

Achieve Online Mastery!

A Review for Nonprofits



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#NPTechMastery

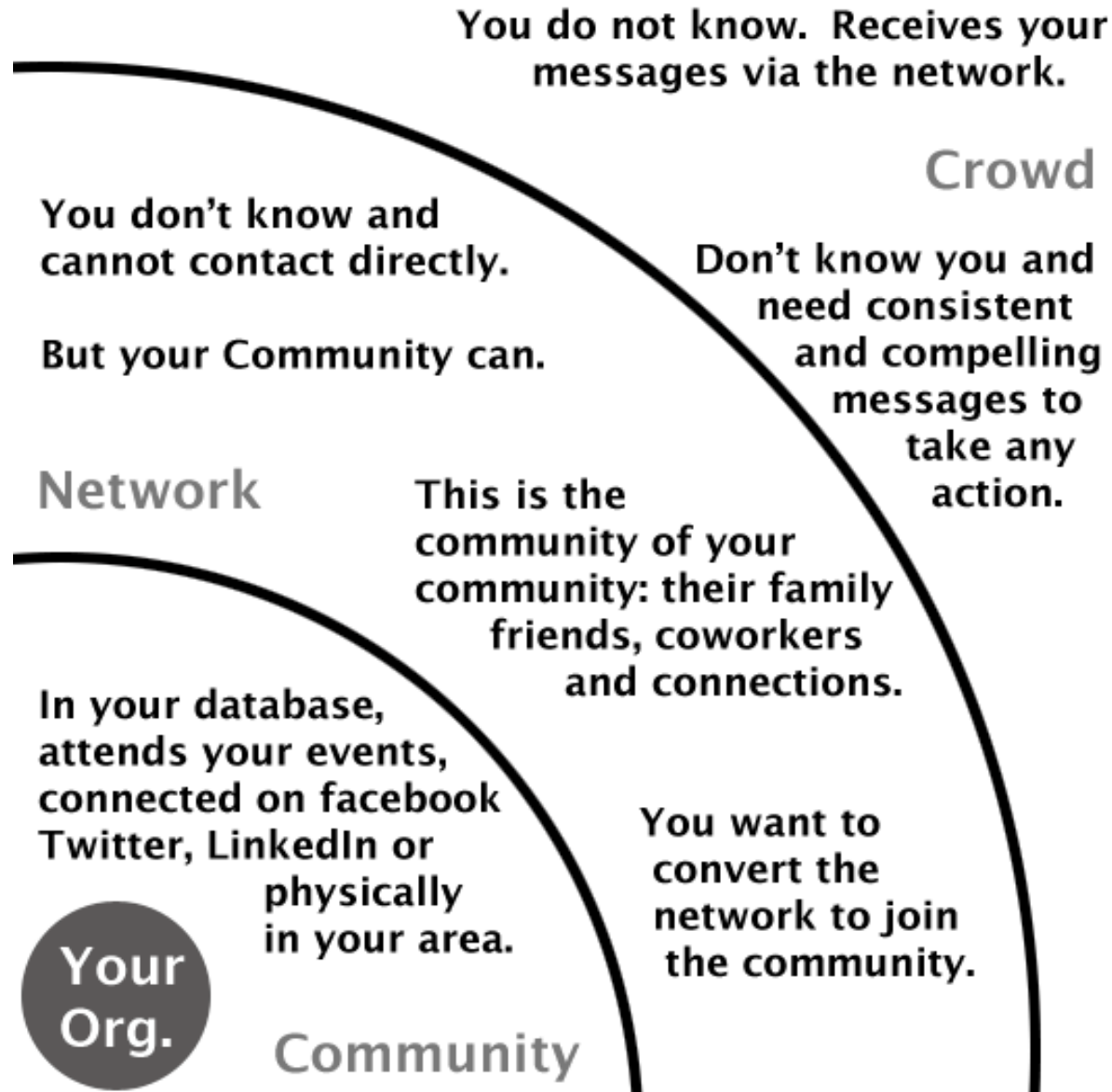








UNDERSTANDING OUR COMMUNITY



Lay the groundwork for success

Part 1: Community Mapping

UNDERSTANDING OUR COMMUNITY

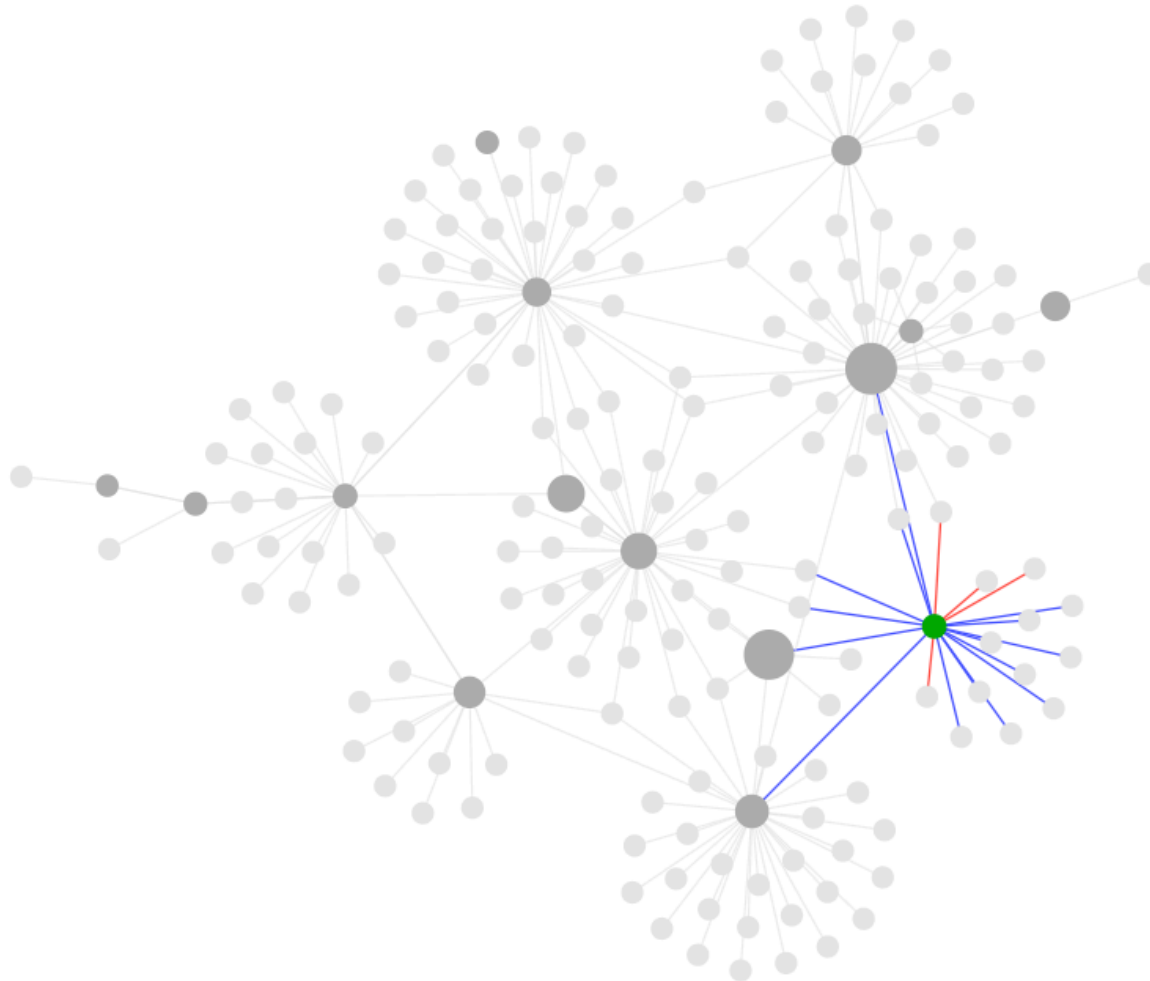


UNDERSTANDING OUR COMMUNITY

exploring: thefangmonster

visit at del.icio.us

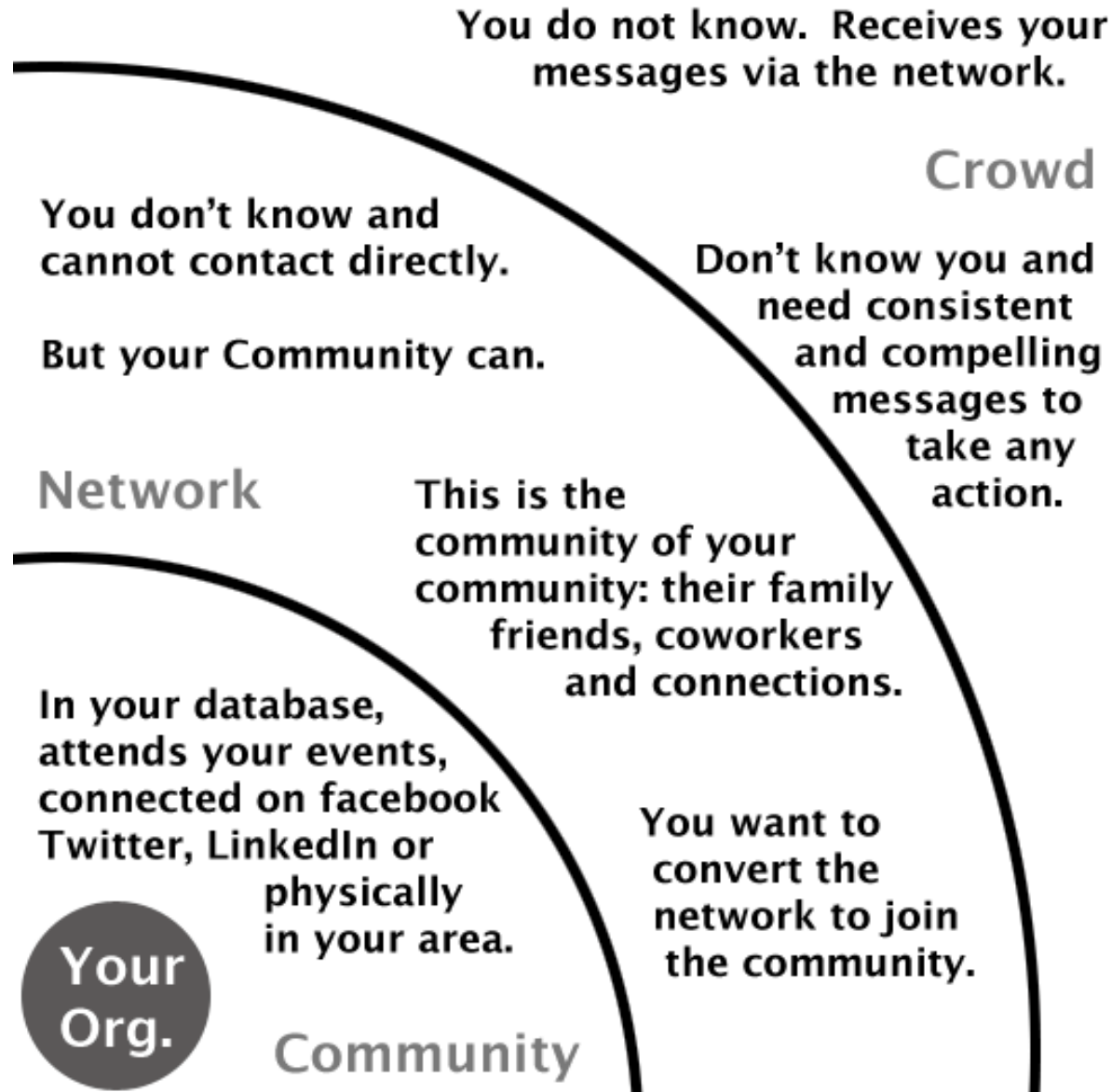
add to your network



UNDERSTANDING OUR COMMUNITY



UNDERSTANDING OUR COMMUNITY



STEP 1: GROUPS

Questions to ask:

Do different programs or departments connect with different constituent groups?

Do services or products target different people?

How would you describe your community to someone unfamiliar with your work, and identify if it is relevant to them?

STEP 2: GOALS

Questions to ask:

Why does the community continue needing your services, programs, or work?

What is the value in others participating?

What do you need help with or involvement from the community to achieve?

How can your work improve with engagement?

STEP 3: CHANNELS

Questions to ask:

Where does this group already talk or engage with each other and with you?

Which channels/platforms are most appropriate to the kind of content they need?

What kind of engagement is required to match the goals?

