

High Impact Online Communications

Creating Your Social Media Presence

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Introductions

▶ Matt Garcia

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▶ Aspiration

- Nonprofit
- Helps nonprofits & organizations use technology better for their missions



Introductions

▶ Hello!

- Name
- Organization
- What you're hoping to get out of today



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
- ▶ Demonstrate a process framework for coordinating social media
- ▶ Answer your questions

Today's Agenda

- ▶ We're going to talk about:
 - Using social media as a tool
 - Compare common online communications tools
 - Social media workflows
 - Construct a process to organize and coordinate your organizational communications



First Things

- ▶ This training is envisioned as a dialog
- ▶ Please ask questions early and often
 - Especially if we use technical jargon or weird vocab
- ▶ Make it valuable for you!



What is Social Media?

- ▶ Online platforms that enable users to communicate, share, and collaborate with friends, friends of friends, even strangers
 - Social Media (YouTube, Flickr)
 - Sharing digital content
 - Social Networks (Facebook, Twitter, LinkedIn)
 - Having conversations
 - The lines blur :^)

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 Organizing

- ▶ 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

But What Tool is Right for Me?

- ▶ It depends...
 - Who are you trying to reach?
 - Where do they hang out online?
- ▶ It also depends...
 - What are you trying to get done?
 - What value or benefit can you offer?
- ▶ Overall you need to think through how you're using your limited resources to support the work of your organization

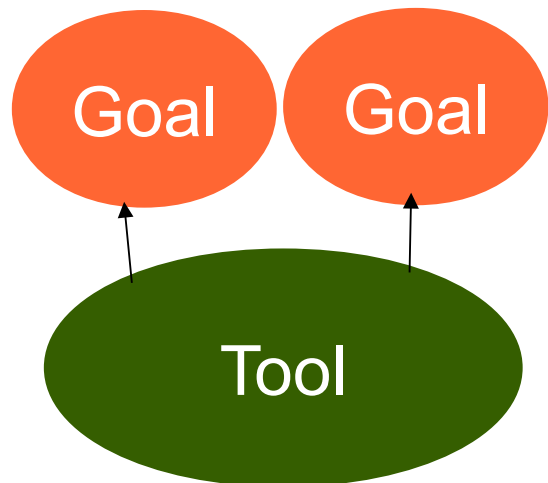
Audience Exercise

- ▶ Who are your top three audiences online?

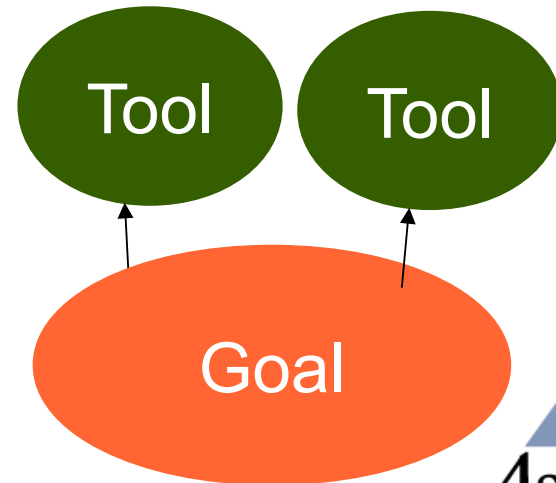


What are your goals?

