

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



Sample Publishing Matrix

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

“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

The dashboard features a green header with navigation tabs: Aspiration, Social Source Commons, SSC Blog, Fundraising, and NP Tech Blogs. The main content is organized into several columns:

- Twitter Search: 'aspirationtech'**: No results found for aspirationtech. Powered by Twitter.
- Recent Uploads tagged aspirationtech**: A photo showing a group of people in a meeting or workshop setting.
- Twitter Search: "allen gunn"**: No results found for "allen gunn". Powered by Twitter.
- (50) BackTweets link search for**: A list of tweets mentioning 'aspirationtech', including links to articles and social media posts.
- Aspiration Facebook**: A section for Facebook content.
- (3) Comment Search for "aspirationtech"**: A list of comments on Facebook posts.
- (28) aspirationtech - Social Mention**: A list of social media mentions from various platforms like MySpace and Facebook.
- Twitter Search: 'npotech'**: A list of tweets related to 'npotech', including job announcements and social media discussions.
- (16) Delicious/tag/aspirationtech**: A list of links saved to the Delicious tag 'aspirationtech'.

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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