

High Impact Online Communications

Coordinating Your Online Channels with a Publishing Matrix

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Learning Goals

- ▶ Think critically about the different channel-specific audiences at your organization
- ▶ Think critically about your organization-specific audiences
- ▶ Establish an organizational process through the publishing matrix

What is a Publishing Matrix?

A Publishing Matrix is a grid that lays out an organization's online channels as well as the content it publishes on each channel.

Publishing Matrix

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter					
Event Announce					
Action Alert					
Fundraising Appeal					
Blog Post					
Press Release					
New Staff					

Publishing Matrix

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	X
Event Announce	X			X	X
Action Alert		X		X	X
Fundraising Appeal		X			
Blog Post			X		X
Press Release	X			X	X
New Staff	X		X	X	X

Why Do I Care?

► Operational Benefits

- Enumerates
 - Types of content that an organization publishes
 - Online Channels
- Super customizable
- Reminds you of messaging opportunities in organizational communities
- Establishes an organizational communications standard

Why Do I Care?

► Strategic Benefits

- Gets more eyeballs on your content
- Creates more opportunities to propagating messages
- Makes organizational communications more consistent

Questions for Each Channel

- ▶ Who is the audience of this channel?
 - Fans? Funders? Strangers?
- ▶ Do we want to engage this audience with this content type?
 - Will they care about this type of content?
- ▶ If yes, how do we engage them?
 - Tone? Referring link? Full content piece?

eNewsletter – Web Site?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	

- ▶ Who is the audience of our Web Site?
 - Strangers, Resource-Seekers
- ▶ Do we want to engage that audience about our eNewsletter?
 - No. Currently we don't post our eNewsletters to the website.

eNewsletter – Email List?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter				X	X

- ▶ Who is the audience of our email list?
 - People who want updates, news about us
- ▶ Do we want to engage this audience about our eNewsletter?
 - Absolutely
- ▶ If yes, how do we engage them?
 - Send eNewsletter through our email blasting program

eNewsletter – Blog?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	

- ▶ Who is the audience of our blog?
 - People interested in nonprofit tech tips
- ▶ Do we want to engage this audience our eNewsletter?
 - No. Our SSC Blog is more about nonprofit tech topics in general and less about Aspiration organizational updates

eNewsletter – Facebook?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X			

- ▶ Who is the audience of our Facebook page?
 - “Like”-ers of the org. People who want to see your status.
- ▶ Do we want to engage this audience with our eNewsletter?
 - Definitely. These people want to hear from you.
- ▶ How should we engage this audience?
 - Post a link to the hosted version of your eNewsletter

eNewsletter – Twitter?

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	

- ▶ Who is the audience of our Twitter account?
 - Casual followers and fans.
- ▶ Do we want to engage this audience with our eNewsletter?
 - Yes. Twitter is an ignorable stream. It's hard to hurt.
- ▶ How should we engage this audience?
 - Post a link to the hosted version of our eNewsletter

Completed eNewsletter Publishing Matrix Row

Content Types	Communications Channels				
	Web Site	Email List	Blog	Facebook	Twitter
eNewsletter		X		X	X

To Build a Publishing Matrix

- ▶ List all your Content Types (Rows)
 - Example: blog, publications, texts, emails
- ▶ List all your Channel Types (Columns)
 - Where do you publish information?
- ▶ Decide which content is right for each channel.

Publishing Matrix Tips & Tricks

Some **content types** are **channels** too.

- Example: eNewsletter

Content Types	Communications Channel		
	Website	eNewsletter	Twitter
eNewsletter	X		X
Event Announcement	X	X	X

Publishing Matrix Tips & Tricks

Instead of an X, add **example content**.

- Example: What works as a Tweet on Twitter?

Content Types	Communications Channel		
	Website	Email List	Twitter
Event Announcement	x	x	Join us and @ruckusociety for our Activist Tech Teach In June 7 th in Oakland, CA http://www.bit.ly/isf5m
Tweet		x	"A Tweet is like your invisible best friend" @UCLabor Training Participant #TwitterLove

Publishing Matrix Tips & Tricks

Instead of an X, add a **workflow**.

- What are the steps that you take?

Content Types	Communications Channel		
	Website	Craigslist	Twitter
eNewsletter	Post Hosted Version Link to Website		Post Hosted Version Link to Twitter
Event Announcement	Add to Events Page	Post in the Community Events Section	Promote with a Bit.ly Link

Publishing Matrix Tips & Tricks

Assign channels to **the people** in charge of each one at your organization.

Content Types	Communications Channel		
	Website	Email List	Twitter
Assigned to:	Courtney	Matt	Mike
eNewsletter	Post Hosted Link to Website		Post Hosted Version to Twitter
Event Announcement	x	x	Join us and @ruckusociety for our Activist Tech Teach In June 7 th in Oakland, CA http://www.bit.ly/isf5m

Example WIC Publishing Matrix

Content Types	Communications Channels						
	Web Site	Email Blast	Text Blast	Facebook	Twitter	eNewsletter	Print Newsletter
eNewsletters	X	X		X	X		
Reports	X			X	X	X	X
Action Alerts		X	X	X	X		
Event Announce	X	X		X	X	X	X
Press Releases	X					X	
Partner Events					X		

Summary

- ▶ Think about your org's audience for each channel
 - Differences? Tones? Formats?
- ▶ Decide if the content type is right for that audience
 - Develop Org Standard and Process
- ▶ Decide what's the best way to display that content in each channel

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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