

# High Impact Online Communications

## Walking Through a Publishing Matrix Row

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# Learning Goals

- ▶ Think about the different channel-specific audiences
- ▶ Think 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?

## ▶ Operation Benefits

- Enumerates
  - Types of content that an organization publishes
  - Communications Channels
- Super Customizable
- Reminds you of messaging opportunities in all of your communications channels
- Establishes a communications standard for your work

# Why Do I Care?

## ▶ Strategic Benefits

- Gets more eyeballs on your content
- Creates more opportunity for propagating messages
- Makes the engagement of your “base” more consistent

# Questions for Publishing Matrix Channels

- ▶ Who is the audience of this channel?
  - Strangers? Fans? Funders?
- ▶ Do we want to engage that audience for this content type?
  - Will they care about this type of content?
- ▶ If yes, how do we want to 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 them with our eNewsletter?
  - No. Currently, we don't post our eNewsletters to the site

# 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 them with our eNewsletter?
  - Absolutely
- ▶ How should we engage that audience?
  - Send eNewsletter

# 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 specific post content
- ▶ Do we want to engage them with our eNewsletter?
  - No, our SSC Blog is more about NPTEch topics rather than org updates

# eNewsletter – Facebook?

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

- ▶ Audience of our Facebook Page?
  - Fans of the org. People who want your status.
- ▶ Do we want to engage with eNewsletter?
  - Definitely, these people want news from you.
- ▶ How should we engage that audience?
  - Post a link to the hosted newsletter

# eNewsletter – Twitter?

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

- ▶ Who is the audience of our Twitter page?
  - Casual followers and fans
- ▶ Do we want to engage with eNewsletter?
  - Yes. Twitter is a flexible stream. Hard to hurt.
- ▶ How should we engage that audience?
  - Post a link to the hosted eNewsletter

# Completed eNewsletter Publishing Matrix Row

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

# Summary

- ▶ Think about your org's audience for each channel
  - Differences? Tones? Formats?
- ▶ Decide if the content type is right for that audience
  - Creating an organizational process/standard
- ▶ Decide best way to offer the content based on the channel
  - Post a link? Discuss an opinion? Ask for feedback?

# Let's 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?
- ▶ Decided which content is right for which channel.



# Publishing Matrix Tips & Tricks

- ▶ Some “Content Types” are “Channels” too
  - For 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
  - For example, an template for a Twitter tweet

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

# Publishing Matrix Tips & Tricks

- ▶ Instead of an “X” add a workflow
  - For example, “Post hosted link”

Content Types		Communications Channel	
eNewsletter	Website	Craigslist	Twitter
	Post Hosted Version Link to Website		Post Hosted Version Link to Twitter
Event Announcement	Add to Events Page	Post in the Community Events Section	Add a bit.ly link to the event registration

# Publishing Matrix Tips & Tricks

- ▶ Assign channels to people at your organization
  - For example, Courtney deals with the web

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 <sup>th</sup> in Oakland, CA <a href="http://www.bit.ly/isf5m">http://www.bit.ly/isf5m</a>

# Example: Project Pub Matrix



## Aspiration Central Valley Program Publishing Matrix

	CV - discuss list	CV - Email List	Asp Twitter	Asp Facebook	SSC Toolbox	Answr	Asp CV Website Page	PDF Flyer	CV Blog	Eventbrite	Flickr	Partner Sites-CMC/ZD/YLI
Training Announcement	X	X	X	X			X	X	X	X		X
Training Reminder		X	X									
Thanks for Coming		X										
Espanol Versions *	X	X						X	X			
Post-event Recap	X								X			
Photo			X - Link to album	X - Album			X		X		X - Create Set	
Notable CV Mentions				X	X	X			X			

\*if necessary

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# End Of Section

- ▶ Questions?
- ▶ Comments?

# Thank You!

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