

Communications Processes

Getting Started with a Communications Strategy



These training materials have been prepared by Aspiration.



Who is Aspiration?

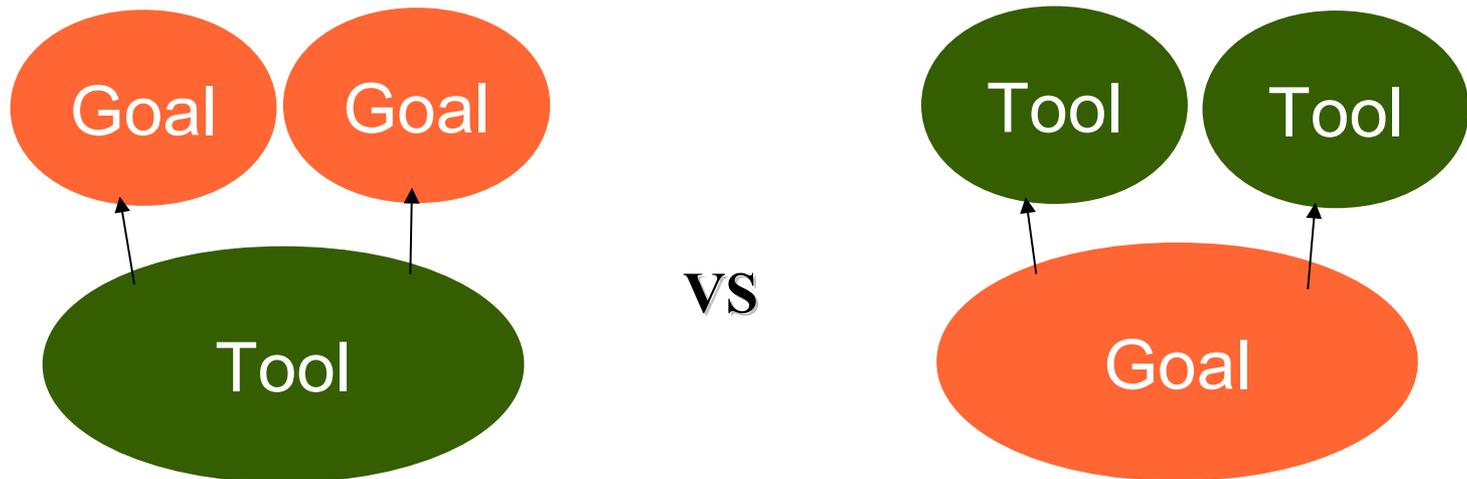
- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as **ally, coach, strategist, mentor** and **facilitator** to those trying to make more impactful use of information technology in their social change efforts.
- ▶ www.aspirationtech.org/services

