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
5 Common Online Communications Tools

- Twitter
- Facebook
- Blogging
- Email
- Web Site
Target Audience

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

Potential supporters, learning about your work and organization.
Target Audience

Hey, are you in 6th grade? Interested in Soccer? Come to our Soccer Club in the park on Saturday!
Target Audience
Tone and Voice

First person singular
“l”
Informal and fun
Conversational; “Social”

First person plural
or third person
“We” or “The org”
Official

Twitter
Facebook
Blogging
Email
Web Site
Tone & Voice

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

FEATUED TOPICS

March Jobs Numbers

Search the SITE

Search WhiteHouse.gov

SEARCH
Tone & Voice

GreenliningInstitute
@Greenlining
FOLLOWING

The Greenlining Institute is a national policy, organizing, and leadership institute working for racial and economic justice.
Berkeley, CA • http://greenlining.org

3,963 TWEETS
1,564 FOLLOWING
2,328 FOLLOWERS

Tweets

GreenliningInstitute @Greenlining
So much love to @CarlaMays for being a rock star Twitter supporter! We appreciate it! 😊

GreenliningInstitute @Greenlining
Public policies created the racial disparities we fight, thus they can also fix them. #equity #racialjustice

GreenliningInstitute @Greenlining
Our equity agenda: Access to opportunity despite ones race, income, sexual orientation, or zip code.

GreenliningInstitute @Greenlining
MT @stevenainz @Greenlining’s Economic Summit tackle...
Frequency of Message

Frequent – can be daily or more often

Less frequent - Weekly to monthly

Twitter  Facebook  Blogging  Email  Web Site
Frequency of Message
Frequency of Message

Rainforest Action Network protects forests, communities & climate through non-violent direct action, organizing & education. Tweets by @mgleason & @mkzg001
San Francisco · ran.org

Tweets

- RT @sierrclub: Even in the oil-soaked House of Representatives, support for #KeysoneXL is eroding: sc.org/14CirtlW #NoKXL
- #Coal's Record Slump Poised to End on Output Cuts: #Energy Markets ow.ly/nli3v via @BloombergNews
- Are you connected to #rainforest destruction? Get the facts. Then share them. ow.ly/nj0m #palmoil
- An interesting read: Temadesa strike at the heart of the
Matching Tools to Message

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

Planned messaging, measured narrative Urgent alerts, Intentional asks
Matching Tools to Message

I had a great lunch with CalWIC today! Love to see the work they're doing: [http://www.calwic.org](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](http://www.aspirationtech.org) and let us know what you think.

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Matching Tools to Message
Control of Message and Brand

Shared with Audience, Tool

“Traditional” org control

Blogging Email Web Site
Control of Message & Brand

Always lol when I order anything from @McDonalds because it looks nothing like what’s advertised #McDStories twitpic.com/9evhb5

Flag this media
Control of Message & Brand
Time/Labor Investment

Substantial, tending towards 24/7

Manageable, based on past patterns
Time/Labor Investment

There are only... uh, 168 hours in a week.

I expect your family to chip in a few hours.
Return on Investment

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

- **t.co**: 1,044 visits (53%)
- **facebook.com**: 242 visits (12.29%)

**OFA BY THE NUMBERS**

One year in...

- 4.4 million action takers
- 421,243 comments, dozens signing in...
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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