Developing Strategic Communications

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By the end of this session, you’ll know how to:

1. Set a clear goal.

2. Identify your audience.

3. Assess the right platforms or channels to reach your audience.

4. Consider the timing, frequency, costs and evaluation that will drive results.
Why Communications?
Parts of a Communication Plan

1. **Goals/s:** Why are you communicating/what outcome do you want?
2. **Audience:** Who do you want to reach?
3. **Message:** What info/content does your audience respond to? (We’ll cover this tomorrow!)
4. **Outreach:** Where are you going to reach out to your audience?
5. **Plan:** How will you accomplish this? (Who, how often, cost, evaluation)
Got Insurance?

23+ million website visits

Millions of Facebook posts and tweets

Thousands of media stories
Goal: What outcome do you want?

*Get your Audience to Know → Care → Do*

**Know:** Make people aware of an issue, organization or education campaign

**Care:** Inspire people to care about an issue, organization or education campaign

**Do:** Motivate people to partner/volunteer/donate to organization or education campaign
Got Insurance

Goal: Raise awareness of Obamacare insurance options
Audience: Who do you want to reach?

*NOT “the general public”*

Funders
Media
Clients & Prospective clients
Partners & Prospective partners
Health/MH providers
Volunteers
Donors
Populations: people of color, older adults, young adults, women,
Elected officials
Policymakers
Got Insurance

Audience 1: “Young invincibles”

Brosurance
Key stands are crazy.
Not having health insurance is crazier.
Don’t tap into your beer money
to cover those medical bills.
We got it covered.
Now you can too.

Flexible Benefits
I like to spend time
upside down and twisted all
around. It gives me perspective.
It’s also been known to
give me a pain in the neck.
I have a healthy body thanks
to yoga. I have peace of mind
because I got insurance.
Now you can too.

#GotInsurance
doyougotinsurance.com

Rob, Zach, & Sam
Bros for Life

Carolina
Yoga Master

#GotInsurance
doyougotinsurance.com
Got Insurance

Audience 2: Communities of color

Well Rounded Coverage
When I'm expecting,
I don't need my health care
bills to be unexpected.
Thanks to affordable health insurance,
I can focus on my baby not my bills.
Now you can too.
thanks
obamacare!

#GotInsurance
doyougotinsurance.com

Family Practice
When they start playing,
I'm not sure who's the
bigger kid. His head tells him
he can keep up with the boys,
his back tells him otherwise.
Good thing I made sure
our whole family got insurance.
Now you can too.
thanks
obamacare!

#GotInsurance
doyougotinsurance.com

Vince, Diédre, Jordan & Noah
Two Sport Family
Outreach: Where will you reach your peeps?

What channels/platforms reach your target audience?

- Printed materials
- Meetings
- Special Events
- Traditional media
- Websites
- Email
- Social Media
Collaterals/Print Materials

**Goal:** Establish brand, emphasize key points, provide contact info.

**Audience:** Anyone – donors, decision-makers, influencers, stakeholders, clients

**Frequency:** Print 1+ x for organization and perhaps 1 x per project/campaign

**Timing:** As appropriate: leave behind with donor, hand out at street fair, post on boards, etc.

**Cost:** Design + printing/depends on size, colors, number printed

(e.g.: $800 for 1000 large color postcards/$200 design + $600 for printing)

**Evaluation:** Contacts made, positive feedback and outcomes like new clients, donations, increased health awareness
Community Events

**Goal:** Outreach to community members drawn to event

**Audience:** Depends on event but usually many new folks

**Frequency:** As events are held

**Timing:** Whenever events are held

**Cost:** Registration fee, table/banner/materials, staff

**Engagement:** Sign-ups or petition to capture name/contact info

Try: Raffles, event invitations, logo “stuff,” selfie photos with signs/folks

**Evaluation:** Contacts made, positive feedback and outcomes like new clients, donations, increased health awareness
Special Events

**Goal:** Build sense of belonging and fun; show off site/work; fundraise

**Audience:** Donors, volunteers, supporters, folks likely to support

**Frequency:** Different models: once-a-year dinner, monthly tours, etc.

**Timing:** As audience responds and as internal capacity allows

**Cost:** Staff planning time/tour of facility to BIG BUCKS/fancy dinner + auction

**Evaluation:** Positive feedback and outcomes like new clients, new volunteers, donations, “champion” cultivation
Traditional Media (pitching stories + op-eds/letters to editor)

