

Communications Processes

Reaching Your Online Audience



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

- ▶ Identify ways to know who you are reaching
- ▶ Compare common tools used for online communications
- ▶ Better understand when to use what tool
- ▶ Think about how tool selection supports your organization's work in connecting with your audience

Four Processes

Audience Assessment



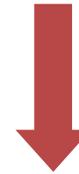
Publishing Matrix



Message Calendar



Tracking & Metrics



Caveats of Online Organizing

- ▶ Never forget who's 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, campaign, and cause is different
- ▶ Respect for local wisdom, culture, & customs need to remain intact in online engagement

Audience Exercise

- ▶ Who are your top audiences?



Example Goal

- ▶ Issue: Opposition to police surveillance center
- ▶ Audience:
 - ▶ Residents of Oakland
 - ▶ Bay area residents concerned with privacy
 - ▶ Anyone concerned about "Big Brother"

Goal	Measurability	What does success look like?	Tools
Increase attendees at "awareness action" through online efforts	Compare this month's attendance to last month's	10% increase in attendance	Email Blast Texting Facebook

Know Your Audience(s)

▶ Audience Analytics

- ▶ How do you analyze web traffic?

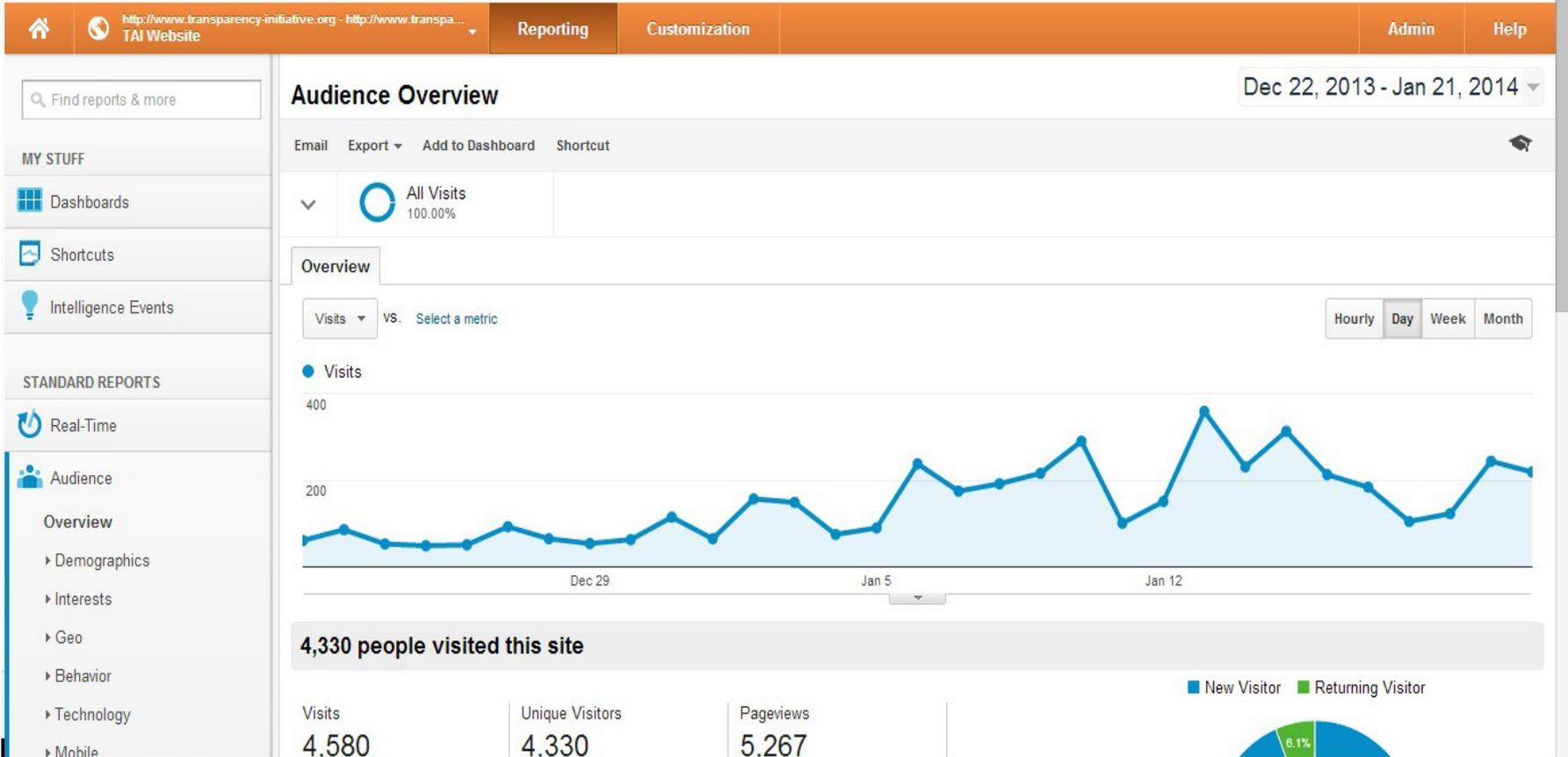
▶ Baseline Indicators

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

Web Site

Google Analytics

Settings My Account Sign out



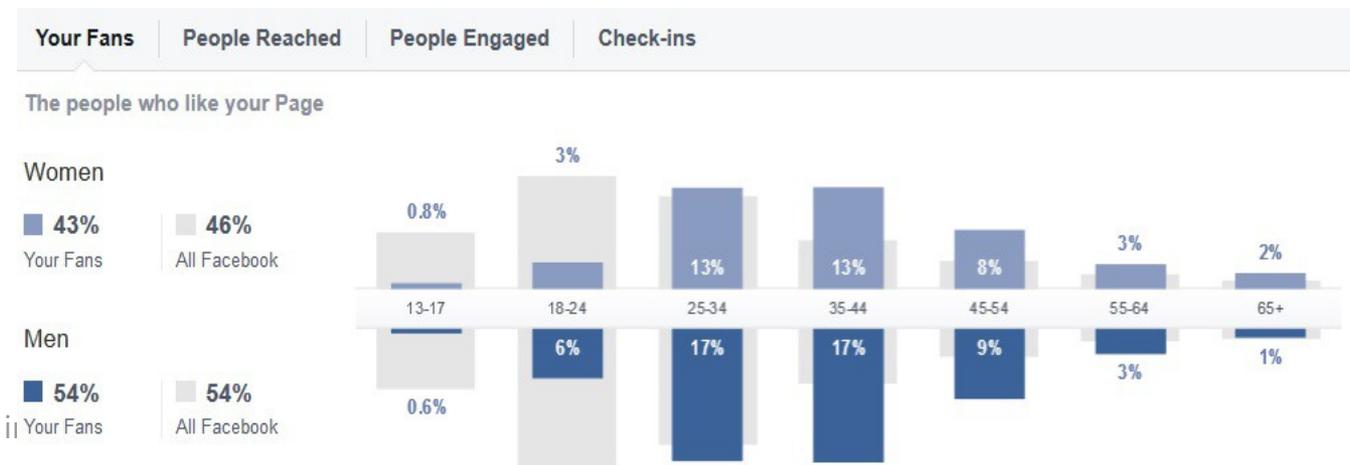
Using Facebook Analytics

▶ Message Optimization

- ▶ What content gets most interaction?
- ▶ What content gets most impressions?
- ▶ Country or Language-specific statuses

▶ Determining your audience

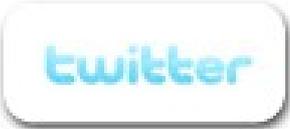
- ▶ Facebook has amazing demographic information



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

twitterfacebook**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

👍 🗨️ 🔄 👤 جمعية عين بندي حسن الخيريه, 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

🗨️ Write a reply...

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

Write a comment...

