

High Impact Online Communications

Getting Started with a Communications Strategy

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Introductions

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Who is Aspiration?

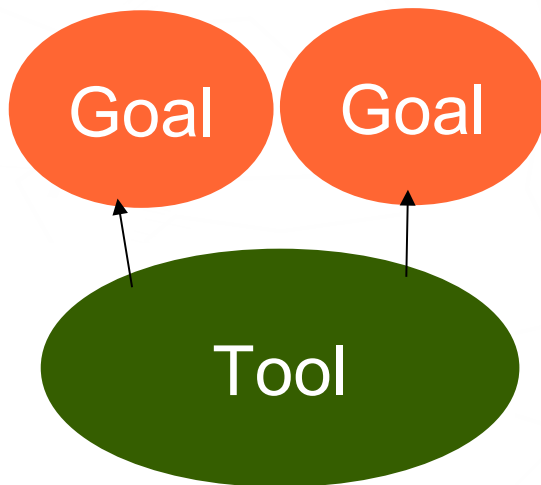
- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as ally, coach, strategist, mentor, and facilitator to those trying to make more impactful use of information technology in their social change efforts.

First Things

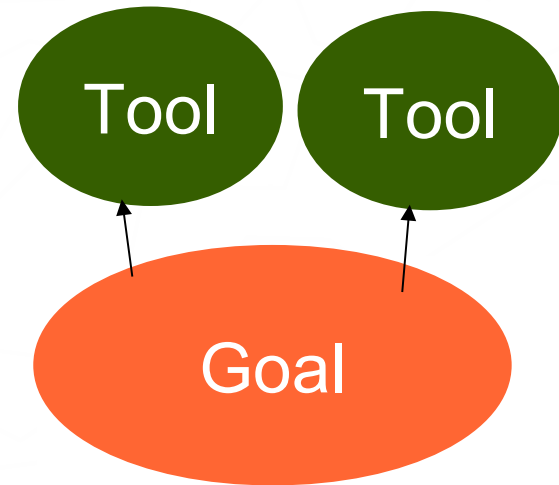
- ▶ This training is envisioned as a dialog
- ▶ Please ask questions early and often
- ▶ It will only be as valuable for you as you make it!
- ▶ This presentation is in beta – your feedback is welcome!

What are your goals?

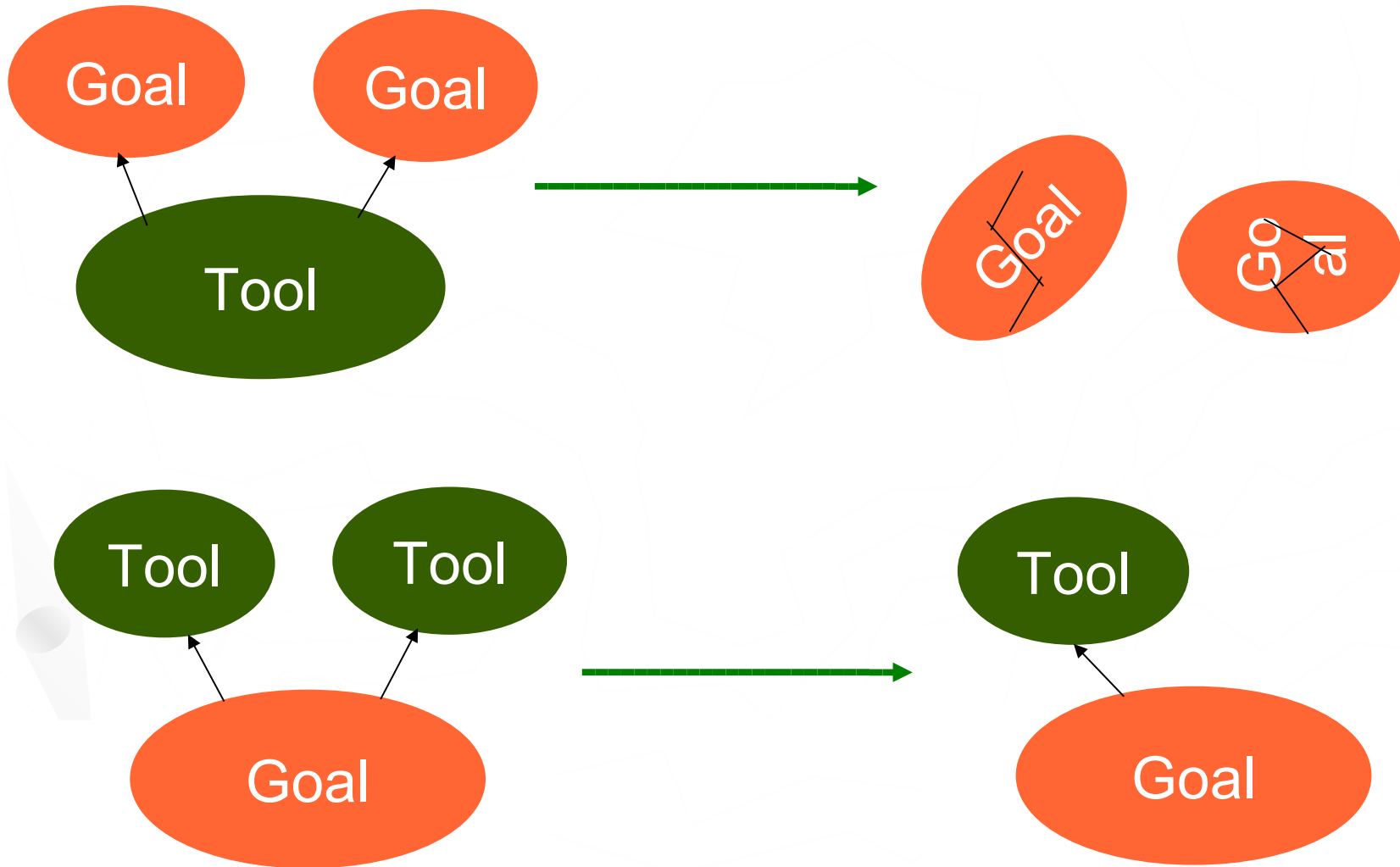
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you are using fails you



