Communications Processes

Coordinating Communications Channels

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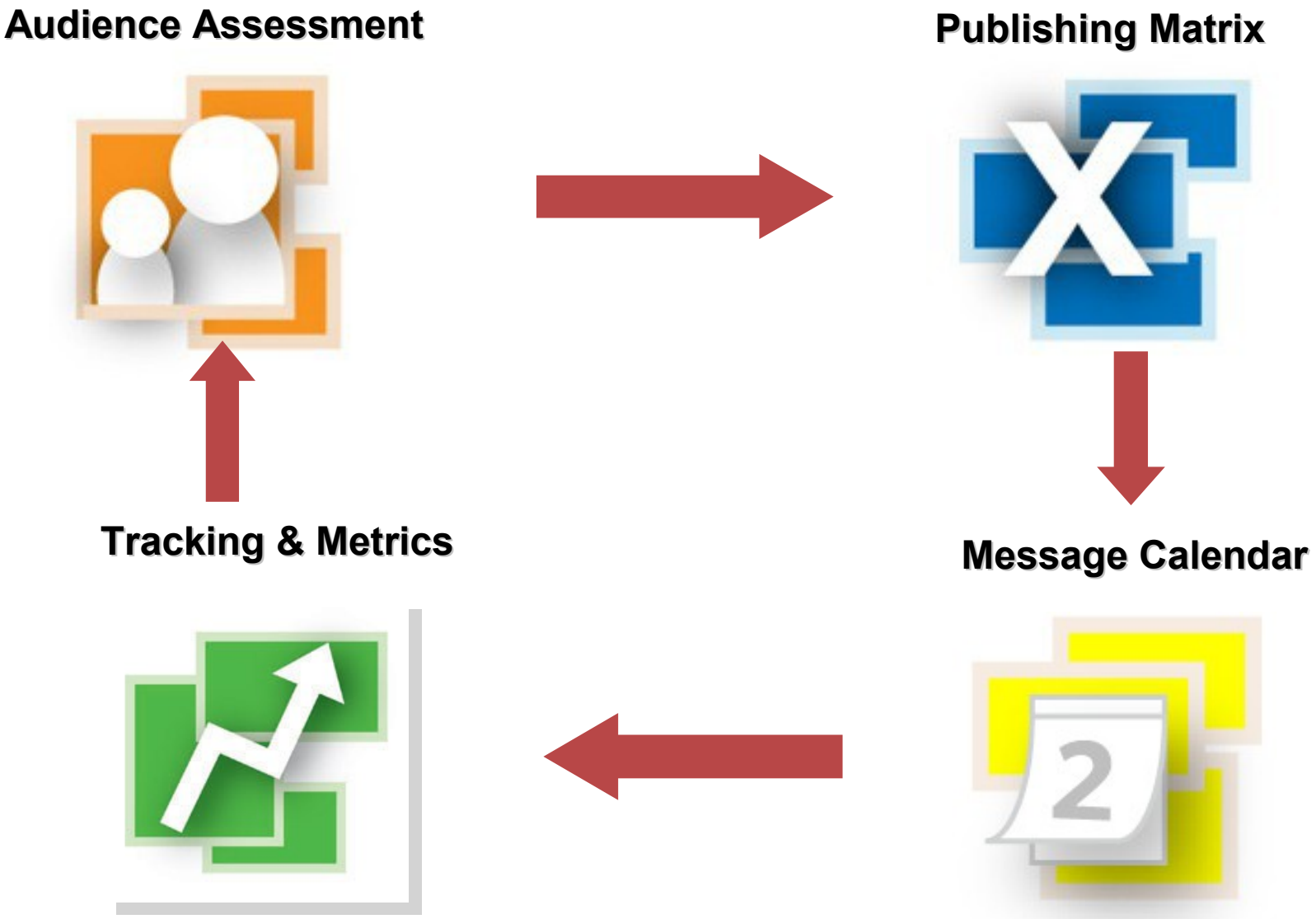
- Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- We serve as **ally, coach, strategist, mentor** and **facilitator** to those trying to make more impactful use of information technology in their social change efforts.
- www.aspiriationtech.org/services

Learning Goals

- Think through standard practices of coordinating communications at your organization
- Find ways to save time, re-use content and coordinate your communication channels
- Establish an organizational standard through the Publishing Matrix

Four Processes



Get Content to Audience

- Who needs to see your content?
- Where are they most likely to see it?

