

High Impact Online Communications

Social Media

New Tools for New Reach

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Introductions

▶ Matt Garcia

- Director of Communications & Training
- matt@aspirationtech.org

▶ Aspiration

- Nonprofit
- Helps nonprofits & organizations use technology better for their missions



Our Goals

- ▶ Explore the possibilities of social media and its appropriate use
- ▶ Learn some basic workflows for common social media tools that you can use in your work
- ▶ Demonstrate a process framework for coordinating social media
- ▶ Answer your questions

First Things

- ▶ This training is envisioned as a dialog
- ▶ Please ask questions early and often
 - Especially if we use technical jargon or weird vocab
- ▶ Make it valuable for you!



What is Social Media?

- ▶ Online platforms that enable users to easily communicate, share, and collaborate with friends, friends of friends, even strangers
 - Conversations with people online
 - Made for people, not organizations
 - Not your virtual megaphone



Advantages of Social Media

▶ Get Relevant News

- Allows you to receive curated news from other people in your issue space

▶ Increase Exposure

- Gives you easy access to new networks of people through sharing

▶ Generate Conversation & Feedback

- Allows two-way conversations

Caveats of Social Media

- ▶ Can take a lot of time
 - Time = Resources
- ▶ Big corporations want your data
 - You are the product
- ▶ There are a billion tools
 - It can take time to figure out which to use
- ▶ Digital Divide
 - Never forget those left out by online efforts



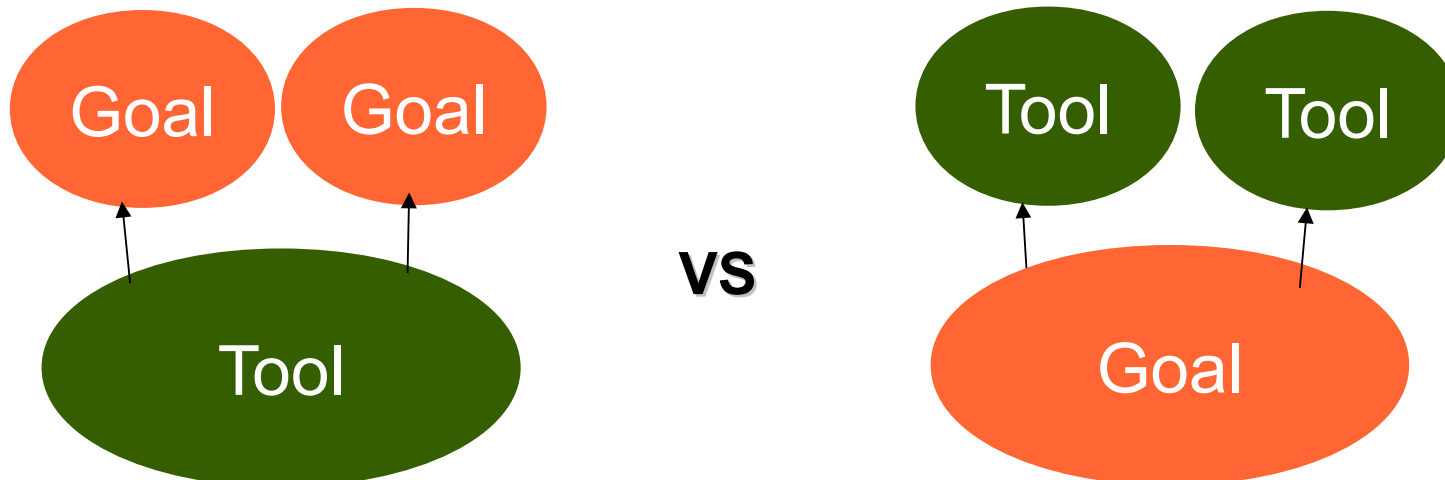
Audience Exercise

- ▶ Who are your top three audiences online?

