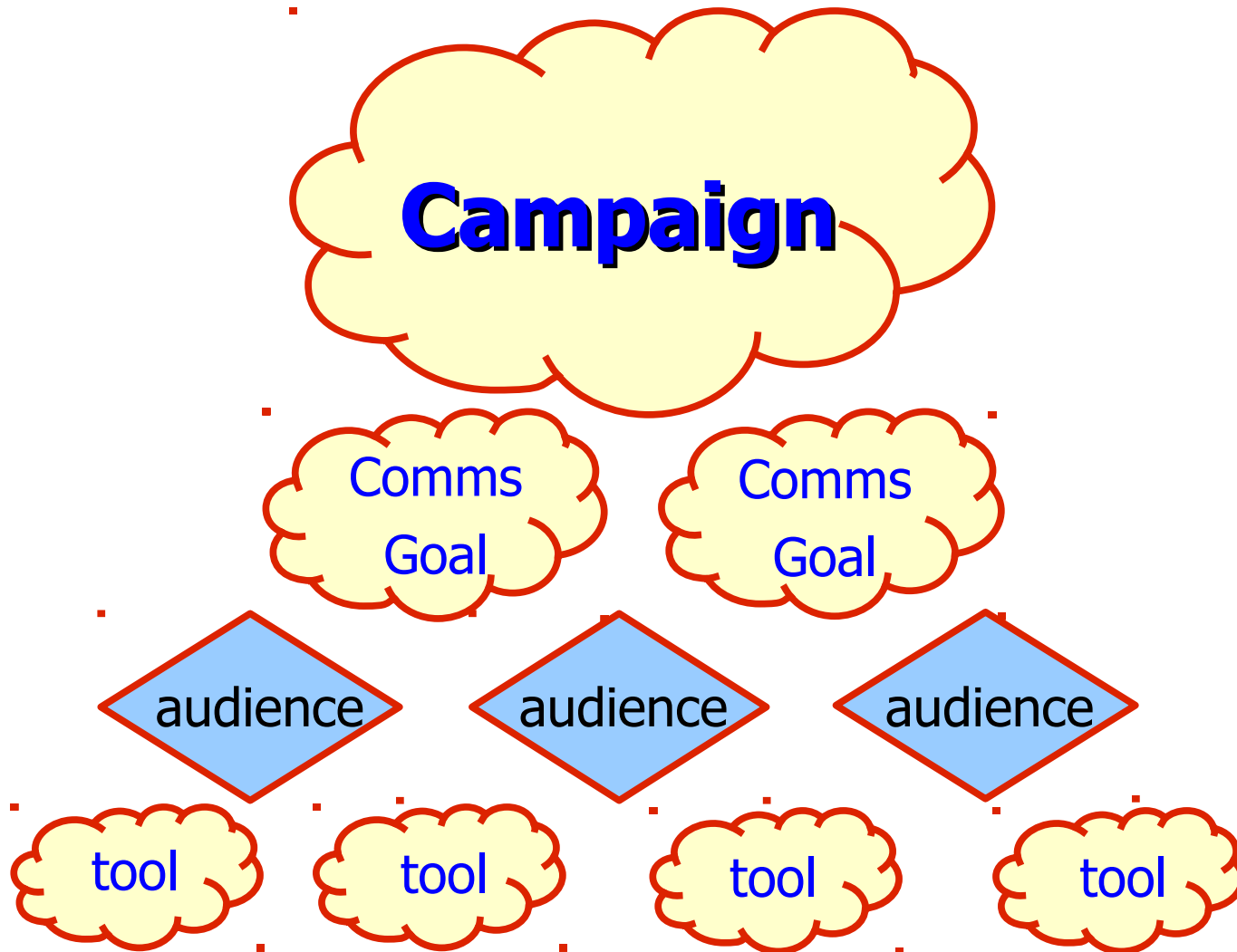
# Campaign vs. Organizational Use

- ▶ 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

# Campaign vs. Organizational Use



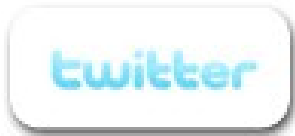
# Campaign vs. Organizational Use



# 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

# 5 Common Online Communications Tools



**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: "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 a search input field containing "Search WhiteHouse.gov" and a "Search" button.

