

High Impact eAdvocacy

Walking Through a Publishing Matrix Row

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radicalDESIGNS


ZERO DIVIDE
Infinite Possibilities


ASPIRATION

**BETTER
TOOLS
FOR A
BETTER
WORLD**

Learning Goals

- ▶ Thinking about channel-specific audiences
- ▶ Thinking about organization-specific audiences
- ▶ Establishing org. process through the publishing matrix

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?
 - Probably Not. Strangers generally don't care about news about our progress.

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?
 - Nah. Depending on your blog, readers are more interested in post topics than org news

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
 - In process, creating org. process/standard
- ▶ Decide best way to offer the content based on the channel
 - Feel free to add sample text to pub. Matrix as guideline for staff

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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