VS



Tool Agnostic?



Example Goal

Goal	Measurability	What does success look like?	Tools
Increase attendees at "awareness action" through online efforts	Compare this year's attendance to last year's	10% increase in attendance from last year	Email Blast Texting Facebook
Increase # of members at regular meetings and in leadership positions	Compare meeting attendance Compare % of new people in positions	Double meeting attendance & engage 10 new people in positions	Email Blast Texting Facebook Twitter Surveys Individual Emails

Agenda

- ▶ Introduce processes & templates for planning and maintaining your online activities
- ▶ Share examples of how organizations have used these processes
- ▶ Share resources for diving deeper into enhancing your communications strategy
- ▶ This presentation is in beta – your feedback is welcome!

Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



Audience Exercise

► Who are your top audiences?



Audience Assessment

Audiences

- Low income youth of color working in Real Food
- General public youth

LIVE REAL

REAL FOOD.
REAL PEOPLE.
REAL CHANGE.

Know Your 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)

Spectrum of Engagements

- ▶ Target Audience
- ▶ Frequency of Messaging
- ▶ Return on Investment



Blogging

Email

Web Site

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

	A	B	C	D	E	F
	Publishing Matrix					
	Content Types	Communications Channels				
		Website	Email List	Blog	Facebook	Twitter
	<u>eNewsletter</u>	X	X		X	X
	Event Announce	X			X	X
	Action Alert	X	X			
	Fundraising Appeal		X	X	X	X
	Blog Post			X	X	
	Press Release	X	X			
	New Staff	X			X	X

Publishing Matrix

	Website	Media List	Immigration List
Press Releases	Post PR to News Page	Send to Media Contacts via CC	
Media Advisories		Send to Media Contacts via CC	
e-News	Link to appropriate pages		
e-Blasts	Link to appropriate pages		Send via CC
Reports (Issue Research)	Update to Research		
Annual Report	Update to Research		
Event Announcements	Update to Calendar		Send via CC
Website Update	Update appropriate page		
Post Action	Add "news" to website		

	Website	Media List (CC)	Immigration List
Press Releases	X	X	
Media Advisories		X	
e-News	X		
e-Blasts	X		X
Reports (Issue Research)	X		
Annual Report	X		
Event Announcements	X		X
Website Update	X		
Post Action	X		



Customizations

- ▶ Some content types are channels
 - For example, eNewsletter

Content Types	Communications Channel		
eNewsletter	Website X	eNewsletter	Twitter X

Customizations

- ▶ Instead of an “X”, add example content
 - For example, an template Twitter Tweet

