

Communications

Engagement Across Online Channels



These training materials have been
prepared by Aspiration.



Who is Aspiration?

- ▶ 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.
- ▶ www.aspirationtech.org/services

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

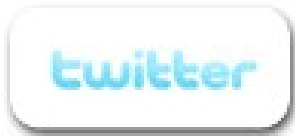
Campaign vs. Organizational Use

- ▶ 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



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

Target Audience

THE BEST AND WORST TIMES TO POST ON SOCIAL NETWORKS

Maximize the reach of your social media posts by learning the best (and worst) times to communicate with your audience.



FACEBOOK

✓ **BEST** ✗ **WORST**

1pm to 4pm

8pm to 8am


TRAFFIC BUILDS After 9am
PEAK TIME Wednesday at 3pm


TRAFFIC FADES After 4pm
AVOID Posting on weekends



TWITTER

✓ **BEST** ✗ **WORST**

1pm to 3pm

8pm to 9am


TRAFFIC BUILDS After 11am
PEAK TIME Monday - Thursday


TRAFFIC FADES After 3pm
AVOID Posting after 3pm on Friday


Beth Kanter
 Tuesday

Here's an infographic and blog post that summarizes research on several different social media platforms including Facebook and Twitter on the best and worst times to post. What has been your experience?

Like · Comment · Share


 50 shares


Chris Tuttle I always hate these things. These times are clearly chosen by when overall general traffic is online.
 IMO, this is the equivalent to saying the best time for transit organizers to gain petition signatures is during rush hour. Sure, you'll get not... [See More](#)
 Like · Reply · 8 · Tuesday at 9:41am


Beth Kanter Well said Chris Tuttle -- this is the first infographic that I've seen that lists specific times for many platforms.. again only use it as a guide, but knowing your audience and watching your own metrics is even better.
 Like · 4 · Tuesday at 9:45am


Jill Persin I think these charts are often industry- and purpose-specific. A corp marketing its products
 Write a comment...

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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



Tone & Voice



Frequency of Message



Blogging

Email


Web Site


Frequent – can be
daily or more often





Less frequent -
Weekly to monthly


Frequency of Message



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 @rmbaker: 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/0U58N


johnhaydon
9 mins
RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy ow.ly/aDMVL via @HubSpot


idwblog
← ↻ ★
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

Frequency of Message



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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Matching Tools to Message



Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience, Tool



“Traditional”
org control

Control of Message & Brand



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

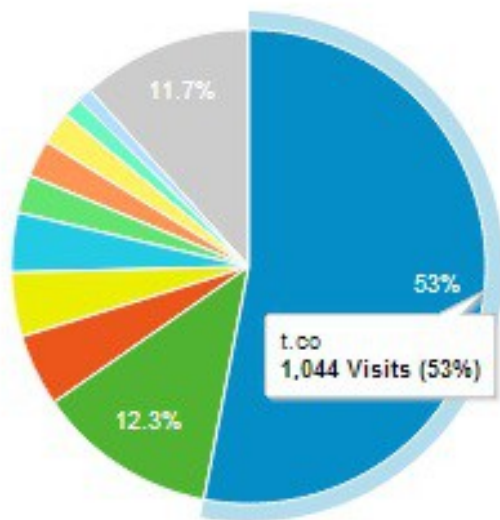
Web Site

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



| | 1,969 % of Total: 42.37% (4,647) | 1,969 % of Total: 42.37% (4,647) |
|--|-------------------------------------|-------------------------------------|
| 1. ■ t.co | 1,044 | 53.02% |
| 2. ■ facebook.com | 242 | 12.29% |

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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Questions? Email us info@aspirationtech.org



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