

## Choosing Your Communications Mix

May 2014

THE HEALTHPATH  
FOUNDATION OF OHIO

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### Introductions

**Andrea Berry**

Idealware Expert Trainer

Director of Development, Hardy  
Girls Healthy Women

idealware Helping nonprofits make smart software decisions

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"We want the best to support our community of immigrants, but money is tight—so we don't buy any software without seeing what Idealware says about it first."  
— Patricia Perkins, FaithAction International House

Featured Training  
March 10, 2010 - 4:00pm - 5:00pm  
Getting Started with Mobile Outreach  
It's easier than you might think to broadcast text messages to your...

Latest Articles & Reports  
Many Social Media to Meet Nonprofit Goals: The Results of a Survey  
March 2010  
Advancements in Executive Dashboards  
By Kristin Lacasse, February 2010  
Field Guide to Software for Nonprofit Fundraising, Communications, and Outreach  
January 2010  
Is Email Old News? Social Networks as...

From the Blog  
Building Webinars for a Mobile Phone  
By Laura Quinn  
New report: Using Social Media to Meet Nonprofit Goals  
By Laura Quinn  
New Tools, Blog Changes  
By Peter Campbell  
Three Great Nonprofit Resource Opportunities  
By Cecilia Anderson

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## What We'll Cover

- Why Integration
- Campaign and Maintain
- Choosing Your Channels
- Coordinating Your Channels for Look and Message
- Getting Your Channels to Work Together
- Devising a Strategy
- Coordinating Your Channels Over Time
- Putting it Into Practice

## Why Integration?

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## You Have a Lot of Communications Methods



One Method Does Not Replace Another



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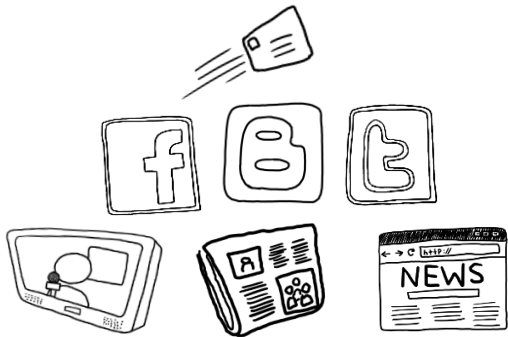
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So, How Do You Get Them All Working Together?



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Why is Integration Useful?

Multiple touch points

Reinforce messaging

Choice in message delivery

Tools have different advantages



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Campaign and Maintain

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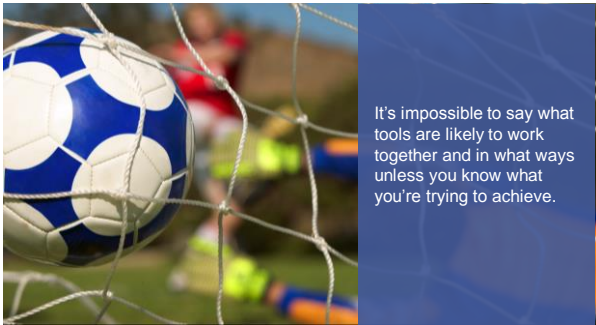
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Start by Defining Your Goals



It's impossible to say what tools are likely to work together and in what ways unless you know what you're trying to achieve.

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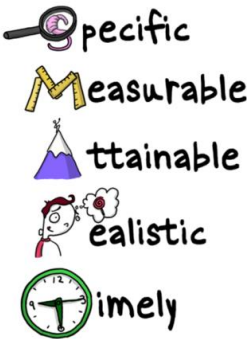
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Goals should be S.M.A.R.T.



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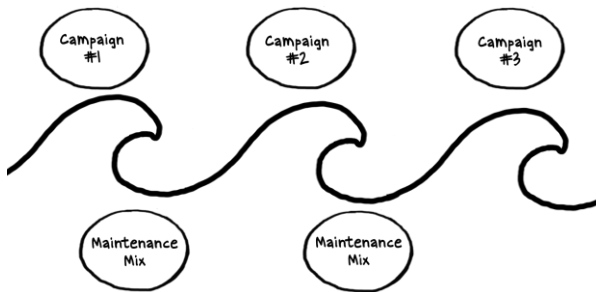
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## Pursue Your Goals with Campaigns...



...and make sure you maintain communications in between



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## Your Campaign Should Have...

- Beginning & end
- Specific goals
- More tools & activities
- Specific success targets
- An evaluation plan



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## Maintain Channels Between Campaigns

Maintenance periods should be:

- Open ended
- Based on specific goals
- Your base time commitment
- Aimed to build community & engage followers
- Great time to experiment

Don't disappear between campaigns. Keep the flow going.



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## Choosing Your Channels

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## Are You Using the Right Channels?



