

High Impact eAdvocacy

Spectrums of Engagement

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Spectrums of Online Engagement

Target Audience



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



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



Blogging

Email

Web Site

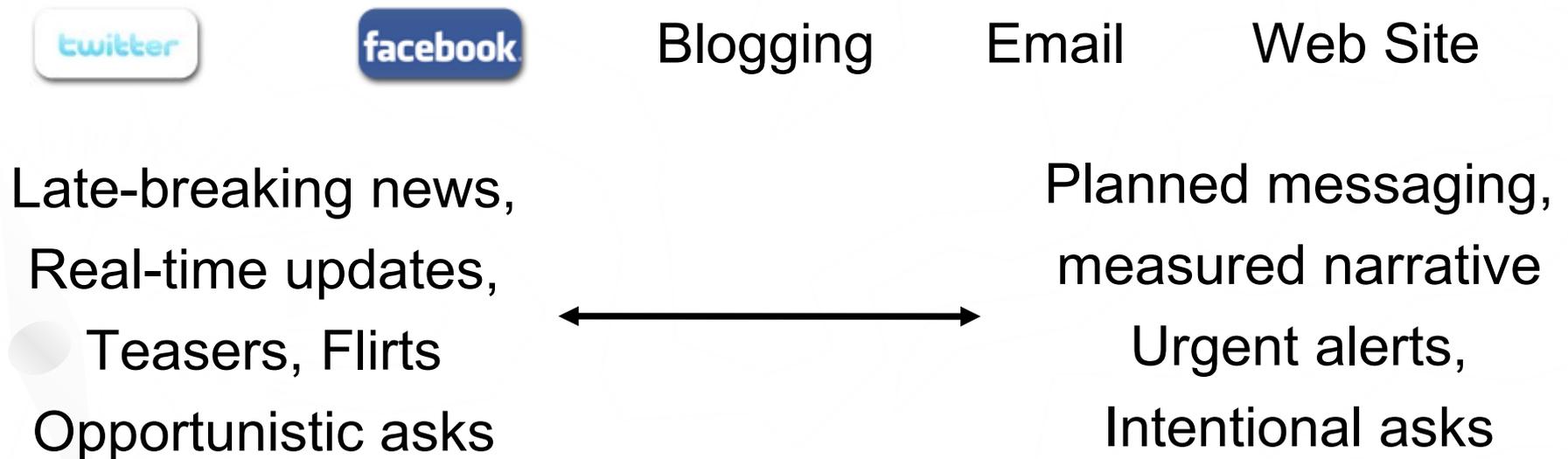
Frequent – can be daily or more often



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



Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Spectrums of Online Engagement

Return on Investment



Blogging

Email

Web Site

TBD; uneven,
subject to change



“Knowable”, based
on past patterns

That's All!

- ▶ Questions?
- ▶ Comments?

Thank You!

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