

High Impact Online Communications

Effective Online Communications for Nonprofits

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Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



Our Goals

- ▶ Explore the importance of social media in reaching online audiences and their appropriate uses
- ▶ Learn some basic workflows for common social media tools that you can use in your work
- ▶ Create measurable goals for your communications work
- ▶ Answer your questions

What is Social Media Today?

- ▶ Conversations with people online
 - *Social* media
- ▶ Made for people, not organizations
 - It's not going to work perfectly
- ▶ Not your virtual megaphone



Advantages of Social Media

▶ Get Relevant News

- Allows you to receive curated news from other people in your issue space

▶ Increase Exposure

- Gives you easy access to new networks of people through sharing

▶ Generate Conversation & Feedback

- Allows two-way conversations

Caveats of Social Media

- ▶ Can take a lot of time
 - Time = Money
- ▶ Big corporations want your data
 - You are the product
- ▶ There are a billion tools
 - It can take time to figure out which ones you need
- ▶ Tools change EVERY. SINGLE. DAY
 - You have to keep up



Limitations of Online Campaigns

- ▶ Digital Divides
 - Never forget who is left out by “e” strategies
- ▶ Trust relationships are best built in person
 - Online organizing is most effective when it leverages established social networks and communities
- ▶ Each community and campaign is different
 - Your mileage will vary

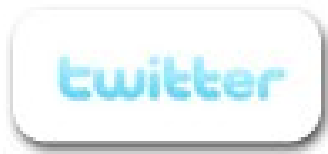
Social Media Housekeeping

- ▶ Lock down your virtual real estate
 - Reserve any accounts you could envision using now or in the future
 - Facebook, Twitter, YouTube, Flickr
- ▶ Set them up to look like a family
 - Strive for name consistency, usually an organizational domain name

Things to Consider

- ▶ Your organization/campaign is unique
- ▶ Tools change all the time
- ▶ Tracking is important to give you a sense of what is working for YOU

5 Common Online Communications Tools



Blogging

Email

Web Site



Target Audience



Blogging

Email

Web Site

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



Potential supporters,
learning about
your work
and organization

Target Audience



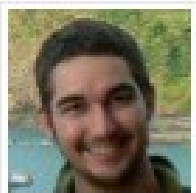
[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) **12** [Companies](#) [News](#) [More](#)

People ▾

Search...



[Advanced](#)



Hey, are you in 6th grade? Interested in Soccer? Come to our Soccer Club in the park on Saturday!!

[Attach a link](#)

visible to: [anyone](#) ▾



[Share](#)

Target Audience

THE BEST AND WORST TIMES TO POST ON SOCIAL NETWORKS

Maximize the reach of your social media posts by learning the best (and worst) times to communicate with your audience.

FACEBOOK

BEST 1pm to 4pm

WORST 8pm to 8am

TRAFFIC BUILDS PEAK TIME After 9am Wednesday at 3pm

TRAFFIC FADES AVOID After 4pm Posting on weekends

TWITTER

BEST 1pm to 3pm

WORST 8pm to 9am

TRAFFIC BUILDS PEAK TIME After 11am Monday - Thursday

TRAFFIC FADES AVOID After 3pm Posting after 3pm on Friday

Beth Kanter Tuesday

Here's an infographic and blog post that summarizes research on several different social media platforms including Facebook and Twitter on the best and worst times to post. What has been your experience?

Like · Comment · Share

جمعية عين بني حسن الخيرية, The Simmons Foundation, Timonie Hood and 49 others like this.

50 shares

Chris Tuttle I always hate these things. These times are clearly chosen by when overall general traffic is online.

IMO, this is the equivalent to saying the best time for transit organizers to gain petition signatures is during rush hour. Sure, you'll get not... [See More](#)

Like · Reply · 8 · Tuesday at 9:41am

Beth Kanter Well said Chris Tuttle -- this is the first infographic that I've seen that lists specific times for many platforms .. again only use it as a guide, but knowing your audience and watching your own metrics is even better.

Like · 4 · Tuesday at 9:45am

Write a reply...

Jill Persin I think these charts are often industry- and purpose-specific. A corp marketing its products

Write a comment...

