

High Impact eAdvocacy

Organizing Your Online Channels with a Publishing Matrix

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**BETTER
TOOLS
FOR A
BETTER
WORLD**

Learning Goals

- ▶ Thinking about channel-specific audiences
- ▶ Thinking about organization-specific audiences
- ▶ Establishing org. 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
 - Communications Channels
 - Super Customizable
 - Reminds you of messaging opportunities in all of your communications channels
 - Establishes an 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 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 that audience about our eNewsletter?
 - Absolutely
- ▶ How should we engage that audience?
 - Send eNewsletter through email

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 that audience about our eNewsletter?
 - No. Our SSC blog is more about nptech topics in general rather than org updates.

eNewsletter – Facebook?

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

- ▶ Who is the audience of our Facebook Page?
 - Fans of the org. People who want to see your “status”
- ▶ Do we want to engage that audience about our eNewsletter?
 - Definitely. These people want news from you.
- ▶ How should we engage that audience?
 - Post a link to the hosted version of the eNewsletter

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 & fans
- ▶ Do we want to engage that audience about our eNewsletter?
 - Yes. Twitter is an ignorable stream. Hard to Hurt
- ▶ How should we engage that audience?
 - Post a link to the hosted version of the 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
 - In process, creating org. process/standard
- ▶ Decide best way to offer the content based on the channel
 - Add sample text to pub. Matrix as guideline for staff

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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Let's Build a Publishing Matrix

- Think about the audiences you're trying to reach
- Think about all the places you do communications
- Think about all the types of content you post and how you can "mulch" it in other channels