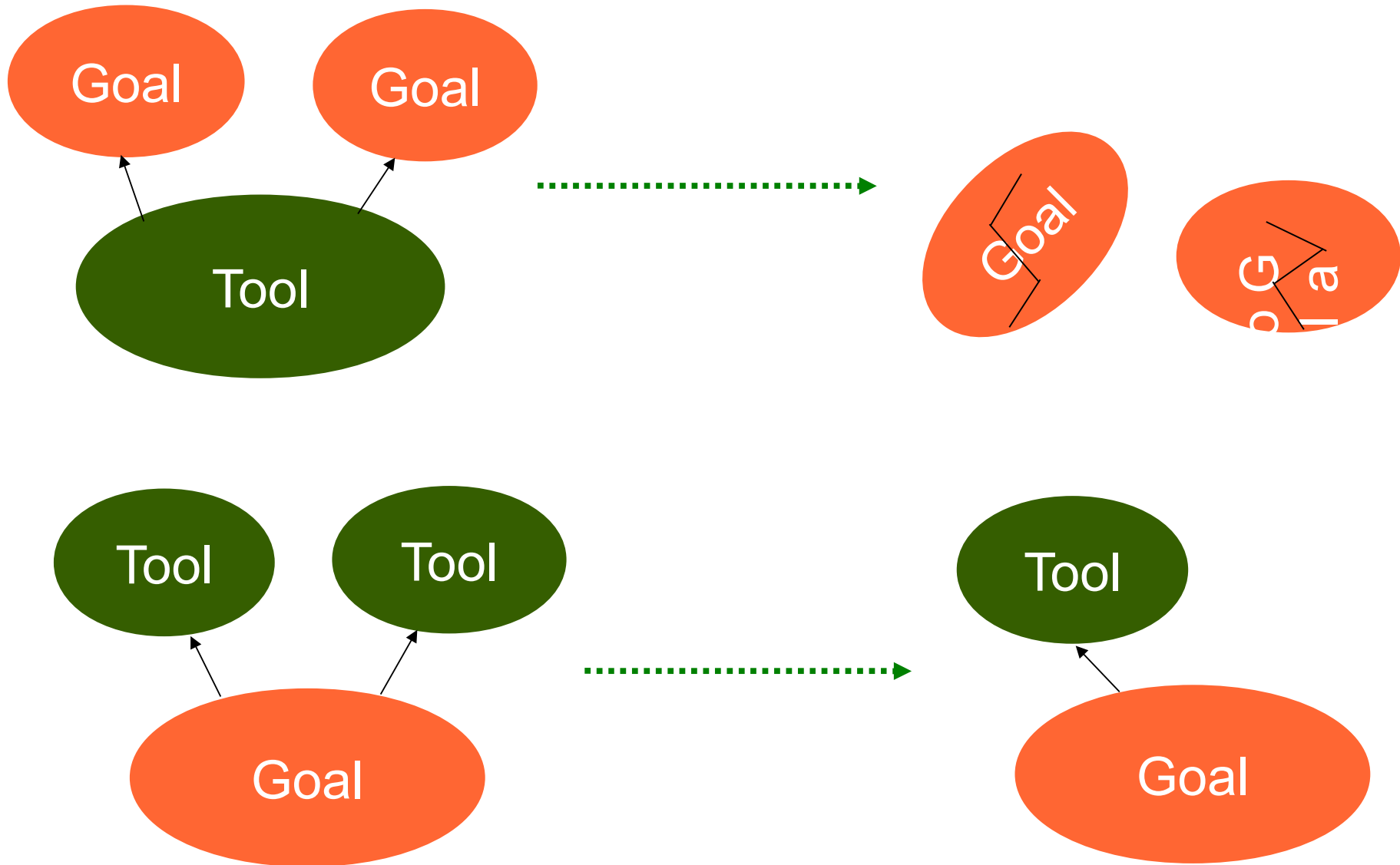
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you're using fails you



vs



Tool Agnostic?



Example Goals

Goal	Measurability	What does success look like?	Tools
Increase donations through online efforts	<ul style="list-style-type: none">• Can ask people how they heard• Track referring link of Donation Thank You page	50 new donators coming from online efforts	<ul style="list-style-type: none">• Web Site• Facebook
Increase attendees at annual event through online efforts	<ul style="list-style-type: none">• Compare this year's attendance to last year's• Have a "How'd You Hear" place on registration	10% increase in attendance from last year	<ul style="list-style-type: none">• Twitter• Texting

Bottom Line

- ▶ Online tools aren't a magic bullet
- ▶ You need:
 - An measurable goal
 - A compelling message
 - Effective tactics to realize your goal
 - A plan for engaging supporters and well-defined ways for them to plug in
- ▶ eAdvocacy is more about organizing and organizational challenges than tech challenges

Aspiration's eAdvocacy Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy capacity-building trainings
- ▶ Social Source Commons
 - <http://socialsourcecommons.org>
 - Inventory of available tools
- ▶ SSC Blog
 - <http://blog.socialsourcecommons.org>



4 Processes for Sustainability



Goals & Audience Assessment

- Do you know who you're talking to?



