Effective Social Media Workflow

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Overview of this Session

- Survey best practices in social media and online social marketing
- Address ways of identifying who your online audiences actually are
- Review processes for coherently maintaining all your online activities
- Answer your questions! Ask early and often!





Aspiration's e-Capacity Initiative

- Our Goal: Organizational self-sufficiency online for nonprofits and grantmakers
 - www.aspirationtech.org/training/eadvocacy
- eAdvocacy Mentoring Program
 - Cohort model for peer-based organizational capacity gain in online campaigning
 - On-demand trainings, calls, coaching, strategy
 - Library of open-licensed best practices
- SocialSourceCommons.org
 - Inventory of available tools





4 Processes for Sustainability

- Audience Assessment
 - Do you really know who you are talking to?
- Message Calendaring
 - Is all online messaging on a unified calendar?
- Publishing Matrix
 - Do you have a model for when to use what tool?
- Social Media "Dashboarding"
 - Do you know where you're mentioned online?
- Survey: Who uses all these?





Know Thy Audience(s)

- ▶ Web
 - Which pages, searches, referrers drive traffic?
- **►** Email
 - Who opens, clicks (and on what), forwards?
- ► Facebook
 - Who are your "friends"/"fans"? Who are theirs?
- **►** Twitter
 - Who is following you? Who is re-tweeting you?
- ▶ Blogs
 - Who comments, reposts, links back, subscribes?





Calendar Your Messaging

- Audience survey
 - Do you preschedule online messages? How far?
 - Do you model messages within narrative arcs?
 - Do you have pre-send and post-send checklists?
- Message calendars enable you to
 - Plan and carry out narratives, aka "the story"
 - Sustain consistent messaging
 - Coordinate internal processes and projects
 - Avoid list fatigue





Consider a "Publishing Matrix"

- ► Audience survey:
 - Do you have an integrated way for deciding which messages go to which online channels?
 - What's tweet-worthy, what is blog fodder, what is good email, what is "just" web site content?
- Do you model your tools as a spectrum?
 - Different audiences, different tone and voice
 - Time and labor investment vs ROI
 - Appropriateness of message to channel







Content Type	Publishing Channel				
eNewsletter	Website	Email List X	Blog	Facebook X	Twitter X
Event Announce	Х	х	х	×	х
Action Alert	Х	x	х	x	х
Fundraising Appeal	Х	x	х	Х	х
Web Site Update	Х		х	Х	х
Blog Post			х	Х	х
New Publication	Х	x	х	Х	х
Press Release	Х		х	Х	х
Press Coverage	Х		х	Х	х
New Job Opening	х		х	Х	х
New Staff	Х		х	x	Х





"Publishing Matrix": Audiences

- Who are your potential and most desired online audiences?
 - How do you recruit and engage these audiences?
 - Through what different channels will these online audiences engage with your organization?
 - What if any are the differences in how you will communicate with different audiences?
- Aspiration publishing matrix
 - aspirationtech.org/training/eadvocacy/templates/publishingmatrix

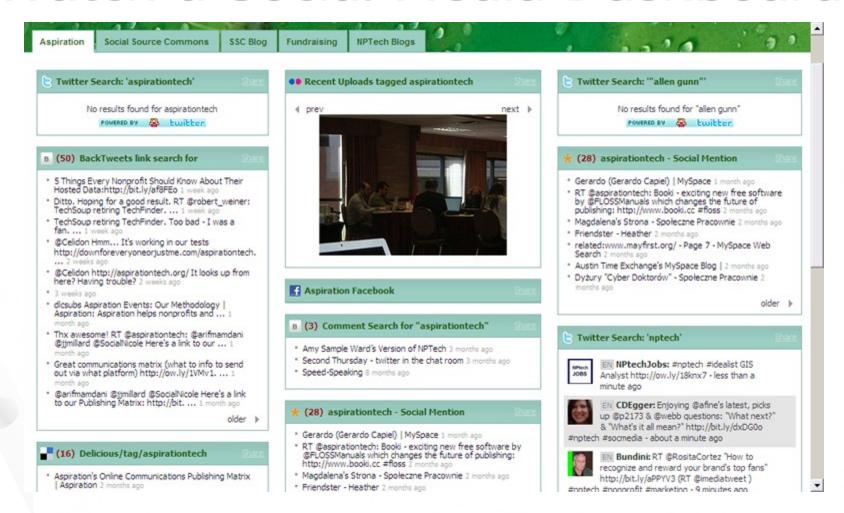
Watch a Social Media Dashboard

- ► Free, low-cost and pricey tools exist to let you track how you're being seen online
 - NetVibes, iGoogle, Radian6, etc
- Use a dashboard to track strategic keywords
 - Organizational name and acronym
 - Campaign and issue keywords, key staff names
 - Target, opponent, and decision-maker names
- Is your outbound messaging propagating?
 - What are the reactions?





Watch a Social Media Dashboard



www.netvibes.com/aspirationtech





Summary

- To drive effective social media, have processes in place for
 - Audience Assessment
 - Message Calendaring
 - Publishing Matrix
 - Social Media "Dashboarding"
- Control your identity and your data
 - Take control of your online destiny
 - Your data is your digital power and your path to online success



That's All!

- ► Questions?
- ► Comments?

Thank You!

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