Content Types		Communications Channel		
	Website	Phone	Twitter	
Event Announcement	X		Join us on <date> for <event name> ! <link> Can't wait to see you there!	
Action Alert	X	X	Help us fight <enemy> by joining us to <action> this week! <link>	

Customizations

- ▶ Instead of “X” add the process of doing it
 - For example, “Post Hosted Link”

Content Types		Communications Channel	
eNewsletter	Website Post hosted version to “Newsletters” page	Craigslist	Twitter Post hosted link as a bit.ly Post event page

Customizations

- ▶ Assign channels or content types to people
 - For example, Courtney is our web person

Content Types		Communications Channel		
	Assigned to	Website	eNewsletter	Twitter
Assigned to		Courtney	Misty	Matt
eNewsletter	Misty	X		X

Brain Exploding

► Assignments, processes defined, examples

Content Types		Communications Channels						
	Assigned to	Web Site	Email List	Tumblr	Facebook	Twitter	eNewsletter	Text
Assigned to		Courtney	Misty	Matt	Matt	Misty	Misty	Jessica
Action Alert	Matt	Post to front page	Send to "Action" segment		Post bit.ly of web page	Post bit.ly of web page		Join us on <date> to tell <enemy> what we think
Event Announce	Jessica	Post to "Events"			Create Facebook Event	Tweet out details	Add as main content piece	
Protest Assemble	Misty		Send to "Protest", "Media"			Tweet out details		Protest will be <date> at <time>. <other info>
Fundraising Appeal	Matt	Post to front page sidebar	Send to all			Post bit.ly to web page		
Weekly Recap	Matt			Post with best tweets, posts of week		Post bit.ly of Tumblr post		
Press Release	Matt	Post to front page & "Press Releases"	Send to all		Post bit.ly of web page	Post bit.ly of web page		
New Job Opening	Jessica	Post to "Jobs"			Post bit.ly of web page	Post bit.ly of web page	Put in sidebar	
eNewsletter	Misty	Post to "Newsletters"	Send to all		Post bit.ly of hosted link	Post bit.ly of hosted link		

Pub. Matrix Next Steps

- ▶ Build out your publishing matrix
- ▶ Define your processes
- ▶ Share it with your org to create an organizational asset
- ▶ Look for places to adjust your communications
 - Channels you aren't using as much as you could
 - Content types that could be recycled
 - Processes that don't have an owner

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

Calendar Your Messaging

		January				February	
Important Dates							
Email Template Areas							
	Subject Line						
	Engagement Ask						
	Main Content Part 1						
	Main Content Part 2						
	Main Content Part 3						
	Sidebar 1						
	Sidebar 2						

Calendar Your Messaging

	January			February		
Important Dates	5 th – Quarterly Newsletter			20 th – Party Reminder	11 th – Party Last Chance	12 th – Annual Member Party
Email Template Areas						
Subject Line	You're Dying to Know What We're Up To...			Register Now for our Annual Member Party!	Last Chance to Get in on the Fun!	
Engagement Ask				Register Now!	Register Now!	
Main Content Part 1	Annual Member Party			Party Purpose		
Main Content Part 2	Take action around deforestation!			Party Details		
Main Content Part 3	Welcome our Two new employees					
Sidebar 1				Register Now! Button	Register Now! Button	
Sidebar 2						

Calendar Your Messaging

California School-Age Consortium						
MESSAGING CALENDAR						
E = external comm		January			Febr	
Statewide Programs						
E	Challenge				2/3 - All Contacts, MESSAGE	
E	Policy/Budget Campaign Alerts				1/31 - All contacts, Stop elimination of funding to 11-12 year olds	
E	Leadership Development Institute					
E	State Conference					
Chapter Events						
E	BA Chapter					
E	SAC Chapter	1/5 - All Contacts, MESSAGE	1/10 - NorCal Only, MESSAGE; 1/14 NorCal Only, Message			2/11 - All
E	LA Chapter		1/11 - All Contacts, MESSAGE		2/1 - SoCal Only, MESSAGE	2/9 - full SAC eve
E	OC Chapter					
E	SD Chapter			1/27 - All Contacts, MESSAGE		
E	NC Chapter					



