Using Social Media to Advance Your Issues

CCLHDN Conference
19 April 2011

These materials have been prepared by Aspiration

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BETTER TOOLS FOR A BETTER WORLD

Session Facilitator

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Session Overview

- Social networking and social media 101

- Process points for online effectiveness

- Housekeeping 2.0: Getting things in order

- Understanding the roles of different channels

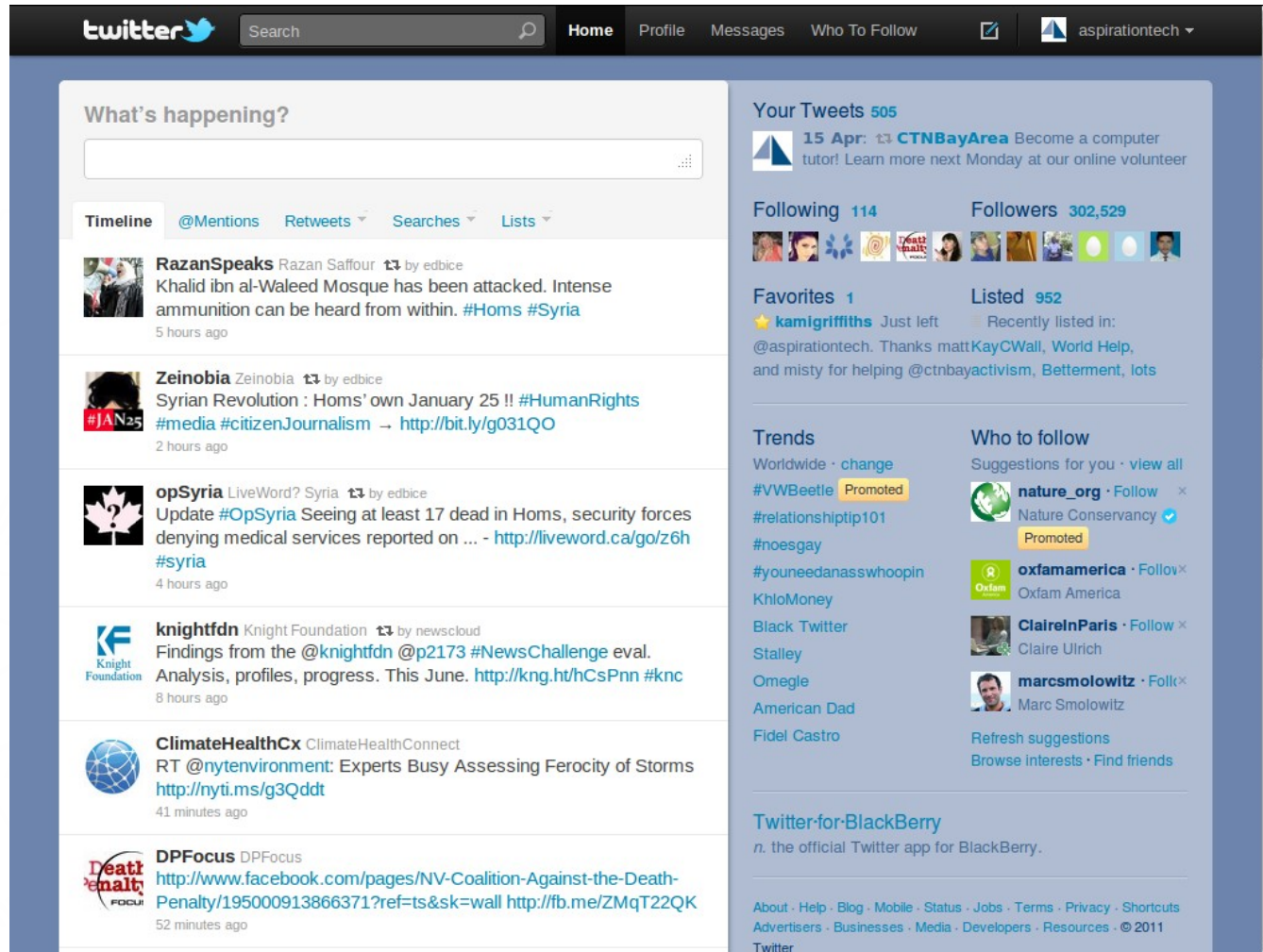- 4 Essential processes for online impact

Let's Get Interactive!