Publishing Matrix

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



Message Calendaring

- Is all messaging on a unified calendar?



Tracking & Metrics

- Which techniques are working?

▶ Questions?

▶ Comments?

A large, yellow, multi-pointed starburst shape with a red outline and a grey drop shadow, centered on the slide.

**Let's Jump Into
Some Tools**

Facebook

The screenshot shows the Facebook profile of the California WIC Association. The page header includes the Facebook logo, a search bar, and the user's name 'Matt Garcia' with navigation links for 'Home' and a dropdown menu. The profile picture is a collage featuring the WIC logo and three individuals. The cover photo shows a group of people outdoors. The page name is 'California WIC Association' with 811 likes and 20 people talking about it. Below the name, it identifies the page as a 'Non-Profit Organization' with the website 'www.calwic.org'. Navigation tabs for 'About', 'Photos', 'Likes', 'RSS/Blog', and 'Events' are visible. A 'Highlights' dropdown menu is present. The main content area on the left features a post creation box with options for 'Post' and 'Photo / Video', and a text input field. Below this is a post from the California WIC Association, dated 23 hours ago, which reads: 'Whew! What a fun and exciting 4 days in Palm Desert for our Annual Conference! Thank you to everyone who came - we hope it was an informative and worthwhile conference. What was the highlight for you? Share your favorite moment!'. This post has 14 likes and 8 comments. A comment from Irma Valencia is visible, mentioning a workshop with Manuel Villacorta. On the right, a section titled 'Recent Posts by Others on California WIC Association' shows three posts from Laurie Carter Haessly V, Kimberly Wiser-Daggs, and Haydee Herrera, all related to the WIC Olympics. Below this is a 'Likes' section showing that WEConnect and the National WIC Association have liked the page. A right-hand sidebar contains a 'Create a Page' button, a 'Like' button for a post with 73 likes, a link to 'The Progressive Mess', a 'SAVING IT FORWARD' image, a 'Like' button for a post with 16,128 likes, and a 'Now' section with a calendar view for April 2012.

facebook Search Matt Garcia Home

California WIC Association
811 likes · 20 talking about this

Non-Profit Organization
www.calwic.org

About Photos Likes RSS/Blog Events

Highlights

Post Photo / Video

Write something...

California WIC Association
23 hours ago

Whew! What a fun and exciting 4 days in Palm Desert for our Annual Conference! Thank you to everyone who came - we hope it was an informative and worthwhile conference. What was the highlight for you? Share your favorite moment!

Like · Comment · Share

14 people like this.

View all 8 comments

Irma Valencia Workshop.....with Manuel Villacorta...(not sure if that is his last name). But they were both great!!!
16 hours ago via mobile · Like

Recent Posts by Others on California WIC Association See All

Laurie Carter Haessly V
WIC Olympics. Good Morning! Having so much fun at ...
1 2 · Yesterday at 7:02am

Kimberly Wiser-Daggs
Can't wait for the CWA Olympics to start!
Yesterday at 6:03am

Haydee Herrera
Enjoying another conference day. Thank you CWA for ...
1 1 · Tuesday at 2:28pm

More Posts

Likes See All

WEconnect
Community Organization Like

National WIC Association
Non-Profit Organization Like

Create a Page

Like · 73 people like

The Progressive Mess

SAVING IT FORWARD

Like · 16,128 people like

Now

April

2012

2011

2010

2009

Founded

Twitter

The screenshot displays the Twitter web interface. At the top is a navigation bar with 'Home', 'Connect', and 'Discover' tabs, a search bar, and user profile icons. The main content area is divided into three columns. The left column features the 'Aspiration' profile header with a blue triangle logo, a 'View my profile page' link, and statistics: 755 tweets, 135 following, and 290,441 followers. Below this is a 'Compose new Tweet...' text box. The middle column, titled 'Who to follow', lists three users: Lauren Weinstein, Joanne Fritz, and Morgan Allan Knutson, each with a profile picture and a 'Follow' button. The right column, titled 'Tweets', shows a list of tweets. The first tweet is from @rabbleca, retweeted by Marco Campana. The second is from @IrfanDhalla, also retweeted by Marco Campana. The third is from @PialiRoy, retweeted by Marco Campana. The fourth is from @CPEHN, retweeted by Marco Campana. The fifth is from @IainMarlow, retweeted by Marco Campana. The bottom of the left column shows 'San Francisco trends' with a list of hashtags including #MastersOfMovement, #InstantTurnOn, #WaysToTellPplTheyreUgly, SlideShare, #ThatsWhatIHate, Galaxy S III, Cinco de Mayo, Poetic Justice, Floyd Mayweather, and Pacquiao.