CALIFORNIA
SCHOOL-AGE
CONSORTIUM

		October			November		
Important Dates	Quarterly Newsletter			Party Reminder	Party Last Chance	Annual Member Party	Thanks for the Great Party
	Email Template Areas						
Subject Line	You're Dying to Know What We're Up TO..			Register Now for our Annual Member Party!	Last Chance to Get in on the Fun!		We had a blast and hope you did too!
Engagement Ask				Register Now!	Register Now!		
Main Content Part 1	Annual Member Party			Party Purpose			Thanks for attending and supporting
Main Content Part 2	Take action around deforestation!			Party Details			Not there? Check out the pictures
Main Content Part 3	Welcome our Two new employees						
Sidebar 1				Register Now! Button	Register Now! Button		
Sidebar 2							

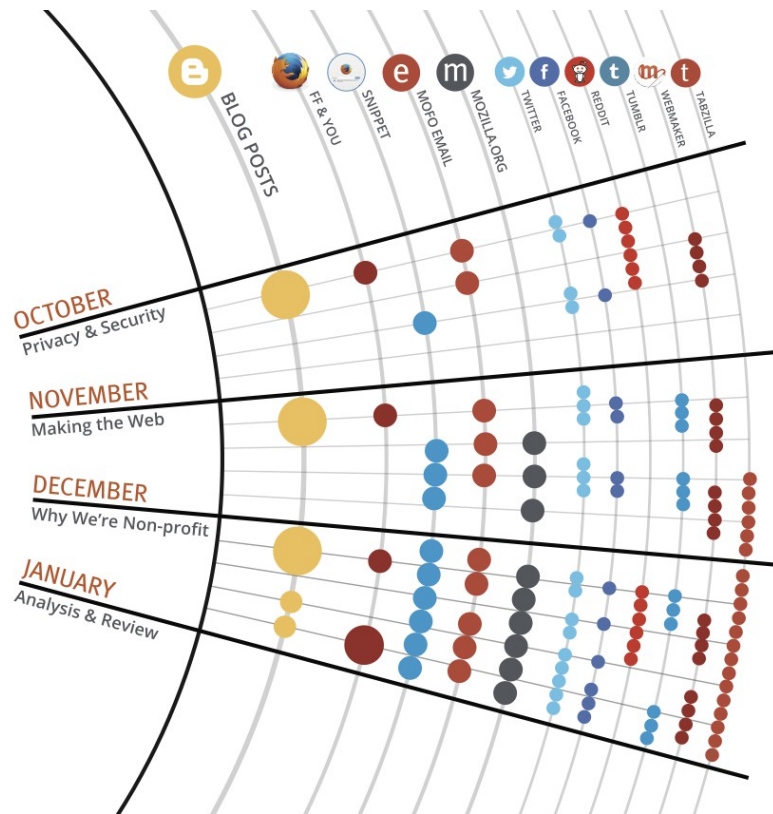
		October			November		
Important Dates	Quarterly Newsletter			Party Reminder	Party Last Chance	Annual Member Party	Thanks for the Great Party
Website	Update "Newsletters"						
Email	Send Newsletter			Send Party Reminder	Send Party Reminder		Send Party Thanks
Facebook		Post newsletter on FB					
Twitter			Tweet Newsletter Link	Tweet Party Reminder	Tweet Party Reminder	Live Tweet Party	Tweet Picts
Blog							

End of Year Fundraising Calendar

	October			November				December			January	
Important Dates				Annual Conference								
Email		Win a Trip to Annual Conference	Something New & Annual Conference		That was great! Post Event Email		We're protecting X		Build the future, together	What I believe (ED)	2 quick ask emails	Thank you!
Programs												
Issue 1												
Issue 2												
Issue 3												
Events												
Annual Conference												
Fundraising Ask												
Support Conference												
\$30.00												
\$15.00												

End of Year Fundraising Calendar

Mozilla shared their end of year fundraising campaign calendar with their community.



Source: <http://mzl.la/eoy2013>

Mozilla End of Year Fundraising Campaign 2013

2013 will see Mozilla launch its first large-scale, end of year fundraising campaign. Our design builds from the community conversations - in person, on the phone, and through surveys - we've held over the past year.

- 1 Each month will focus on one of the themes behind our mission: fight, make, and empower.
- 2 A blog post by a senior executive will set the tone and provide language for the proceeding outreach across our channels.
- 3 The frequency of communication will ramp up as we near the end of December, culminating on the 30th, the biggest day of the year for campaign fundraising.

We're fortunate to have new leadership behind this year's efforts, including a senior executive joining us from Change.org. We have also engaged M+R Strategic Services, who advise Wikimedia's fundraising.