## Different Mixes for Different Goals

### Reaching New Supporters



### Engaging Current Supporters



## Audience

Where is your audience, what are they using?

Can you expand your reach by using different tools?






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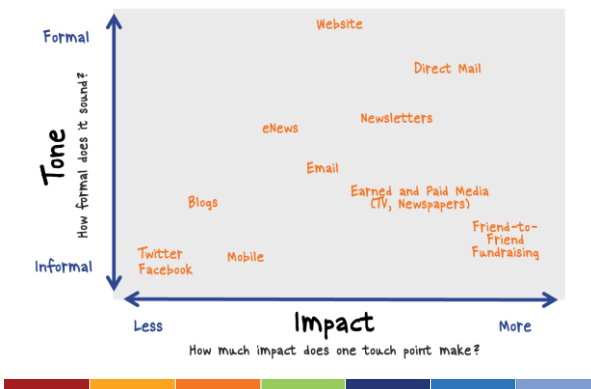
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## Tone vs. Impact




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## What Can Length Do For You?

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Is your website optimized for search engines? If not (or if you have no idea what I'm talking about) you should join us for a free webinar tomorrow to learn some SEO basics.

**FREE Webinar | Optimizing Your Website for Search Engines**  
[salsa.democracyinaction.org](http://salsa.democracyinaction.org)

Does your organization show up on the first page of results in search engines like Google or Yahoo? The content and structure of your website can have a dramatic effect on how easily potential constituents can find you via search engines. In this session, we'll talk through the techniques that can h...

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Feb 02, 9:05am via HootSuite

There are still a few spots left for our free [#SEO](#) intro class today (2/2) at 1pm ET! Register now [ow.ly/807ye](#) + [#nonprofit](#)




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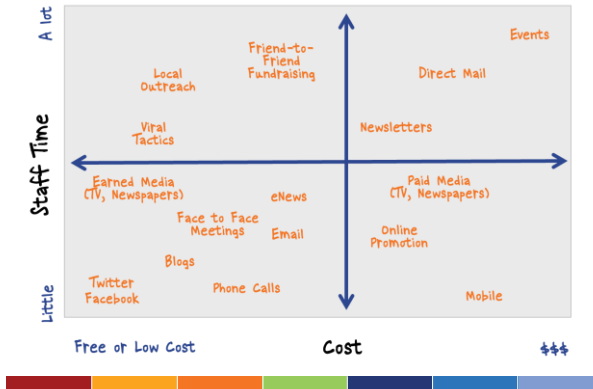
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## How Much Will It Cost?




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## What Expertise is Available?

Do you already have great videos? A staff of professional researchers? Deeply committed volunteers?

The screenshot shows the ConsumerReports.org website. The main content area features a blog post titled 'Better tracking needed to find sources of foodborne illnesses' dated September 25, 2008. The post includes a photo of a person in a white lab coat and mask. The URL <http://blogs.consumerreports.org/safety/> is visible at the bottom of the screenshot.

Below the screenshot is a horizontal bar with seven colored segments: red, orange, yellow, green, blue, dark blue, and light blue.

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## Coordinating Your Channels for Look and Message

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# Integrating Look and Feel: Visual Branding and Tone



Emails



Facebook



Blog




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# How Tightly Does Each Need to Match Your Style Guide?




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# Integrating Messaging

Text should be related – but not identical

I Want My Old Life Back



My life was great. I had a lot of fun with the kids in my neighborhood, and my best friend lived right next door. The things started changing. My parents started arguing more and more, something about a "more cage". Then my father was home everyday, he said something about laying off a while. Then I noticed that we didn't have the really good food that we used to have after dinner, and sometimes my parents didn't eat at all.

Then... we left. We left the really cool princess ceiling fan in my room, and the swing set in my yard. And we left my best friend next door. We stayed with my cousins for a little while, then we got an apartment. Now I'm sleeping in the same bedroom as mom and dad. We drove to my old house yesterday, and there was another kid swinging on my swing set with my best friend. I really miss her. I miss everything about my old life.

In most cases, after a major financial or health-related setback, it takes a long time for a family to get back to where they were in life. And the perspective of a child is vastly different from that of an adult.

The programs providing basic needs in our neighborhoods are seeing unprecedented numbers of new families coming through their doors. An

Blog



Ad




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Getting Your Channels to  
Work Together

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Within Your Mix Channels Have Different Jobs



- Are you creating content for that channel?
- Using it to promote resources on other channels?
- To curate other people's resources?
- To get community input?

