Increasing the Impact of Your Online Communications

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Introductions

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Let's Get Interactive

- Participants know more than the trainer

- Ground Rules
  - Interpret the statement however you like
  - 1 point when speaking
  - No spectators

- Let's get started...
Our Goals

► Explore using online communications as an organization
► Demonstrate a framework to help coordinate your online content
► Build intentional listening into your communications strategy
► Most importantly, answer your questions
First Things

► This training is envisioned as a dialogue

► Please ask questions early & often
  ▪ Especially if and when we use technical jargon

► It will be only as valuable for you as you make it!
Limitations of Online Organizing

► Digital divides
  ▪ Never forget who is left out by “e” strategies

► Trust relationships are best built in person
  ▪ Online organizing is most effective when it leverages established social networks and communities

► Each community and campaign is different
  ▪ Your mileage will vary
Caveats of Online Tools

- Can take a lot of time
  - Time = Money

- Big corporations who want your data
  - You are the product

- There are billion of tools
  - Which ones do we need?

- Tools change EVERY. SINGLE. DAY.
  - How can we keep up?
Know Your Audience

—who are you trying to reach?
But what tool is right for me?

► It depends...
  ▪ Who are you trying to reach?

► It also depends...
  ▪ What are you trying to get done?
  ▪ What value or benefit can you offer?

► Overall you need a communications strategy before worrying about social media tools to use.
Spectrum – Target Audience

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

Potential supporters, learning about your work and organization.
Spectrum – Tone and Voice

First person singular
“l”
Informal and fun

Blogging         Email         Web Site

First person plural
or third person
“We” or “The org”
Control of Message and Brand

- Shared with Audience
- “Traditional” org control

Twitter, Facebook, Blogging, Email, Web Site
Bottom Line

Online tools aren't a magic bullet

You need:

- An measurable goal
- A compelling message
- Effective tactics to realize your goal
- A plan for engaging supporters and well-defined ways for them to plug in

eAdvocacy is more about organizing and organizational challenges than tech challenges
Aspiration's eAdvocacy Initiative

► Goal: Organizational self-sufficiency online

► Aspiration eAdvocacy Capacity-Building
  ▪ Webinars
  ▪ Seminars
  ▪ Training Materials

► SSC Blog
  ▪ http://blog.socialsourcecommons.org
End Of Section

► Questions?
► Comments?

Thank You!

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