Aspiration
View my profile page

755 TWEETS 135 FOLLOWING 290,441 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

- Lauren Weinstein** @laurenweinstein
Followed by Julia Angwin and others
Follow
- Joanne Fritz** @joannefritz
Follow
- Morgan Allan Knutson** @morganknutson
Followed by Amara and others
Follow

San Francisco trends · Change

- #MastersOfMovement Promoted
- #InstantTurnOn
- #WaysToTellPplTheyreUgly
- SlideShare
- #ThatsWhatIHate
- Galaxy S III
- Cinco de Mayo
- Poetic Justice
- Floyd Mayweather
- Pacquiao

Tweets

rabbleca @rabbleca 9m
@JimboStanford shares ideas for progressive change. Share your ideas too - 'If You Could Change One Thing' rabble.ca/columnists/201... #cdnpoli
Retweeted by Marco Campana
Expand

Irfan Dhalla @IrfanDhalla 17m
'Unsavoury' is right. This is not the Canada I know and love. Read this by @ArmineYalnizyan tgam.ca/D9m9
Retweeted by Marco Campana
Expand

Piali Roy @PialiRoy 14m
"@hji: RT @ethnicaisle: Terrific quote on white privilege by Fran Lebowitz in @laineygossip post on @aplusk brownface bit.ly/KhhGIL"
Retweeted by Marco Campana
Expand

CPEHN @CPEHN 7m
RT @calhealthline: TV Ads Linked to Unhealthy Diets in Young Adults (via @medpagetoday) bit.ly/luwagN
Expand

Iain Marlow @IainMarlow 18m
hahaha RT @JProskowGlobal: Odd. Cinder blocks behind fords house today, compared to last night. bit.ly/1ZsjFz
pic.twitter.com/POxhTOLs
Retweeted by Marco Campana
View photo

Robert Cerjanec @robcer 19m

LinkedIn

LinkedIn Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox **13** Companies News More Companies

[Direct Mail Fundraising - An Agency Without the Agency Rates. We Work With Over 200 Non](#)

Companies > Aspiration Tech


Overview Careers Products & Services Page Statistics

This page was last edited on 05/03/2012 by [Jessica Steimer](#)


Share an update

Attach a link Share with: All followers Share

Aspiration Tech Excited to lead a "Creating Your Social Media Presence" training with the Center for Volunteer and Nonprofit Management of Marin tomorrow!

 [Event Location Map](#)
cvnl.org
Join us for a collaborative, skill-based training designed to help nonprofits make sense of using online social media tools like Facebook, Twitter, and more! More and more organizations are benefiting from using social media...

Shared with all followers
[Like](#) · [Comment](#) · [Share](#) · 3 minutes ago

 **ASPIRATION**

Our Mission
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.