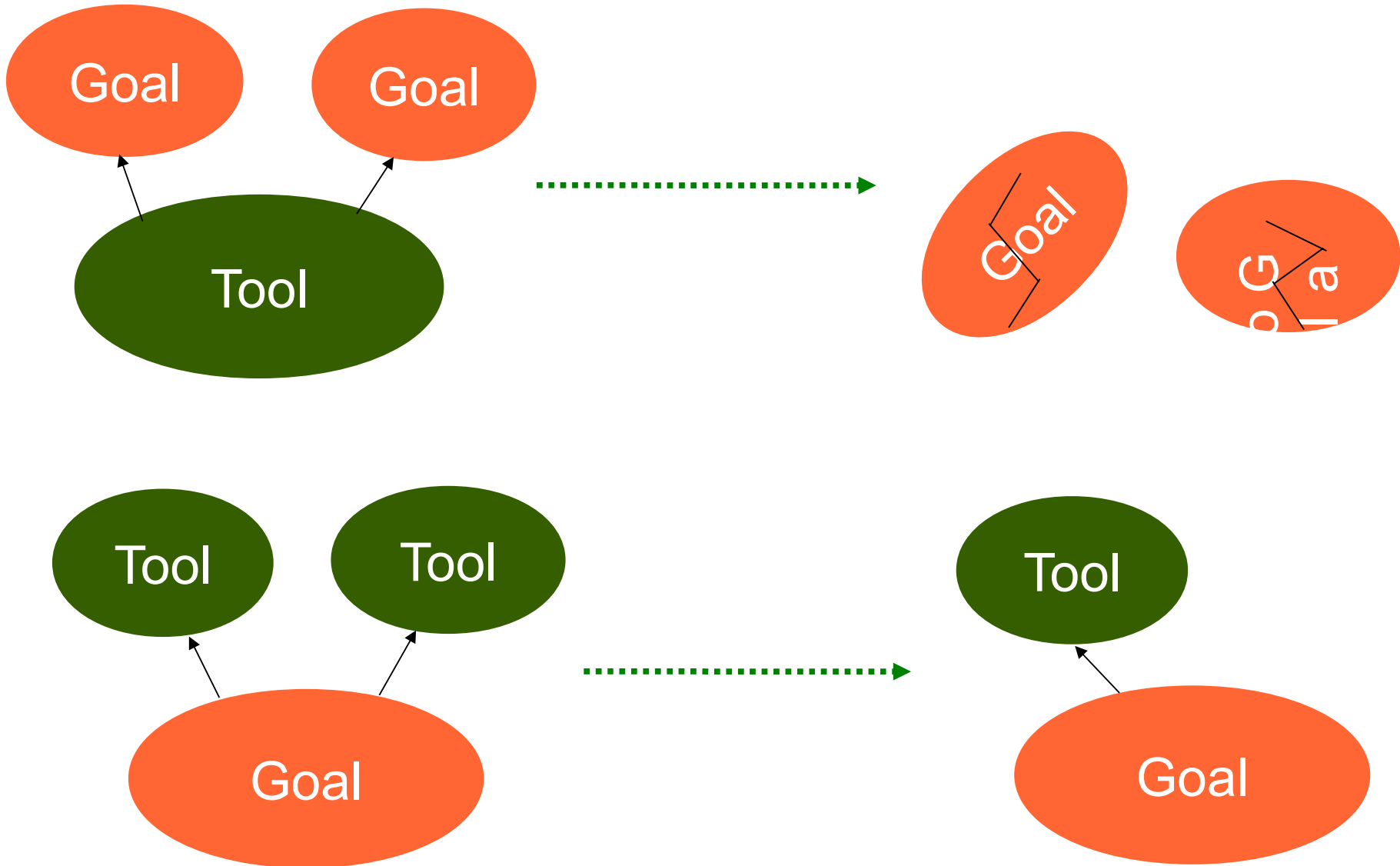


What are your goals?

- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you're using fails you



Tool Agnostic?



Example Goals

Goal	Measurability	What does success look like?	Tools
Increase attendees at annual event through online efforts	<ul style="list-style-type: none">• Compare this year's attendance to last year's• Have a "How'd You Hear" place on registration	10% increase in attendance from last year	<ul style="list-style-type: none">• Twitter• Texting
Rethink Your Drink Increase awareness of health risks around drinking sugar-sweetened beverages			

Bottom Line

- ▶ Online tools aren't a magic bullet
- ▶ You need:
 - A measurable goal
 - To know who you're talking to
 - Effective tactics to realize your goal
 - A plan for engaging supporters and well-defined ways for them to plug in
- ▶ Overall you need to think through how you're using your limited resources to support the work of your organization

▶ Questions?

▶ Comments?

A large, yellow, multi-pointed starburst shape with a red outline and a grey drop shadow, centered on the page. The text is written inside this shape.