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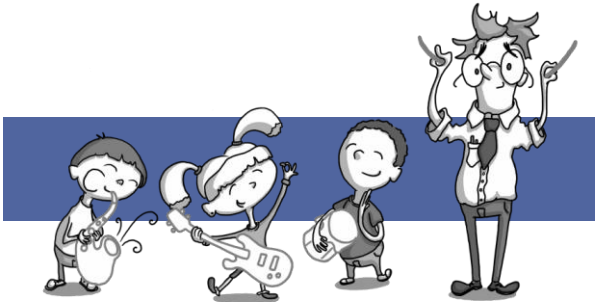
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Content Creation



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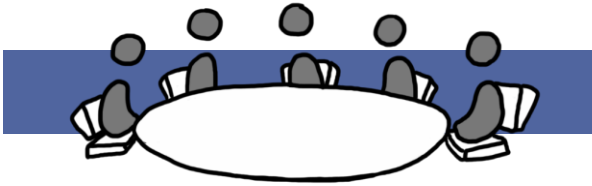
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[illegible]

## A cartoon illustration of a man in a white shirt, dark tie, and cap, carrying a large stack of papers and holding a newspaper labeled 'EXTRA'. He is standing on a stack of papers. The background is a solid blue horizontal band. Below the illustration is a row of colored squares: red, orange, yellow, green, blue, and purple.

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## Community Building




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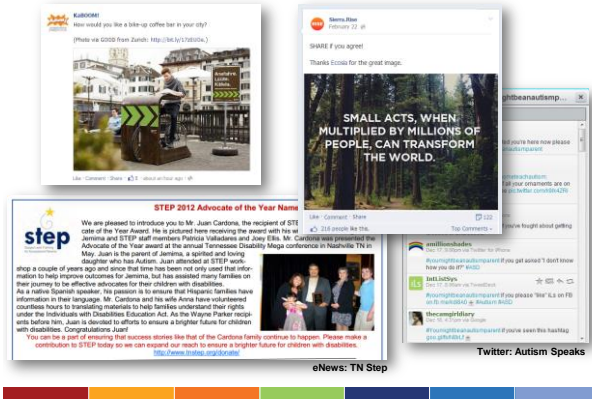
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## Community Building in Practice




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## Curation




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# Curation in Practice

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Helping Nonprofits Make Smart Software Decisions

**Best of the Web: February 2014**

**How To Start Your Nonprofit's Technology When Staff Members Leave The Group**

**Parent Information Center @ Delaware**

**Resources By Topic**

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## Are You Using The Right Channels?

Channel	Promotion	Community Building	Creation	Curation
Website	x		x	x
Email	x		x	x
Blog	x		x	x
Facebook	x	x		x
Twitter	x	x		x
Pinterest		x		
Direct Mail	x		x	
Paper Newsletters	x		x	x
Pamphlets	x		x	
Posters	x		x	
Video Sharing	x	x	x	
Photo Sharing		x	x	
In Person Conversations		x		
Earned Media	x	x		
TV or Newspaper Ad	x		x	

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# For Example:

Community Building:  
Little emphasis on  
community response

Creating:  
Easy place to put  
new ideas that are  
not formal enough  
for articles

Promoting:  
Share news  
about upcoming  
events and new  
resources

Curating:  
Occasionally link to  
other blog posts

Blog

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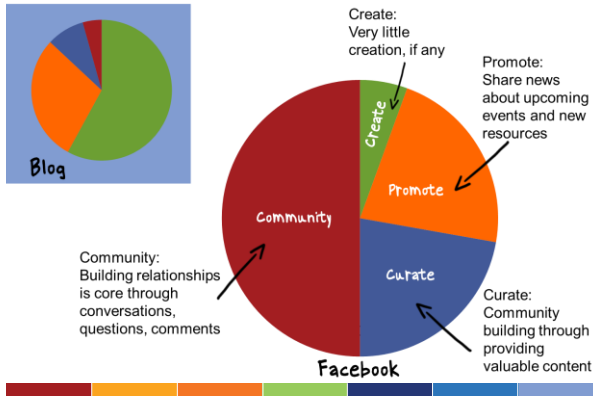
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## Change in Emphasis Reflects Different Goals




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## Devising A Strategy

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## Define Your Strategy

Core things your community cares about

What questions will you ask of each piece of content to make sure it is on target?

Models for content generation and delivery

Where will content come from?  
How will you present content on each channel?

