

High Impact eAdvocacy

Using Facebook for a Communications Goal

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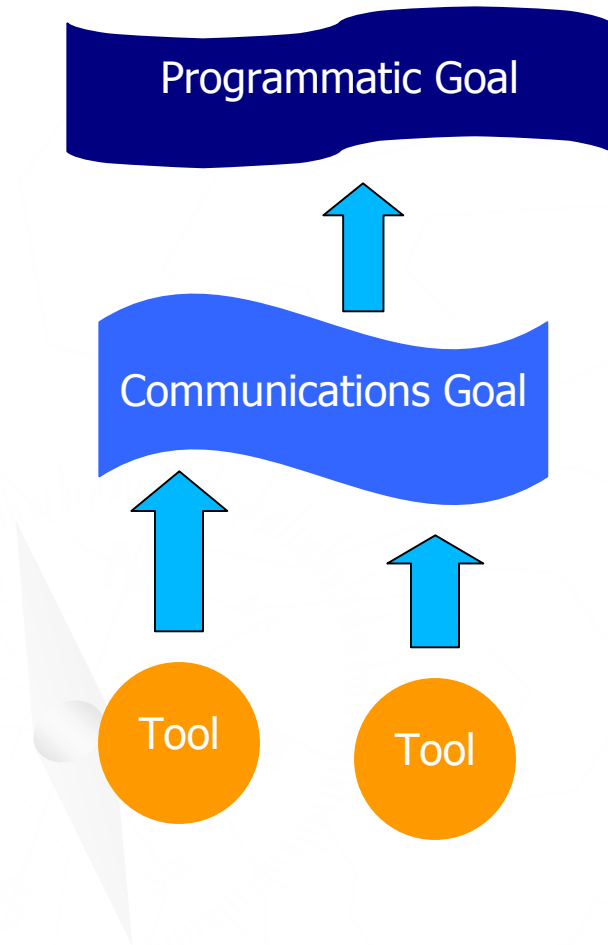
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Learning Goals

- ▶ Stress importance of having a measurable communications goal before tool selection
- ▶ Explore Facebook as a useful tool for organizational communications
- ▶ See an example of utilizing Facebook's strengths in a real situation

Communications Goal



- ▶ Tool Agnostic
- ▶ Measurable
- ▶ What does “Success” look like?
- ▶ No Goal means you don’t know if it’s working

Example Goal:

Get Feedback on Website Redesign

▶ Tool Agnostic

- We can get feedback with many tools if one fails on us

▶ Measurable

- We can measure the number of pieces of feedback (e.g. comments, likes)

▶ What does “Success” look like?

- “Success” looks like 100 people providing feedback on our website redesign

Choose a Tool to Use

- ▶ Who is our intended audience?
 - Who are we trying to reach?
 - Organizational-specific Audiences
- ▶ Which of our online channel(s) is good for outreach to that audience?
 - Channel-specific Audiences

Tool Choice: Facebook

- ▶ Our Intended Audience:
 - Our Community; People who support our work
- ▶ Our Tool Choice: Facebook
 - Gathering place for our community
 - Lots of interactive functions for community engagement
 - Easy to maintain threaded conversations around a topic

Tool Choice: Facebook

The screenshot displays the Facebook interface for the 'Aspiration' page. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Profile, and Account. The left sidebar contains the page's logo, navigation options like Wall, Info, Events, Photos, and Notes, and a list of liked pages including 'amymade graphic design', 'Answr', 'Nonprofit Organizations', 'The Ruckus Society', and 'Beth Kanter'. The main content area features a post from 'Aspiration' asking for email discussion list recommendations, with a list of tools like 'Rider-Tech' and 'NTEN Discuss'. Below this is a hiring announcement for 'Aspiration and Community Technology Network'. The right sidebar offers tools such as 'Use Facebook as Aspiration', 'Promote with an Ad', and 'View Insights', along with a 'Quick Tips' section and a 'Sample Ad' for Aspiration.