**Let's Jump Into
Some Tools**

Facebook

The screenshot shows the Facebook page for 'Soda Free Summer'. The page header includes the Facebook logo, a search bar, and the user's name 'Matt Garcia' with a 'Home' link. The main content area features a large blue 'JR DRINK' logo and a 'Soda Free Summer' profile picture. Below the logo, there are buttons for 'Like' and 'Message', and a notification that the page has 1,017 likes and 43 people talking about it. The page is categorized as 'Community/Government' and lists an address in Oakland, CA, and a phone number. Navigation tabs for 'About', 'Photos', 'Likes', 'Map', and 'Events' are visible. A 'Highlights' dropdown menu is located below the navigation tabs. The main content area is divided into three sections: a post creation box, a post by 'Soda Free Summer' from about an hour ago, and a link shared by 'Soda Free Summer' yesterday. The post by 'Soda Free Summer' contains a quote: "It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change." - IOM. The link shared by 'Soda Free Summer' is titled "The End of Soda?" and includes a quote: "America's thirst for colas...might finally be waning. We might be looking for more variety...Or we might be...responding to price signals." AMEN! #sodafree. The right sidebar contains a 'Create a Page' button, a 'JEEP' profile, and a 'Hustler Club SF' profile. The bottom right corner of the page features the 'ASPIRATION' logo.

facebook Search Matt Garcia Home

Soda Free Summer
1,017 likes · 43 talking about this · 0 were here

Community/Government
3600 Telegraph Avenue, Oakland, CA.
1 (510) 595-6454

About Photos Likes Map Events

Highlights

Post Photo / Video

Write something...

Soda Free Summer
about an hour ago

"It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change." - IOM

Like · Comment · Share

2 people like this.

Write a comment...

Soda Free Summer shared a link.
Yesterday

"America's thirst for colas...might finally be waning. We might be looking for more variety...Or we might be...responding to price signals." AMEN! #sodafree

The End of Soda?
www.theatlantic.com

Sales of soft drinks are falling in the United States. But don't start writing the industry's obituary yet.

Like · Comment · Share

Recent Posts by Others on Soda Free Summer See All

- Health Matters In San Francisco**
Saw this article (Richmond soda tax to fight obesity m...
1 · May 17 at 9:54am
- LIFT for Teens**
We're teaching teens how to make healthier bevera...
1 · May 16 at 11:47am
- Kathleen White McMillan**
Check out our middle school: http://charlotte.news...
May 15 at 3:34pm
- Life's Sweeter with Fewer Sugary Drinks Challenge**
Did you know that it's Drinking Water Week? Here a...
7 · May 9 at 11:59am

More Posts

Recommendations

Write a recommendation...

Likes See All

- Let's Move**
Government Organization Like
- Life's Sweeter with Fewer Sugary Drinks Challenge**
Community Like
- Yale Rudd Center for Food Policy & Obesity**
Non-Profit Organization Like
- Boston Public Health Commission**
Health Agency · Community & Government Like
- HealthyLiving...forLife!**
Health Agency Like

Twitter

The screenshot shows a Twitter profile for 'Aspiration'. The header includes navigation links for Home, Connect, and Discover, along with a search bar and a profile icon. The profile card displays 755 tweets, 135 following, and 290,441 followers. Below this is a 'Who to follow' section with three suggestions: Lauren Weinstein, Joanne Fritz, and Morgan Allan Knutson. A 'San Francisco trends' section lists various hashtags like #MastersOfMovement, #InstantTurnOn, and #WaysToTellPplTheyreUgly. The main 'Tweets' column features five tweets, including one from @rabbleca about progressive change, one from @IrfanDhalla about 'Unsavoury' Canada, one from @PialiRoy about white privilege, one from @CPEHN about TV ads and diets, and one from @IainMarlow about Cinder blocks.

Aspiration
View my profile page

755 TWEETS 135 FOLLOWING 290,441 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

- Lauren Weinstein** @laurenweinstein
Followed by Julia Angwin and others
Follow
- Joanne Fritz** @joannefritz
Follow
- Morgan Allan Knutson** @rnorgan
Followed by Amara and others
Follow

San Francisco trends · Change

- #MastersOfMovement Promoted
- #InstantTurnOn
- #WaysToTellPplTheyreUgly
- SlideShare
- #ThatsWhatIHate
- Galaxy S III
- Cinco de Mayo
- Poetic Justice
- Floyd Mayweather
- Pacquiao

Tweets

rabbleca @rabbleca 9m
@JimboStanford shares ideas for progressive change. Share your ideas too - 'If You Could Change One Thing' rabble.ca/columnists/201... #cdnpoli
Retweeted by Marco Campana
Expand

Irfan Dhalla @IrfanDhalla 17m
'Unsavoury' is right. This is not the Canada I know and love. Read this by @ArmineYalnizyan tgam.ca/D9m9
Retweeted by Marco Campana
Expand

Piali Roy @PialiRoy 14m
"@hji: RT @ethnicaisle: Terrific quote on white privilege by Fran Lebowitz in @laineygossip post on @aplusk brownface bit.ly/KhhGIL"
Retweeted by Marco Campana
Expand

