High Impact Online Communications

Four Processes for Online Communications

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Who is **Aspiration**?

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Who is **Aspiration**?

►Most importantly, we support & advise

- ▪ **Nonprofit and Foundation Staff**
  on how to apply technology

- ▪ **On Their Terms**
  to

- ▪ **Achieve Impact**
  in their

- ▪ **Program, Mission, and Social Justice Work** :^)

Our Goals

► Discuss Essential Processes for sustainable eAdvocacy

► Go away with usable tools to facilitate online community building at your organization

► Most importantly, answer your questions

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Our Goals

► What are your goals for the day?

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Caveats of Social Media

- ▶ Can take a lot of time
  - ▪ Time = Money

- ▶ Big corporations who want your data
  - ▪ You are the product

- ▶ There are billion of tools
  - ▪ Which ones do we need?

- ▶ Tools change EVERY. SINGLE. DAY.
  - ▪ How can we keep up?

Limitations of Online Organizing

► Digital divides

- 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 and campaign is different

- Your mileage will vary

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

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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**

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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

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Bottom Line

▶ Online tools aren't a magic bullet

- You need
  - An achievable campaign goal
  - A compelling message
  - Effective tactics to realize goal
  - A plan for engaging supporters and well-defined ways for them to plug in
- eAdvocacy is more about organizing and organizational challenges than tech challenges

Online Campaign Development

▶ Goals & Audience Assessment

   ▪ Do you really know who you're talking to?

▶ Publishing Matrix

   ▪ Do you have a model for when to use what tool?

▶ Message Calendaring

   ▪ Is all online messaging on a unified calendar?

▶ Tracking & Listening

   ▪ Which techniques are working?

Four Processes

Audience
Assessment

Publishing
Matrix

Tracking &
Metrics

Message
Calendar

End Of Section

►Questions?

►Comments?

Thank You!

Developing Tactics for Your Goals

▶ Online campaigning is about actually **engaging your supporters** in what you are doing (online and offline need to be synchronized)

▶ Online tools are a means to **build relationships** with your base and make a difference in your on the ground work (e.g. get email address, message on FB, sign a petition)

# Developing Tactics for Your Goals

► A tactic is a plan, procedure, or move you can take to help achieve your goal

► Your tactics depend on who you are trying to reach

► You don't have to be an "online activist" to have an online strategy

► Let's take a look at some online "moves"...