Tone and Voice



Blogging

Email

Web Site

First person singular

"I"

Informal and fun

Conversational; "Social"



First person plural

or third person

"We" or "The org"

Official

Tone & Voice

the WHITE HOUSE PRESIDENT BARACK OBAMA

★★★★★ THE WHITE HOUSE WASHINGTON ★★★★★

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BLOG PHOTOS & VIDEO BRIEFING ROOM ISSUES the ADMINISTRATION the WHITE HOUSE our GOVERNMENT

OMG, Talkin' to Karzai!! LOLZ

President Obama makes a surprise visit to Afghanistan to sign a historic strategic partnership agreement that will help to guide our future relationship with the country.

[View the Gallery](#)

[Learn More](#)

1 2 3 4



President Barack Obama and Afghan President Hamid Karzai, Pete Souza, 5/1/12

Happening Now: V.P. Biden Speaks at Lafayette College

FEATURED TOPICS

Private Payroll Employment: Jan 2008 - Feb 2012

March Jobs Numbers

Overall payroll employment rose by 124,000 jobs in March. The

SEARCH the SITE

Search WhiteHouse.gov Search

Tone & Voice



Frequency of Message



Blogging

Email


Web Site


Frequent – can be
daily or more often





Less frequent -
Weekly to monthly


Frequency of Message


**WiserEarth** 4 mins
RT @causes: Komodo National Park is home to beautiful coral reef being destroyed by dynamite. Help stop this: bit.ly/1BnA0k


**johnhaydon** 6 mins
RT @BonnieKoenig: Fundamental Building Blocks of Social Change ow.ly/aEGER


**johnhaydon** 6 mins
RT @askdebra: Geosocial apps and missed opportunities (for community engagement) bit.ly/KpFihG






**johnhaydon** 6 mins
Islamic Facebook Will Launch This Summer -> zmb.me/Kuh8U7

**johnhaydon** 6 mins
RT @rrbaker: Harvard and ow.ly/1C2PEq Team Up to Offer Free Online Courses -> ow.ly/1Lzl02

**johnhaydon** 7 mins
RT @AmberCadabra: Take your marketing copy. Remove all of the adjectives and superlatives. Still interesting?

**johnhaydon** 8 mins
RT @joewaters: Looking for a Contest You Can Actually Win? Here are Two -> goo.gl/0U58N

**johnhaydon** 9 mins
RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy ow.ly/aDMVL via @HubSpot

**idwblog**   
New Blog Post: AskIdealware: How Do I Draw On A Computer?: Hand-drawn images can add color and personality to yo... bit.ly/JSdlMr
 by idealware

Frequency of Message



The image shows a screenshot of the Twitter profile for the Rainforest Action Network (@RAN). The profile header includes the RAN logo (a black silhouette of a jaguar) and the text "RAINFOREST ACTION NETWORK". Below the logo, the name "RAN" is displayed, followed by "@RAN" and "FOLLOWS YOU". The bio states: "Rainforest Action Network protects forests, communities & climate through non-violent direct action, organizing & education. Tweets by @melgleason & @mikeg2001". The location is listed as "San Francisco" and the website as "ran.org".

Below the bio, the statistics are shown: 5,558 TWEETS, 4,429 FOLLOWING, and 21,082 FOLLOWERS. There is a "Follow" button.

The "Tweets" section shows four recent tweets, all from @RAN:

- Tweet 1 (17m):** RT @sierraclub: Even in the oil-soaked House of Representatives, support for #Keysone XL is eroding: sc.org/14ClrHW #NoKXL. (Expand)
- Tweet 2 (19h):** #Coal's Record Slump Poised to End on Output Cuts: #Energy Markets ow.ly/lii3j via @BloombergNews. (View summary)
- Tweet 3 (20h):** Are you connected to #rainforest destruction? Get the facts. Then share them. ow.ly/lijom #palmoil. (Expand)
- Tweet 4 (21h):** An interesting read: Tornadoes strike at the heart of the

Matching Tools to Message



Blogging

Email

Web Site

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



Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

Matching Tools to Message

[Click to view this message in a browser](#)

{VR_SOCIAL_SHARING}

[Forward this to a friend](#)



I had a great lunch with CalWIC today! Love to see the work they're doing: <http://www.calwic.org>

Our Mission

Aspiration's mission is to connect nonprofit organizations with software solutions that help them better carry out their work. We want nonprofit organizations to be able to find and use the best software available, so that they maximize their effectiveness and impact and, in turn, change the world.

