

# Communications Processes

## Reaching Your Online Audience



# 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

- ▶ Identify ways to know who you are reaching
- ▶ Compare common tools used for online communications
- ▶ Better understand when to use what tool
- ▶ Think about how tool selection supports your organization's work in connecting with your audience

# Four Processes

## Audience Assessment



## Publishing Matrix



## Message Calendar



## Tracking & Metrics



# Caveats of Online Organizing

- ▶ Never forget who's left out by "e" strategies
- ▶ Trust relationships are best built in person
  - ▶ Online organizing is most effective when it leverages established social networks and communities.
- ▶ Each community, campaign, and cause is different
- ▶ Respect for local wisdom, culture, & customs need to remain intact in online engagement

# Audience Exercise

► Who are your top audiences?



# Example Goal

- ▶ Issue: Opposition to police surveillance center
- ▶ Audience:
  - ▶ Residents of Oakland
  - ▶ Bay area residents concerned with privacy
  - ▶ Anyone concerned about "Big Brother"

Goal	Measurability	What does success look like?	Tools
Increase attendees at "awareness action" through online efforts	Compare this month's attendance to last month's	10% increase in attendance	Email Blast Texting Facebook

# Know Your Audience(s)

## ▶ Audience Analytics

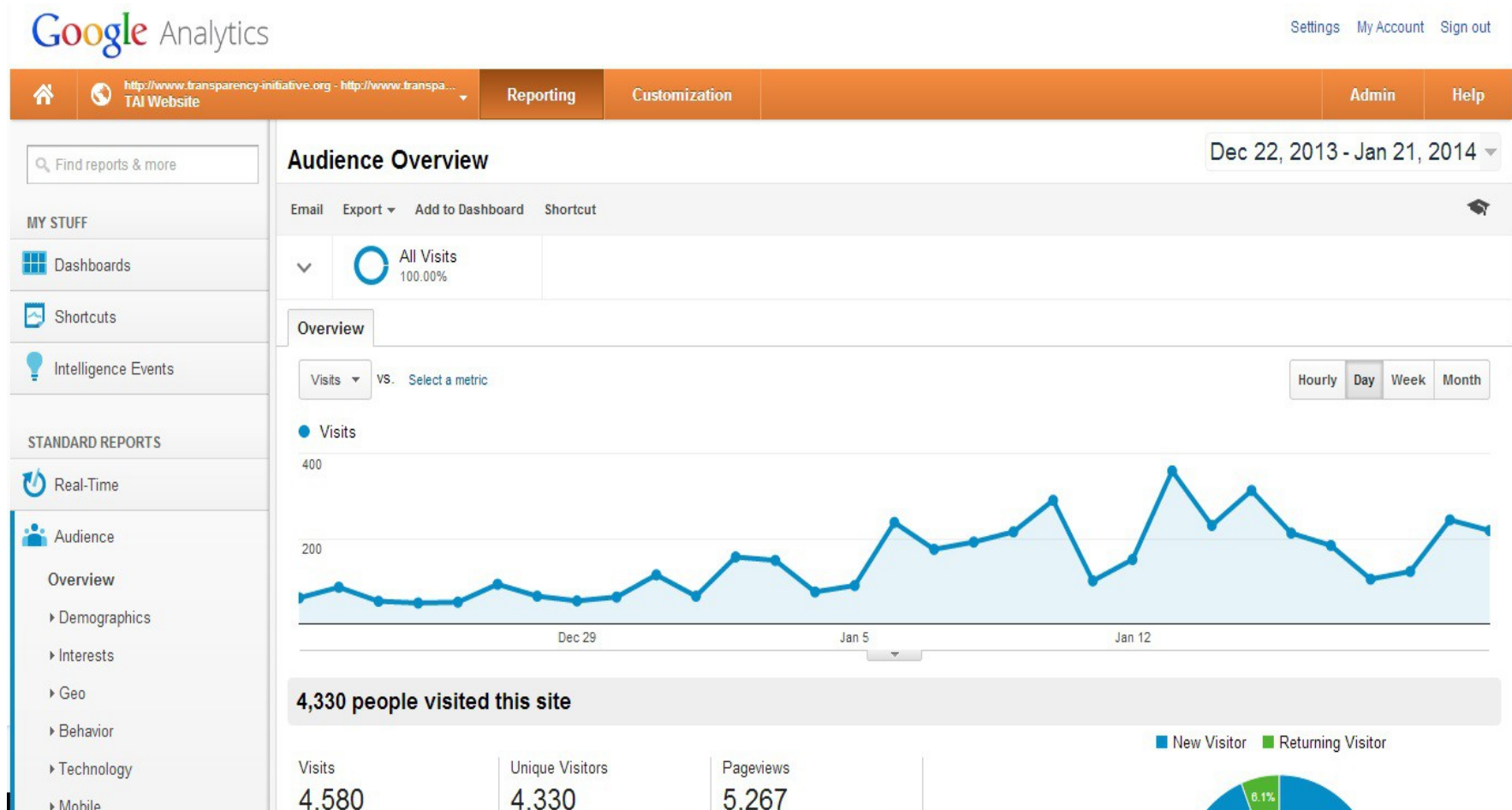
- ▶ How do you analyze web traffic?