What are your goals?
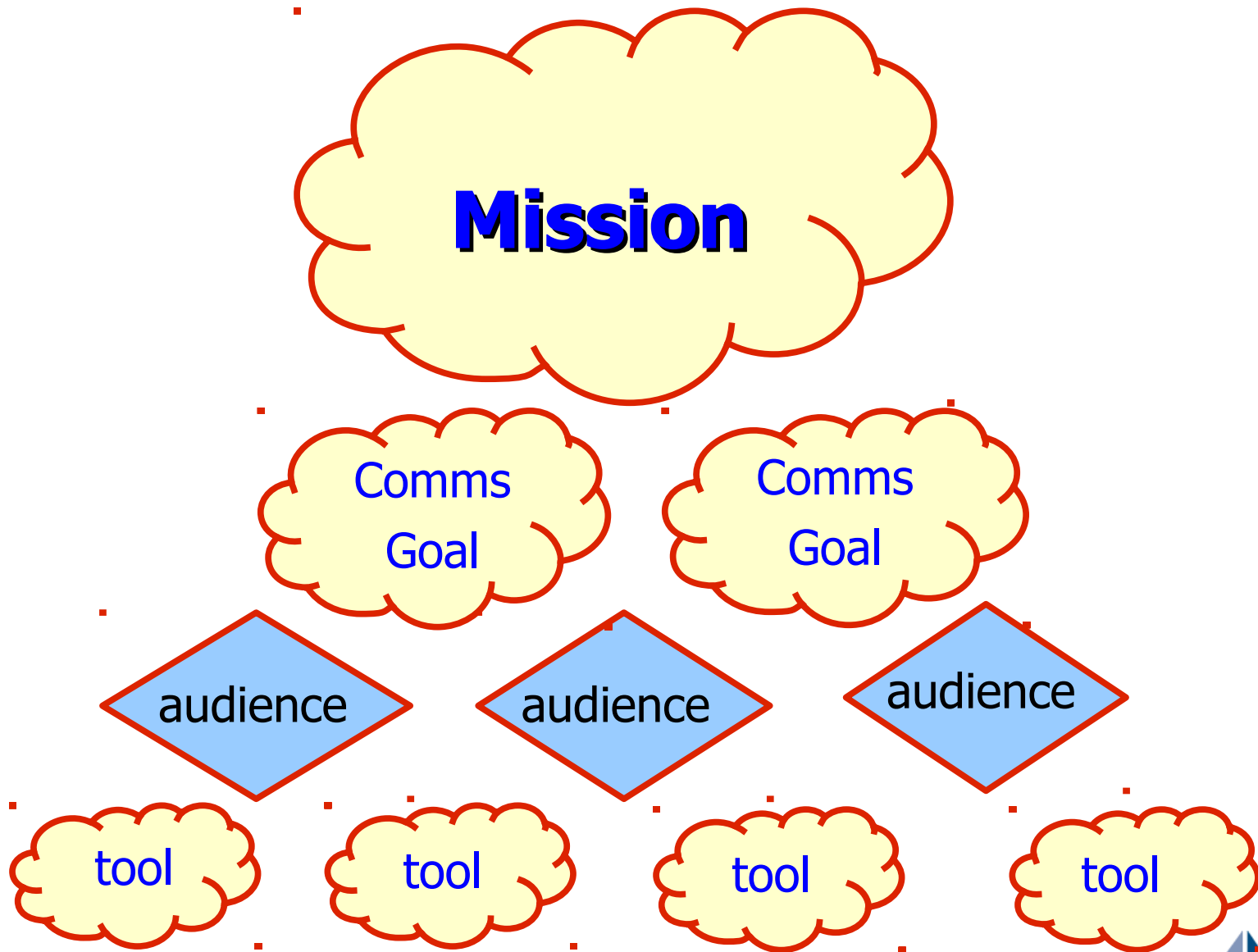
► Measurable

► What does success look like?