High Impact Online Communications

Spectrums of Engagement

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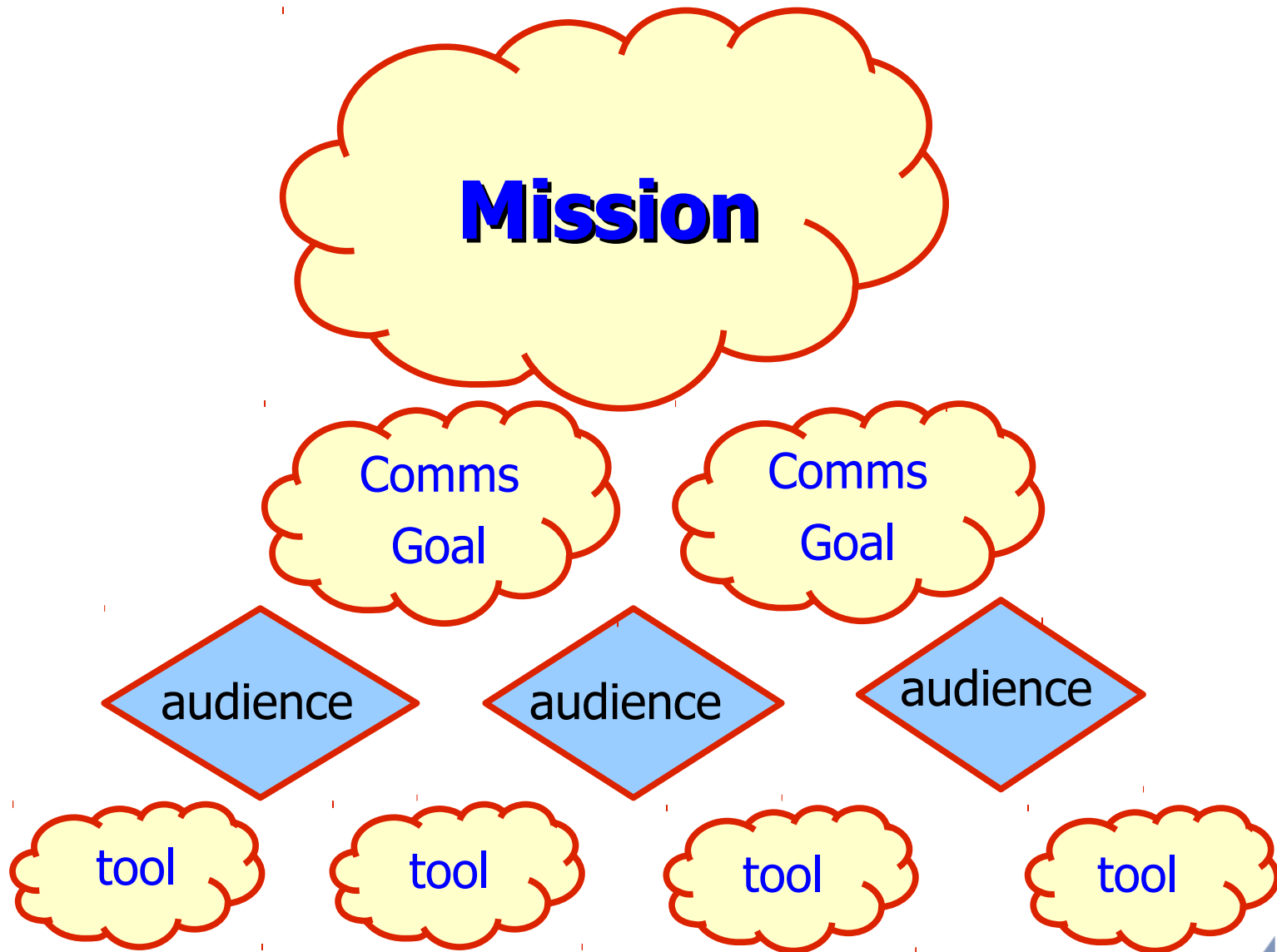
Learning Goals

- ▶ Compare common tools used for online communications
- ▶ Better understand when to use what tool
- ▶ Think about how tool selection supports your organization's work as a whole or campaign