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 ★★★★★ [Get Email Updates](#) [Contact Us](#)

[BLOG](#) [PHOTOS & VIDEO](#) [BRIEFING ROOM](#) [ISSUES](#) [the ADMINISTRATION](#) [the WHITE HOUSE](#) [our GOVERNMENT](#)

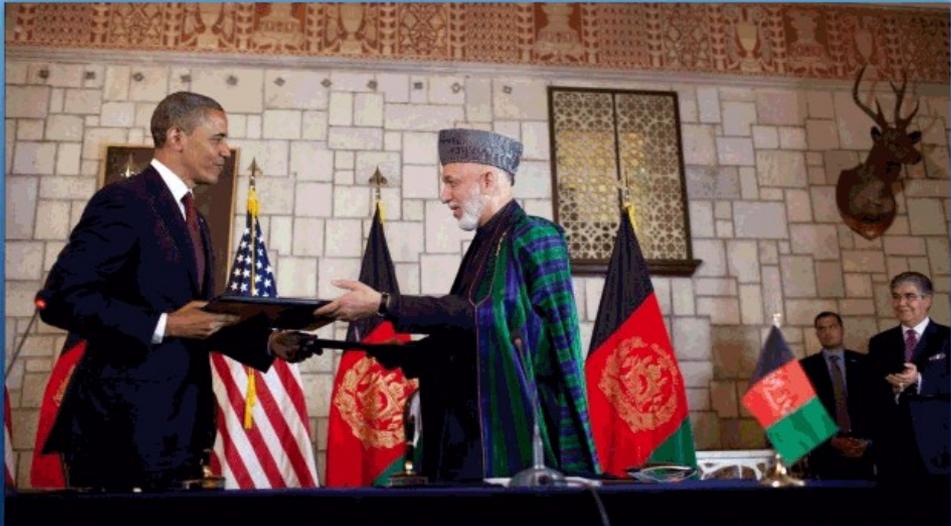
OMG, Talkin' to Karzai!! LOLZ

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
130,000

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

SEARCH the SITE

Tone & Voice



GreenliningInstitute
@Greenlining FOLLOWS YOU

The Greenlining Institute is a national policy, organizing, and leadership institute working for racial and economic justice.
Berkeley, CA · <http://greenlining.org>

3,963 TWEETS 1,564 FOLLOWING 2,328 FOLLOWERS  **Following**

Tweets

- GreenliningInstitute** @Greenlining 31m
So much love to @CarlaMays for being a rock star Twitter supporter! We appreciate it! :)
Expand
- GreenliningInstitute** @Greenlining 50m
Public policies created the racial disparities we fight, thus they can also fix them. #equity #racialjustice
Expand
- GreenliningInstitute** @Greenlining 52m
Our equity agenda: Access to opportunity despite ones race, income, sexual orientation, or zip code.
Expand
- GreenliningInstitute** @Greenlining 19h
MT @caeeconomy: @Greenlining's Economic Summit tackled

Frequency of Message



Blogging

Email

Web Site

Frequent – can be
daily or more often



Less frequent -
Weekly to monthly

Frequency of Message

	WiserEarth RT @causes: Komodo National Park is home to beautiful coral reef being destroyed by dynamite. Help stop this: bit.ly/IBnA0k	4 mins
	johnhaydon RT @BonnieKoenig: Fundamental Building Blocks of Social Change ow.ly/aEGER	6 mins
	johnhaydon RT @askdebra: Geosocial apps and missed opportunities (for community engagement) bit.ly/KpFihG	6 mins
	johnhaydon Islamic Facebook Will Launch This Summer -> zmb.me/Kuh8U7	6 mins
	johnhaydon RT @rrbaker: Harvard and ow.ly/1C2PEq Team Up to Offer Free Online Courses -> ow.ly/1Lzl02	6 mins
	johnhaydon RT @AmberCadabra: Take your marketing copy. Remove all of the adjectives and superlatives. Still interesting?	7 mins
	johnhaydon RT @joewaters: Looking for a Contest You Can Actually Win? Here are Two -> goo.gl/0U58N	8 mins
	johnhaydon RT @geoffliving: The 9 Must-Have Components of Compelling Email Copy ow.ly/aDMVL via @HubSpot	9 mins
	idwblog New Blog Post: AskIdeaware: How Do I Draw On A Computer?: Hand-drawn images can add color and personality to yo... bit.ly/JSdIMr <small>↔ by ideaware</small>	← ↻ ★

Frequency of Message



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



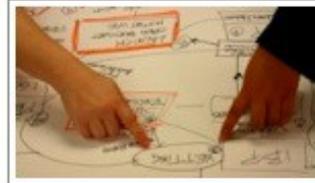
Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

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

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.

Aspiration is a values-driven nonprofit technology organization.

[Read Our Manifesto](#) and let us know what you think.