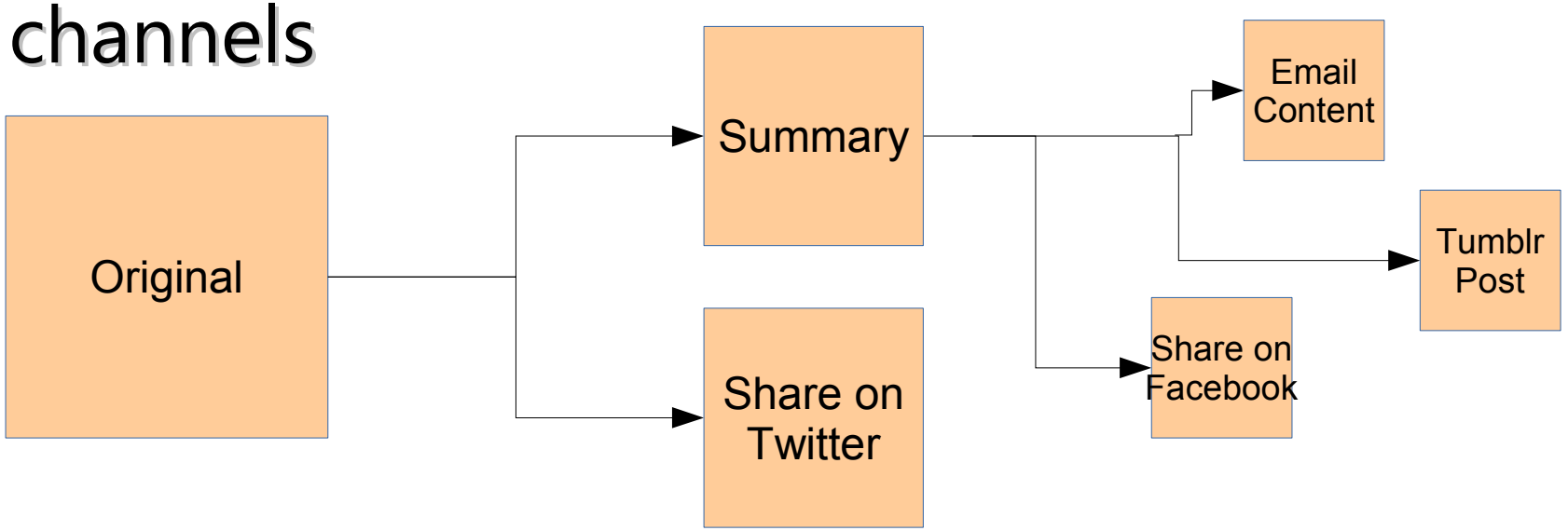
Ex.: Event Announcement to Audience

- Who needs to see your Event Announcement?
- Where are they most likely to see it?

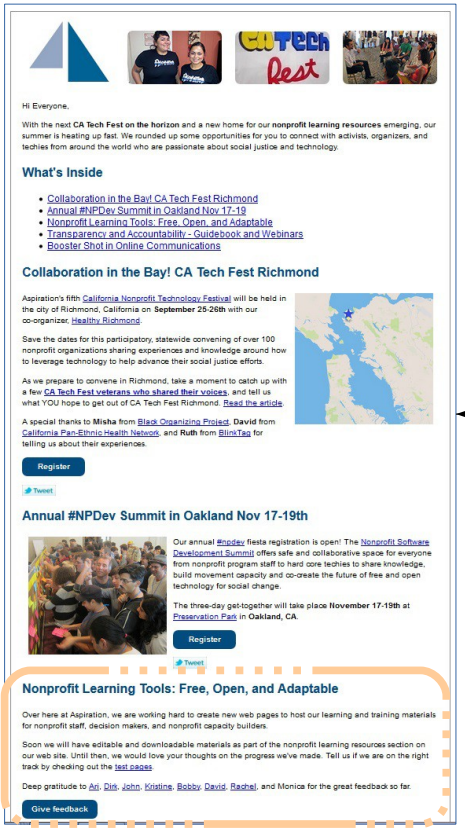
• Twitter • Tweets with @ & # tags	• Email Newsletters • Tumblr	• Facebook • Craigslist • YouTube