Agenda

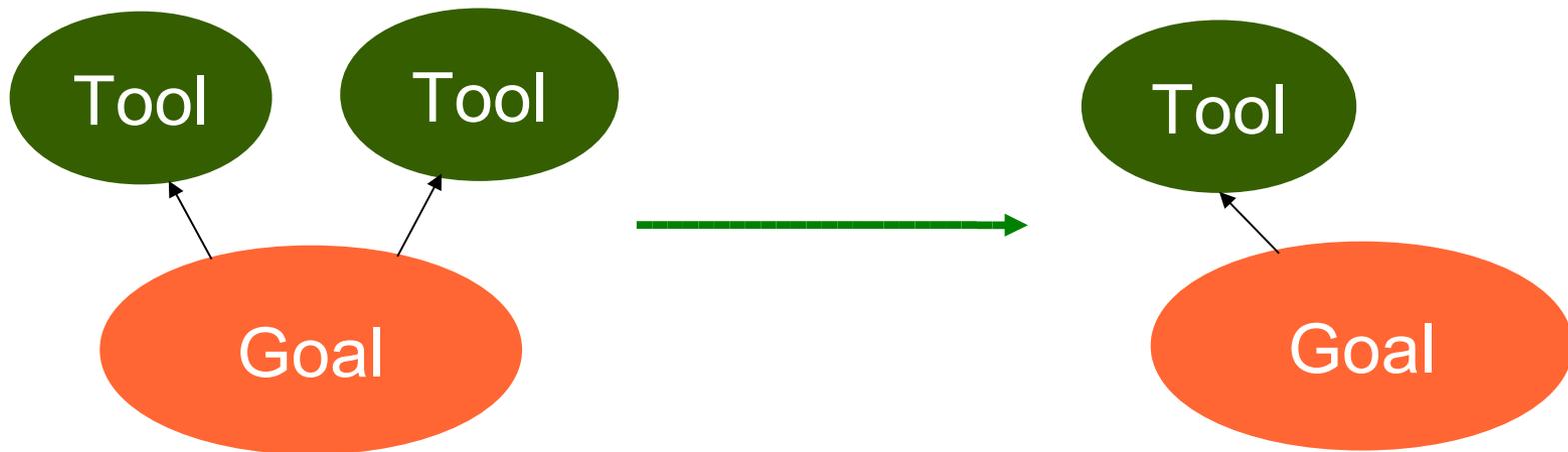
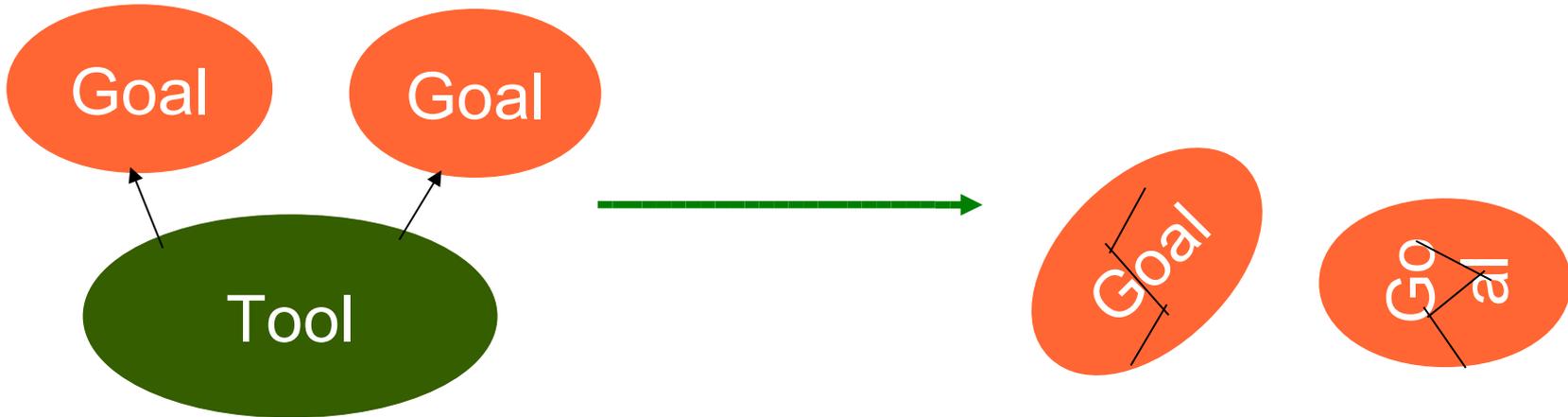
- ▶ Introduce processes & templates for planning and maintaining your online activities
- ▶ Share examples of how organizations have used these processes
- ▶ Share resources for diving deeper into enhancing your communications strategy
- ▶ This presentation is in beta – your feedback is welcome!

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?



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

Four Processes

Audience Assessment



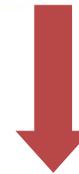
Publishing Matrix



Tracking & Metrics



Message Calendar



4 Processes for Sustainability

▶ Audience Assessment

- ▶ Do you really know who you are talking to?

▶ Publishing Matrix

- ▶ Do you have a model for when to use what tool?

▶ Message Calendaring

- ▶ Is all online messaging on a unified calendar?

▶ Tracking

- ▶ Do you know where you're mentioned online?

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 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)

Spectrum of Engagements

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



Blogging

Email

Web Site

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.

f **FACEBOOK**
✓ **BEST** ⊘ **WORST**

1pm	to	4pm	8pm	to	8am
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💡 **TRAFFIC BUILDS** After 9am
PEAK TIME Wednesday at 3pm

! **TRAFFIC FADES** After 4pm
AVOID Posting on weekends

t **TWITTER**
✓ **BEST** ⊘ **WORST**

1pm	to	3pm	8pm	to	9am
-----	----	-----	-----	----	-----

💡 **TRAFFIC BUILDS** After 11am
PEAK TIME Monday - Thursday

! **TRAFFIC FADES** After 3pm
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

👍 🗨️ 🔄

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...