- Probabilistically speaking, the audience knows more than the speaker every time

- Let's test that theory!

- The ground rules
    - Interpret the statement whoever you like
    - Make only 1 (ONE) point when speaking
    - No spectators

- Now let's get started…

First Things – Definitions

- Social Networking

  – Online platforms that enable users to communicate and collaborate with friends, friends of friends, even strangers

  – Examples: Twitter, Facebook, LinkedIn

- Social Media

  – Platforms that support social networking around digital content

  – Examples: Blogging, YouTube, Flickr

- The lines blur :^)

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Twitter

Facebook

But which tool is best for me?

► It depends...
  - Who are you trying to reach?
  - Where do they hang out online?

► It also depends...
  - What are your goals?
  - What value or benefit can you offer?

► Overall you need a strategy, and processes to support that strategy...

First Things – Process Points

- You need an overall communications strategy and process
  - Know how you describe org and work
  - Know what you're trying to achieve
  - Have well-defined processes for creating and posting online content
- Use social media plan in that context
  - Define concrete goals for online engagement, overall and per-program

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First Things – Process Points

- Online communications are most effective when viewed as serving specific audiences
  - They are not virtual megaphones
- Initial social media strategies are best framed as supporting existing channels
  - Dip metaphorical toe in virtual agua
  - Grow from there based on results
- Respond to audience interest and support

First Things – Process Points

- Consider social media tools in terms of program and organizational goals
  - What are you trying to get done at the local level?
  - Who is online at the local level and what are they using?
  - How can SM deliver value to these people that supports your programmatic work?
  - Let your **audiences** tell **you**

First Things – Housekeeping

- Lock down your virtual real estate
  - Reserve any accounts you could envision using now or in the future
    - Facebook, Twitter, Flickr, YouTube, MySpace
    - Log in every 60-90 days to keep accounts live
    - Don't forget about domain names
  - Set them up to look like a family
    - Use consistent branding: images & language
    - Strive for naming consistency, usually based on organizational domain name

You have accounts, then what?

- Consider which online audiences you are trying to reach
  - Which channels seem most appropriate?
  - Initially focus on one or two
  - Integrate into publishing workflow
- Measure growth and response
  - Keep metrics on followers, fans, etc
  - Over time, where do audiences respond?
  - What propagates?

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How to Track All These Accounts?

- Keep an inventory of online venues
  - Accounts & organizational "owner"
  - Domain names
  - Renewal dates where relevant
- Don't associate contact info with individual staff addresses, use aliases
  - e.g. twitter@aspirationtech.org
  - Have aliases go to more than 1 staff
    - e.g. operations manager + ...

Linking between accounts and site

- Set up links in both directions
  - On each social media account, specify organizational URL to link to "main" site
  - Update web site page template(s) to link to social media channels
    - Best practice: with email signup, above "fold"
  - Also to link to appropriate accounts (Facebook, Twitter) from contact page
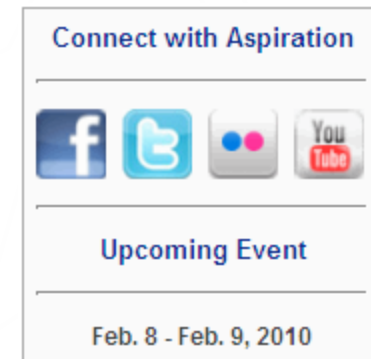 - *Potentially* link from staff pages