Aspiration is a values-driven nonprofit technology organization.

[Read Our Manifesto](#) and let us know what you think.

Contact Us



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Matching Tools to Message



The screenshot shows a Facebook interface with the EFF page header. The main post on the left is titled "Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA" and includes a link to eff.org. Below the post are comments from Julie Ahrens, Matt Murdock, Doug Peterson, and others. A second post from EFF is visible below, titled "The March Toward Patent Reform Continues". On the right, a post from EFF is titled "New Animated Video About the TPP and its Chilling Effects on Internet Users" and includes a video player. Below the video are comments from Douglas Kinney, Mazda Ahura, Chris Demmons, and others. The bottom right corner of the screenshot shows the "ASPIRATION" logo.

facebook Search for people, places and things Aspiration

Electronic Frontier Foundati... Timeline Now

Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA
eff.org

Bad facts make bad law: it's legal cliché that is unfortunately based on reality. We saw as much

Like · Comment · Share 6

Julie Ahrens, Matt Murdock, Doug Peterson and 32 others like this.

Write a comment...

Curtis Clark I agree the rationale for the decision is suspect, but basically in this case you are supporting corporate rights over personal rights.
Like · Reply · 1 · 17 hours ago

James Dabbagian Unless I'm mistaken, one of the cases they used against Hart was the very case that said video games were protected by the first amendment. 😞
Like · Reply · 17 hours ago

Electronic Frontier Foundation (EFF) shared a link.
20 hours ago near San Francisco

The drum beat continues: A new bill from Sen. John Cornyn to take on patent trolls.

(Yes, the third patent troll bill in three weeks!)

The March Toward Patent Reform Continues

Against It

Electronic Frontier Foundation (EFF) shared a link.
18 hours ago

Our new cartoon explains why the Trans-Pacific Partnership might be the biggest threat to the Internet — even if you've never heard of it.

New Animated Video About the TPP and its Chilling Effects on Internet Users

When most people think of a trade agreement, they're unlikely to think that it would have anything to do with regulating

Like · Comment · Share 134

Douglas Kinney, Mazda Ahura, Chris Demmons and 148 others like this.

Write a comment...

Dennis Meneses good grief connie if you hate eff and their posts that much, why not just do yourself a favor and unsubscribe. no one is forcing you to read or view anything.
Like · Reply · 1 · 17 hours ago

Judah Snyder i already signed im backing the eff thank god for eff
Like · 15 hours ago

Write a reply...

Loren Albrecht thanks for making & posting this

ASPIRATION

Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience, Tool



“Traditional”
org control

Control of Message & Brand



Control of Message & Brand



The image shows the Twitter profile of the Mitchell Kapor Foundation. The header features the Mitchell Kapor Foundation logo, the name "Mitchell Kapor Fdn", the handle "@MKaporFdn", and the text "FOLLOWS YOU". Below this is the bio: "We support organizations that provoke social change in communities of color en route to equality." and the location "Oakland, CA · mkf.org". The statistics show 937 tweets, 237 following, and 686 followers. A "Following" button is visible. The tweets section shows three tweets from May 16 to 18, all from the Mitchell Kapor Fdn, mentioning @Sean_D_Murphy, @KaporCenter, and @spjika.

Mitchell Kapor Fdn
@MKaporFdn FOLLOWS YOU
We support organizations that provoke social change in communities of color en route to equality.
Oakland, CA · mkf.org

937 TWEETS 237 FOLLOWING 686 FOLLOWERS

Tweets

Mitchell Kapor Fdn @MKaporFdn 18 May
thanks, @Sean_D_Murphy! pls follow us at @KaporCenter - out with the old, in with the new!
View conversation Reply Retweet Favorite More

Mitchell Kapor Fdn @MKaporFdn 17 May
thanks for joining us @spjika! pls follow us at @KaporCenter & @cedbrownsaid - im closing up this old @MKaporFdn acct!
View conversation

