High Impact eAdvocacy

Spectrums of Engagement

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Spectrums of Online Engagement

Target Audience

Twitter  Facebook  Blogging  Email  Web Site

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

Potential supporters, learning about your work and organization.
Spectrums of Online Engagement

Tone and Voice

First person singular
"I"
Informal and fun

First person plural
or third person
"We" or "The org"

Twitter                             Blogging       Email        Web Site

Informal and fun
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Frequency of Message

Frequent – can be daily or more often

Less frequent - Weekly to monthly

Twitter  Facebook  Blogging  Email  Web Site
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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
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Control of Message and Brand

Shared with Audience

“Traditional” org control

Twitter Facebook Blogging Email Web Site
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Time/Labor Investment

Twitter                             Blogging       Email        Web Site

Substantial, tending towards 24/7

Manageable, based on past patterns
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Return on Investment

TBD; uneven, subject to change

“Knowable”, based on past patterns
That's All!

► Questions?
► Comments?

Thank You!

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