

# High Impact eAdvocacy

## Organizing Your Online Channels with a Publishing Matrix

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

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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

# Publishing Matrix

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter					
Event Announce					
Action Alert					
Fundraising Appeal					
Blog Post					
Press Release					
New Staff					

# Publishing Matrix

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	X
Event Announce	X			X	X
Action Alert		X		X	X
Fundraising Appeal		X			
Blog Post			X		X
Press Release	X			X	X
New Staff	X		X	X	X

# 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?

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?
  - No. Currently we don't post our eNewsletters to the website.

# 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?
  - No. Our SSC blog is more about nptech topics in general rather than org updates.

# 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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# 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