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	

Questions for Channels

- ▶ Who is our audience for this channel?
 - ▶ Strangers? Fans? Funders?
- ▶ Do they want this type of content?
 - ▶ What value is it providing? Are they getting it somewhere else?
- ▶ If yes, how should we deliver it?
 - ▶ Tone? Referring link? Full content piece?

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		



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				Febr	
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

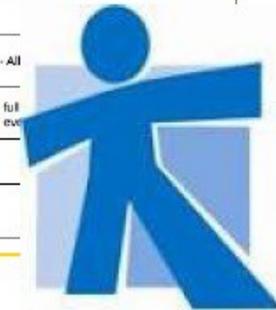
	January			February		
Important Dates	5 th – Quarterly Newsletter			20 th – Party Reminder	11 th – Party Last Chance	12 th – Annual Member Party
Email Template Areas						
Subject Line	You're Dying to Know What We're Up To...			Register Now for our Annual Member Party!	Last Chance to Get in on the Fun!	
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						

Tell 'em Triple

- ▶ Tell 'em what you're going to tell 'em
 - ▶ Ex. "We're planning our next set of trainings, what topics would most interest you?"
- ▶ Tell 'em
 - ▶ Ex. "Thanks for your feed back! Here are our upcoming trainings offerings."
- ▶ Then, Tell 'em what you told 'em
 - ▶ Ex. "We had a great training series, here are the materials we covered. Let us know what you think!"

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 ev
E	OC Chapter				
E	SD Chapter			1/27 - All Contacts, MESSAGE	
E	NC Chapter				



**CALIFORNIA
SCHOOL-AGE
CONSORTIUM**

Evolving Your 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?

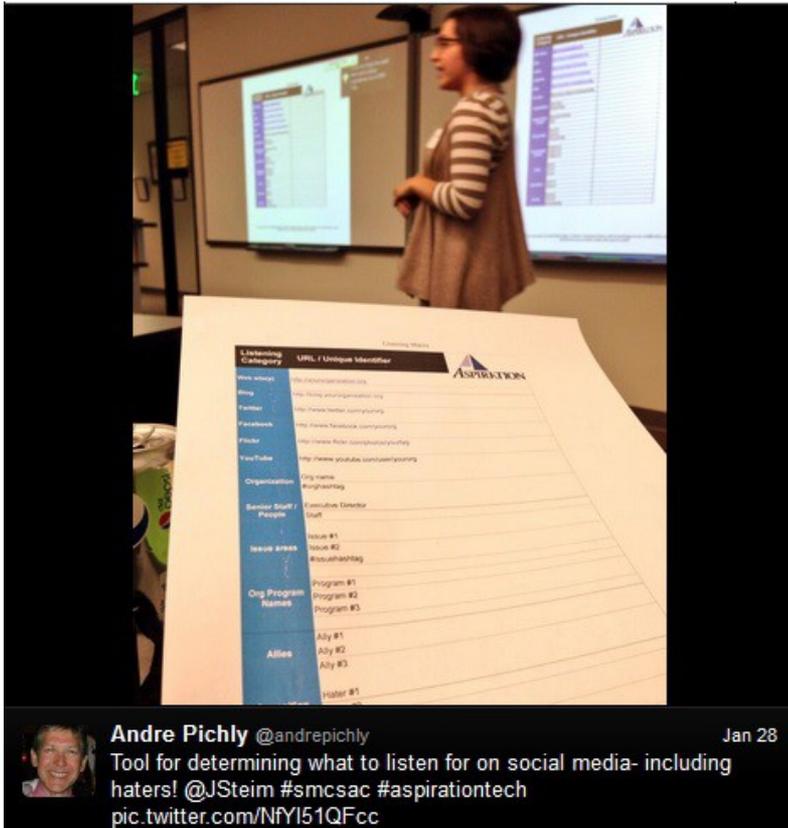
- ▶ Conversations with people online
 - ▶ Social media
- ▶ Made for people, not organizations
 - ▶ It's not going to work perfectly
- ▶ Not your virtual megaphone



Consider Listening Online

▶ Consider Listening Online

- ▶ Do you what messages or topics are working?
- ▶ Do you know who else is influencing your core topics online?