COMMUNITY MAPPING



Group	Their Goal	Your Goal	Tools
- Volunteers	- Support your work, get recognized	- Increase engagement, build leadership, organize events	- Facebook, email list, in-person
- Donors			
- Staff			
- Partners			

Get this template! <http://bit.ly/DIYcommunity>

Lay the groundwork for success

Part 2: How to choose tools

COMMUNITY FIRST

Before you set up that profile, ask:

- ✓ What is the value in us using the platform/app?
- ✓ Do we have a clear sense of content, engagement, and best practice?
- ✓ Is the content a match for our community's interests?
- ✓ Is the functionality a match for our community's goals?
- ✓ Will it be sustainable to maintain?

Lay the groundwork for success

Part 3: How to know where the community is already hanging out

COMMUNITY FIRST

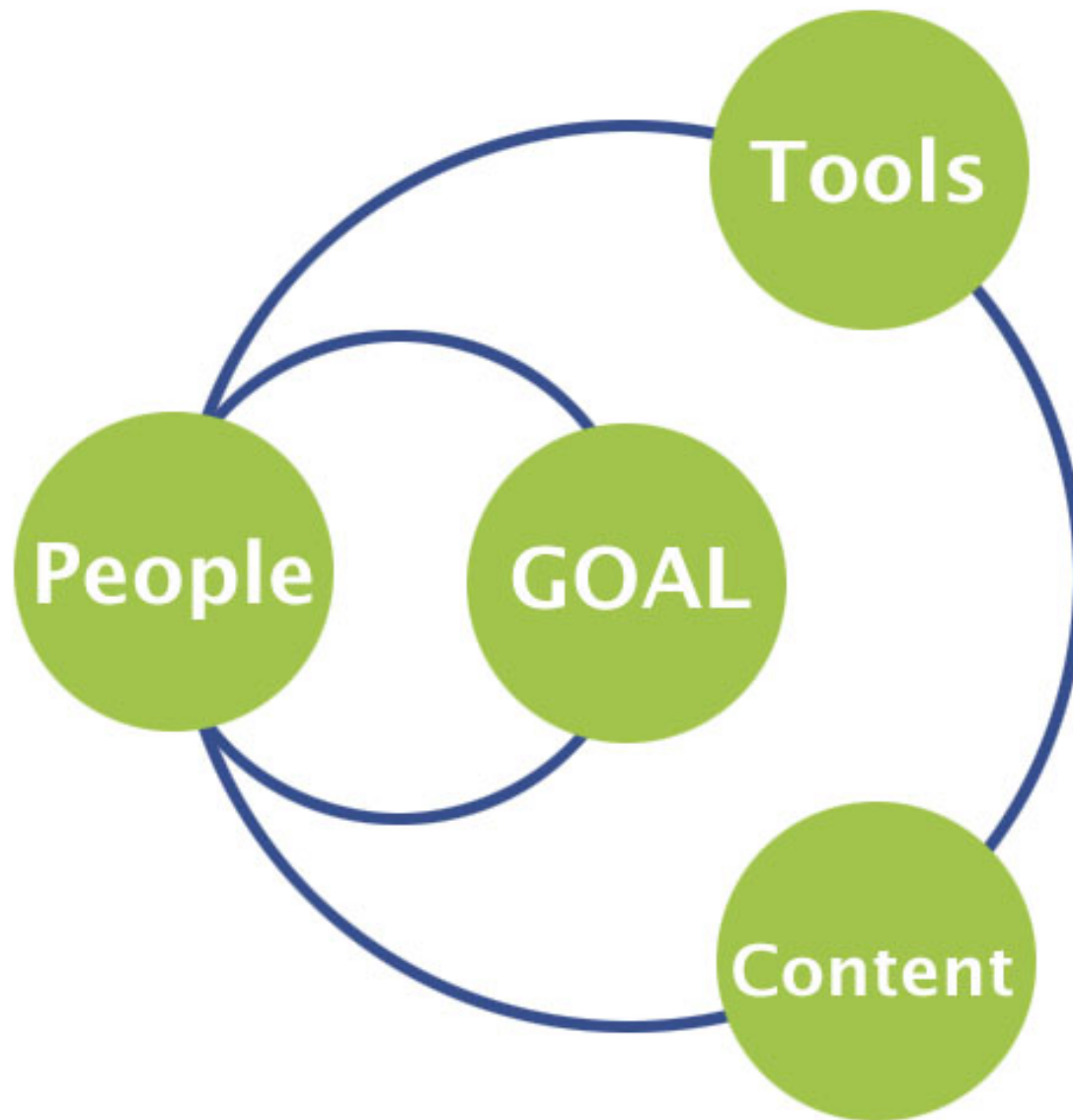
To help identify platforms your community uses:

