

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?

got insurance?



Mamacare

As a mom, I want what's best for her. When my baby is sick, my first question is what's my doctor's number, not can I afford a doctor. I can afford that peace of mind thanks to my health insurance.

Now you can too.



#GotInsurance
doyougotinsurance.com

Grace López Ramirez
Mama of the Year

got insurance?



Sarah & Maya
Blood sisters

Uniform Coverage
They're teammates on the field and besties off it. That girl power means they never play it safe. Bloodied noses and skinned knees are the norm. High medical bills aren't—because we got insurance.

Now you can too.



#GotInsurance
doyougotinsurance.com

got insurance!



Cheers to You
Here's to all the people who got insurance last year thanks to Obamacare. Over 400,000 Coloradans covered. We'll drink to that. Now you can too.*



#GotInsurance
doyougotinsurance.com

Susie & Congresswoman Diana DeGette
This Round's on Us

*Get covered that is. Open enrollment runs through February 15th, 2015.

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

Keg 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.

thanks
obamacare!



#GotInsurance
doyougotinsurance.com

got insurance?

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.

thanks
obamacare!



#GotInsurance
doyougotinsurance.com



Got Insurance

Audience 2: Communities of color

got insurance?



Maria Handley
About to Pop

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

got insurance?

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, Deidre, 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)

A screenshot of a CNBC news article. The headline reads "'Brosurance' ads go viral, but will young men buy Obamacare?". The author is Josh Gralnick (@joshgralnick) and the date is Thursday, 24 Oct 2013 1:00 PM ET. The article features a photo of a woman in a blue dress speaking on a news set. Below the photo, the text discusses a social media campaign using 'Brosurance' ads to promote Obamacare, mentioning feedback from Adam Fox, director of strategic engagement at the Colorado Consumer Health Initiative (CCHI).

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



SHARE ON FACEBOOK  SHARE ON TWITTER 

SHARE ON PINTEREST  SHARE ON TUMBLR  SHARE ON INSTAGRAM 

got insurance?

Sports Medicine
His goal is to win.
My goal as his mother is
to keep him healthy.
Sprained ankles and broken
bones come with the turf.
That's why we have a
winning game plan that
includes health insurance.
Now you can too.

Thanks
obamacare!

#GotInsurance
doyougotinsurance.com

Phillip, Age 13
Wunderkid

Goal: Engage community members about you 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.

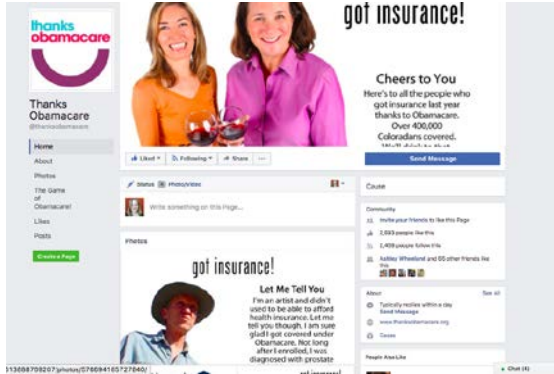
Frequency: 5-12x daily

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



Instagram



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!