Advertise on All Pages

Add to Other Templates

- Email newsletter
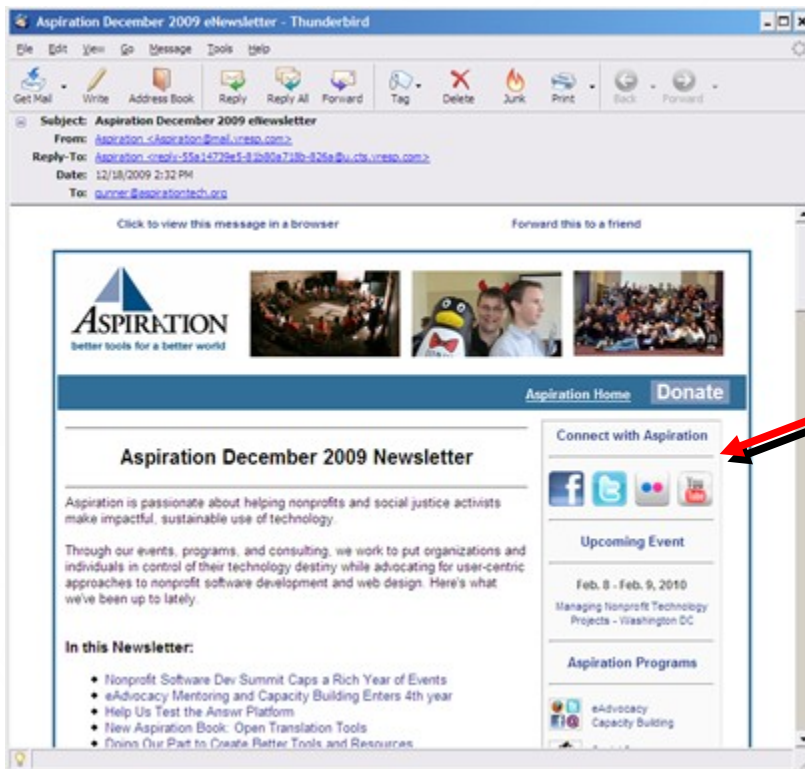
Other Email Best Practices

- Add to signatures

Basics done, now what?

- You can start slowly and ramp up your use of/dependence on social media from...
  - Announcement service to...
  - Lightweight communications channel to...
  - Collaborative hub to...
  - Immersive community engagement sphere

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Basics done, now what?