- Include social media options in sign up forms
- Encourage social sharing on your website, blog, and from emails or newsletters (and track it!)
- Ask about preferred platforms in community surveys
- Use the tools yourself
- Be sure to ask volunteers, community leaders, and other engaged community members whenever you meet them

Content Planning

Part 1: Content Mapping

CONTENT MAPPING



STEP 1: CONTENT TYPES

Examples:

Program or service updates

Staff announcements

Job opening announcements

Volunteer opportunities

Fundraisers

Events

Campaigns

Organized calls to action

STEP 2: GOALS

Examples:

Increase visibility of the organization

Increase participation

Raise funds

Build leadership in the community

Find sponsors or partners

Recruit volunteers

Build and engage the community

STEP 3: CHANNELS

Examples:

Newsletter or mailing

Email newsletter

Twitter

Facebook

Instagram

Website

Blog

In-person

CONTENT MAPPING



Content Type		Communications Method		
Goals	Content	Twitter	Newsletter	Blog
Visibility Increase participation	Upcoming Event information	X	O	X

Get this template! <http://bit.ly/DIYtemplate>

Content Planning

Part 2: Creating authentic content

COMMUNITY GOALS

Your content planning checklist:

- ☐ Does this content serve both organizational and community segment goals?
- ☐ Does this content meet brand and style guides?
- ☐ Am I ready to track impact of the content?
- ☐ Do appropriate staff/teams know the purpose of the content?
- ☐ Are community members interested and ready to share this content?

Multi-Channel Planning

Creating a great digital experience

Accounts



What is your digital experience?

No channel should be a silo!

- Regularly follow the path you create for the community
- Takes notes on the way you “feel” and the number of asks you are presented with
- Use Google Analytics to see where people are dropping off and target those areas for updates and tests

Risks & Challenges

Practical tips for moving forward

Too many moving pieces!

Create a website audit, including:

- ☐ Section, page, and URL
- ☐ Goal and ask / action
- ☐ Who “owns” the content + who “owns” editing
- ☐ Connections to the page from elsewhere on the website, other social channels, email, etc.
- ☐ Opportunities for future content

Social media is changing all the time!

Save yourself time with quick designs:

- ☐ Avoid one-time files, keep design files ready to update
- ☐ No need for photoshop, try canva.com
- ☐ Create content libraries for photos and quotes that you can use year-round
- ☐ Plan what you will feature on social media profiles and share with other staff

What do we do when we are in the news?

Create a crisis communication plan:

- ① Establish the “crisis” type
- ② Follow chain of command established for that crisis type
- ③ Address situation as quickly as possible by the appropriate person and in the channel/s determined by the chain of command

What do we do when we are in the news?

Create a crisis communication plan:

① Establish the “crisis” type

- Is it your organization’s crisis or not (related to your content, programs, staff, etc.)?
- Is it information (misleading statements, incorrect data, slander) or person (people’s jobs, reputations, or lives) related?
- Is it concerning something related to your organization’s specific work or the larger world?

What do we do when we are in the news?

Create a crisis communication plan:

- ① Establish the “crisis” type
- ② Follow chain of command
 - Develop chain of command notes for each type of crisis – ie if it is something that happens at one of your events and is information related, who is responsible for understanding the situation and making a statement, and where does that statement get posted/made

What do we do when we are in the news?

Create a crisis communication plan:

- ① Establish the “crisis” type
- ② Follow chain of command
- ③ Address situation as quickly as possible
 - This should include notes about various outlets related to the crisis types that are relevant to the situation
 - In the case that a crisis is not related to your organization but more general to the world, develop criteria for determining how something merits organizational statement

How do I get buy-in from others?

Make it clear your job supports their job:

- ☐ Use a content map to show how all teams can contribute to digital content
- ☐ Use Google Analytics to track engagement and report back to specific teams with the impact of your work
- ☐ Meet with other teams to understand the goals/KPIs they are focused on and incorporate into your tracking and evaluation
- ☐ Invite others into the process of identifying and running tests to see what works best with your community

Questions?

Reach me any time:
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Resources available:
nten.org
socialchangeanytime.com