Communications Processes

Reaching Your Online Audience

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

- 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

Tracking & Metrics

Publishing Matrix

Message Calendar
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”

<table>
<thead>
<tr>
<th>Goal</th>
<th>Measurability</th>
<th>What does success look like?</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase attendees at “awareness action” through online efforts</td>
<td>Compare this month's attendance to last month's</td>
<td>10% increase in attendance</td>
<td>Email Blast</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Texting</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Facebook</td>
</tr>
</tbody>
</table>
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

Google Analytics

Audience Overview

Dec 22, 2013 - Jan 21, 2014

Overview

Visits

400

Visits

4,330 people visited this site

Visits

Unique Visitors

Pageviews

4,580

4,330

5,267
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

![Gender and age distribution chart for Facebook fans and all Facebook users.](chart.png)
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

- Twitter
- Facebook
- Blogging
- Email
- Web Site
Target Audience

Know you; want constant information and details about your work.

Potential supporters, learning about your work and organization.

Blogging  Email  Web Site
Target Audience

Hey, are you in 6th grade? Interested in Soccer? Come to our Soccer Club in the park on Saturday!
Tone and Voice

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

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

Tweets

GreenliningInstitute @Greenlining
So much love to @CallaMays 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 @太economy: 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

<table>
<thead>
<tr>
<th>Frequency of Message</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WiserEarth</strong></td>
<td>RT @causes: Komodo National Park is home to beautiful coral reef being destroyed by dynamite. Help stop this: bit.ly/IBnA0k</td>
</tr>
<tr>
<td><strong>johnhaydon</strong></td>
<td>RT @BonnieKoenig: Fundamental Building Blocks of Social Change ow.ly/aEGER</td>
</tr>
<tr>
<td><strong>johnhaydon</strong></td>
<td>RT @askdebra: Geoscial apps and missed opportunities (for community engagement) bit.ly/KpFlhG</td>
</tr>
<tr>
<td><strong>johnhaydon</strong></td>
<td>Islamic Facebook Will Launch This Summer - &gt;zmb.me/Kuh8U7</td>
</tr>
<tr>
<td><strong>johnhaydon</strong></td>
<td>RT @rrbaker: Harvard and ow.ly/1C2PEq Team Up to Offer Free Online Courses -&gt; ow.ly/1Lz102</td>
</tr>
<tr>
<td><strong>johnhaydon</strong></td>
<td>RT @AmberCadabra: Take your marketing copy. Remove all of the adjectives and superlatives. Still interesting?</td>
</tr>
<tr>
<td><strong>johnhaydon</strong></td>
<td>RT @joewaters: Looking for a Contest You Can Actually Win? Here are Two -&gt; goo.gl/0U58N</td>
</tr>
<tr>
<td><strong>johnhaydon</strong></td>
<td>RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy ow.ly/aDMVL via @HubSpot</td>
</tr>
<tr>
<td><strong>iBlog</strong></td>
<td>New Blog Post: Askideaware: How Do I Draw On A Computer? Hand-drawn images can add color and personality to yo... bit.ly/JSDlMr</td>
</tr>
<tr>
<td><strong>iBlog</strong></td>
<td>1 by idealware</td>
</tr>
</tbody>
</table>
Frequency of Message

Rainforest Action Network protects forests, communities & climate through non-violent direct action, organizing & education. Tweets by @melgleason & @mikag2001
San Francisco · ran.org

Tweets

- RT @sierraclub: Even in the oil-soaked House of Representatives, support for #KeysourceXL is eroding: sc.org/14Cinho #NoKXL
  Expand

- #Coal's Record Slump Poised to End on Output Cuts: #Energy Markets ow.ly/lil3j via @BloombergNews
  View summary

- Are you connected to #rainforest destruction? Get the facts. Then share them. ow.ly/lij0n #palmoil
  Expand

- An interesting read: Tornadoes strike at the heart of the...
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
Matching Tools to Message

I had a great lunch with CalWIC today! Love to see the work they’re doing: [http://www.calwic.org](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.

**Contact Us**

- **1370 Mission St, San Francisco, CA**
- **415-839-6456**
- [info@aspirationtech.org](mailto:info@aspirationtech.org)

*Read Our Manifesto* and let us know what you think.
Matching Tools to Message

Facebook post:

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.

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 · 17 hours ago

James Dabagian Untrue. 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 drumbeat 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

Against it:

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

Douglas Kinney, Manda 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 · 17 hours ago

Judah Snyder I already signed im backing the eff thank god for eff

Like · 15 hours ago

Loren Albrecht thanks for making & posting this
Control of Message and Brand

Shared with Audience, Tool

“Traditional” org control
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
Time/Labor Investment

- Substantial, tending towards 24/7
- Manageable, based on past patterns

Social Media: Twitter, Facebook

Communication: 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

OFA BY THE NUMBERS
One year in...

4.4 million
action takers

421,243
Grassroots donors chipping in

<table>
<thead>
<tr>
<th></th>
<th>1,969 (42.37%)</th>
<th>1,969 (42.37%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total</td>
<td></td>
<td></td>
</tr>
<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>
</table>
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

Tracking & Metrics

Publishing Matrix

Message Calendar
Thank You!

- Questions?

- Comments?
Use, Modify & Attribute

Aspiration distributes these materials under a Creative Commons Attribution-ShareAlike license.

We encourage re-use, modification, and re-distribution in any situation where they may be useful.

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

Questions? Email us info@aspirationtech.org
Contact Us

aspirationtech.org
info@aspirationtech.org
+1-415-839-6456