- How does one coordinate the different channels to maximize traffic?
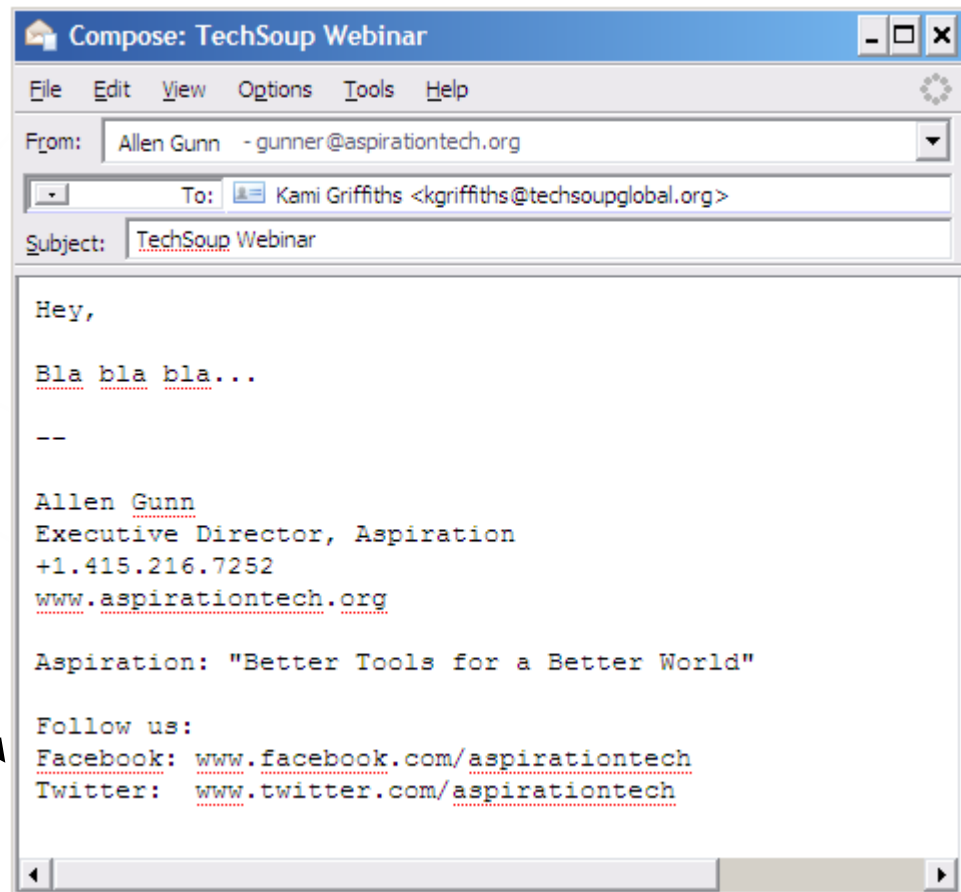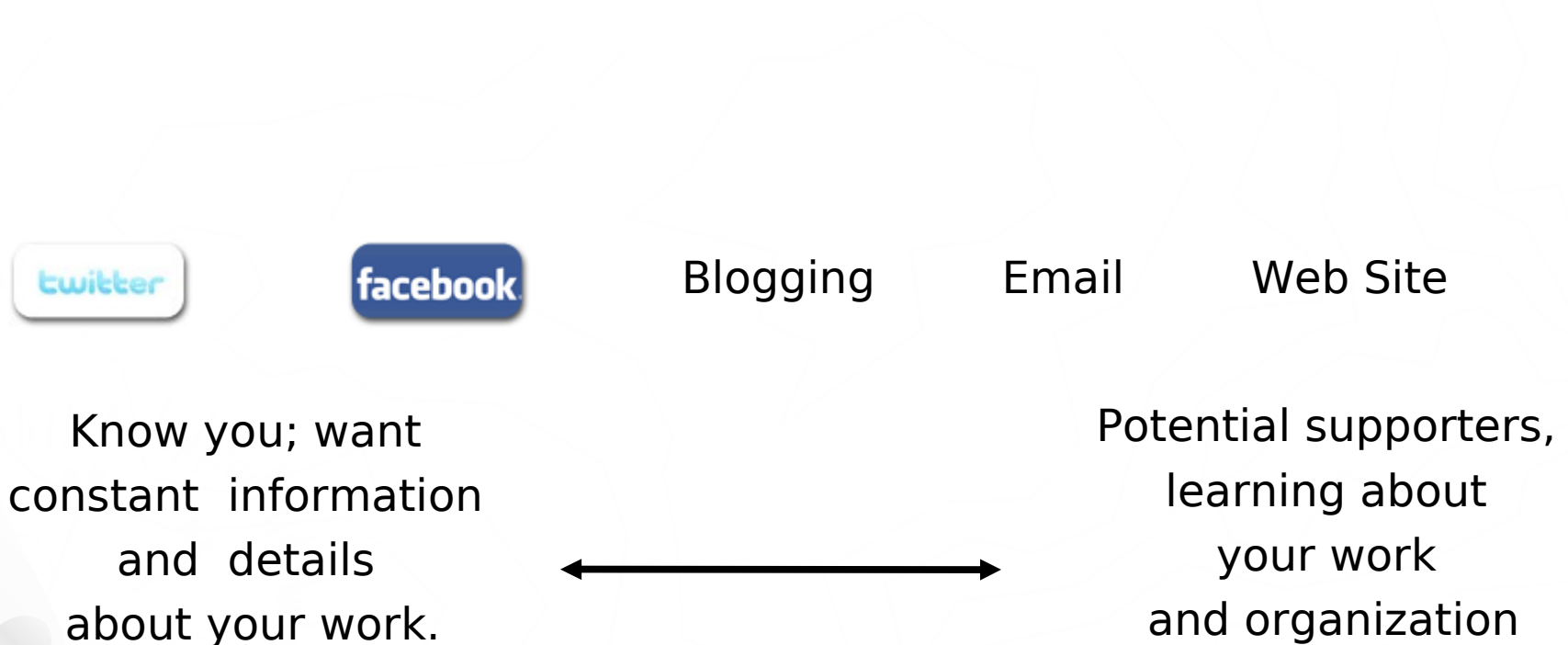   - Understand the role of each channel
    - Put processes in place to complement efforts across channels
    - Track and assess results and reach
    - Rinse and repeat

Different Roles for Different Channels

- Do you model your online channels as a spectrum of communications options?
  - Appropriateness of message to channel
  - Frequency of message
  - Tone and voice
  - Time and labor investment vs ROI

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Spectrum – Target Audience

twitter   facebook   Blogging   Email   Web Site

Know you; want
constant information
and details
about your work.