Listening Category	URL / Unique Identifier
Web Sites	http://www.aspiration.org
Blogs	http://www.aspiration.org
Twitter	http://twitter.com/aspiration
Facebook	http://www.facebook.com/aspiration
LinkedIn	http://www.linkedin.com/company/aspiration
YouTube	http://www.youtube.com/aspiration
Organization	Org Name: Aspiration
Senior Staff / People	Executive Director: [Name]
Issue Areas	Issue #1 Issue #2 #aspirationtag
Org Program Names	Program #1 Program #2 Program #3
Allies	Ally #1 Ally #2 Ally #3 Hater #1

Andre Pichly @andrepichly Jan 28
 Tool for determining what to listen for on social media- including haters! @JSteim #smcsac #aspirationtech
 pic.twitter.com/NfY151QFcc

Benefits to Listening Online

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



Tools to Listen

▶ Online Listening Dashboards

- ▶ Netvibes
- ▶ Storify

▶ New Content Feeds (RSS)

- ▶ Google Alerts
- ▶ Bing Search

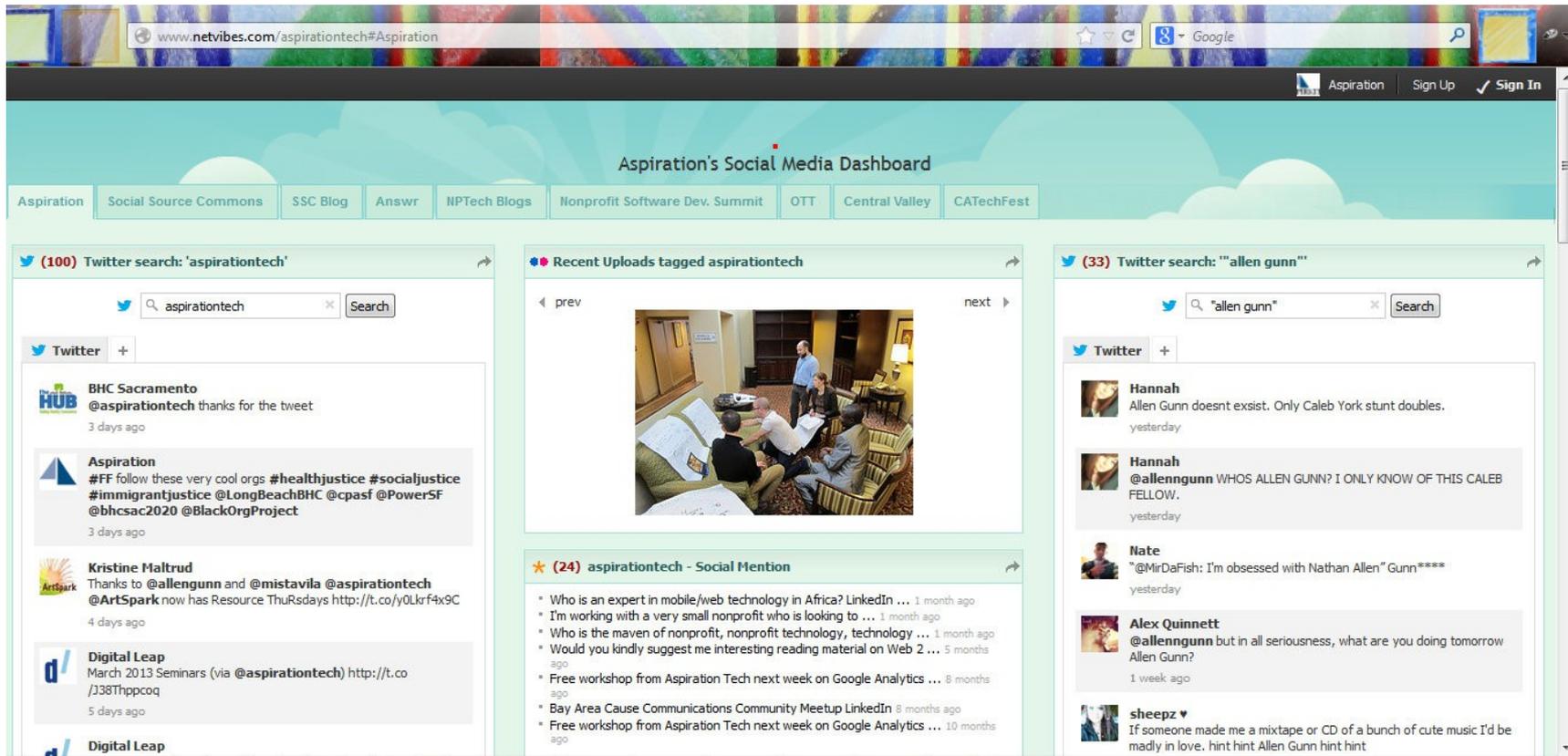
▶ Twitter Listening

- ▶ Hootsuite
- ▶ Commun.it
- ▶ Followerwonk
- ▶ Tweetlevel

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 shows a web browser displaying the "Aspiration's Social Media Dashboard". The browser's address bar shows the URL www.netvibes.com/aspirationtech#Aspiration. The dashboard has a teal header with the title "Aspiration's Social Media Dashboard" and a navigation menu with tabs for "Aspiration", "Social Source Commons", "SSC Blog", "Answr", "NP Tech Blogs", "Nonprofit Software Dev. Summit", "OTT", "Central Valley", and "CA TechFest".

The dashboard is divided into three main sections:

- Twitter search: 'aspirationtech' (100 results):** This section shows a search bar with "aspirationtech" and a "Search" button. Below it, there are three tweet cards:
 - BHC Sacramento:** "@aspirationtech thanks for the tweet" (3 days ago).
 - Aspiration:** "#FF follow these very cool orgs #healthjustice #socialjustice #immigrantjustice @LongBeachBHC @cpasf @PowerSF @bhscac2020 @BlackOrgProject" (3 days ago).
 - Kristine Maltrud:** "Thanks to @allengunn and @mistavila @aspirationtech @ArtSpark now has Resource ThuRsdays <http://t.co/y0Lkrf4x9C>" (4 days ago).