Contact Us



[1370 Mission St.](#)
[San Francisco, CA](#)

415-839-6456

info@aspirationtech.org

Matching Tools to Message



The screenshot shows 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 features a post from EFF titled 'Publicity Rights Aren't Property Rights: Appellate Court Gets It Very Wrong in Hart v. EA'. The post includes a video thumbnail with the EFF logo and a red circle containing the letters 'EFF'. The text of the post reads: 'Bad facts make bad law: it's legal cliché that is unfortunately based on reality. We saw as much'. Below the post are interaction options: 'Like · Comment · Share' and a comment box. A comment from Curtis Clark is visible, stating: 'I agree the rationale for the decision is suspect, but basically in this case you are supporting corporate rights over personal rights.' Another comment from James Dabbagian is also visible. Below this is another post from EFF titled 'The drum beat continues: A new bill from Sen. John Cornyn to take on patent trolls.' and a video thumbnail for 'The March Toward Patent Reform Continues'. To the right, a separate post from EFF is shown, titled 'Against It' and 'New Animated Video About the TPP and its Chilling Effects on Internet Users'. This post includes a video thumbnail of a cartoon character and text: 'Our new cartoon explains why the Trans-Pacific Partnership might be the biggest threat to the Internet — even if you've never heard of it.' and 'When most people think of a trade agreement, they're unlikely to think that it would have anything to do with regulating'. Below this post are interaction options and a comment box. A comment from Dennis Meneses is visible, stating: 'good grief connee if you hate eff and their posts that much, why not just do yourself a favor and unsubscribe. no one is forcing you to read or view anything.'

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 Following

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...