Mitchell Kapor Fdn @MKaporFdn 16 May
dear @MKaporFdn followers: the real action is starting up @KaporCenter. join us there (or @Collegebound.org)



The image shows the Twitter profile of the Kapor Center. The header features a photo of hands joined in a circle, the Kapor Center logo, the name "Kapor Center", the handle "@KaporCenter", and the text "Oakland, CA · http://kaporcenter.org". The statistics show 62 tweets, 120 following, and 190 followers. A "Following" button is visible. The tweets section shows three tweets from May 21, including one from Mitch Kapor (@mkapor) about raising money for Oklahoma disaster relief, and two from the Kapor Center (@KaporCenter) about singing songs and announcing new partnerships.

Kapor Center
@KaporCenter
Oakland, CA · http://kaporcenter.org

62 TWEETS 120 FOLLOWING 190 FOLLOWERS

Tweets

Mitch Kapor @mkapor 21 May
Help raise money for Oklahoma disaster relief disaster-relief.fundly.com
Retweeted by Kapor Center
Expand

Kapor Center @KaporCenter 21 May
@BlackGirlsCode We're singing each other's song! #mutualadmiration
View conversation

Kapor Center @KaporCenter 21 May
We are pleased to announce 2 new partnerships w @BlackGirlsCode @oaklandlocal @platformorg & hiddengeniusproject.org! #techforgood #goodfortech
Expand

Time/Labor Investment



Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Time/Labor Investment



Return on Investment



Blogging

Email

Web Site

TBD; uneven,
subject to change;
Depends on what
you're trying to do



“Knowable”, based
on past patterns;
baseline online
real estate

Return on Investment

KEY STRATEGY POINTS

Priority #1 – Focusing on Educating California Republicans

While the WIC program has traditionally enjoyed strong bipartisan support, there are a growing number of Republican House members who do not feel that same affinity for the program and are looking to cut any and all federal programs. WE NEED WIC campaigners will reach out to California's Republicans, with stronger messages, provide them with more information about the WIC program's effectiveness, engage partners that Republicans are more likely to listen to -- like the business and medical community.

Priority #2 – Keeping in Close Touch with Key California Democrats

House Minority Leader Nancy Pelosi and her key lieutenant, George Miller, should get special attention in Washington and back home. In addition, California members of the Congressional Hispanic Caucus (CHC) and Congressional Black Caucus (CBC) should receive extra attention. CHC members are: Cardoza (18), Costa (20), Becerra (31), Roybal-Allard (34), Napolitano (38), Linda Sanchez (39), Baca, (43), and Loretta Sanchez (47). CBC members are Lee (09), Bass (33), Waters (35), and Richardson (37).

Priority #3 – Educating the Public and Advocating for the WIC Program

FY 2013 could be grim for the WIC program from a fiscal point of view. It is important to build public support for the program to help in funding fights in 2013 and long term. CWA needs to publicize the effectiveness of the WIC program in order to build public support.

Priority #4 - Maintenance of Traditional Congressional Support among California's Democrats

It remains important to ensure continued to be cultivated - providing their offices with up-to-date information, inviting Members of Congress to clinic openings, visiting their offices when CWA members are in Washington.

KEY MESSAGES:

1. **"WE NEED WIC!"** WIC is vital safety net program that feeds the hungry and saves lives. It also generates jobs and helps local economies. Cutting WIC should not be an acceptable deficit reduction option no matter which side of the aisle you are on. If WIC is cut, mothers and children will go hungry and babies will die.
2. **"WIC WORKS!"** WIC is one of the most effective federal programs ever devised. It is cost-efficient and well-managed. WIC saves federal dollars with a time-limited investment that prevents poor birth outcomes and chronic ill health by providing at-risk young families with modest food prescriptions and education that they need to stay healthy. New evidence shows that WIC's modernized food benefits are reducing obesity and increasing breastfeeding.

PHASE 1 ACTIONS: OCTOBER 1 – NOVEMBER 23, 2011

Return on Investment



Recap

- ▶ Remember to define your social media goals to make the most of your time/resources
- ▶ Don't feel like you have to be on everything
 - Baby steps; Bite off as much as you can chew
- ▶ Think about which tool is right for your goals and audiences

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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