

Communications

Engagement Across Online Channels



These training materials have been prepared by Aspiration.



Who is Aspiration?

- ▶ 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.aspirationtech.org/services

Learning Goals

- ▶ Compare common tools used for online communications
- ▶ Better understand when to use what tool
- ▶ Think about how tool selection supports your organization's work as a whole or campaign

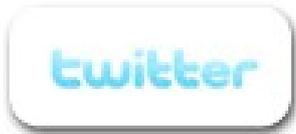
Campaign vs. Organizational Use

- ▶ Campaign communications goals may differ from organizational communications goals
- ▶ Campaign target audience may differ from overall organization audience
- ▶ Tools may be used in different ways to support these differing goals

Things to Consider

- ▶ Your organization/campaign is unique
- ▶ Tools change all the time
- ▶ Tracking is important to give you a sense of what is working for YOU

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

Target Audience

THE BEST AND WORST TIMES TO POST ON SOCIAL NETWORKS

Maximize the reach of your social media posts by learning the best (and worst) times to communicate with your audience.

f **FACEBOOK**

✓ BEST
✗ WORST

1pm to 4pm

8pm to 8am

 **TRAFFIC BUILDS** After 9am
PEAK TIME Wednesday at 3pm

 **TRAFFIC FADES** After 4pm
AVOID Posting on weekends

t **TWITTER**

✓ BEST
✗ WORST

1pm to 3pm

8pm to 9am

 **TRAFFIC BUILDS** After 11am
PEAK TIME Monday - Thursday

 **TRAFFIC FADES** After 3pm
AVOID Posting after 3pm on Friday



Beth Kanter
Tuesday

Here's an infographic and blog post that summarizes research on several different social media platforms including Facebook and Twitter on the best and worst times to post. What has been your experience?

Like · Comment · Share


The Simmons Foundation, Timonie Hood and 49 others like this.


50 shares



Chris Tuttle I always hate these things. These times are clearly chosen by when overall general traffic is online.

IMO, this is the equivalent to saying the best time for transit organizers to gain petition signatures is during rush hour. Sure, you'll get not... [See More](#)

Like · Reply · 8 · Tuesday at 9:41am



Beth Kanter Well said Chris Tuttle -- this is the first infographic that I've seen that lists specific times for many platforms .. again only use it as a guide, but knowing your audience and watching your own metrics is even better.

Like · 4 · Tuesday at 9:45am



Jill Persin I think these charts are often industry- and purpose-specific. A corp marketing its products

Write a comment...

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Tone and Voice



Blogging

Email

Web Site

First person singular
“I”

Informal and fun

Conversational; “Social”



First person plural
or third person

“We” or “The org”

Official

Tone & Voice



the WHITE HOUSE PRESIDENT BARACK OBAMA

★★★★★ THE WHITE HOUSE WASHINGTON ★★★★★

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BLOG PHOTOS & VIDEO BRIEFING ROOM ISSUES the ADMINISTRATION the WHITE HOUSE our GOVERNMENT

OMG, Talkin' to Karzai!! LOLZ

President Obama makes a surprise visit to Afghanistan to sign a historic strategic partnership agreement that will help to guide our future relationship with the country.

[View the Gallery](#)

[Learn More](#)