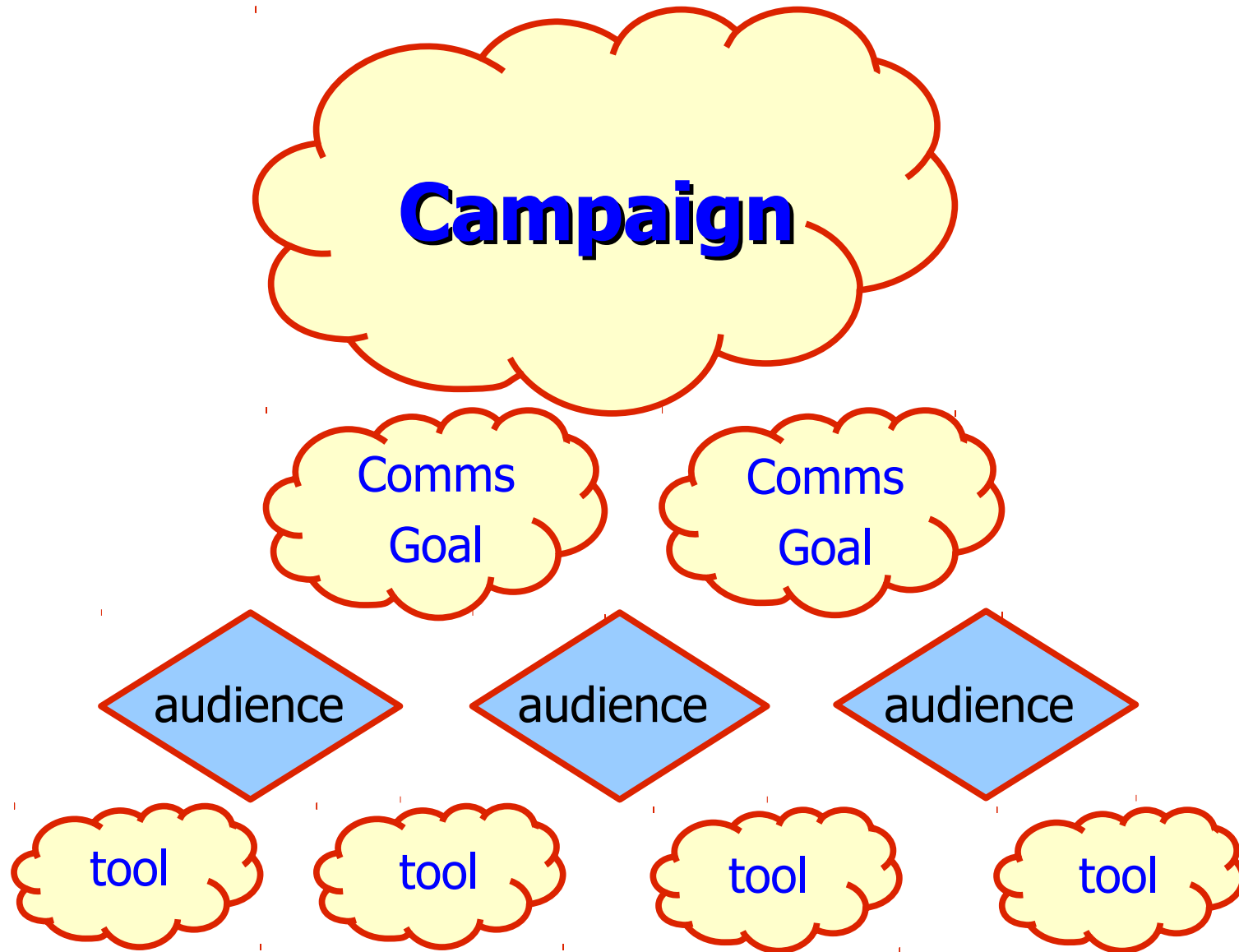
Campaign vs. Organizational Use

- ▶ 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

Campaign vs. Organizational Use

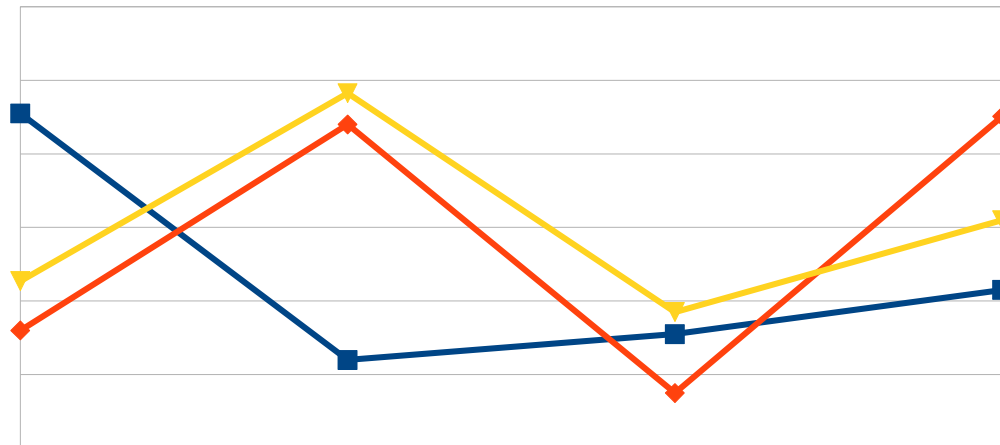


Campaign vs. Organizational Use

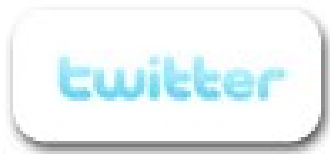


Things to Consider

- ▶ 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



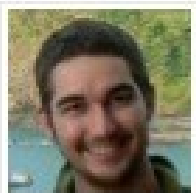
[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) **12** [Companies](#) [News](#) [More](#)

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](#)

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
430,000

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

SEARCH the SITE

Frequency of Message



Blogging

Email

Web Site

Frequent – can be
daily or more often



Less frequent -
Weekly to monthly

Frequency of Message

The screenshot displays a vertical list of tweets. The first seven tweets are retweets by the user 'johnhaydon', each with a timestamp of 4 to 9 minutes. The eighth tweet is a new post from 'idwblog' with a timestamp of 9 minutes. The tweets are as follows:

- WiserEarth** (4 mins): RT @causes: Komodo National Park is home to beautiful coral reef being destroyed by dynamite. Help stop this: bit.ly/IBnA0k
- 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/OU58N
- johnhaydon** (9 mins): RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy ow.ly/aDMVL via @HubSpot
- idwblog** (9 mins): 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

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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[San Francisco, CA](#)

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Control of Message and Brand



Bloggging

Email

Web Site

Shared with
Audience, Tool



“Traditional”
org control

Control of Message & Brand



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



Next Steps

- ▶ Define measurable goals around your online communications tool use
- ▶ Determine differences in tool use for your organization as a whole and for specific campaigns
- ▶ Learn how to measure success on the tools you are using

▶ Questions?

▶ Comments?