# Tone & Voice



The image shows a screenshot of 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. The "Following" button is highlighted in blue. Below the header, there are four tweets from the account, 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 @caeconomy: @Greenlining's Economic Summit tackled

# Frequency of Message



**Blogging**

**Email**

**Web Site**

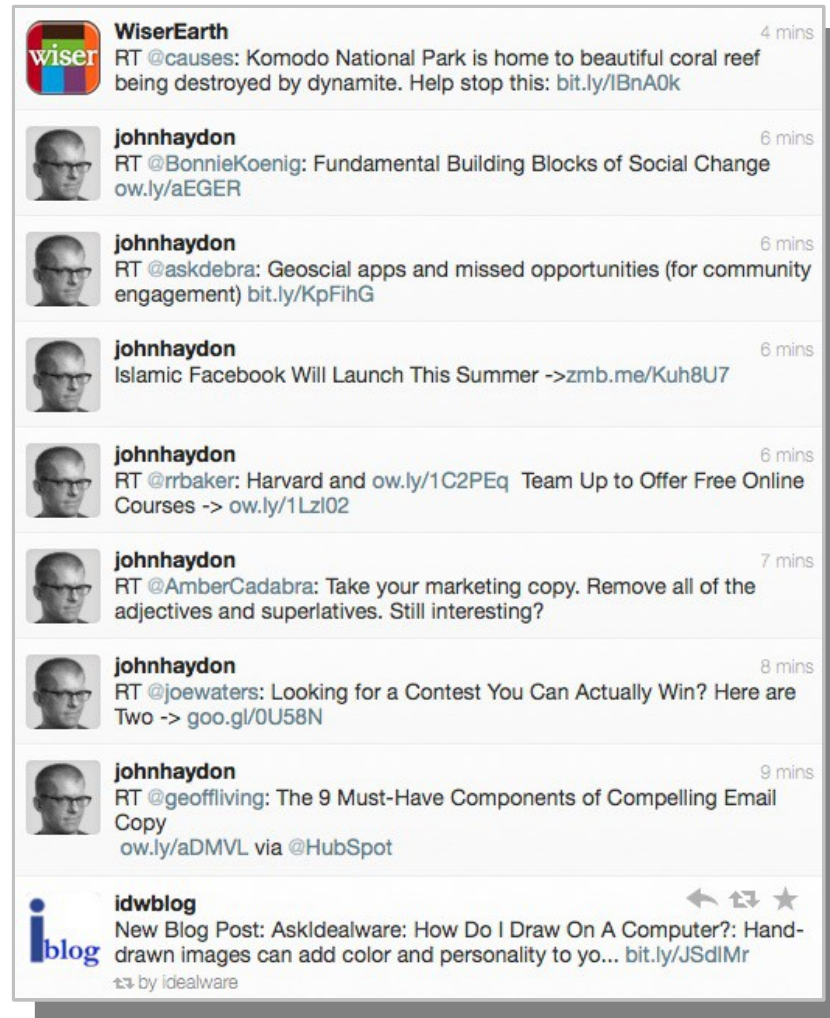
Frequent – can be  
daily or more often



Less frequent -  
Weekly to monthly



# Frequency of Message



The screenshot displays a vertical list of tweets. The first tweet is from WiserEarth, 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](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/0U58N](http://goo.gl/0U58N)

**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/JSdIMr](http://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](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



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[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 header includes the Facebook logo, a search bar, and the user's name 'Aspiration'. The main content area features a post from EFF with the title 'Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA' and a link to 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 comment from Julie Ahrens. Another post from EFF is visible, titled 'The drum beat continues: A new bill from Sen. John Cornyn to take on patent trolls.' and a sub-header 'The March Toward Patent Reform Continues'. On the right side, there is a video player for a cartoon titled 'New Animated Video About the TPP and its Chilling Effects on Internet Users'. The video description says: 'Our new cartoon explains why the Trans-Pacific Partnership might be the biggest threat to the Internet — even if you've never heard of it.' Below the video are more interaction options and a comment from Douglas Kinney.

# 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 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...



**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](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



# 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

# That's All!

- ▶ Questions?
- ▶ Comments?

# Thank You!

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