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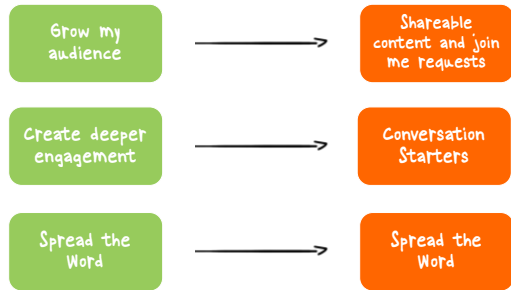
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## Strategy Is About Matching Actions With Goals



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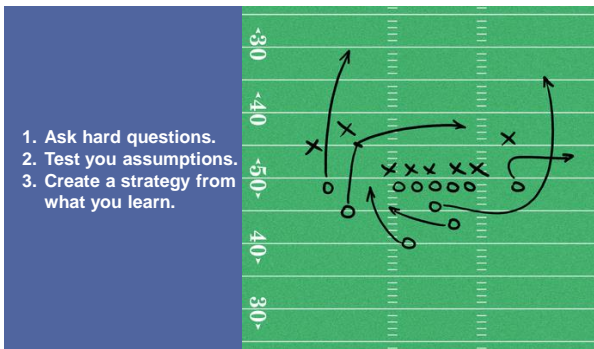
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## Narrowing In On Your Approach



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## Online Working Together With Offline



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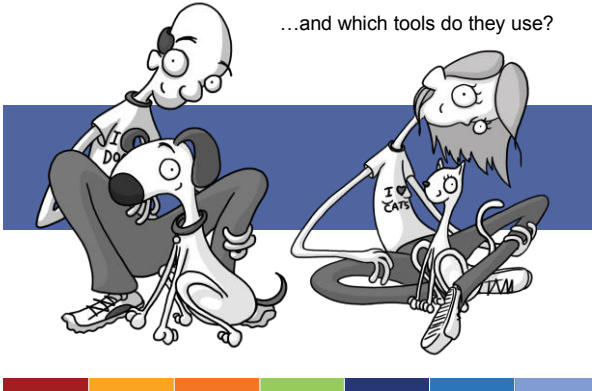
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## What Does My Audience Respond To?

...and which tools do they use?



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## Where To Focus? Creation vs. Curation

### Creation

- You have full control
- Others will share your stuff
- You get exactly what you envision
- Available when you need it
- Spreads your brand/name

### Curation

- Shows you as "in the know"
- You are a "one stop shop"
- Connector
- Reciprocal benefits
- Much faster than creating it yourself



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## How Much Promotion Can I Do?



How much is "just right"?

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## What Role Does Community Building Play?

Where can we effectively build a community?  
Who will be part of our community?



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## Coordinating Your Channels Over Time

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## Building a Communications Calendar



Consider how your  
communications will look  
to your constituents as a  
package over time...



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## Campaign- The Big Picture

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Launch Week		Launch Email	Launch Facebook Twitter	Launch Blog		
	Ongoing: 2 Blog Posts, 2x Daily Facebook, 6x Daily Twitter					
		Email				
	Ongoing: 2 Blog Posts, 2x Daily Facebook, 6x Daily Twitter					
		Email				
		Last Chance Email	Last Chance Blog	Last Chance FB, TW	Official Close	



## Small Chunks

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		Regular eNews - campaign Emphasis w/ article		Blog- Article emphasis	Metrics Review!	
	TW- Resources	TW- Resources, eNews Reminder	TW- Article emphasis	TW- Resources, Article Mention, Blog	TW- Resources	
	FB- Resource, Question	FB- Reminder eNews, Poll	FB- Photo, Article Highlight	FB- Discount, Video	FB- Blog reminder, Question	



... and on a day-to-day basis

	8:30 - Twitter Scheduling
9am	9 - Tweet- article release follow up from last week
	9:30 - Blog Up- About Big Campaign
10am	10 - Tweet- Cover Blog, respond to RTs and other posts
	10:30 - Facebook- About Blog, ask question about core element
11am	
	11:30 - Tweet- great resource Laura found
12pm	
	12:30p - Tweet- RT some other tweets from relevant #
1pm	
	1:30p - Facebook- Share photo from last campaign result
2pm	2p - Tweet- Thanks for RTs
3pm	3p - Tweet- interesting resource
4pm	
	4:30p - Tweet- resource that gives perspective on campaign
5pm	



## But You'll Need to be Flexible...

Think through how your calendar will be affected by reaction to your campaign.

Schedule your calendar, but be open to modification if needed.



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## Putting It Into Practice

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## Define Campaign or Maintenance Period



What is the goal of your communication?

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## Which Channels Will You Use?



What will help you most effectively deliver your message?




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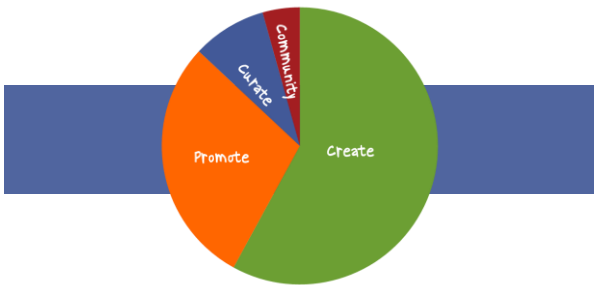
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## What is the Role of Each Channel




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## Create Your Communications Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat

What will happen when?




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Questions?



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