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

62 TWEETS 120 FOLLOWING 190 FOLLOWERS Following

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

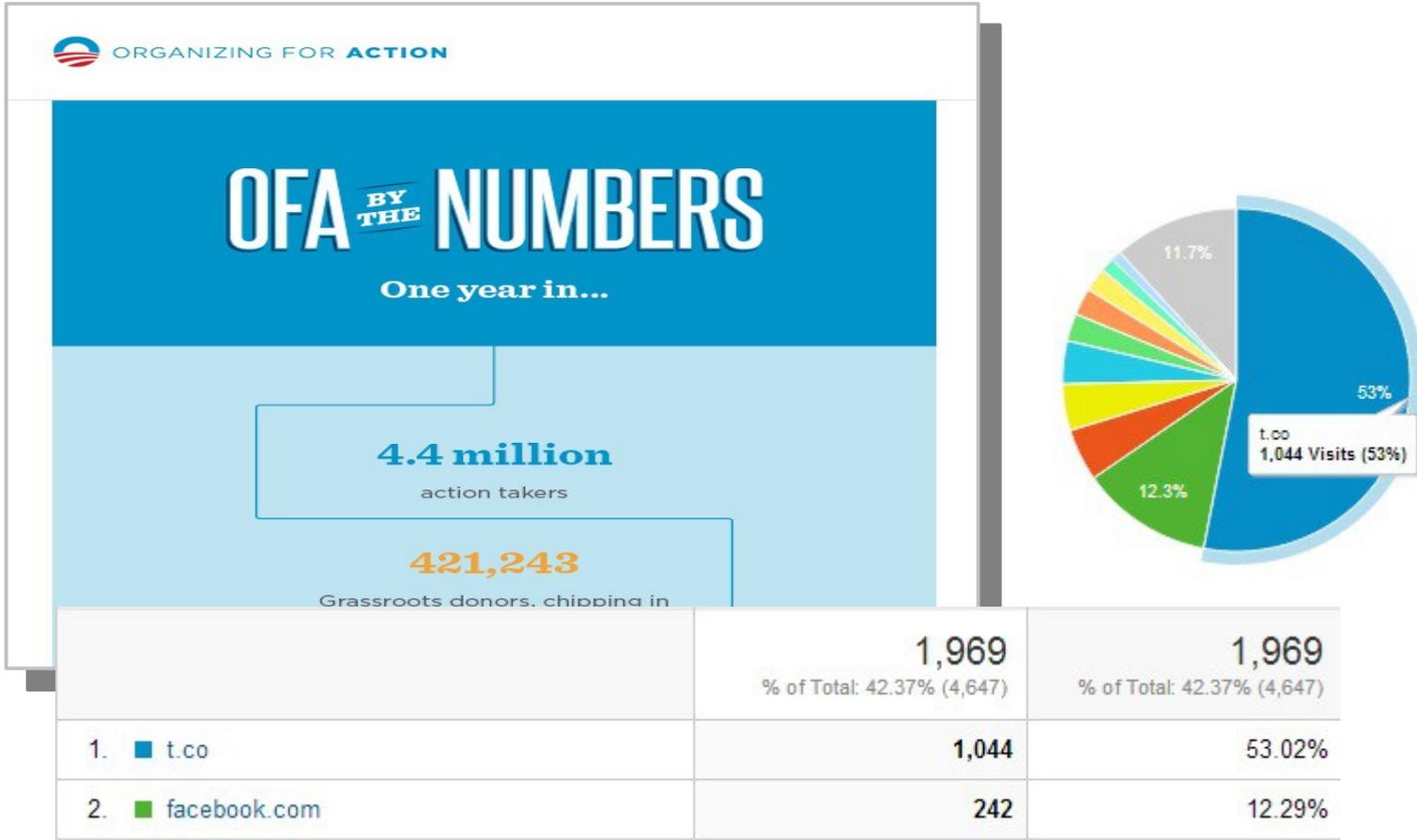
Web Site

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

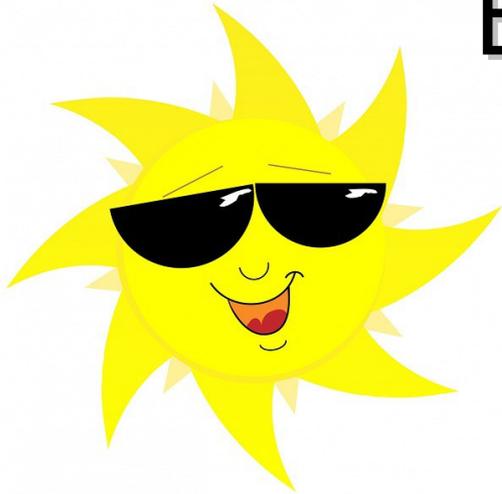


“Knowable”, based
on past patterns;
baseline online
real estate

Return on Investment



Engaging Content



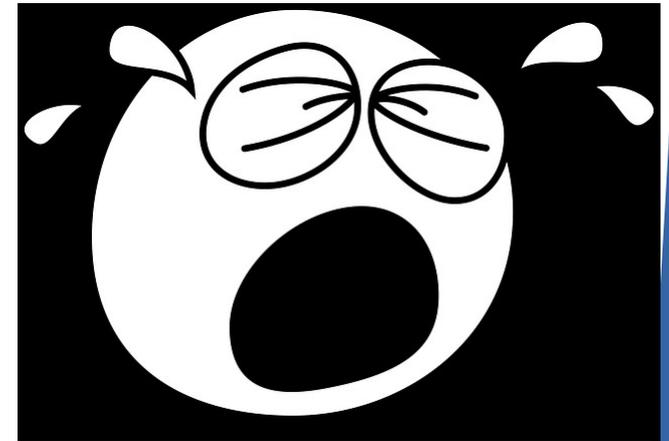
Fame



Fun

Passion

Pain



Online Engagement Asks

- ▶ Your role is to define ways for your different audiences to plug in
- ▶ How are you engaging strangers? fans? funders?
- ▶ Prep work is key.
- ▶ Define your lists of
- ▶ “Asks” or ways to engage ahead of time.



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
- ▶ Plan out your messages across different channels to make sure you reach all your audiences

Audience Survey

- ▶ What is one thing that you would tell a friend or peer about using online tools to identify and reach their audience?

Four Processes

Audience Assessment



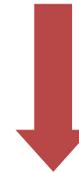
Publishing Matrix



Message Calendar



Tracking & Metrics



Thank You!

- ▶ Questions?
- ▶ Comments?



Use, Modify & Attribute

Aspiration distributes these materials under a **Creative Commons Attribution-ShareAlike license.**

We encourage re-use, modification, and re-distribution in any situation where they may be useful.

We love to hear about how you are improving and remixing what we've done.

Questions? Email us info@aspirationtech.org



Contact Us

aspirationtech.org

info@aspirationtech.org

+1-415-839-6456

