

# High Impact eAdvocacy

# Four Processes for Sustainable Online Impact

These training materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5



# Four Processes

**Audience Assessment**



**Publishing Matrix**



**Tracking & Metrics**



**Message Calendar**



# Audience Assessment

## Audiences

- Low income youth of color working in Real Food
- General public youth

**LIVE REAL**

REAL FOOD.  
REAL PEOPLE.  
REAL CHANGE.

# Audience Assessment

## ▶ What is it?

- Thinking critically
  - Who you're talking to vs. Who you WANT to be talking to
- Who are your top 3 prioritized audiences?
- Different audiences require different engagement

# Audience Assessment

- ▶ Why Should I Care?
  - Targeted messaging receives more interaction
  - Saves time, effort & potentially money
  - Informed engagement = community investment

# Publishing Matrix

## ▶ What is it?

- A grid that lays out communications channels & content types with indication on when to use which for what

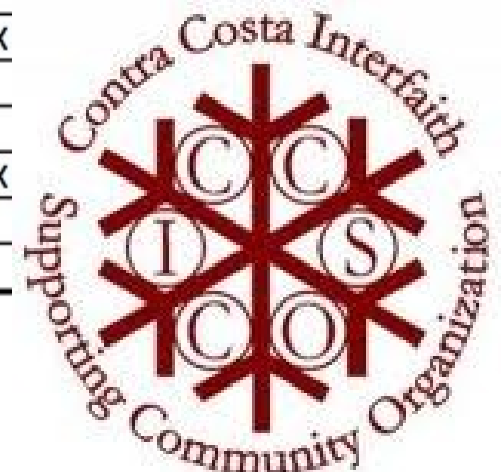
## ▶ Why Should I Care?

- Enumerates all of your communications channels and content types
- Enables broader, deeper messaging
- Establishes an organizational communications standard

# Publishing Matrix

	Website	Media List	Immigration List
Press Releases	Post PR to News Page	Send to Media Contacts via CC	
Media Advisories		Send to Media Contacts via CC	
e-News	Link to appropriate pages		
e-Blasts	Link to appropriate pages		Send via CC
Reports (Issue Research)	Update to Research		
Annual Report	Update to Research		
Event Announcements	Update to Calendar		Send via CC
Website Update	Update appropriate page		
Post Action	Add "news" to website		

	Website	Media List (CC)	Immigration List
Press Releases	X	X	
Media Advisories		X	
e-News	X		
e-Blasts	X		X
Reports (Issue Research)	X		
Annual Report	X		
Event Announcements	X		X
Website Update	X		
Post Action	X		



# Message Calendar

## ▶ What is it?

- Linear calendar tracking communications alongside important dates and other programmatic work
- A way to build and sustain a narrative rather than sending out uncoordinated messages
- An organizational development opportunity :)



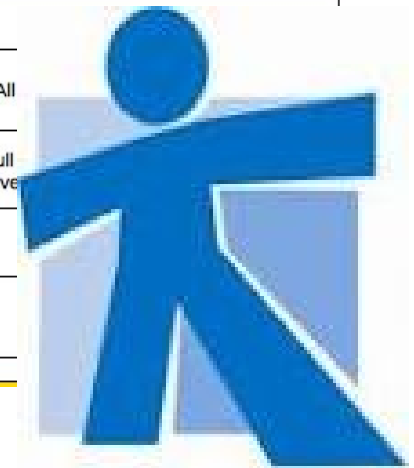
# Message Calendar

## ▶ Why Should I Care?

- Allows you to coordinate different campaigns & communications in tandem
- Saves time, resources
  - Identifies things you can do ahead of time
- Ensures consistency without spam
- Drives messaging discipline

# Message Calendar

California School-Age Consortium						
MESSAGING CALENDAR						
E = external comm	January					Febru
<b>Statewide Programs</b>						
E	Challenge				2/3 - All Contacts, MESSAGE	
E	Policy/Budget Campaign Alerts				1/31 - All contacts, Stop elimination of funding to 11-12 year olds	
E	Leadership Development Institute					
E	State Conference					
<b>Chapter Events</b>						
E	BA Chapter					
E	SAC Chapter	1/5 - All Contacts, MESSAGE	1/10 - NorCal Only, MESSAGE; 1/14 NorCal Only, Message			2/11 - All
E	LA Chapter		1/11 - All Contacts, MESSAGE		2/1 - SoCal Only, MESSAGE	2/9 - full SAC eve
E	OC Chapter					
E	SD Chapter			1/27 - All Contacts, MESSAGE		
E	NC Chapter					



CALIFORNIA  
SCHOOL-AGE  
CONSORTIUM

# Tracking & Metrics

CalWIC					
<a href="http://calwic.org/">http://calwic.org/</a>					
Dates	Unique Visitors	Visits	Pageviews	Page Views/Visitor	Comments
5/9-15/11	613	1342	1778	1.32	
5/16-22/11	646	1256	1835	1.46	
5/23-29/11	629	1276	1721	1.35	
<b>TOTAL MAY 2011</b>	<b>2480</b>	<b>5090</b>	<b>6969</b>	<b>1.37</b>	<b>About half as much traffic as in May 2010 -- why? Conference earlier; other factors?</b>
5/30-6/5/11	516	1082	1541	1.42	pretty steady; 36% new visits; 75% bounce rate = down?
6/6-12/11	608	1333	1815	1.36	Worksite Wellness pages down for updates
6/13-19/11	485	1026	1467	1.43	
6/20-26/11	504	1081	1685	1.56	
6/27-7/3	495	1079	1580	1.46	
<b>TOTAL JUNE 2011</b>	<b>2608</b>	<b>5601</b>	<b>8088</b>		



# Tracking & Metrics

## ▶ What is it?

- Tracking metrics around your measurable goals
- Listening to the feedback around your communications

# Tracking & Metrics

## ▶ Why Should I Care?

- Allows you to see what tools and efforts are being effective
  - Boost the winners, cut the losers
- Gives you evidence of efficacy for funders, community
- Tells you who cares about your work

# Four Processes

**Audience Assessment**



**Publishing Matrix**



**Tracking & Metrics**



**Message Calendar**



# “Audiences” Exercise

- ▶ Find a partner
  - Someone you don't know!
- ▶ And answer these questions:
  - Who are your organization's three primary online audiences
  - What are their goals in engaging with you online?
  - What are your goals in engaging them?

# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!



These training materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0