- Recent Uploads tagged aspirationtech:** This section features a central image of a group of people sitting around a table in a meeting room, with "prev" and "next" navigation arrows. Below the image is a "Social Mention" section with 24 results, including tweets about mobile/web technology in Africa, nonprofit work, and workshops on Google Analytics.
- Twitter search: "allen gunn" (33 results):** This section shows a search bar with "allen gunn" and a "Search" button. Below it, there are four tweet cards:
 - Hannah:** "Allen Gunn doesnt exist. Only Caleb York stunt doubles." (yesterday).
 - Hannah:** "@allengunn WHOS ALLEN GUNN? I ONLY KNOW OF THIS CALEB FELLOW." (yesterday).
 - Nate:** "@MirDaFish: I'm obsessed with Nathan Allen" Gunn****" (yesterday).
 - Alex Quinnett:** "@allengunn but in all seriousness, what are you doing tomorrow Allen Gunn?" (1 week ago).

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

A	DH	DI	week	Website			Social Media		Email	
				Visits	% Bounce	Top Referrer	Most Popular Page	Facebook Page Likes	Twitter Followers	% Email Open
SSC Blog										
	09/09/11 to 09/15/11	09/16/11 to 9/22/11	09/23 09/29							
Impressions	278	230								
Clicks	1	0								
CTR	0.36%	0.00%								
Avg CPC	\$1.00	\$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.vertica	hosted.vertica	socialsourcec	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 Publishing 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



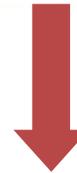
Publishing Matrix



Tracking & Metrics



Message Calendar



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
 - ▶ Publishing Matrix
 - ▶ Message Calendaring
 - ▶ Tracking
- ▶ Control your identity and your data
 - ▶ Take control of your online destiny
 - ▶ Your data is your digital power and your path to fundraising success

Thank You!

- ▶ Questions?
- ▶ Comments?



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www.aspirationtech.org/attribute

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