High Impact eAdvocacy

Organizing Your Online Channels with a Publishing Matrix

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Learning Goals

► Thinking about channel-specific audiences

► Thinking about organization-specific audiences

► Establishing org. process through the publishing matrix
What is a Publishing Matrix?

- A Publishing Matrix is a grid that lays out an organization’s online channels as well as the content it publishes on each channel.
<table>
<thead>
<tr>
<th>Content Types</th>
<th>Web Site</th>
<th>Email List</th>
<th>Blog</th>
<th>Facebook</th>
<th>Twitter</th>
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Why Do I Care?

• Operational Benefits
  – Enumerates
    • Types of content that an organization publishes
    • Online Channels
  – Super Customizable
  – Reminds you of messaging opportunities in all organizational communities
  – Establishes an organizational communications standard
Why do I care?

• **Strategic Benefits**
  – Gets more eyeballs on your content
  – Creates more opportunity for propagating messages
  – Makes organizational communications more consistent
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?

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- **Who is the audience of our Web Site?**
  - Strangers, Resource-Seekers

- **Do we want to engage that audience about our eNewsletter?**
  - No. Currently we don’t post our eNewsletters to the website.
eNewsletter – Email List?

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- 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?

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- Who is the audience of our Blog?
  - People interested in specific post content
- Do we want to engage that audience about our eNewsletter?
  - No. Our SSC blog is more about nptech topics in general rather than org updates.
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?

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

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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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ZERO DIVIDE

INFINITE POSSIBILITIES

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD
Let’s Build a Publishing Matrix

- Think about the audiences you’re trying to reach
- Think about all the places you do communications
- Think about all the types of content you post and how you can “mulch” it in other channels