1 2 3 4

President Barack Obama and Afghan President Hamid Karzai, Pete Souza, 5/1/12

Happening Now: V.P. Biden Speaks at Lafayette College

FEATURED TOPICS

Private Payroll Employment: Jan 2008 - Feb 2012

March Jobs Numbers
Overall payroll employment rose by 124,000 jobs in March. The

SEARCH the SITE

Search WhiteHouse.gov Search

Tone & Voice



Frequency of Message



Blogging

Email

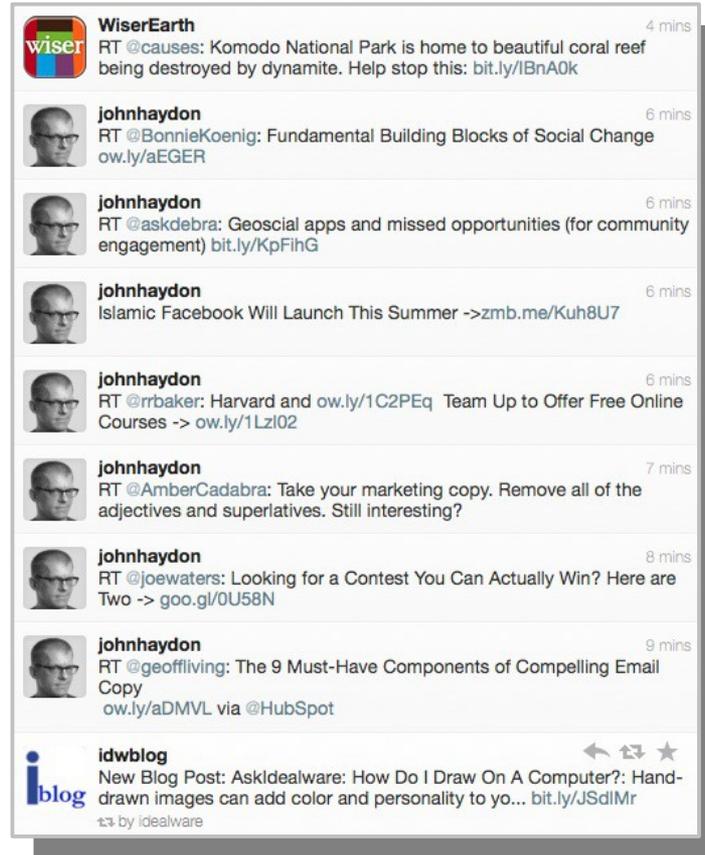
Web Site

Frequent – can be
daily or more often



Less frequent -
Weekly to monthly

Frequency of Message



The screenshot displays a vertical list of tweets. The top tweet is from WiserEarth, retweeted by @causes. Below it, seven tweets are all retweeted by johnhaydon, with timestamps ranging from 4 to 9 minutes. The final tweet is from idwblog, retweeted by idealware. The interface includes profile pictures, names, timestamps, and the text of each tweet, including retweeting user handles and links.

WiserEarth 4 mins
RT @causes: Komodo National Park is home to beautiful coral reef being destroyed by dynamite. Help stop this: bit.ly/IBnA0k

johnhaydon 6 mins
RT @BonnieKoenig: Fundamental Building Blocks of Social Change ow.ly/aEGER

johnhaydon 6 mins
RT @askdebra: Geosocial apps and missed opportunities (for community engagement) bit.ly/KpFihG

johnhaydon 6 mins
Islamic Facebook Will Launch This Summer -> zmb.me/Kuh8U7

johnhaydon 6 mins
RT @rbbaker: Harvard and ow.ly/1C2PEq Team Up to Offer Free Online Courses -> ow.ly/1LzI02

johnhaydon 7 mins
RT @AmberCadabra: Take your marketing copy. Remove all of the adjectives and superlatives. Still interesting?

johnhaydon 8 mins
RT @joewaters: Looking for a Contest You Can Actually Win? Here are Two -> goo.gl/0U58N

johnhaydon 9 mins
RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy ow.ly/aDMVL via @HubSpot

idwblog   
New Blog Post: AskIdealware: How Do I Draw On A Computer?: Hand-drawn images can add color and personality to yo... bit.ly/JSdlMr
retweeted by idealware

Frequency of Message

A screenshot of the Twitter profile for the Rainforest Action Network (@RAN). The profile header shows the organization's name, handle, and a bio. Below the header are statistics for tweets, following, and followers, along with a follow button. The tweets section displays four recent tweets from the account.

RAINFOREST ACTION NETWORK
RAN
@RAN FOLLOWS YOU
Rainforest Action Network protects forests, communities & climate through non-violent direct action, organizing & education. Tweets by @melgleason & @mikeg2001
San Francisco · ran.org

5,558 TWEETS 4,429 FOLLOWING 21,082 FOLLOWERS 

Tweets

- RAN @RAN** 17m
RT @sierraclub: Even in the oil-soaked House of Representatives, support for #Keysone XL is eroding: sc.org/14ClrHW #NoKXL
Expand
- RAN @RAN** 19h
#Coal's Record Slump Poised to End on Output Cuts: #Energy Markets ow.ly/lii3j via @BloombergNews
View summary
- RAN @RAN** 20h
Are you connected to #rainforest destruction? Get the facts. Then share them. ow.ly/lijom #palmoil
Expand
- RAN @RAN** 21h
An interesting read: Tornadoes strike at the heart of the