← →

Potential supporters,
learning about
your work
and organization

Spectrum – Tone and Voice

twitter   facebook   Blogging   Email   Web Site

First person singular   First person plural
            "I"   or third person
Informal and fun   ←——————————→   "We" or "The org"

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Matching Tools to Message

twitter   facebook   Blogging   Email   Web Site

Late-breaking news,
Real-time updates,
Teasers, Flirts
Opportunistic asks

⟷

Planned messaging,
measured narrative
Urgent alerts,
Intentional asks
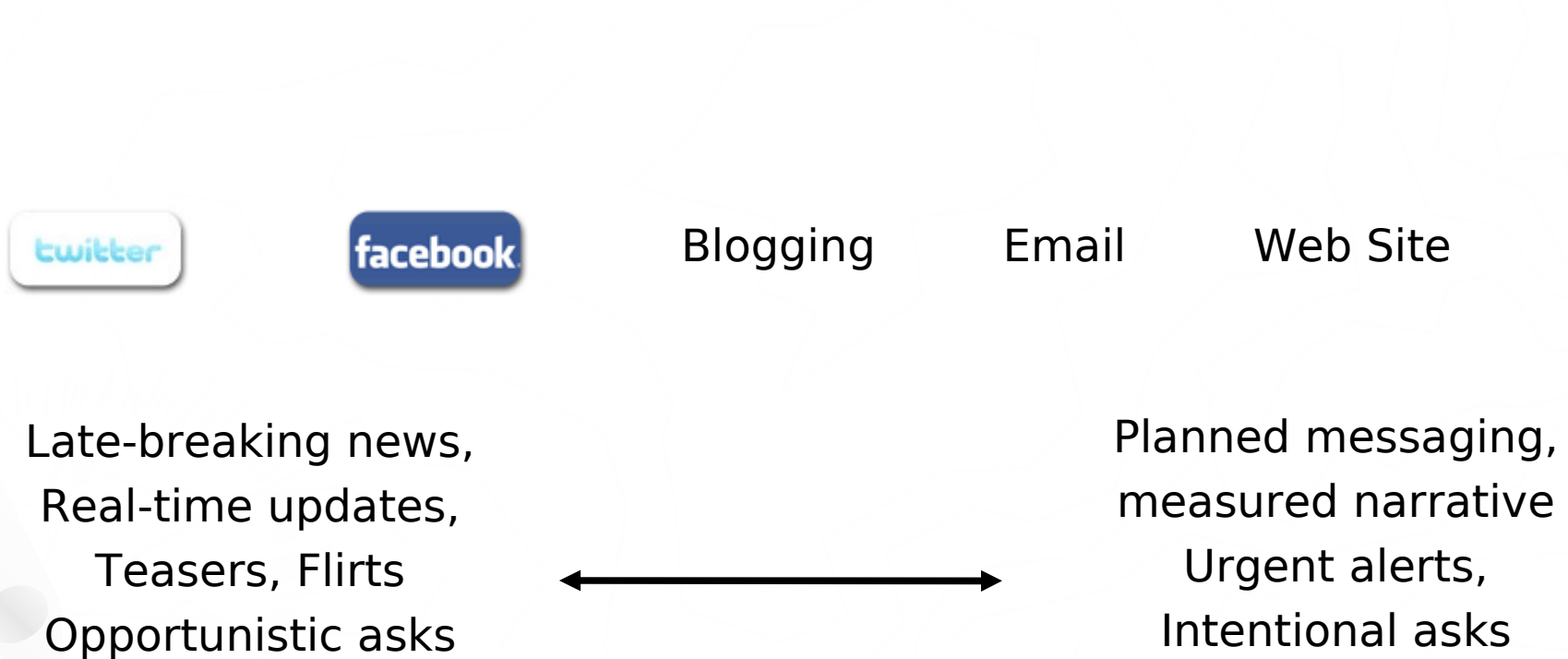
Control of Message and Brand

twitter   facebook   Blogging   Email   Web Site

Shared with
Audience

$\longleftrightarrow$

"Traditional"
org control

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Frequency of Messaging

twitter   facebook   Blogging   Email   Web Site

Frequent – can be
daily or more often   ⟷   Less frequent -
Weekly to monthly

Time and Labor Investment

twitter   facebook   Blogging   Email   Web Site

Substantial, tending
towards 24/7   ⟵——————⟶   Manageable, based
on past patterns

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Return on Investment (ROI)

twitter   facebook   Blogging   Email   Web Site

TBD; uneven,   "Knowable", based
subject to change   ←——————————→   on past patterns

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4 Processes for Sustainability

►Audience Assessment

- ▪ Do you really know who you are talking to?

