



How to Facebook so people will listen

Integrating social media into your communications strategy



Created and presented by Alice Lundell

Director of Communication,
Oregon Justice Resource Center, Portland, Oregon
alice@ojrc.org | @aliceOJRC

© 2015



Any Questions?

- ▶ The Oregon Justice Resource Center is an Oregon nonprofit dedicated to dismantling systemic discrimination in the administration of justice by promoting civil rights and enhancing the quality of legal representation for traditionally underserved communities.
- ▶ Visit www.ojrc.org to learn more
- ▶ There will be question time at the end, but feel free to ask questions at any point



Advancing your mission and goals through the use of strategic communications

PLUS how to do the above by using social media





Creating a Communications Strategy

The what, the why, and the how

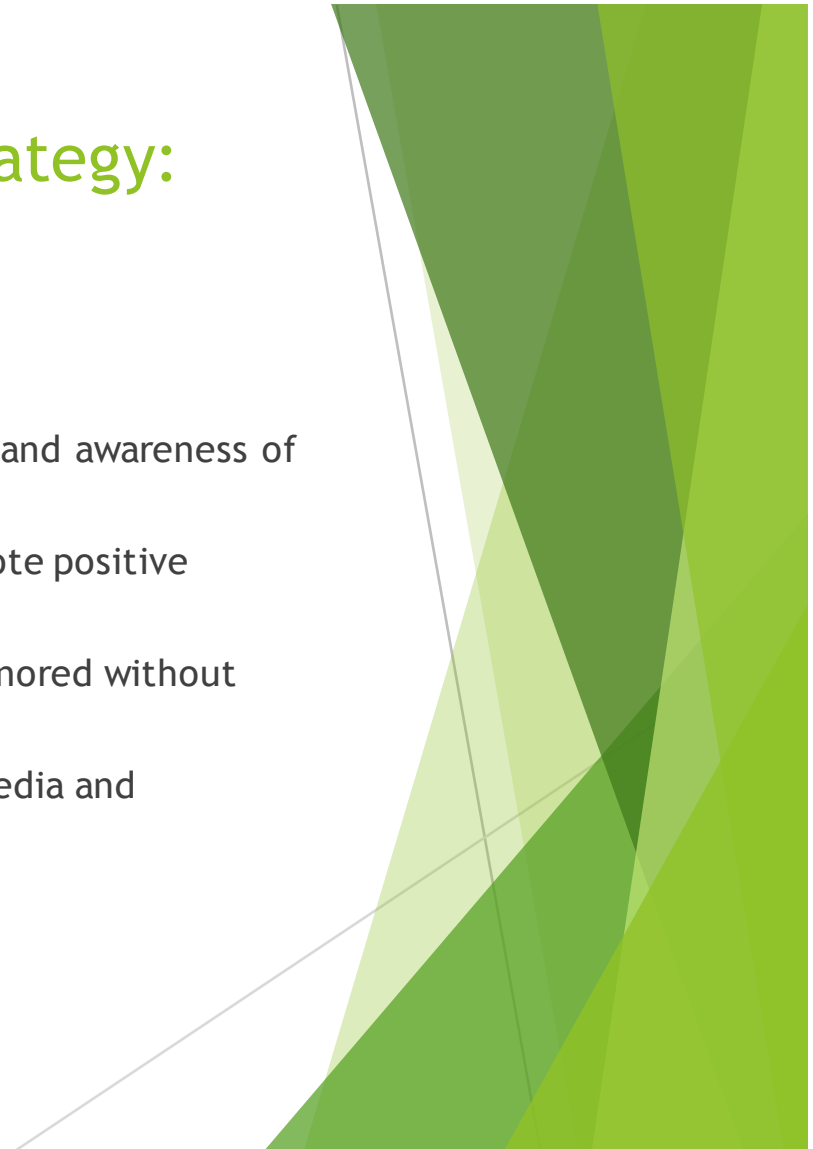
What is a communications strategy?

- ▶ A communications strategy is simply a plan to help you achieve your organizational goals/advance your mission through the planned and intentional use of communications
- ▶ Your communications strategy **MUST** set goals that are driven by your organization's overall strategic plan as well as its mission, vision, and values.



Why you need a communications strategy: answering the common objections

- ▶ Organizations with limited funding can maximize support for and awareness of their work by judicious use of communications
- ▶ Building relationships with the press is the best way to promote positive publicity for your organization
- ▶ The great work organizations are doing will continue to be ignored without sustained and organized promotion
- ▶ It is possible and desirable to overcome inexperience with media and journalists



How to develop a communications strategy

- ▶ The whole organization must be involved for maximum effectiveness
- ▶ Mission and values must be your starting point
- ▶ If you don't find there much consensus among people in your organization about what lies at the heart of your organization's purpose and goals, you **MUST** work on that first before you try to build a strategy



Common goals of a communications strategy

- ▶ Building awareness of your organization
- ▶ Increasing fundraising
- ▶ Reaching influentials
- ▶ Recruitment
- ▶ Education
- ▶ Overcoming negative reputation or negative publicity



Identifying your target audience(s)