► Tool-Agnostic

▪ Make sure your communications plan stays in tact when the tool you are using fails you
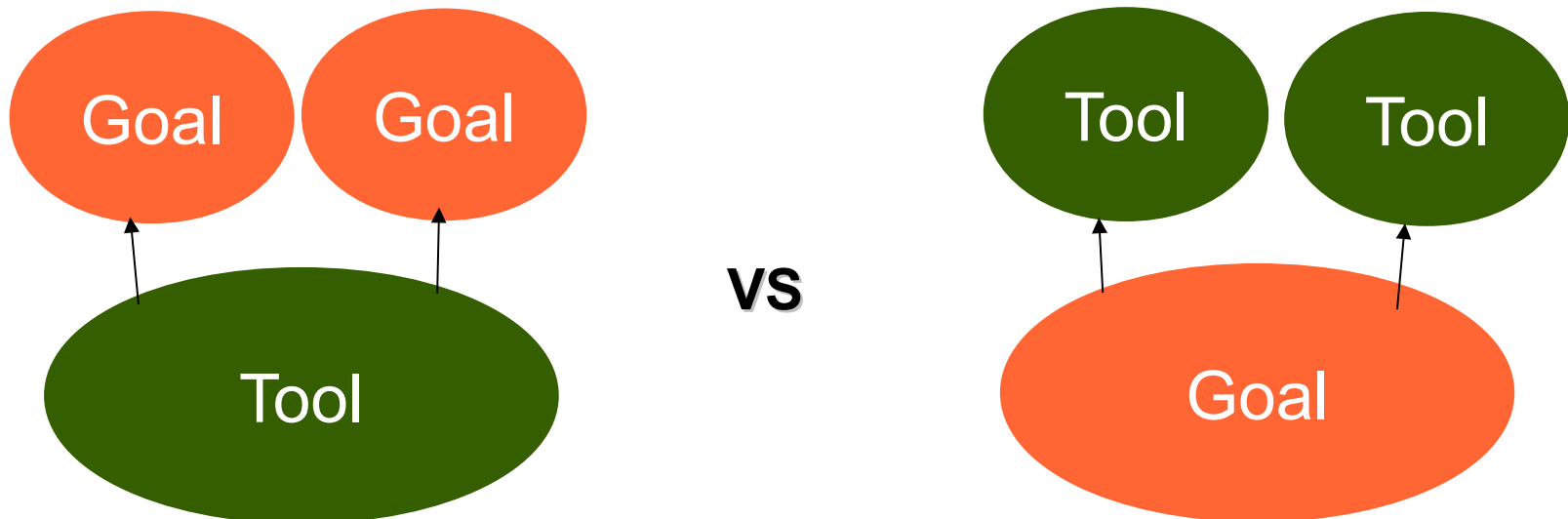
Tool Agnostic?
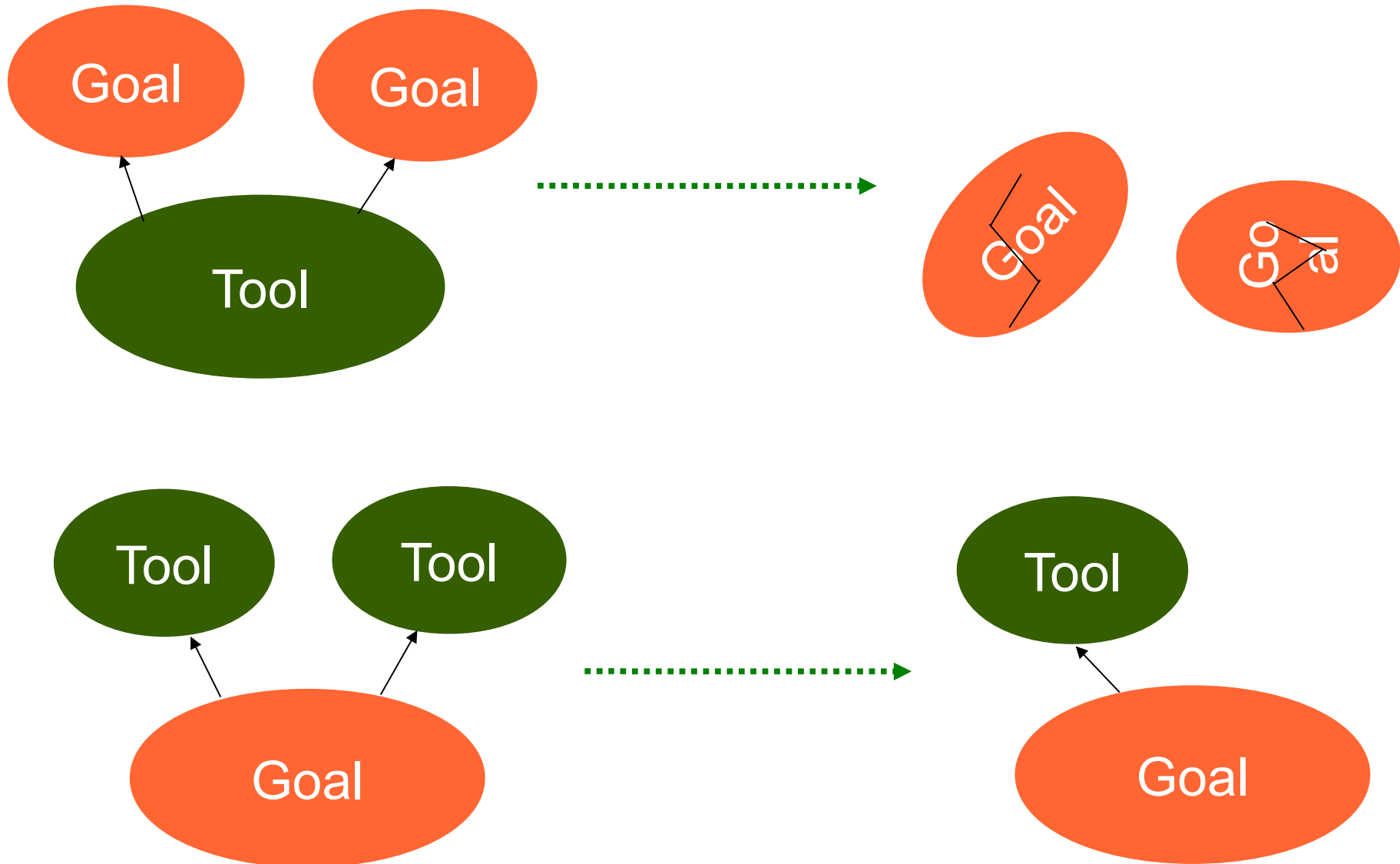
Campaign vs. Organizational Use

Developing Campaign Goals

► Influence Decision Makers

► Mobilize for an Event

► Build Community

► Educating an Audience

► Raising Money

► Building your Base/Supporter Database

► Increasing volunteer engagement

Example Goals

Goal?	Measurability	What does success look like?	Tools
Increase attendance to rally through online efforts	• Can ask people how they heard • Have links in online messaging to an online sign-up form	100 more participants this year	• Web Site • Twitter • Email Blast
Keep Members engaged in efforts between meetings	• Track member engagement online	10% increase in member engagement online	• Facebook • Twitter • Texting

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

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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

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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

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End Of Section

▶Questions?

▶Comments?

Thank You!

Aspiration's eAdvocacy Initiative

▶ Goal: Organizational self-sufficiency online

▶ eAdvocacy Capacity-Building Trainings, Webinars, and Materials

www.aspirationtech.org

Aspiration's eAdvocacy Initiative

► blog.socialsourcecommons.org
   Nonprofit Tech, Tools & Social Media

► eAdvocacy Office Hours
   – Thursday, 12pm – pm

   aspirationtech.org/officehours

End Of Section

►Questions?

►Comments?

Thank You!

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