A large, yellow, multi-pointed starburst shape with a red outline and a grey drop shadow, centered on the slide.

**Let's try some of
this stuff out**

High Impact Online Communications

Coordinating Your Online Channels with a Publishing Matrix

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

Funded by the ZeroDivide Foundation

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Learning Goals

- ▶ Think about the different channel-specific audiences
- ▶ Think about your organization-specific audiences
- ▶ Establish an organizational process through the Publishing Matrix

What is a Publishing Matrix?

- ▶ A Publishing Matrix is a grid that lays out an organization's online channels as well as the content it publishes on each channel

Publishing Matrix

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter					
Event Announce					
Action Alert					
Fundraising Appeal					
Blog Post					
Press Release					
New Staff					

Publishing Matrix

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	X
Event Announce	X			X	X
Action Alert		X		X	X
Fundraising Appeal		X			
Blog Post			X		X
Press Release	X			X	X
New Staff	X		X	X	X

Why Do I Care?

► Operation Benefits

- Enumerates
 - Types of content that an organization publishes
 - Communications Channels
- Super Customizable
- Reminds you of messaging opportunities in all of your communications channels
- Establishes a communications standard for your work

Why Do I Care?

► Strategic Benefits

- Gets more eyeballs on your content
- Creates more opportunity for propagating messages
- Makes the engagement of your “base” more consistent

Questions for Channels

- ▶ Who is the audience of this channel?
 - Strangers? Fans? Funders?
- ▶ Do we want to engage that audience for this content type?
 - Will they care about this type of content?
- ▶ If yes, how do we want to engage them?
 - Tone? Referring link? Full content piece?

eNewsletter – Web Site?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter					

- ▶ Who is the audience of our web site?
 - Strangers, Resource-Seekers
- ▶ Do we want to engage them with our eNewsletter?
 - No. Currently, we don't post our eNewsletters to the site

eNewsletter – Email List?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter					