- ▶ Parishioners
- ▶ Clergy
- ▶ People who can provide time, talent, and treasure
- ▶ Media
- ▶ Elected officials
- ▶ Schools
- ▶ Your local community
- ▶ People interested in learning more about becoming a Catholic
- ▶ Other denominations/faiths
- ▶ Your own staff/board/volunteers/supporters



The path to a written strategy

- ▶ Research
- ▶ Message development
- ▶ Materials
- ▶ Review and allocate resources
- ▶ Write the plan down
- ▶ Determine how and when you will evaluate success



Incorporating social media within your communications strategy



“ At one point in time the telephone was new but organizations didn't develop strategies around how to use the phone. They developed strategies around how to leverage the phone to improve their communications. ”

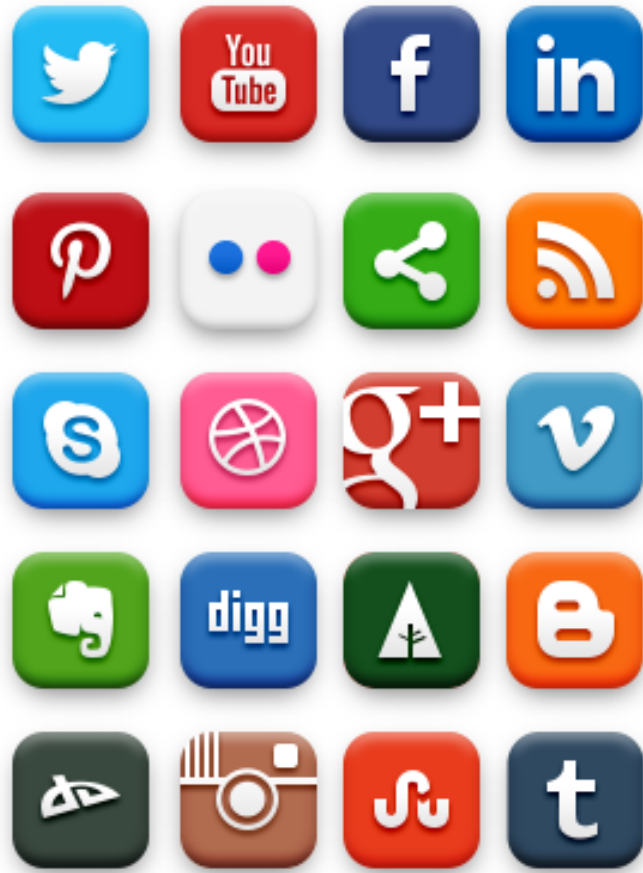
Source: Olivier Blanchard/www.catholictechtalk.com

A social media presence is not the end goal. Nor is a social media strategy. The goal is to use social media to achieve your communications, and ultimately organizational, goals.

Questions to ask yourself about social media

- ▶ How do social media fit into our communications strategy?
- ▶ How will we sustain and manage our presence on social media?
- ▶ Which social media should we choose?







Advantages of Facebook

- ▶ Popularity and usage by a wide age range
- ▶ Information sharing and response: building a community
- ▶ Tools to evaluate your success



What works on Facebook? Content trends

- ▶ Paid reach is becoming more and more necessary, even for nonprofits
- ▶ Smartphones are king
- ▶ Video is exploding
- ▶ Search is improving



Evaluating performance on Facebook

- ▶ Reach
- ▶ Engagement
- ▶ Likes
- ▶ Demographics of your fans



Twitter may work for you if...

- ...you want to mobilize people in support of a cause.
- ...your communications strategy focuses on reaching journalists and influentials such as lawmakers.
- ...you can make your content bite-size and retweetable.
- ...you can commit to tweeting at least a couple of times daily.
- ...you are ready to engage with your followers and acknowledge them.
- ...you have a lot of live events.



Who's on Instagram?

- ▶ Just over a quarter of people who are online are on Instagram
- ▶ Instagram is heavily skewed to a younger age group
- ▶ Instagram is growing rapidly
- ▶ Instagram is particularly popular with women, Latinos, African Americans, and people living in urban or suburban areas



Basics of Instagram

- ▶ Easy to share content from Instagram to other social networks
- ▶ It's all about mobile
- ▶ Images drive social media and will do so even more in future
- ▶ You can share still images or short videos
- ▶ Instagram is not for large photo albums and is meant to be spontaneous (or look like it!)



How should you use Instagram?

- ▶ Reporting live
- ▶ Reprogramming
- ▶ Share at least one image daily, two if possible
- ▶ Let your followers get behind the scenes
- ▶ Crowdfsource images



Recap

- ▶ Do develop a communications strategy for your organization. Think about:
 - ▶ Your values and goals
 - ▶ Your audience(s)
 - ▶ Research
 - ▶ Developing messages that work
 - ▶ Materials
 - ▶ Resources
 - ▶ Creating a written plan
 - ▶ Evaluating results
- ▶ Consider social media as a tool to help you achieve the goals of your communications strategy
- ▶ Think about how you will manage and sustain your social media presence
- ▶ Choose the best social media network(s) for your organization

Any questions?



Alice Lundell

Director of Communication,
Oregon Justice Resource Center, Portland, Oregon
alice@ojrc.org | @aliceOJRC

May your life be as
awesome as you pretend
it is on Facebook!