High Impact eAdvocacy

Four Processes for Sustainable Online Impact

These materials have been prepared by Aspiration

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Learning Goals

► Address ways of identifying who your online audiences actually are

► Review processes for coherently maintaining all your online activities

► Define "Publishing Matrix", "Messaging Calendar, and "Social Media Dashboard"

► Emphasize the central role of DATA in your advocacy and organizing

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4 Processes for Sustainability

► Audience Assessment

- Do you really know who you are talking to?

► Publishing Matrix

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

► Message Calendaring

- Is all online messaging on a unified calendar?

► Social Media "Dashboarding"

- Do you know where you're mentioned online?

► Survey: Who uses all these?

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Know Thy Audience(s)

▶ Audience survey

- How do you analyze web traffic?
- What is one thing you would tell a peer about using online tools to identify their audiences?

▶ Baseline Indicators

- Pages viewed, search keywords used
- Where does traffic come from; who links to you?
- Which mailing list segments drive what traffic?
- Other tricks?

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Know Thy Audience(s)

► Email

- Who opens your emails? Who clicks on links?

► Facebook

- Who are your "friends"/"fans"? Who are theirs?

► Twitter

- Who is following you? Who is re-tweeting you?

► Blogs

- Who comments, who reposts, who links back?
- Who subscribes to your feed(s)

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Consider a "Publishing Matrix"

► Audience survey:

- Do you have an integrated way for deciding which messages go to which online channels?

- What's tweet-worthy, what is "just" web content?

► Do you model your tools as a spectrum?

- Tone and voice

- Time and labor investment vs ROI

- Appropriateness of message to channel

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"Publishing Matrix": Audiences

► Who are all of your current online audiences?

► Who are your potential and most desired online audiences?

- How do you recruit and engage these potential audiences?

- Through what different channels will these online audiences engage with your organization?

- What if any are the differences in how you will communicate with different audiences?

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Calendar Your Messaging

► Audience survey

- Do you preschedule online messages? How far?
- Do you model messages within narrative arcs?
- Do you have pre-send and post-send checklists?

► Message calendars enable you to

- Track messaging arcs
- Sustain consistent messaging
- Coordinate internal processes and projects
- Avoid list fatigue

Watch a Social Media Dashboard

► Free, low-cost and pricey tools exist to let you track how you're being seen online

  ▪ iGoogle, NetVibes, Radian6, etc

► Use a dashboard to track strategic keywords

  ▪ Organizational name and acronym

  ▪ Campaign and issue keywords, key staff names

  ▪ Target, opponent, and decision-maker names

► Is your outbound messaging propagating?

  ▪ What are the reactions?

Obligatory Admonitions

► Control your data!

- Unity: Know your data universe and treat it as such
- Redundancy: Have a complete and sustainable backup process
- Control: Take steps to avoid losing access
- Portability: Confirm your migration options in advance
- Privacy: Honor "theirs", assert "yours"

Obligatory Admonitions

► Control and unify your online identity

  ▪ Route as much engagement as possible through domain name(s) you control

  ▪ Strive for disintermediated fallbacks

► Presume Facebook and Twitter will die violently or fade to dust

  ▪ See: "Friendster"

► Specific case: Blogs

  ▪ OurEDBlog.typepad.com is a bad idea

Summary

- ► Have processes in place for
  - Audience Assessment
  - Publishing Matrix
  - Message Calendaring
  - Social Media "Dashboarding"
- ► Control your identity and your data
  - Take control of your online destiny
  - Your data is your digital power and your path to fundraising success

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That's All!

► Questions?

► Comments?

Thank You!

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