Effective 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

▶ Campaign target audience may differ from overall organization audience

▶ Tools may be used in different ways to support these differing goals

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

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5 Common Online Communications Tools

twitter   **facebook**   **Blogging**   **Email**   **Web Site**

Target Audience

twitter   **facebook**   **Blogging**   **Email**   **Web Site**

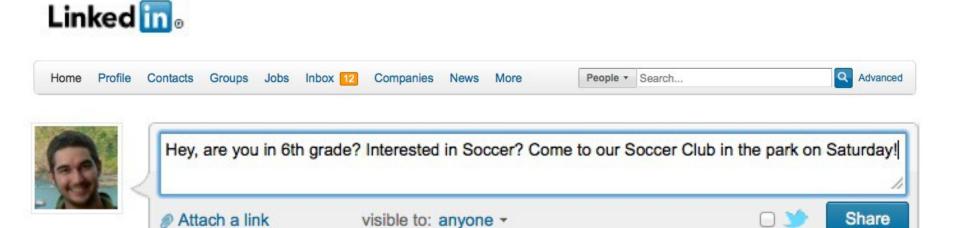Know you; want
constant information
and details
about your work.

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Potential supporters,
learning about
your work
and organization

Target Audience

Target Audience

Tone and Voice

twitter   facebook   **Blogging**   **Email**   **Web Site**

First person singular

"I"

Informal and fun

Conversational; "Social"

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First person plural

or third person

"We" or "The org"

Official

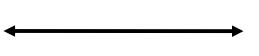# Tone & Voice

Tone & Voice

Frequency of Message

twitter   **facebook**   **Blogging**   **Email**   **Web Site**

Frequent – can be
daily or more often

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Less frequent -
Weekly to monthly

Frequency of Message

Frequency of Message

Matching Tools to Message

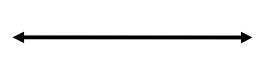twitter   facebook   **Blogging**   **Email**   **Web Site**

Late-breaking news,
Real-time updates,
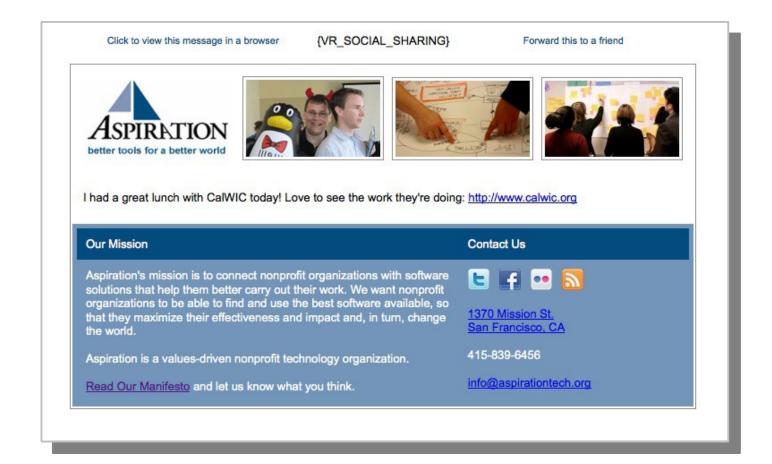Teasers, Flirts
Opportunistic asks

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Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

Matching Tools to Message

Matching Tools to Message

Control of Message and Brand

twitter   **facebook**   **Blogging**   **Email**   **Web Site**

Shared with
Audience, Tool

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"Traditional"
org control

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Control of Message & Brand

Control of Message & Brand

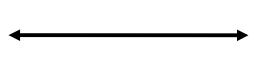# Time/Labor Investment

twitter   facebook   **Blogging**   **Email**   **Web Site**

Substantial, tending towards 24/7 ← → Manageable, based on past patterns
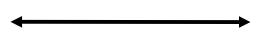
Time/Labor Investment

Return on Investment

twitter   facebook   **Blogging**   **Email**   **Web Site**

TBD; uneven,
subject to change;
Depends on what
you're trying to do

$\longleftrightarrow$

"Knowable", based
on past patterns;
baseline online
real estate

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Return on Investment

Next Steps

▶ Start tracking measurable goals around your online communications tool use (Traffic doc)

▶ Determine differences in tool use for your organization as a whole and for specific campaigns

▶ Learn how to measure success: Intro to Online Channel Analytics

Thank You!

▶ Questions?   ▶ Comments?

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