We're committed to making the 2013 campaign a success and hope that you'll join us in making it the biggest and best yet.

For detailed information visit: mzl.la/eoy2013
To ask questions or get involved, e-mail devteam@mozillafoundation.org

		January			February		
Important Dates		5 th – Quarterly Newsletter			20 th – Party Reminder	11 th – Party Last Chance	12 th – Annual Member Party
Email Template Areas							
	Subject Line	You're Dying to Know What We're Up To...			Register Now for our Annual Member Party!	Last Chance to Get in on the Fun!	
	Engagement Ask				Register Now!	Register Now!	
	Main Content Part 1	Annual Member Party			Party Purpose		
	Main Content Part 2	Take action around deforestation!			Party Details		
	Main Content Part 3	Welcome our Two new employees					
	Sidebar 1				Register Now! Button	Register Now! Button	
	Sidebar 2						
Programs							
	Staff	Welcome					
Campaigns							
	Deforestation	Take Action					
Events							
	Member Party	Announce			Reminder	Last Chance	
Fundraising Ask							
	Member Party Ask						

	11/25/13		11/26/13		11/27/13		11/28/13		11/29/13		11/30/13		12/01/13		12/02/13		12/03/13		12/04/13		12/05/13		12/06/13	
			Giving Tuesday		send <u>enews</u> <u>webinar</u> to lists – Happy Hanukkah										<u>Enewsletter Webinar</u>				<u>enews</u> send					
	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter
Dev Summit	X- picture	agenda <u>fabriders</u>	X			X Picture		reflection blog	<u>sumit</u> blog			X – wiki notes		X picture					X – wiki notes				X – wiki notes	
CA Tech Fest LA				save the date	save the date				<u>facebook</u> k event		to contact						to contact		save the date					
Trainings & Seminars			X – e news	X – <u>enews</u>		X – topic from <u>enews</u>					X – topic from <u>enews</u>				X – topic from <u>enews</u>	X – topic from <u>enews</u>		X – topic from <u>enews</u>			X – post material s blog	X – post material s blog		
Partners																								
Greenlining				X							X					X								
SanFit					X					X													X	
Voices of the Valley																	X							
NYSE Center							X					X				X			X		X			
CiviCRM CiviDay						X									X									X
OTHER																								
		<u>pic.twitter.com/fZcfZ79i</u> 3Z																						
AMC				tweet excerpt & link			share quote & link						share quote & link											
Beth Kanter Blog Post																								
Peeps	Twitter																							
Laura Good & SacSMC	@goodl* @smcsac																							
CALWIC	@calwic																							
Dr. Pop	drpop.com																							
CPEHN	@cpehn																							
EFF	@eff																							
Susan Teneby & Caravan St	@suzbo* @caravanstudios																							
Radical Designs	@radical* @rad_s* @cooperg																							

Support Content Calendaring

Greenlining Institute's Content Schedule

Sample Post Schedule					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKENDS
Breaking/hot news related issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking news related to issues & programs
Highlight Issue #1	Highlight Issue #2	Highlight Issue #3	Highlight Issue #4	Highlight Issue #5	Fun and personal posts with humor
Promote events for the week	Highlight on Social Media	Highlight on Research	Spotlight on Staff	Follow Friday (#FF)	
Share resources	Highlight on Leadership Academy	Encouraging and empowering quotes	Behind the scenes look at the organization	Promote local weekend events	
Mainstream news round-up	Promote current online campaign	Promote current online campaign	Share job opportunities	Fun Friday - share something fun	
			Throwback Thursday		

More about the Social Media Toolkit - <http://j.mp/1d5ENsv>

Evolving the Calendar

- ▶ You can't know the future when you calendar
 - Your calendar must be adaptable
- ▶ Be ready to respond to:
 - New developments in campaign
 - Shift in organizational priorities
 - Current events: tie breaking news to campaign
- ▶ Calendar changes must be transparent
 - All stakeholders need to know what and why

What is Online Communications Today?

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



Benefits to Listening Online

- ▶ How is it valuable?
 - Be part of the conversation
 - Save \$\$\$ & time
 - Less guessing

Watch a Social Media Dashboard

- ▶ Free, low-cost and pricey tools exist to let you track how you're being seen online
 - NetVibes, Storify, Feedly, Radian6, etc
- Use a dashboard to track strategic keywords
 - Campaign and issue keywords, key staff names
 - Target, opponent, and decision-maker names
- ▶ Is your outbound messaging propagating?
 - What are the reactions?

