

High Impact Online Communications

Effective Online Communications for Organizing

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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

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

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



5 Common Online Communications Tools

twitter

facebook

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



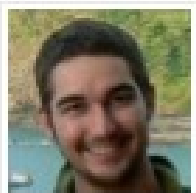
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People ▾

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 Posting on weekends

TWITTER

BEST 1pm to 3pm

WORST 8pm to 9am

TRAFFIC BUILDS PEAK TIME After 11am Monday - Thursday

TRAFFIC FADES AVOID 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

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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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



The screenshot shows the Twitter profile of GreenliningInstitute (@Greenlining). The profile picture is a green and white logo. The header text reads: "GreenliningInstitute @Greenlining" with a "FOLLOWS YOU" badge. Below this is a bio: "The Greenlining Institute is a national policy, organizing, and leadership institute working for racial and economic justice. Berkeley, CA · <http://greenlining.org>". The statistics bar shows 3,963 TWEETS, 1,564 FOLLOWING, and 2,328 FOLLOWERS. A "Following" button is visible. The "Tweets" section contains four tweets, all from @Greenlining, discussing social equity and public policy.

GreenliningInstitute
@Greenlining
The Greenlining Institute is a national policy, organizing, and leadership institute working for racial and economic justice.
Berkeley, CA · <http://greenlining.org>

3,963 TWEETS 1,564 FOLLOWING 2,328 FOLLOWERS Following

Tweets

GreenliningInstitute @Greenlining 31m
So much love to @CarlaMays for being a rock star Twitter supporter! We appreciate it! :)
Expand

GreenliningInstitute @Greenlining 50m
Public policies created the racial disparities we fight, thus they can also fix them. #equity #racialjustice
Expand

GreenliningInstitute @Greenlining 52m
Our equity agenda: Access to opportunity despite ones race, income, sexual orientation, or zip code.
Expand

GreenliningInstitute @Greenlining 19h
MT @caeconomy: @Greenlining's Economic Summit tackled

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 on a white background with the text "RAINFOREST ACTION NETWORK" above it), the name "RAN", the handle "@RAN", and the text "FOLLOWS YOU". Below this is a bio: "Rainforest Action Network protects forests, communities & climate through non-violent direct action, organizing & education. Tweets by @melgleason & @mikeg2001" and the location "San Francisco · ran.org".

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

The "Tweets" section shows four recent tweets, each with the RAN logo and handle:

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

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



End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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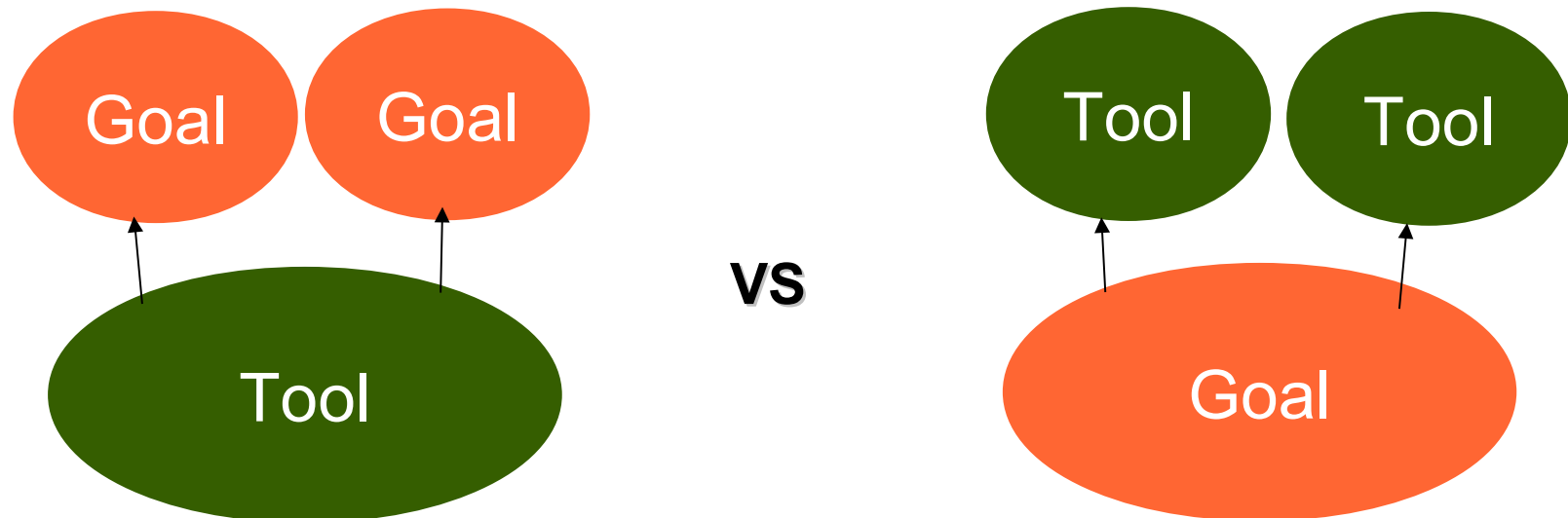
Audience Exercise

- ▶ Who are your top 3 audiences?

