Achieve Online Mastery! A Review for Nonprofits

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#NPTechMastery
UNDERSTANDING OUR COMMUNITY

You do not know. Receives your messages via the network.

Crowd

You don’t know and cannot contact directly.

But your Community can.

Network

This is the community of your community: their family friends, coworkers and connections.

In your database, attends your events, connected on Facebook, Twitter, LinkedIn or physically in your area.

Your Org.

Community

You want to convert the network to join the community.
Lay the groundwork for success

Part 1: Community Mapping
UNDERSTANDING OUR COMMUNITY

exoring: thefangmonster
visit at del.icio.us
add to your network
UNDERSTANDING OUR COMMUNITY

You do not know. Receives your messages via the network.

Crowd
Don’t know you and need consistent and compelling messages to take any action.

You don’t know and cannot contact directly.
But your Community can.

Network
This is the community of your community: their family friends, coworkers and connections.

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Your Org.

Community
You want to convert the network to join the community.
COMMUNITY MAPPING

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?
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?
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

<table>
<thead>
<tr>
<th>Group</th>
<th>Their Goal</th>
<th>Your Goal</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers</td>
<td>- Support your work, get recognized</td>
<td>- Increase engagement, build leadership, organize events</td>
<td>- Facebook, email list, in-person</td>
</tr>
<tr>
<td>Donors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Partners</td>
<td></td>
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</tbody>
</table>

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
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

- People
- GOAL
- Tools
- Content
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

<table>
<thead>
<tr>
<th>Goals</th>
<th>Content</th>
<th>Twitter</th>
<th>Newsletter</th>
<th>Blog</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visibility</td>
<td>Upcoming</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase participation</td>
<td>Event information</td>
<td></td>
<td>O</td>
<td>X</td>
</tr>
</tbody>
</table>

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
Channels

Accounts

- Website
- Email
- Print + Offline
- Social Media
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 photoshopped, 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 comment
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 is 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: amy@nten.org

Resources available: nten.org socialchangeanytime.com