Facebook Tactics: Status Updates

Share:  Status  Photo  Link  Video  Question

What should we prioritize in our website redesign?

 Custom 

- ▶ 420 Character message sent to all your "Like"-ers
- ▶ Threaded conversations underneath post

 **Aspiration**
With the announcement of Google's "Chromebooks", do you think that we'll see an explosion of nonprofits using Google Apps?
<http://bit.ly/kUf9Lm>




Chrome notebooks for business – Google Apps
www.google.com


Chromebooks provide a better user experience, with increased security, and easier management at a dramatically lower cost than traditional computers.

1,515 Impressions · 0.46% Feedback

 May 12 at 2:27pm · Like · Comment · Share

 Khalid Mjathil likes this.

 **Alex A.G. Shapiro** Yes.
May 12 at 2:30pm · Like

 **Hubert V. Yee** Nope. Google Docs has issues.
May 12 at 6:50pm · Like

 **Aspiration** We definitely have large concerns about nonprofits and social justice groups allowing a large corporation (known to hand over information to the government no less) to index their data. However, I could see ease of use winning out over best practice. Is that how you see it Alex?
May 16 at 10:23am · Like

 **Aspiration** Hubert, do you see those "issues" as going away with improvements or the type that will stay because of the nature of Google?
May 16 at 10:25am · Like

 **Alex A.G. Shapiro** Yes, that's pretty much how I see it. Many forward thinking nonprofits and government units I'm familiar with are already using google apps -- for a variety of reasons -- and this will make it that much easier.
May 16 at 10:36am · Like

 **Hubert V. Yee** It's been a painful experience when we use google apps. It lags, shortcuts are sometimes a problem, linking and unlinking are a pain. Sharing is about the best thing on earth though.
May 16 at 7:45pm · Like

Write a comment...

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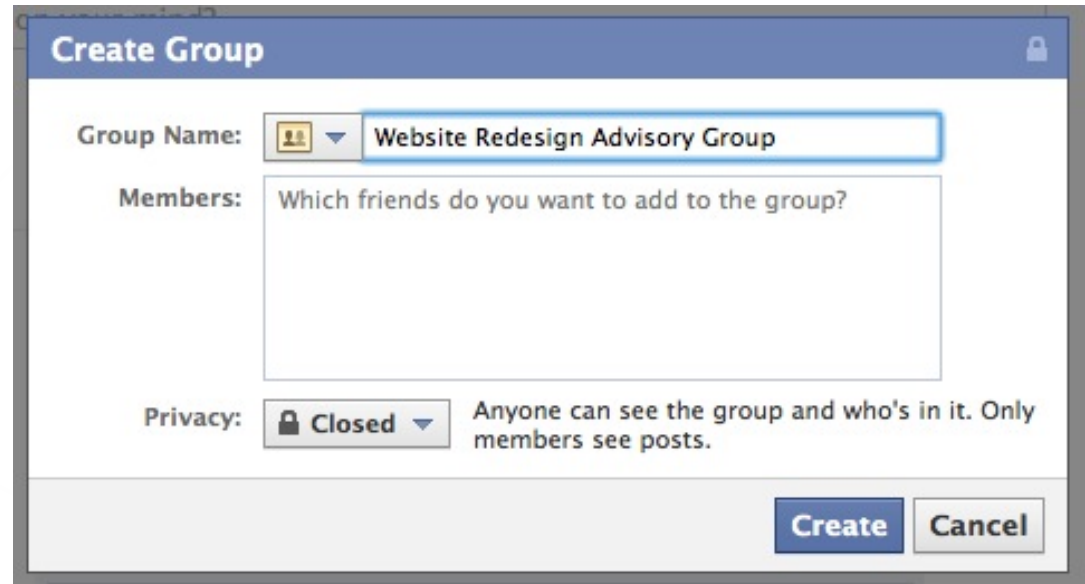
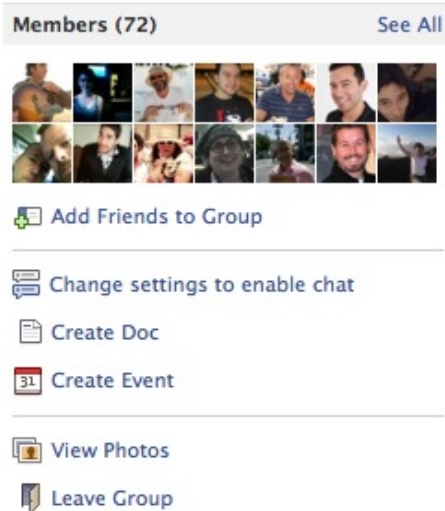
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Facebook Tactics: Photos