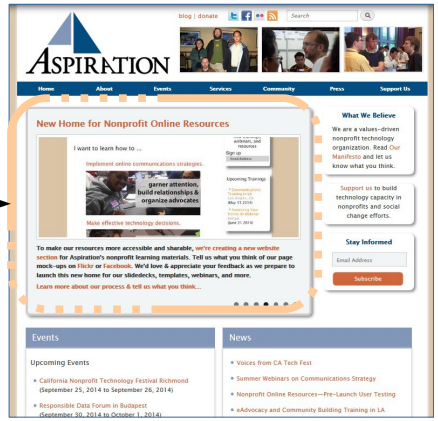
Reuse-Remix-Recycle

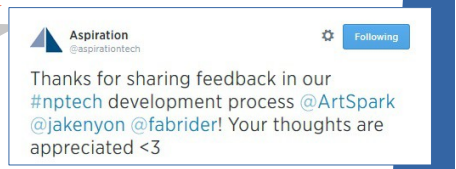
- On average, email newsletters take 20 hours to create
- Blog posts and other "long form" content takes time to develop & publish
- Get the biggest ROI by posting content on other channels

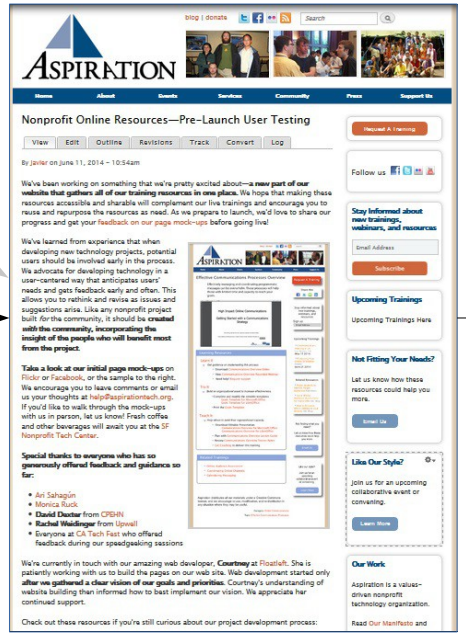


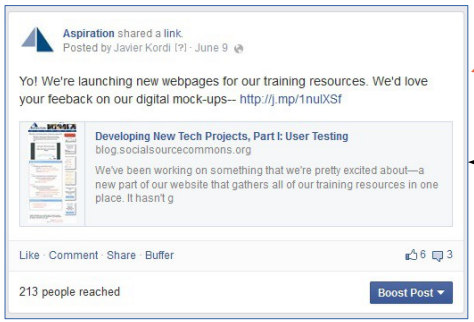
Reuse-Remix-Recycle











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Consistent Presence

- Not calling any group out, but we've all seen it…
  - "They tweeted everyday until this past April, are they still around?"
- Be consistent source of information and people will start to rely on finding information by checking specific places.
  - "I read every Enewsletter, that is how I know what to volunteer for."
  - Put your community members in the "drivers seat" to connecting with you.

What is a Publishing Matrix?

- How can you operationalize these processes to make sure they happen consistently?
- A Publishing Matrix!
  - A grid to help you figure out which communications channel to use for what type of message whether in a campaign or for an organizational standard as a whole

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					

Channels

- Tools used to communicate with different audiences
  - Online or Offline
    - eNewsletter vs. paper newsletter
  - Organizational or Non-organizational
    - Web site vs. Craigslist

Content Types

- Kinds of messages sent out to different audiences
  - Facilitate action
  - Inform
  - Organizational or non-organizational
    - Org update vs. recommending a partner resource

Content Types
eNewsletter
Event Announce
Action Alert
Fundraising Appeal
Blog Post
Press Release
New Staff
?
?

Questions for Channels

- Who is our audience for this channel?
  - Strangers? Fans? Funders?
- Do they want this type of content?
  - What value is it providing? Are they getting it somewhere else?
- If yes, how should we deliver it?
  - Tone? Referring link? Full content piece?

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

Pub. Matrix in Practice

- Javier shares his experience with using a Publishing Matrix
- View one of Aspiration's Publishing Matrices

Walking Through a Row

	Web Site	Email Blast	Blog	Facebook	Twitter
Partner Resource			X	X	X

- Who is our audience for this channel?
- Do they want this type of content?
- If yes, how should we deliver it?

Walking Through a Row

	Campaign Page	Dedicated eBlast	Text	Paper Newsletter	Twitter	eNewsletter
Action Alert	X	X	X		X	

- Who is our audience for this channel?
- Do they want this type of content?
- If yes, how should we deliver it?

