High Impact Online Communications

Creating Your Social Media Presence & Listening Online

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Introductions

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  – Training & Support Manager

► Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
Four Processes

Audience Assessment → Publishing Matrix

Tracking & Metrics → Message Calendar

Publishing Matrix → Audience Assessment

Tracking & Metrics → Audience Assessment
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
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 :^)
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
Limitations of Online Engagement

- Digital Divides
  - Never forget who is left out by “e” strategies

- Trust relationships are best built in person
  - Online engagement is most effective when it leverages established social networks and communities

- Each community and campaign is different
  - Your mileage will vary
Audience Exercise

Who are your top audiences?
5 Common Online Communications Tools

- Twitter
- Facebook
- Blogging
- Email
- Web Site
Tell 'em Triple

▶ Tell 'em what you're going to tell 'em
  ▶ Ex. “We're planning some curriculum training, what do you want to know about?”

▶ Tell 'em
  ▶ Ex. “Thanks for your feedback! 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!”
What is Social Media Today?

- Conversations with people online
  - *Social* media
- Made for people, not organizations or companies
  - It's not going to work perfectly
- Not your virtual megaphone
Online Engagement Asks

- Your role is to define ways for your different audiences to plug in.

- How are you engaging strangers? fans? customers?

- Prep work is key. Define your lists of “Asks” or ways to engage ahead of time.
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<th>Content Types</th>
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<th>Blog</th>
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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

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*Note: The table indicates the primary channel for each content type.*
End Of Section

► Questions?
► Comments?

Thank You!

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