CPEHN @CPEHN 7m
RT @calhealthline: TV Ads Linked to Unhealthy Diets in Young Adults (via @medpagetoday) bit.ly/luwagN
Expand

Iain Marlow @IainMarlow 18m
hahaha RT @JProskowGlobal: Odd. Cinder blocks behind fords house today, compared to last night. bit.ly/IZsjFz
pic.twitter.com/POxhTOLs
Retweeted by Marco Campana
View photo

Robert Cerjanec @robcer 19m

High Impact Online Communications

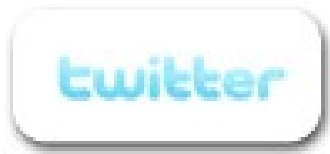
Spectrums of Engagement

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5 Common Online Communications Tools



Blogging

Email

Web Site



Target Audience



Blogging

Email

Web Site

Know you; want
constant information
and details
about your work.



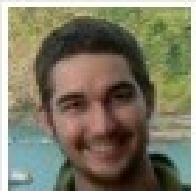
Potential supporters,
learning about
your work
and organization

Target Audience



Home Profile Contacts Groups Jobs Inbox 12 Companies News More

People Search... Advanced



Hey, are you in 6th grade? Interested in Soccer? Come to our Soccer Club in the park on Saturday!

Attach a link

visible to: anyone



Share

Matching Tools to Message



Blogging

Email

Web Site

Late-breaking news,
Real-time updates,
Teasers, Flirts
Opportunistic asks



Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

Matching Tools to Message

[Click to view this message in a browser](#)

{VR_SOCIAL_SHARING}

[Forward this to a friend](#)



I had a great lunch with CalWIC today! Love to see the work they're doing: <http://www.calwic.org>

Our Mission

Aspiration's mission is to connect nonprofit organizations with software solutions that help them better carry out their work. We want nonprofit organizations to be able to find and use the best software available, so that they maximize their effectiveness and impact and, in turn, change the world.

Aspiration is a values-driven nonprofit technology organization.

[Read Our Manifesto](#) and let us know what you think.

Contact Us



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Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience, Tool



“Traditional”
org control

Control of Message & Brand



Time/Labor Investment



Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Time/Labor Investment



Next Steps

- ▶ Define measurable goals around your online communications tool use
- ▶ Determine differences in tool use for your organization as a whole and for specific campaigns
- ▶ Learn how to measure success on the tools you are using

▶ Questions?

▶ Comments?

**Let's talk about
some workflows**

High Impact Online Communications

Coordinating Your Online Channels with a Publishing Matrix

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

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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 Channels

- ▶ Who is the audience of this channel?
 - Strangers? Fans? Haters?
- ▶ 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					

- ▶ Who is the audience of our web site?
 - Strangers, Resource-Seekers
- ▶ Do we want to engage them with our eNewsletter?
 - 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					

- ▶ 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 through email blaster

eNewsletter – Blog?

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

- ▶ Who is the audience of our blog?
 - People interested in organizational updates & news
- ▶ Do we want to engage them with our eNewsletter?
 - No, our blog is more about tech topics 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 our status.
- ▶ Do we want to engage them with our eNewsletter?
 - Definitely, these people want news from us.
- ▶ 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 and fans
- ▶ Do we want to engage them with 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
 - 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 th in Oakland, CA http://www.bit.ly/isf5m
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
Event Announcement	Post Hosted Version Link to Website Add to Events Page	Post in the Community Events Section	Post Hosted Version Link to Twitter 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 site

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		

▶ Questions?

▶ Comments?

High Impact Online Communications

Recap

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Funded by the ZeroDivide Foundation

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Recap

- ▶ Remember to define your social media goals to make the most of your time/resources
- ▶ Don't feel like you have to be on everything
 - Baby steps; Bite off as much as you can chew
- ▶ Think about which tool is right for your goals and audiences
- ▶ Have an organizational process for your communications

Don't Be a Stranger

- ▶ Matt Garcia
 - matt@aspirationtech.org
- ▶ <http://aspirationtech.org>
- ▶ <http://blog.socialsourcecommons.org>



Aspiration's eAdvocacy Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy capacity-building trainings
- ▶ Social Source Commons
 - <http://socialsourcecommons.org>
 - Inventory of available tools
- ▶ SSC Blog
 - <http://blog.socialsourcecommons.org>



4 Processes for Sustainability



Goals & Audience Assessment

- Do you know who you're talking to?



Publishing Matrix

- Do you have a model for when to use what tool?



Message Calendaring

- Is all messaging on a unified calendar?



Tracking & Metrics

- Which techniques are working?

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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