Pub. Matrix in Practice

- Let's build one together!
- Editable Publishing Matix Template
  - https://aspirationtech.org/files/AspirationPubMatrixTemplate_0.xls

Customizations

- Some content types are channels
  - For example, eNewsletter

Content Types	Communications Channel		
	Website	eNewsletter	Twitter
eNewsletter	X		X
Event Announcement	X	X	X

Customizations

- Instead of an "X", add example content
  - For example, an template Twitter Tweet

Content Types	Communications Channel		
	Website	Phone	Twitter
Event Announcement	X		Join us on <date> for <event name> ! <link> Can't wait to see you there!
Action Alert	X	X	Help us fight <enemy> by joining us to <action> this week! <link>

Customizations

- Instead of "X" add the process of doing it
  - For example, "Post Hosted Link"

Content Types	Communications Channel		
	Website	Craigslist	Twitter
eNewsletter	Post hosted version to "Newsletters" page		Post hosted link as a bit.ly
Event Announcement	Add to "Events" page	Post in the "Community Events" section	Post event page from web site as a bit.ly; cc: partner orgs to RT

Customizations

- Assign channels or content types to people
  - For example, Courtney is our web person

Content Types		Communications Channels		
	Assigned to	Website	eNewsletter	Twitter
Assigned to		Courtney	Misty	Matt
eNewsletter	Misty	X		X
Event	Jessica	X	X	X

Basic

- Simple Campaign Publishing Matrix

Content Types	Communications Channels						
	Web Site	Email Blast	Tumblr	Facebook	Twitter	eNewsletter	Text
Action Alert	X	X		X	X		X
Event Announce	X			X	X	X	
Protest Assemble		X		X	X		X
Fundraising Appeal	X	X			X		
Weekly Recap			X		X		
Press Release	X	X		X	X		
New Job Opening	X				X	X	

Advanced

- Some processes added

Content Types	Communications Channels						
	Web Site	Email Blast	Tumblr	Facebook	Twitter	eNewsletter	Text
Action Alert	Post to front page	Send to "Action" Segment		Post bit.ly to web site	Post bit.ly to web site		X
Event Announce	Post to "Events"			X	X	X	
Protest Assemble		Send to "Protest", "Media"		X	X		X
Fundraising Appeal	X	X			X		
Weekly Recap			X		Post bit.ly to Tumblr post		
Press Release	X	X		X	X		
New Job Opening	Post to "Jobs"				X	Put in Sidebar	

Brain Exploding

- Assignments, processes defined, examples

Content Types		Communications Channels						
	Assigned to	Web Site	Email List	Tumblr	Facebook	Twitter	eNewsletter	Text
Assigned to		Courtney	Misty	Matt	Matt	Misty	Misty	Jessica
Action Alert	Matt	Post to front page	Send to "Action" segment		Post bit.ly of web page	Post bit.ly of web page		Join us on <date> to tell <enemy> what we think
Event Announce	Jessica	Post to "Events"			Create Facebook Event	Tweet out details	Add as main content piece	
Protest Assemble	Misty		Send to "Protest", "Media"			Tweet out details		Protest will be <date> at <time>. <other info>
Fundraising Appeal	Matt	Post to front page sidebar	Send to all			Post bit.ly to web page		
Weekly Recap	Matt			Post with best tweets, posts of week		Post bit.ly of Tumblr post		
Press Release	Matt	Post to front page & "Press Releases"	Send to all		Post bit.ly of web page	Post bit.ly of web page		
New Job Opening	Jessica	Post to "Jobs"			Post bit.ly of web page	Post bit.ly of web page	Put in sidebar	
eNewsletter	Misty	Post to "Newsletters"	Send to all		Post bit.ly of hosted link	Post bit.ly of hosted link		

Operational Benefits

- Enumerates Channels & Content Types
- Defines communications processes
- Highlights ways to save time, effort
  - Reusing content
  - Redistributing responsibilities
- Reveals messaging opportunities in underused channels
- Establishes an organizational comms. standard

Strategic Benefits

- Gets more eyeballs on your content
- Creates more opportunities to propagate messaging
- Makes the engagement of your audiences more consistent
  - Find out where you need to engage more
  - Find out where you need to engage less

In Summary

- Publishing Matrix is a simple tool to put together a lightweight communications plan for your organization
- Can be used for overall communications or for a single campaign or event
- Customize to make it useful for you

Next Steps

- Build out your publishing matrix
- Define your processes
- Share it with your team to create an organizational asset
- Look for places to adjust your communications
  - Channels you aren't using as much as you could
  - Content types that could be recycled
  - Processes that don't have an owner

Participant Survey

- What is one thing that you would tell a friend or peer about coordinating different online channels?

Thank You!

- Questions?
- Comments?

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