



DIGITAL STRATEGY FROM THE INSIDE OUT: POST FRAMEWORK

CREATE A POST POSTER

Use the markers, poster paper, and sticky notes to create a poster with the following for your host organization

PEOPLE Describe the audience your host organization is targeting	OBJECTIVE Describe results
SOCIAL STRATEGY Listening, Content, Engagement, and Champions Include some ideas	TACTICS Your messaging, calls to action, and channels you'll use





PEOPLE

Segment	Description
Target Audience 1:	
Target Audience 2:	
Target Audience 3:	

- What keeps them up at night? What are they currently seeking?
- Where do they go for information? What influences their decisions?
- What's important to them? What makes them act?
- What additional research do you need to do?

OBJECTIVE

Describe your objectives

Objective	How Many? By When?
Objective 1:	
Objective 2:	
Objective 3:	

Is the objective to share news, engage with audiences around your program, inspire action, or other?





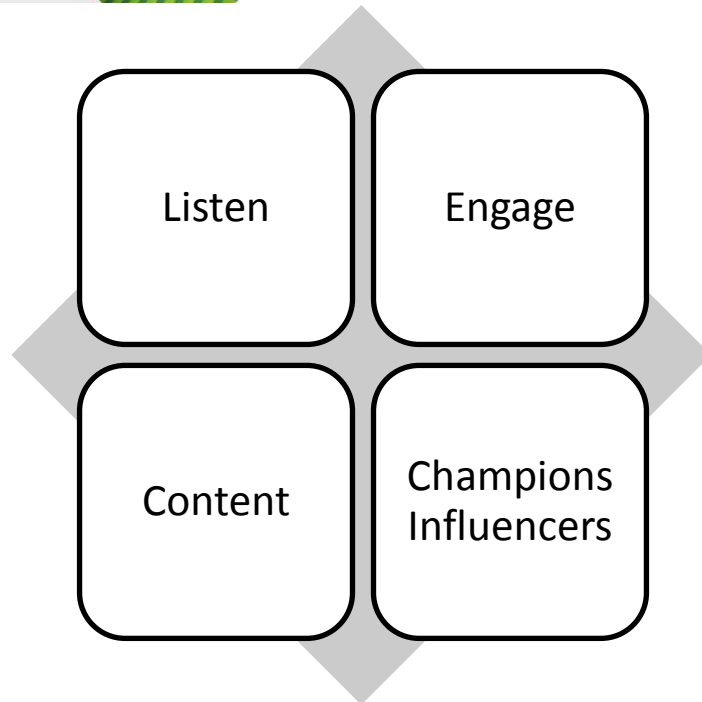
SAMPLE OBJECTIVES

Objectives	Metric
Increase donations	% reduction in cost per dollar raised
Increase donor base	% increase in new donors
Increase number of volunteers	% increase in volunteers
Increase awareness	% increase in awareness, % increase in visibility/prominence
Improve relationships with existing donors/volunteers	% improvement in relationship scores, % increase in donation from existing donors
Improve engagement with stakeholders	% increase in engagement (comments on YouTube, shares on Facebook, comments on blog, etc.)
Change in behavior	% decrease in bad behavior % increase in good behavior
Change in attitude about your organization	% increase in trust score or relationship score

SOCIAL STRATEGY

Based on "Measuring the Networked Nonprofit" by Beth Kanter and KD Paine, Wiley, 2012 (<http://amzn.to/measure-networknp>)
 Beth Kanter (<http://www.bethkanter.org>)





Listening: The process of tracking what people are saying on social media channels about: organization’s brand and/or policy issues.

Engagement: The process of bringing stakeholders from passive bystanders to champions for your organization or its policy issues. Think of engagement of conversation starters – from Twitter chats to Facebook status questions.

Content: Can be created by the organization or curated from other sources. Includes text, photos, videos, and links that your audience finds valuable and supports organization’s objectives. Stories, policy briefs, research, news stories, etc.

Champions/Influencers: Champions are individuals who are passionate about the organization’s work and willing to engage their networks on your behalf about your programs. Influencers are individuals who are followed by others on social channels, but those followers are persuaded to believe or act around something that supports the organization’s objectives.

Your most valuable champions are internal champions – your staff and leadership!



TACTICS AND TOOLS

Finally, you can decide social media tools you will use and how your other channels will be integrated.

Channel	Describe
Facebook	
Twitter	
LinkedIn	
Pinterest	
Google +	
Instagram	
YouTube	
Blog	

