High Impact eAdvocacy

Spectrums of Engagement

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Spectrums of Online Engagement

Target Audience

Know you; want constant information and details about your work.

Potential supporters, learning about your work and organization.

Twitter  Facebook

Blogging  Email  Web Site
Spectrums of Online Engagement

Tone and Voice

First person singular
“I”
Informal and fun

First person plural
or third person
“We” or “The org”
Spectrums of Online Engagement

Frequency of Message

- **Frequent**: can be daily or more often
- **Less frequent**: weekly to monthly

Twitter  Facebook  Blogging  Email  Web Site
Spectrums of Online Engagement

Matching Tools to Message

Twitter
Blogging
Email
Web Site

Facebook

Late-breaking news,
Real-time updates,
Teasers, Flirts
Opportunistic asks

Planned messaging,
measured narrative
Urgent alerts,
Intentional asks
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Control of Message and Brand

Shared with Audience

“Traditional” org control

Twitter  Facebook  Blogging  Email  Web Site
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Time/Labor Investment

Twitter  Facebook  Blogging  Email  Web Site

Substantial, tending towards 24/7  Manageable, based on past patterns
That's All!

▶ Questions?
▶ Comments?

Thank You!

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