

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



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

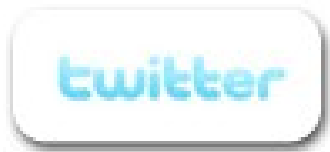
- ▶ Digital Divides
 - Never forget who is left out by “e” strategies
- ▶ Trust relationships are best built in person
 - Online engagement is most effective when it leverages established social networks and communities
- ▶ Each community and campaign is different
 - Your mileage will vary

Audience Exercise

- ▶ Who are your top audiences?



5 Common Online Communications Tools



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 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!"

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.



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					

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

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

End Of Section

- ▶ Questions?
- ▶ Comments?



Thank You!

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