

High Impact Online Communications

Audience Assessment

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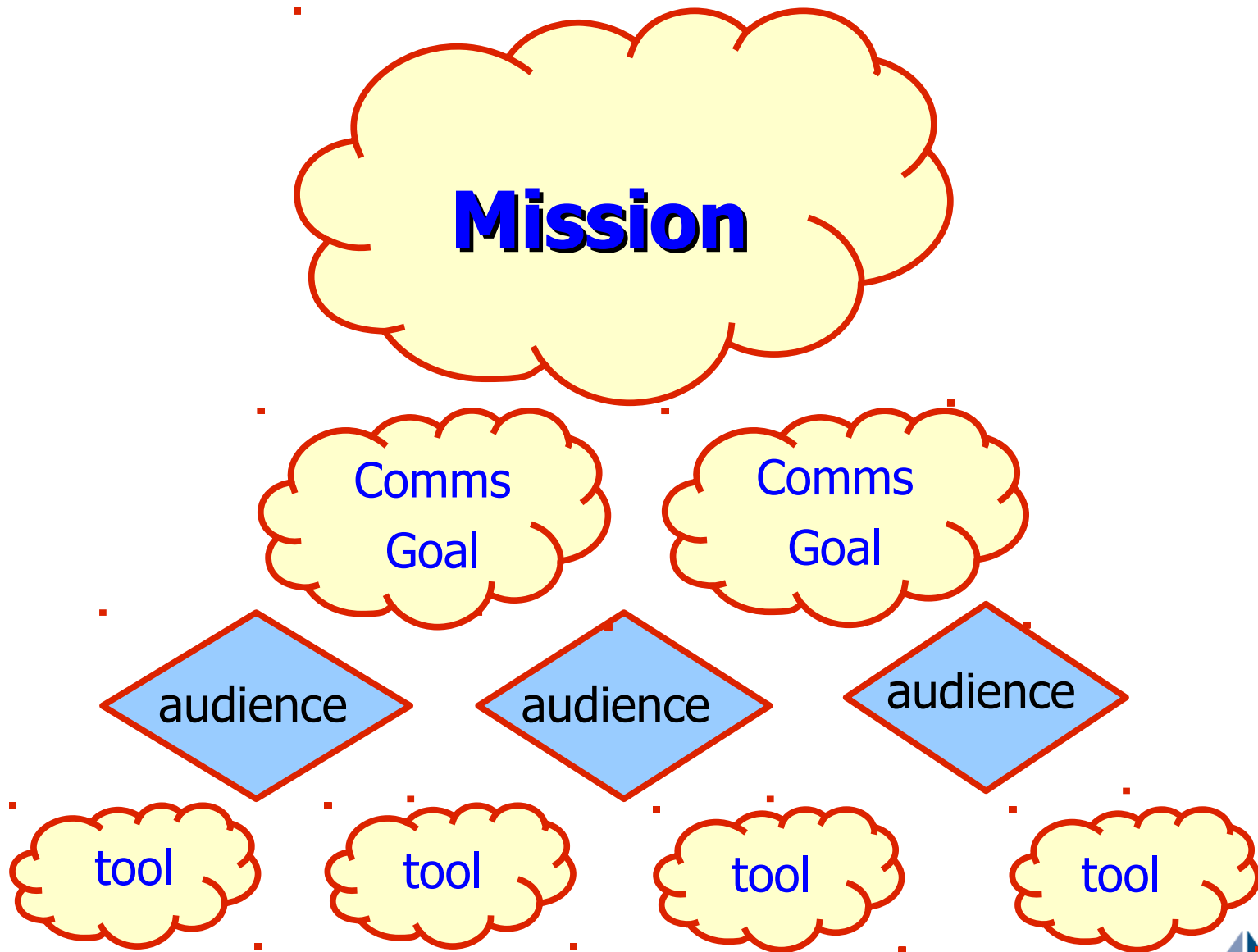


Audience Exercise

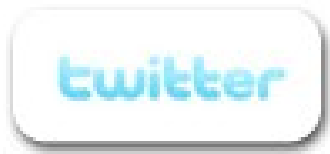
► Who are your top 3 audiences?



Campaign vs. Organizational Use



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



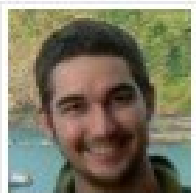
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Hey, are you in 6th grade? Interested in Soccer? Come to our Soccer Club in the park on Saturday!!