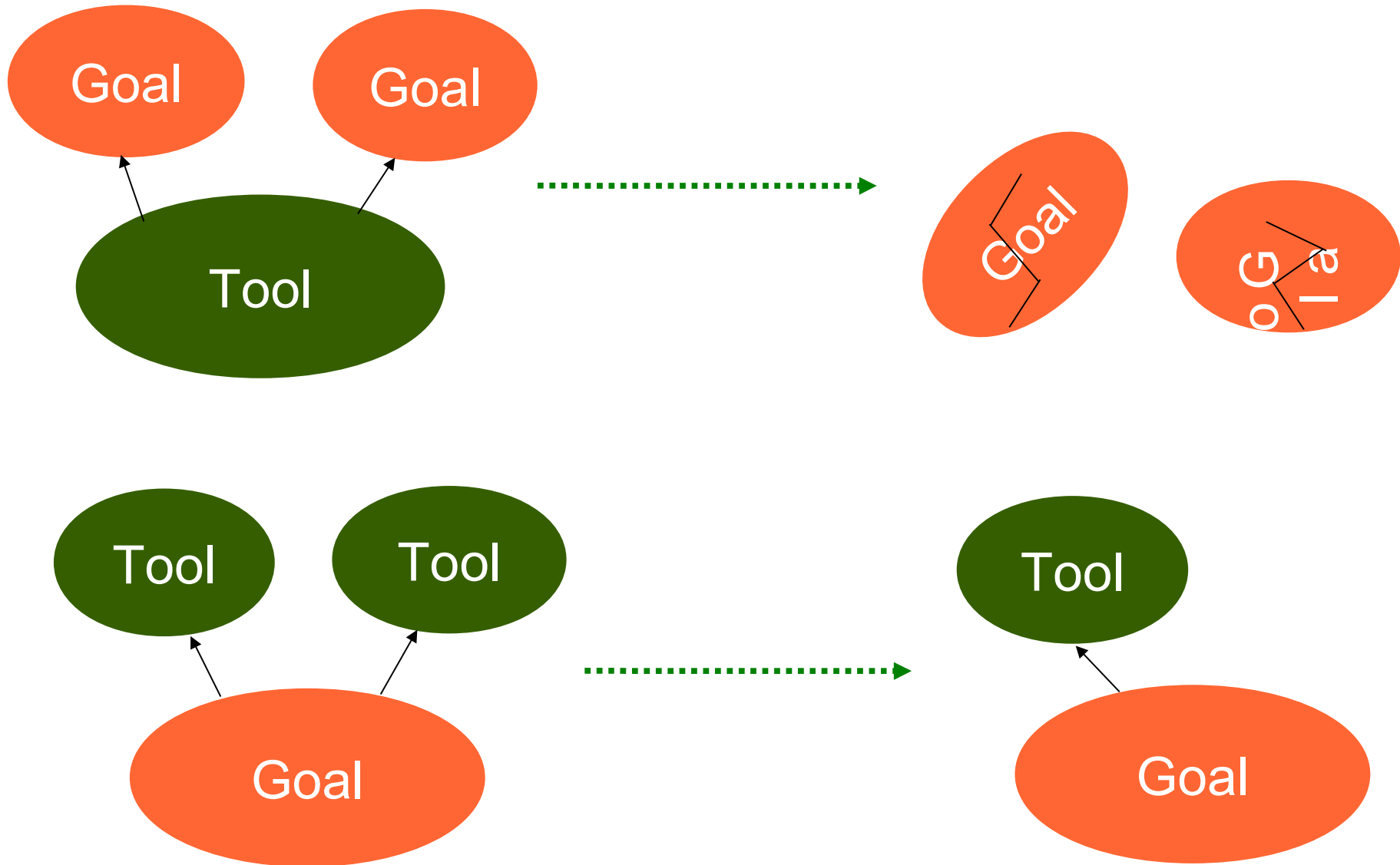


What are your goals?