- ▶ Upload photos to store on Facebook
- ▶ Each photo has its own dedicated conversation space
 - "Like"s & Comments
- ▶ You can also "tag" people
 - Sends them special notification of being tagged in a photo

Facebook Tactics: Groups



▶ A collection of people organized around a specific topic

- You can post messages to the group that your broader Facebook network might not want to see

Results:

- ▶ Status message goes to our followers
 - Comments & Likes
- ▶ Followers see pictures of the wireframes
 - They give us feedback with comments & likes
 - Tagged people get special notification of the wireframes
- ▶ Our Advisory Group has a place to discuss our redesign process

More
feedback on
our website
redesign!

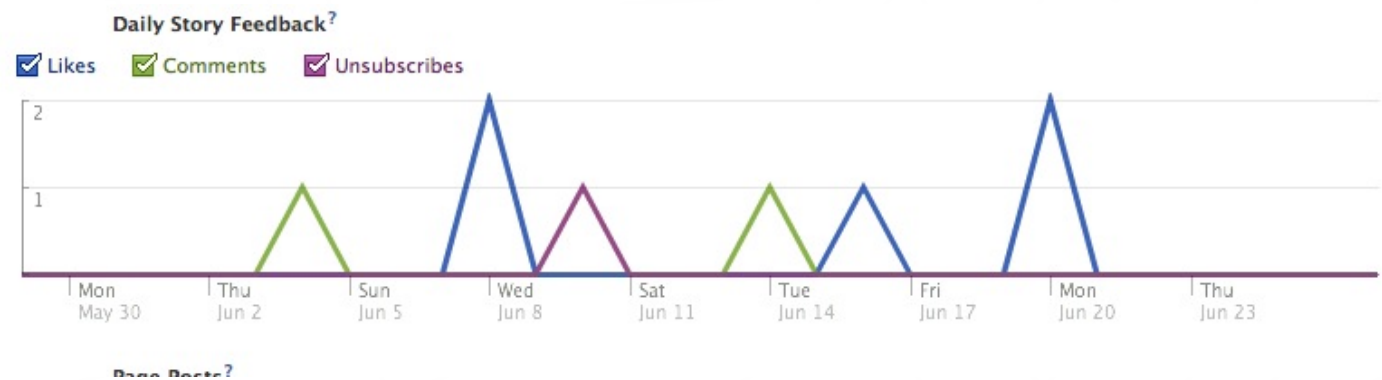
Success?

- ▶ # of Comments
- ▶ # of Likes
- ▶ Additional Feedback from Group?

Message	Posted	Impressions	Feedback
Hey Friends, we're hiring a couple Americorps VISTAs as...	June 20 at 10:29am	651	0.15 %
Man, whirlwind week in Albuquerque with the amazing peeps...	June 14 at 6:24pm	711	0.14 %
How to stop Facebook from using Facial Recognition on You...	June 8 at 11:46am	764	0.13 %
Join us on June 7th in Oakland for our Activist Tech...	May 31 at 1:14pm	1,060	0.094 %

Insights > Aspiration > Interactions

Post Views? **4,676** ↓ 5.5% Post Feedback? **8** ↓ 53%



End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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