[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

جمعية عين بني حسن الخيرية, 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

the WHITE HOUSE PRESIDENT BARACK OBAMA

★★★★★ THE WHITE HOUSE WASHINGTON ★★★★★

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OMG, Talkin' to Karzai!! LOLZ

President Obama makes a surprise visit to Afghanistan to sign a historic strategic partnership agreement that will help to guide our future relationship with the country.

[View the Gallery](#)

[Learn More](#)

1 2 3 4



President Barack Obama and Afghan President Hamid Karzai, Pete Souza, 5/1/12

Happening Now: V.P. Biden Speaks at Lafayette College

FEATURED TOPICS

Private Payroll Employment: Jan 2008 - Feb 2012

March Jobs Numbers

Overall payroll employment rose by 124,000 jobs in March. The

SEARCH the SITE

Search WhiteHouse.gov Search

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/1BnA0k


**johnhaydon** 6 mins
RT @BonnieKoenig: Fundamental Building Blocks of Social Change ow.ly/aEGER


**johnhaydon** 6 mins
RT @askdebra: Geosocial apps and missed opportunities (for community engagement) bit.ly/KpFihG






**johnhaydon** 6 mins
Islamic Facebook Will Launch This Summer -> zmb.me/Kuh8U7

**johnhaydon** 6 mins
RT @rrbaker: Harvard and ow.ly/1C2PEq Team Up to Offer Free Online Courses -> 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/OU58N

**johnhaydon** 9 mins
RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy 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
 by idealware

Frequency of Message

RAN
@RAN FOLLOWS YOU
Rainforest Action Network protects forests, communities & climate through non-violent direct action, organizing & education. Tweets by @melgleason & @mikeg2001
San Francisco · ran.org

5,558 TWEETS 4,429 FOLLOWING 21,082 FOLLOWERS Follow

Tweets

RAN @RAN 17m
RT @sierraclub: Even in the oil-soaked House of Representatives, support for #Keysone XL is eroding: sc.org/14ClrHW #NoKXL
Expand

RAN @RAN 19h
#Coal's Record Slump Poised to End on Output Cuts: #Energy Markets ow.ly/lii3j via @BloombergNews
View summary

RAN @RAN 20h
Are you connected to #rainforest destruction? Get the facts. Then share them. ow.ly/lijom #palmoil
Expand

RAN @RAN 21h
An interesting read: Tornadoes strike at the heart of the

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

KEY STRATEGY POINTS

Priority #1 – Focusing on Educating California Republicans

While the WIC program has traditionally enjoyed strong bipartisan support, there are a growing number of Republican House members who do not feel that same affinity for the program and are looking to cut any and all federal programs. WE NEED WIC campaigners will reach out to California's Republicans, with stronger messages, provide them with more information about the WIC program's effectiveness, engage partners that Republicans are more likely to listen to -- like the business and medical community.

Priority #2 – Keeping in Close Touch with Key California Democrats

House Minority Leader Nancy Pelosi and her key lieutenant, George Miller, should get special attention in Washington and back home. In addition, California members of the Congressional Hispanic Caucus (CHC) and Congressional Black Caucus (CBC) should receive extra attention. CHC members are: Cardoza (18), Costa (20), Becerra (31), Roybal-Allard (34), Napolitano (38), Linda Sanchez (39), Baca, (43), and Loretta Sanchez (47). CBC members are Lee (09), Bass (33), Waters (35), and Richardson (37).

Priority #3 – Educating the Public and Advocating for the WIC Program

FY 2013 could be grim for the WIC program from a fiscal point of view. It is important to build public support for the program to help in funding fights in 2013 and long term. CWA needs to publicize the effectiveness of the WIC program in order to build public support.

Priority #4 - Maintenance of Traditional Congressional Support among California's Democrats

It remains important to ensure continued to be cultivated - providing their offices with up-to-date information, inviting Members of Congress to clinic openings, visiting their offices when CWA members are in Washington.

KEY MESSAGES:

1. **"WE NEED WIC!"** WIC is vital safety net program that feeds the hungry and saves lives. It also generates jobs and helps local economies. Cutting WIC should not be an acceptable deficit reduction option no matter which side of the aisle you are on. If WIC is cut, mothers and children will go hungry and babies will die.
2. **"WIC WORKS!"** WIC is one of the most effective federal programs ever devised. It is cost-efficient and well-managed. WIC saves federal dollars with a time-limited investment that prevents poor birth outcomes and chronic ill health by providing at-risk young families with modest food prescriptions and education that they need to stay healthy. New evidence shows that WIC's modernized food benefits are reducing obesity and increasing breastfeeding.

PHASE 1 ACTIONS: OCTOBER 1 – NOVEMBER 23, 2011

Return on Investment



End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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