►Message Calendaring

- ▪ Is all online messaging on a unified calendar?

►Publishing Matrix

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

►Social Media "Dashboarding"

- ▪ Do you know where you're mentioned online?

►Survey: Who uses all these?

Message Calendaring

- Organizational Questions:
  - Do you preschedule online messages?
    - How far in advance?
  - Do you message within narrative arcs?
- Message calendars enable you to
  - Track messaging arcs
  - Sustain consistent messaging
  - Coordinate internal processes/projects
  - Avoid list fatigue
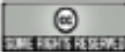
Publishing Matrix

- Organizational Questions
  - Do you have an integrated way for deciding which messages go to which online channels?
    - e.g. What's tweet-worthy, what is "just" web content?
  - Do you think intentionally about the different types of content you publish?
    - Press releases, newsletters, events, blog post...

Publishing Matrix

- Build a publishing matrix
  - Each row is a type of content
    - Press release, newsletter, event, blog post
  - Each column is an online channel
    - Web site, email list, blog, Facebook, Twitter
  - For each type of content, which channels do you use?
  - Aspiration Example
    - www.aspirationtech.org/training/eadvocacy/templates/publishingmatrix

Publishing Matrix

Aspiration Publishing Matrix Sept. 2009

* indicates "Conditional"

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Content Type	Twitter Tweet			Blog Post					LinkedIn	
	www	SSC	Answr	www	SSC	Answr	SFNTC	Pub (tab 2)	Gunner	Matt
Asp. Event	X	X	X	X	X	X	X	X	X	X
	Come join RT @aspirationtech			Aspiration, SSC's mama organization is hosting the <event title><relate t						
SFNTC Event	X			X			X		X	X
	Interested in <event topic>? Stop by the SFNTC for...									
Asp. Web Site Update	X	*	*	X						
SSC Web Site Update		X			X					
Answr Web Site Update			X			X				
Aspiration Blog Post	X			X						
SSC Blog Post	X	X			X					
Answr Blog Post	X		X			X				
New Publication	X	X	X	X	X	X	X	X	X	X
				SSC's mar Answr's mama organization, Aspiration, has just published <p						
Press Release	X	*	*	X	*	*	X		X	X
New Staff/Board Member				X						
	Aspiration would like to welcome our newest employee/volunteer/whatever <perso									
Asp. eNewsletter	X								X	

Social Media Dashboard

- A range of tools exist to let you track how you're being seen online
  - iGoogle, NetVibes, Radian6, etc
- Use a dashboard to track keywords
  - Organizational name and acronym
  - Campaign/issue keywords, staff names
  - Targets, opponents, decision-makers
- Is your messaging propagating?
  - What are the reactions?

Social Media Dashboard

Anything Else?

- Control your data!
  - Unity: Know your data universe, treat 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
  - Presume Facebook and Twitter will die violently or fade to dust
    - See: "Friendster"
  - Specific case: Blogs
    - OurBlog.typepad.com is a bad idea

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Resources

- Aspiration publishing matrix sample
    - www.aspirationtech.org/training/eadvocacy/templates/publishingmatrix
- Aspiration's public dashboard
    - www.netvibes.com/aspirationtech
- Online Organizer's Almanac
    - www.organizersalmanac.org

Summary

- Have an overall communications plan before worrying about social media
    - Focus on delivering value to audiences
- Housekeeping 2.0: Get things in order
    - Reserve the real estate, fluff the pillows
    - Configure your channels to link, advertise
- Have an incremental plan
    - Start social media stuff slowly at first
    - Respond to interactions

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Summary

- Know purpose and norms per channel
  - Audience
  - Tone and voice
  - Frequency
- Follow best-practice processes
  - Calendaring
  - Publishing matrix
  - Social media dashboard

Summary

▶ At the end of the day, it's all about the data, not the tools and channels

▶ Control your identity and your data
  ▪ Take control of your online destiny
  ▪ Your data is your digital power and your path to online success

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That's All!

► Questions?

► Comments?

Thank You!

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