**Goal:** Educate or advocate on a public issue/cause/purpose

**Audience:** Community “influentials,” decision-makers, others depending on outlet

**Frequency:** As opportunities and capacity allow

**Timing:** Capitalize on “news hook,” holiday or other connection

**Cost:** Staff to research outlets/reporters, make pitches, write/place opinion pieces

(Outlets your audience reads/views...health, community, biz reporters, ed pages)

**Evaluation:** Positive feedback and outcomes like new clients, new volunteers, donations, “champion” cultivation, increased health awareness
Websites (and CMS/Content Management Systems)

**Goal:** a central place for all information regarding your campaigns

**Audience:** Donors, volunteers, supporters, decision-makers, etc.

**Frequency:** Consistently

**Timing:** Anytime you have an update regarding your campaign or organization

**Cost:** $140 - $300 per year, depending on hosting and domain registration. Can cost up to $10-15,000 to design and develop one from scratch.

**Evaluation:** Google Analytics – visits, visitors, time spent on site, how they got there, where they clicked through, etc.
Email (and CRM/Constituent Relationship Management services)

**Goal:** Get your supporters to take action (send a letter to a legislator, write an LTE, donate, share something on social media, sign a petition, etc.)

**Audience:** Donors, supporters, volunteers

**Frequency:** Twice a month to a couple times a week, depending on goal & segmentation of audience

**Timing:** Tuesday- Thursdays in the mornings

**Cost:** If the service is free, it’ll end up costing you more time. Rates can vary from $10 a month to $500 a month, depending on your list size & email frequency.

**Evaluation:** Any good system will have internal analytics - open rate, click through rate, conversion rate, churn rate.
Social media

**Goal:** Engage community members about your campaign

**Audience:** Supporters, donors, volunteers, decision makers, etc.

**Frequency:** 3-12x a day

**Timing:** Every few hours or as needed based on current events, depending on the platform

**Cost:** Staff or volunteer time for organic posts; as little as $5 for an ad

**Evaluation:** Each site will have its own analytics - engagement rate; consistently increasing reach, click through rate
Facebook

Goal: Increase the knowledge & passion about your campaign

Audience: Donors, supporters, volunteers, community influencers, potential supporters, patients, etc.

Frequency: 5-12x daily

Timing: Every hour

Cost: Staff or volunteer time for organic posts; as little as $5 for an ad

Tip: Your organization’s Facebook page functions much differently than your personal one. If people don’t engage with your page, Facebook will stop showing it to them – before posting something, ask, “is it shareable?” Use Audience Insights to research what your community is engaging with online.

Evaluation: Facebook Insights - engagement rate; consistently increasing reach, click through rate
**Twitter**

**Goal:** Engage with influencers

**Audience:** Reporters, decision-makers, super-activists

**Frequency:** As needed

**Timing:** When it’s relevant – usually during events

**Cost:** Staff or volunteer time for organic posts; as little as $5 for an ad

**Tip:** Participate in Twitter Chats, like #COhealth, or conversations during events like #COleg or #17CHS. Be concise & use hashtags to join conversations instead of trying to start your own.

**Evaluation:** Twitter Analytics - engagement rate; consistently increasing impressions, click through rate
Goal: Engage with younger audiences, visually

Audience: Supporters, volunteers under 40

Frequency: 4-5x daily

Timing: Every few hours

Cost: Staff or volunteer time for organic posts; as little as $5 for an ad

Tip: This is a visually-focused platform. Without strong photos, graphics, or videos, this is NOT the platform for you. You can use up to 30 hashtags per post, do it. Comment on others’ posts too.

Evaluation: Instagram Business - engagement rate, consistently increasing reach, click through rate
Tomorrow...

Pitching your Message: What info/content leads your audience to:

Know → Care → Do!
Do you understand the need to:

1. Set your goal?

2. Identify your audience clearly?

3. Assess the right platforms or channels to reach your audience?

4. Consider the timing, frequency, costs and evaluation that will drive results?

Congratulations!