Social Media Listening Dashboard

The screenshot displays the 'Aspiration's Social Media Dashboard' within a web browser. The dashboard is organized into three main columns:

- Left Column: Twitter search: 'aspirationtech'**
 - Search bar with 'aspirationtech' and a 'Search' button.
 - Twitter feed showing tweets from BHC Sacramento, Aspiration, Kristine Maltrud, and Digital Leap.
- Middle Column: Recent Uploads tagged aspirationtech**
 - Navigation links: 'prev' and 'next'.
 - Image of a group of people in a meeting.
 - Section: '(24) aspirationtech - Social Mention' with a list of mentions and timestamps.
- Right Column: Twitter search: '"allen gunn"'**
 - Search bar with '"allen gunn"' and a 'Search' button.
 - Twitter feed showing tweets from Hannah, Nate, Alex Quinnett, and sheepz.

How to Listen



The image shows a woman standing in a room with two large projection screens displaying data. In the foreground, a printed version of the data is visible. The data is organized into a table with columns for Listening Category, URL / Unique Identifier, and a list of items. The table is titled "Listening Map" and includes the Aspiration logo.

Listening Category	URL / Unique Identifier
Web blogs	http://www.aspirationtech.com
Blog	http://www.aspirationtech.com/blog
Twitter	http://twitter.com/aspirationtech
Facebook	http://www.facebook.com/aspirationtech
LinkedIn	http://www.linkedin.com/company/aspirationtech
YouTube	http://www.youtube.com/aspirationtech
Organization	Org name #orghashtag
Senior Staff / People	Executive Director Staff
Issue Areas	Issue #1 Issue #2 #issuehashtag
Org Program Names	Program #1 Program #2 Program #3
Allies	Ally #1 Ally #2 Ally #3
	Host #1

Andre Pichly @andrepichly Jan 28
Tool for determining what to listen for on social media- including haters! @JSteim #smcsac #aspirationtech
pic.twitter.com/NfYI51QFcc

Consider Tracking Analytics

- ▶ Attached to measurable goals, analytics are your thermometer
 - Make sure you know what goal the data is speaking to
- ▶ Helps determine what value you're providing to whom
- ▶ Tracking is key!!
 - Trends more important than isolated numbers

Tracking Doc Example

week	Website				Social Media		Email	
	Visits	% Bounce	Top Referrer	Most Popular Page	Facebook Page Likes	Twitter Followers	% Email Open	% Unsubscribe
1/1 - 1/7								
1/8 - 1/14								

	DA	DI	DJ	DR	
SSC Blog					
	09/09/11 to 09/15/11	09/16/11 to 9/22/11	09/23/11 to 09/29/11	09/30/11 to 10/06/11	10/07/11 to 10/13/11
Impressions	278	230	206	170	
Clicks	1	0	0	0	
CTR	0.36%	0.00%	0.00%	0.00%	
Avg CPC	\$1.00	\$0.00	\$0.00	\$0.00	
Cost	\$1.00	\$0.00	\$0.00	\$0.00	
Avg. Position	5.9	5.5	6.4	5.9	
Visits	344	329	358	370	
Page Views	451	427	443	599	
Bounce Rate %	85.17%	88.15%	87.99%	81.62%	
Avg. Time on Site	01:09	00:52	00:56	01:48	
% New Visits	88.95%	86.02%	89.66%	81.35%	
Bit.ly Referrers:	0	0	0	0	
Twitter Referrers:	1	0	0	0	
FB Referrers	6	5	1	15	
Notable Referrers:	hosted.vertical	hosted.vertical	socialsource	t.co (18)	con
Top Page	/2011/04/face	/2011/04/face	/2011/04/face	/2011/04/face	/20
Second Most Popular Page	/2011/03/crea	/2011/04/ima	/2011/04/ima	/2011/03/crea	/20
Third Most Popular Page	/2011/04/ima	/2011/03/crea	/2011/03/crea	/	/

Workflow

► Send Action Alert

- Go through Pub Matrix and send according to message calendar
- After action time period complete, check out analytics
 - Use Dashboard to SEE the content that corresponds with the #s
- Fill in analytics doc to compare to past messaging
 - Adjust publishing matrix, message calendar accordingly

Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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