High Impact eAdvocacy

Four Processes for Sustainable Online Impact

These materials have been prepared by Aspiration

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

► Address ways of identifying who your online audiences actually are
► Review processes for coherently maintaining all your online activities
► Define “Publishing Matrix”, “Messaging Calendar, and “Social Media Dashboard”
► Emphasize the central role of DATA in your advocacy and organizing
4 Processes for Sustainability

► Audience Assessment
  ▪ Do you really know who you are 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?

► Social Media “Dashboarding”
  ▪ Do you know where you're mentioned online?

► Survey: Who uses all these?
Know Thy Audience(s)

► Audience survey
  ▪ How do you analyze web traffic?
  ▪ What is one thing you would tell a peer about using online tools to identify their audiences?

► 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?
Know Thy Audience(s)

► Email
  ▪ Who opens your emails? Who clicks on links?

► Facebook
  ▪ Who are your “friends”/“fans”? Who are theirs?

► Twitter
  ▪ Who is following you? Who is re-tweeting you?

► Blogs
  ▪ Who comments, who reposts, who links back?
  ▪ Who subscribes to your feed(s)
Consider a “Publishing Matrix”

► Audience survey:
  ▪ Do you have an integrated way for deciding which messages go to which online channels?
  ▪ What's tweet-worthy, what is “just” web content?

► Do you model your tools as a spectrum?
  ▪ Tone and voice
  ▪ Time and labor investment vs ROI
  ▪ Appropriateness of message to channel
“Publishing Matrix”: Audiences

► Who are all of your current online audiences?
► Who are your potential and most desired online audiences?
  ▪ How do you recruit and engage these potential audiences?
  ▪ Through what different channels will these online audiences engage with your organization?
  ▪ What if any are the differences in how you will communicate with different audiences?
Calendar Your Messaging

► Audience survey
  ▪ Do you preschedule online messages? How far?
  ▪ Do you model messages within narrative arcs?
  ▪ Do you have pre-send and post-send checklists?

► Message calendars enable you to
  ▪ Track messaging arcs
  ▪ Sustain consistent messaging
  ▪ Coordinate internal processes and projects
  ▪ Avoid list fatigue

radicalDESIGNS
Watch a Social Media Dashboard

► Free, low-cost and pricey tools exist to let you track how you're being seen online
  ▪ iGoogle, NetVibes, Radian6, etc

► Use a dashboard to track strategic keywords
  ▪ Organizational name and acronym
  ▪ Campaign and issue keywords, key staff names
  ▪ Target, opponent, and decision-maker names

► Is your outbound messaging propagating?
  ▪ What are the reactions?
Obligatory Admonitions

Control your data!

- **Unity**: Know your data universe and treat it as such
- **Redundancy**: Have a complete and sustainable backup process
- **Control**: Take steps to avoid losing access
- **Portability**: Confirm your migration options in advance
- **Privacy**: Honor “theirs”, assert “yours”
Obligatory Admonitions

► Control and unify your online identity
  ▪ Route as much engagement as possible through domain name(s) you control
  ▪ Strive for disintermediated fallbacks

► Presume Facebook and Twitter will die violently or fade to dust
  ▪ See: “Friendster”

► Specific case: Blogs
  ▪ OurEDBlog.typepad.com is a bad idea
Summary

► Have processes in place for
  ▪ Audience Assessment
  ▪ Publishing Matrix
  ▪ Message Calendaring
  ▪ Social Media “Dashboarding”

► Control your identity and your data
  ▪ Take control of your online destiny
  ▪ Your data is your digital power and your path to fundraising success
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