

Creating a Coherent and Sustainable Online Communications Strategy

Forum's Annual Member Conference
29 July 2009

These materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0



Session Facilitator

▶ Allen Gunn

- Executive Director, Aspiration
- www.aspirationtech.org
- gunner@aspirationtech.org

Overview of this Session

- ▶ Survey best practices in social media and online social marketing
- ▶ Address ways of identifying who your online audiences actually are
- ▶ Review processes for coherently maintaining all your online activities
- ▶ Answer your questions! Ask early and often!
- ▶ And the big non-secret is...

The Audience is Smarter

▶ Do you believe:

- Social media/marketing is now the most important avenue for online engagement

▶ OR

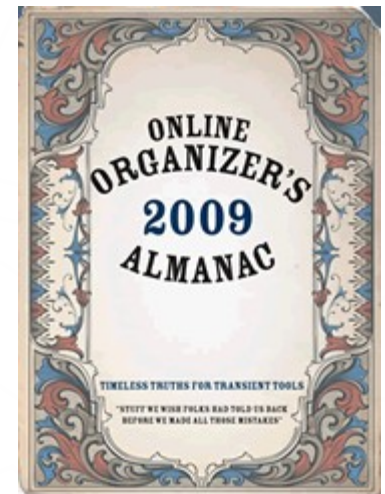
- “Traditional” online channels of web and email are the present and future king

▶ OR

- Don't know/juggling to find harmony in the noise

Aspiration's e-Capacity Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy Mentoring Program
 - Cohort model for peer-based organizational capacity gain in online campaigning
 - On-demand trainings, calls, support
- ▶ Online Organizer's Almanac
 - Comprehensive set of how-to's for the "Accidental Online Organizer"
- ▶ SocialSourceCommons.org
 - Inventory of available tools



4 Processes for Sustainability

- ▶ Audience Assessment
 - Do you really know who you are talking to?
- ▶ Message Calendaring
 - Is all online messaging on a unified calendar?
- ▶ Social Media “Dashboarding”
 - Do you know where you're mentioned online?
- ▶ Publishing Matrix
 - Do you have a model for when to use what tool?
- ▶ Survey: Who uses all these?

Know Thy 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)

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

Watch a Social Media Dashboard

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

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

“Publishing Matrix”: Audiences

- ▶ Who are all of your current online audiences?
- ▶ Who are your potential and most desired online audiences?
 - How do you recruit and engage these potential audiences?
 - Through what different channels will these online audiences engage with your organization?
 - What if any are the differences in how you will communicate with different audiences?

Spectrums of Online Engagement

Target Audience



Blogging

Email

Web Site

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



Potential supporters,
learning about
your work
and organization

Spectrums of Online Engagement

Tone and Voice



Blogging

Email

Web Site

First person singular

“I”

Informal and fun



First person plural

or third person

“We” or “The org”

Spectrums of Online Engagement

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

Spectrums of Online Engagement

Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience



“Traditional”
org control

Spectrums of Online Engagement

Frequency of Message



Blogging

Email

Web Site

Frequent – can be daily or more often



Less frequent - Weekly to monthly

Spectrums of Online Engagement

Time/Labor Investment



Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Spectrums of Online Engagement

ROI



Blogging

Email

Web Site

TBD; uneven,
subject to change



“Knowable”, based
on past patterns

Obligatory Admonitions

► Control your data!

- Unity: Know your data universe and treat it as such
- Redundancy: Have a complete and sustainable backup process
- Control: Take steps to avoid losing access
- Portability: Confirm your migration options in advance
- Privacy: Honor “theirs”, assert “yours”

Obligatory Admonitions

- ▶ Control and unify your online identity
 - Route as much engagement as possible through domain name(s) you control
 - Strive for disintermediated fallbacks
- ▶ Presume Facebook and Twitter will die violently or fade to dust
 - See: "Friendster"
- ▶ Specific case: Blogs
 - OurEDBlog.typepad.com is a bad idea

Summary

- ▶ Have processes in place for
 - Audience Assessment
 - Message Calendaring
 - Social Media “Dashboarding”
 - Publishing Matrix
- ▶ Control your identity and your data
 - Take control of your online destiny
 - Your data is your digital power and your path to fundraising success

That's All!

- ▶ Questions?
- ▶ Comments?

Thank You!

These materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0