## ▶ Baseline Indicators

- ▶ Pages viewed, search keywords used
- ▶ Where does traffic come from; who links to you?
- ▶ Which mailing list segments drive what traffic?
- ▶ Other tricks?



# Web Site



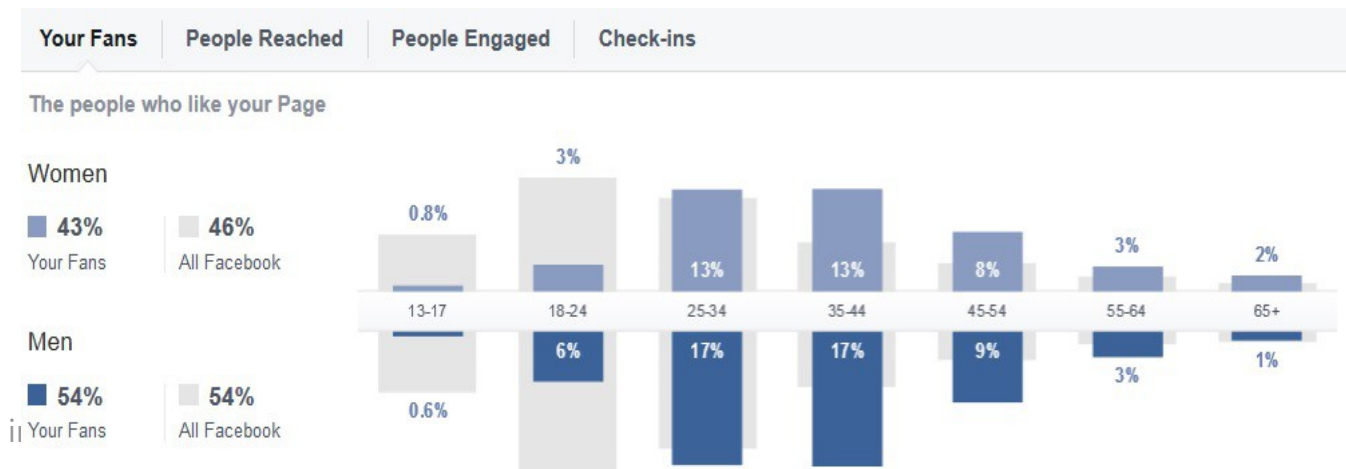
# Using Facebook Analytics

## ► Message Optimization

- What content gets most interaction?
- What content gets most impressions?
- Country or Language-specific statuses

## ► Determining your audience

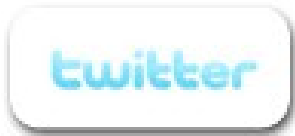
- Facebook has amazing demographic information



# 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** 1pm to 4pm

**WORST** 8pm to 8am

**TRAFFIC BUILDS PEAK TIME** After 9am Wednesday at 3pm

**TRAFFIC FADES AVOID** After 4pm Posting on weekends

### TWITTER

**BEST** 1pm to 3pm

**WORST** 8pm to 9am

**TRAFFIC BUILDS PEAK TIME** After 11am Monday - Thursday

**TRAFFIC FADES AVOID** After 3pm 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

**The Simmons Foundation, Timonie Hood and 49 others** like this.

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

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



**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](http://bit.ly/IBnA0k)


**johnhaydon**
6 mins


RT @BonnieKoenig: Fundamental Building Blocks of Social Change [ow.ly/aEGER](http://ow.ly/aEGER)


**johnhaydon**
6 mins


RT @askdebra: Geosocial apps and missed opportunities (for community engagement) [bit.ly/KpFihG](http://bit.ly/KpFihG)


**johnhaydon**
6 mins


Islamic Facebook Will Launch This Summer ->[zmb.me/Kuh8U7](http://zmb.me/Kuh8U7)


**johnhaydon**
6 mins


RT @rrbaker: Harvard and [ow.ly/1C2PEq](http://ow.ly/1C2PEq) Team Up to Offer Free Online Courses -> [ow.ly/1Lzl02](http://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](http://goo.gl/0U58N)


**johnhaydon**
9 mins

RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy [ow.ly/aDMVL](http://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](http://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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# Matching Tools to Message



The screenshot shows a Facebook interface with the following elements:

- Header:** Facebook logo, search bar, and user profile 'Aspiration'.
- Left Sidebar:**
  - Electronic Frontier Foundati...** (Timeline view, Now filter)
  - Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA** (eff.org)
 

Bad facts make bad law: it's legal cliché that is unfortunately based on reality. We saw as much

Like · Comment · Share 6

Julie Ahrens, Matt Murdock, Doug Peterson and 32 others like this.

Write a comment...

**Curtis Clark** I agree the rationale for the decision is suspect, but basically in this case you are supporting corporate rights over personal rights.
 