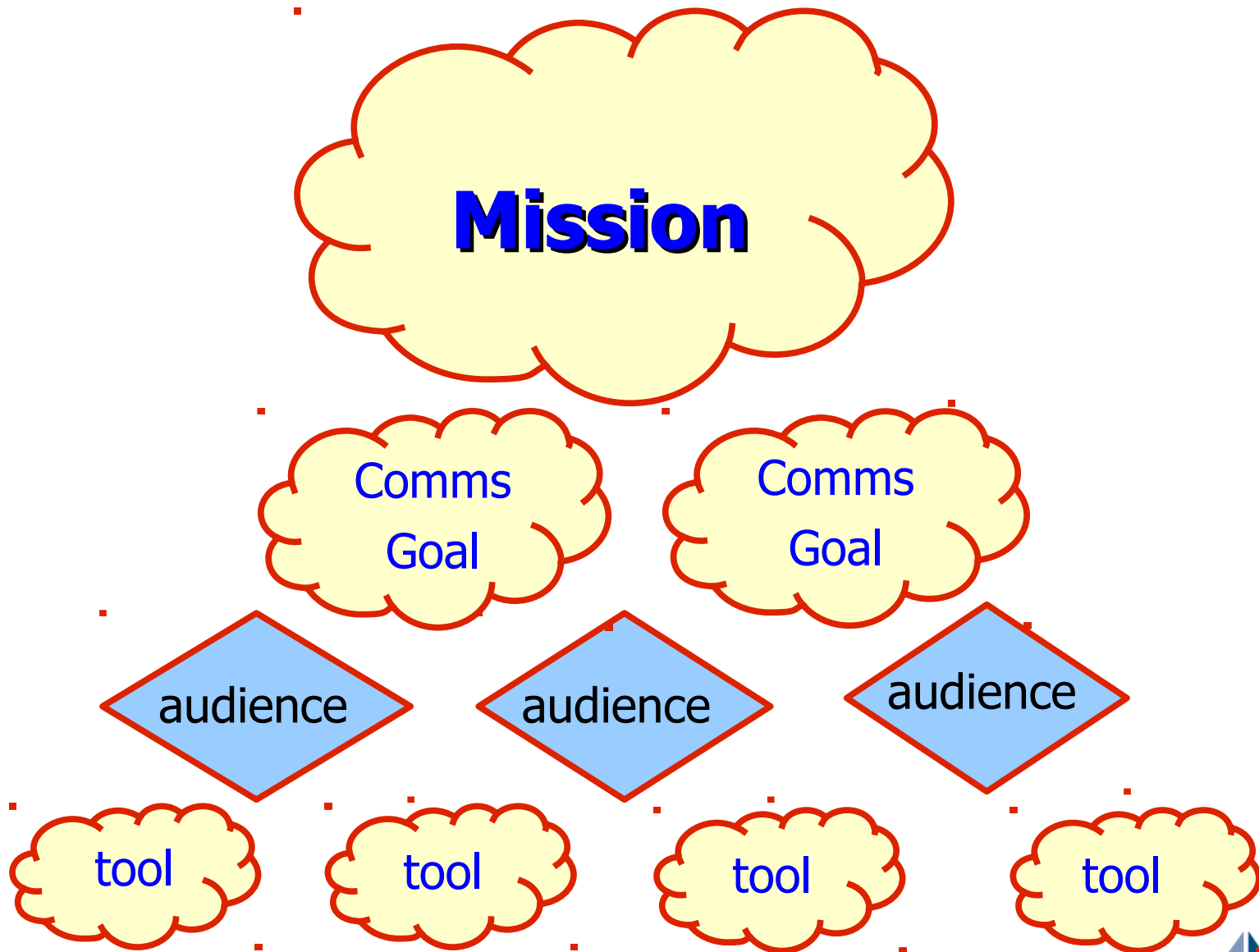
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you are using fails you



Tool Agnostic?



Campaign vs. Organizational Use



Example Goals

Goal?	Measurability	What does success look like?	Tools
Increase attendance to rally through online efforts	<ul style="list-style-type: none">• Can ask people how they heard• Have links in online messaging to an online sign-up form	100 more participants this year	<ul style="list-style-type: none">• Web Site• Twitter• Email Blast
Keep Members engaged in efforts between meetings	<ul style="list-style-type: none">• Track member engagement online	10% increase in member engagement online	<ul style="list-style-type: none">• Facebook• Twitter• Texting

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

Campaign vs. Organizational Use

- ▶ Campaign communications goals may differ from organizational communications goals
- ▶ Tools may be used in different ways to support these differing goals
- ▶ The goal support framework remains

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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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

Activity:
What's in your toolbox?



End Of Section

- ▶ Questions?
- ▶ Comments?

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