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 | Contact Us |
|--|---|
| <p>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.</p> <p>Aspiration is a values-driven nonprofit technology organization.</p> <p>Read Our Manifesto and let us know what you think.</p> |  <p>1370 Mission St. San Francisco, CA</p> <p>415-839-6456</p> <p>info@aspirationtech.org</p> |

Matching Tools to Message

A screenshot of a Facebook page for the Electronic Frontier Foundation (EFF). The page header includes the Facebook logo, a search bar, and the user's name "Aspiration". The main content area shows a post from the EFF titled "Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA" with a link to eff.org. Below the post are several comments from users like Curtis Clark and James Dabbagian. Another post from the EFF is visible, titled "The drum beat continues: A new bill from Sen. John Cornyn to take on patent trolls." To the right, there is a video player for a "New Animated Video About the TPP and its Chilling Effects on Internet Users" with a play button icon. The video description states: "When most people think of a trade agreement, they're unlikely to think that it would have anything to do with regulating...".

Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience, Tool



“Traditional”
org control

Control of Message & Brand



Control of Message & Brand



Mitchell Kapor Fdn
@MKaporFdn FOLLOWS YOU
We support organizations that provoke social change in communities of color en route to equality.
Oakland, CA · mkf.org

937 TWEETS 237 FOLLOWING 686 FOLLOWERS

Tweets

Mitchell Kapor Fdn @MKaporFdn 18 May
thanks, @Sean_D_Murphy! pls follow us at @KaporCenter - out with the old, in with the new!
View conversation Reply Retweet Favorite More

Mitchell Kapor Fdn @MKaporFdn 17 May
thanks for joining us @spjika! pls follow us at @KaporCenter & @cedbrownsaid - im closing up this old @MKaporFdn acct!
View conversation

Mitchell Kapor Fdn @MKaporFdn 16 May
dear @MKaporFdn followers: the real action is starting up @KaporCenter. join us there for @Collegebound.org



Kapor Center
@KaporCenter
Oakland, CA · http://kaporcenter.org

62 TWEETS 120 FOLLOWING 190 FOLLOWERS

Tweets

Mitch Kapor @mkapor 21 May
Help raise money for Oklahoma disaster relief disaster-relief.fundly.com
Retweeted by Kapor Center
Expand

Kapor Center @KaporCenter 21 May
@BlackGirlsCode We're singing each other's song!
#mutualadmiration
View conversation

Kapor Center @KaporCenter 21 May
We are pleased 2 announce new partnerships w @BlackGirlsCode @oaklandlocal @platformorg & hiddengeniusproject.org!
#techforgood #goodfortech
Expand

Time/Labor Investment



Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Time/Labor Investment



Return on Investment



Blogging

Email

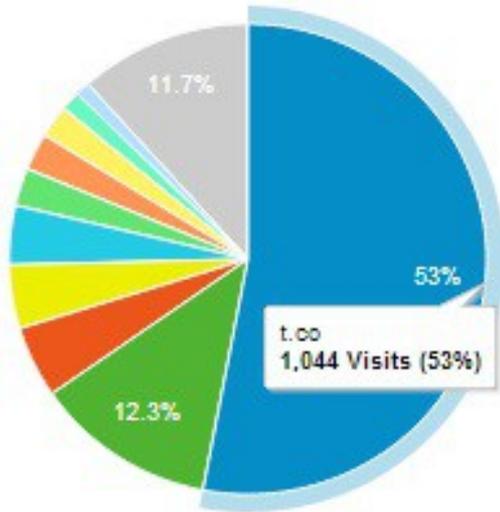
Web Site

TBD; uneven,
subject to change;
Depends on what
you're trying to do



“Knowable”, based
on past patterns;
baseline online
real estate

Return on Investment



| | 1,969 % of Total: 42.37% (4,647) | 1,969 % of Total: 42.37% (4,647) |
|--|-------------------------------------|-------------------------------------|
| 1. ■ t.co | 1,044 | 53.02% |
| 2. ■ facebook.com | 242 | 12.29% |

Next Steps

- ▶ Start tracking measurable goals around your online communications tool use (Traffic doc)
- ▶ Determine differences in tool use for your organization as a whole and for specific campaigns
- ▶ Learn how to measure success: Intro to Online Channel Analytics

Thank You!

- ▶ Questions?
- ▶ Comments?



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