Like · Reply · 1 · 17 hours ago

**James Dabbagian** Unless I'm mistaken, one of the cases they used against Hart was the very case that said video games were protected by the first amendment. 😊
 

Like · Reply · 17 hours ago
  - Electronic Frontier Foundation (EFF) shared a link.** (20 hours ago near San Francisco)
 

The drum beat continues: A new bill from Sen. John Cornyn to take on patent trolls.

(Yes, the third patent troll bill in three weeks!)

**The March Toward Patent Reform Continues**
- Main Feed:**
  - Against H**
  - Electronic Frontier Foundation (EFF) shared a link.** (18 hours ago)
 

Our new cartoon explains why the Trans-Pacific Partnership might be the biggest threat to the Internet — even if you've never heard of it.

**New Animated Video About the TPP and its Chilling Effects on Internet Users**

When most people think of a trade agreement, they're unlikely to think that it would have anything to do with regulating

Like · Comment · Share 134

Douglas Kinney, Mazda Ahura, Chris Demmons and 148 others like this.

Write a comment...

**Dennis Meneses** good grief connie if you hate eff and their posts that much, why not just do yourself a favor and unsubscribe. no one is forcing you to read or view anything.
 

Like · Reply · 1 · 17 hours ago

**Judah Snyder** i already signed im backing the eff thank god for eff
 

Like · 15 hours ago

Write a reply...

**Loren Albrecht** thanks for making & posting this



# Control of Message and Brand



**Blogging**

**Email**

**Web Site**

Shared with  
Audience, Tool



“Traditional”  
org control

# Control of Message & Brand



# 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 · mkf.org

937 TWEETS   237 FOLLOWING   686 FOLLOWERS   

**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 @spjika! 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. join us there for @Collegebound.org



**Kapor Center**  
@KaporCenter  
Oakland, CA · <http://kaporcenter.org>

62 TWEETS   120 FOLLOWING   190 FOLLOWERS   

**Tweets**

**Mitch Kapor** @mkapor 21 May  
Help raise money for Oklahoma disaster relief [disaster-relief.fundly.com](http://disaster-relief.fundly.com)  
 Retweeted by Kapor Center  
[Expand](#)

**Kapor Center** @KaporCenter 21 May  
 @BlackGirlsCode We're singing each other's song! #mutualadmiration  
[View conversation](#)

**Kapor Center** @KaporCenter 21 May  
 We are pleased 2 announce new partnerships w @BlackGirlsCode @oaklandlocal @platformorg & hiddengeniusproject.org ! #techforgood #goodfortech  
[Expand](#)

# 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

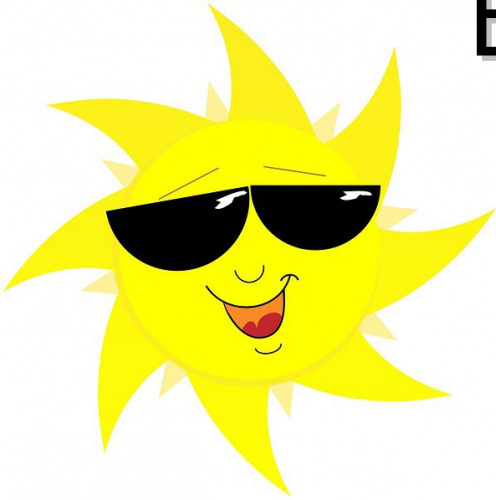
# Return on Investment



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



# Engaging Content



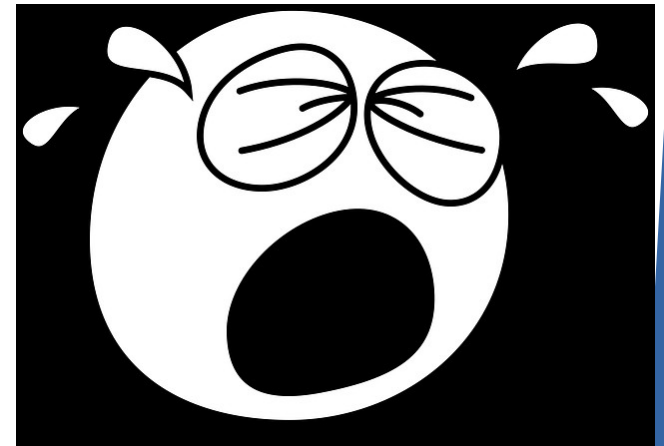
Fame



Fun

Passion

Pain





# Online Engagement Asks

- ▶ Your role is to define ways for your different audiences to plug in
- ▶ How are you engaging strangers? fans? funders?
- ▶ Prep work is key.
- ▶ Define your lists of
- ▶ “Asks” or ways to engage ahead of time.



# 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
- ▶ Plan out your messages across different channels to make sure you reach all your audiences

# Audience Survey

- ▶ What is one thing that you would tell a friend or peer about using online tools to identify and reach their audience?

# Four Processes

## Audience Assessment



## Publishing Matrix



## Message Calendar



## Tracking & Metrics



# Thank You!

- ▶ Questions?
- ▶ Comments?



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

Questions? Email us [info@aspirationtech.org](mailto:info@aspirationtech.org)



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