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](http://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

Twitter
Facebook
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

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
1pm to 4pm
8pm to 8am

TRAFFIC BUILDS After 9am
PEAK TIME Wednesday at 3pm
AVOID Posting on weekends

WORST

TWITTER
✓ BEST
1pm to 3pm
8pm to 9am

TRAFFIC BUILDS After 11am
PEAK TIME Monday - Thursday
AVOID Posting after 3pm on Friday

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

Chris Tuttle I always hate these things. These times are clearly chosen by when overall general traffic is online.

BMO, 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 · 12h · 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, knowing your audience and watching your own metrics is even better.

Like · 1h · Tuesday at 9:40am

Write a reply...

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

Write a comment...
Tone and Voice

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

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

President Barack Obama and Afghan President Hamid Karzai, Pete Souza, 5/1/12

FEATURED TOPICS

March Jobs Numbers
Over 341,000 new jobs in March. The

SEARCH the SITE

info@aspirationtech.org www.aspirationtech.org/training
Tone & Voice

GreenliningInstitute
@Greenlining

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 @CarlosMays for being a rock star Twitter supporter! We appreciate it! :) 31m

GreenliningInstitute @Greenlining
Public policies created the racial disparities we fight, thus they can also fix them. #equity #racialjustice 50m

GreenliningInstitute @Greenlining
Our equity agenda: Access to opportunity despite ones race, income, sexual orientation, or zip code. 52m

GreenliningInstitute @Greenlining
MT @greeneconomy Greenlining’s Economic Summit tackled 19h
Frequency of Message

Frequent – can be daily or more often

Blogging

Email

Web Site

Less frequent - Weekly to monthly
Frequency of Message
Frequency of Message
Matching Tools to Message

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

- Planned messaging,
  - measured narrative
  - Urgent alerts,
  - Intentional asks

Twitter  Facebook  Blogging  Email  Web Site
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.

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Matching Tools to Message
Control of Message and Brand

Shared with Audience, Tool → “Traditional” org control

- Twitter
- Facebook
- Blogging
- Email
- Web Site

info@aspirationtech.org

www.aspirationtech.org/training
Control of Message & Brand

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

Mitchell Kapor Fdn
@MKaporFdn  Follows you
We support organizations that provoke social change in communities of color en route to equality.
Oakland, CA • mkfd.org

Kapor Center
@KaporCenter
Oakland, CA • http://kaporcenter.org

Tweets

Mitchell Kapor Fdn @MKaporFdn
18 May
thanks, @Sean_D_Murphy! pls follow us at @KaporCenter - out with the old, in with the new!
View conversation  Reply  Retweet  Favorite  More

Mitchell Kapor Fdn @MKaporFdn
17 May
thanks for joining us @spiika! pls follow us at @KaporCenter & @cedbrownsaid - im closing up this old @MKaporFdn acct!
View conversation

Mitchell Kapor Fdn @MKaporFdn
16 May
dear @MKaporFdn followers: the real action is starting up
@KaporCenter • @makadams • @Oaklandbound

62 TWEETS  120 FOLLOWING  190 FOLLOWERS

www.aspirationtech.org/training
Time/Labor Investment

Substantial, tending towards 24/7

Manageable, based on past patterns

Blogging  Email  Web Site
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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Visits</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>t.co</td>
<td>1,044</td>
<td>53.02%</td>
</tr>
<tr>
<td>facebook.com</td>
<td>242</td>
<td>12.29%</td>
</tr>
</tbody>
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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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www.aspirationtech.org/attribute

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We love to hear about how you are improving and remixing what we've done.

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