- ▶ Who is the audience of our email list?
 - People who want updates, news about us
- ▶ Do we want to engage them with our eNewsletter?
 - Absolutely
- ▶ How should we engage that audience?
 - Send eNewsletter through email blaster

eNewsletter – Blog?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X			

- ▶ Who is the audience of our blog?
 - People interested in specific post content
- ▶ Do we want to engage them with our eNewsletter?
 - No, our SSC Blog is more about NPTech topics rather than org updates

eNewsletter – Facebook?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X			

- ▶ Who is the audience of our Facebook Page?
 - Fans of the org. People who want to see your status.
- ▶ Do we want to engage them with our eNewsletter?
 - Definitely, these people want news from you.
- ▶ How should we engage that audience?
 - Post a link to the hosted version of the eNewsletter

eNewsletter – Twitter?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	

- ▶ Who is the audience of our Twitter page?
 - Casual followers and fans
- ▶ Do we want to engage them with our eNewsletter?
 - Yes. Twitter is an ignorable stream. Hard to hurt.
- ▶ How should we engage that audience?
 - Post a link to the hosted version of the eNewsletter

Completed eNewsletter Publishing Matrix Row

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	X

Summary

- ▶ Think about your org's audience for each channel
 - Differences? Tones? Formats?
- ▶ Decide if the content type is right for that audience
 - Creating an organizational process/standard
- ▶ Decide best way to offer the content based on the channel
 - Post a link? Discuss an opinion? Ask for feedback?

Let's Build a Publishing Matrix

- ▶ List all your Content Types (Rows)
 - Example: blog, publications, texts, emails
- ▶ List all your Channel Types (Columns)
 - Where do you publish information?
- ▶ Decided which content is right for which channel.

Publishing Matrix Tips & Tricks

- ▶ Some “Content Types” are “Channels” too
 - For example, eNewsletter

Content Types	Communications Channel		
	Website	eNewsletter	Twitter
eNewsletter	X		X
Event Announcement	X	X	X

Publishing Matrix Tips & Tricks

- ▶ Instead of an “X” add example content
 - For example, an template for a Twitter tweet

Content Types	Communications Channel		
	Website	Email List	Twitter
Event Announcement	x	x	Join us and @ruckusociety for our Activist Tech Teach In June 7 th in Oakland, CA http://www.bit.ly/isf5m
Tweet			“A Tweet is like your invisible best friend” @UCLabor Training Participant #TwitterLove

Publishing Matrix Tips & Tricks

- ▶ Instead of an “X” add a workflow
 - For example, “Post hosted link”

Content Types		Communications Channel	
eNewsletter	Website	Craigslist	Twitter
	Post Hosted Version Link to Website		Post Hosted Version Link to Twitter
Event Announcement	Add to Events Page	Post in the Community Events Section	Add a bit.ly link to the event registration

Publishing Matrix Tips & Tricks

- ▶ Assign channels to people at your organization
 - For example, Courtney deals with the web site

Content Types		Communications Channel		
	Website	Email List	Twitter	
Assigned to:	Courtney	Matt	Mike	
eNewsletter	Post Hosted Link to Website		Post Hosted Version to Twitter	
Event Announcement	x	x	Join us and @ruckusociety for our Activist Tech Teach In June 7 th in Oakland, CA http://www.bit.ly/isf5m	

Example: Project Pub Matrix



Aspiration Central Valley Program Publishing Matrix

	CV - discuss list	CV - Email List	Asp Twitter	Asp Facebook	SSC Toolbox	Answr	Asp CV Website Page	PDF Flyer	CV Blog	Eventbrite	Flickr	Partner Sites- CMC/ZD/YLI
Training Announcement	X	X	X	X			X	X	X	X		X
Training Reminder		X	X									
Thanks for Coming		X										
Espanol Versions *	X	X						X	X			
Post-event Recap	X								X			
Photo			X - Link to album	X - Album			X		X		X - Create Set	
Notable CV Mentions				X	X	X			X			

*if necessary

CCPF2011



▶ Questions?

▶ Comments?

High Impact Online Communications

Recap

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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
- ▶ Have an organizational process for your communications

Don't Be a Stranger

- ▶ Matt Garcia
 - matt@aspirationtech.org
- ▶ Jessica Steimer
 - jessica@aspirationtech.org



End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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