

High Impact eAdvocacy

Spectrums of Engagement

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 **ASPIRATION**

**BETTER
TOOLS
FOR A
BETTER
WORLD**

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



twitter



facebook

Blogging

Email

Web Site

First person singular

“I”

Informal and fun



First person plural

or third person

“We” or “The org”

Spectrums of Online Engagement

Frequency of Message

twitter

facebook

Blogging

Email

Web Site

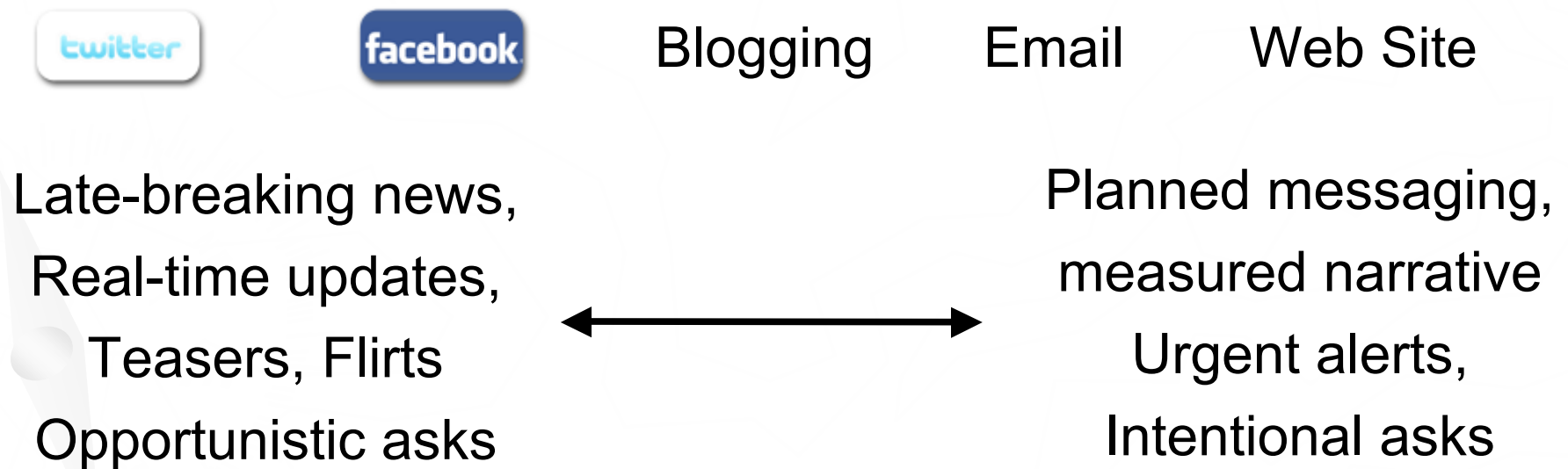
Frequent – can be
daily or more often



Less frequent -
Weekly to monthly

Spectrums of Online Engagement

Matching Tools to Message



Spectrums of Online Engagement

Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience



“Traditional”
org control

Spectrums of Online Engagement

Time/Labor Investment

twitter

facebook

Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

That's All!

- ▶ Questions?
- ▶ Comments?

Thank You!

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