Online Communications

In partnership with idealware

Presenters

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Introductions
Survey Data

Look for this icon to find out what online communications issues other immigrant rights and immigration legal services organizations are facing based on our recent survey.

What We’ll Cover

- Online Communication in Context
- Your Website
- Broadcast Email
- Social Media
- Thinking Through Your Mix

Online Communications in Context
Start with Your Goals

The communication tools you should use depend on what you want to accomplish and who you want to reach.

Your Website

Goals Should Be S.M.A.R.T.

- **S**: Specific
- **M**: Measurable
- **A**: Attainable
- **R**: Relevant
- **T**: Timely
Your Website Is You, Online

47% feel their website represents their organization in a professional and polished way.

We're low budget and unsophisticated.

We're well run and modern.

Find the Balance

Does it Show What You Do?

Make sure your website vividly shows your work and the difference you're making.
Make People Care

Share stories, numbers, and examples to make a connection.

www.robinhood.org

Stories Draw People in

Give your audience someone to root for!

www.amnestyusa.org

Frame it as an Opportunity

Give people a lot of chances to help out or take action.

www.freshair.org
Search Engine Optimization

Pay attention to words, headings, and page titles. Also, try to get others to link to you.

Identify High Priority Keywords for You

Start with the phrases associated with your organization.

U.S. Immigration  
Immigration Law  
Green Card  
Dream Act  
Deferred Action  
Deportation Oregon

Don't forget misspellings, or alternate spellings.

Ads Can Be a Great Option

Advertise affordably for particular keywords—or apply for free ads.
You Should Be Able to Update it Yourself

A content management systems makes this easy….

…but you may have to build a new site to implement one.

Email

Emails Are Very Cost Effective

Reach out to your constituents to let them know what you’re doing

Or ask them to take action
But the Details Are Critical

Who is the email from?

Is the graphic design clean?

Is there an unsubscribe link and physical address?

What's the subject line?

Does it sound like it was written by a human?

Are any calls to action clear?

Does Anyone Open Email Anymore?

Yes. Especially from organizations they know and like.

16% Open

2% Click-Through

These vary widely based on organization and email.

Where Do The Addresses Come From?

Most importantly, have something worth subscribing to.
How Much Permission Do You Need?

There’s a big gray area. You’ll need to figure out your own organizational policy.

Pulled from the web
Purchased email addresses
Opted-in to receive emails
Attended a large event
Volunteered
Gave you a card at a conference
Donor

How Often Should You Send Emails?

The right volume depends on you and your subscribers. Consider segmenting to reach the right people at the right frequency.

39% use email for fundraising.

Outlook Is Not a Broadcast Email Tool!

If you send bulk emails in the same way you send individual emails, you risk getting all your email accounts blacklisted.

These tools also don’t help you manage or target your email list.
Great Broadcast Email Tools for Nonprofits

VerticalResponse

10,000 free emails per month for 501(c)3s or 15% discount.

MailChimp

Up to 2,000 subscribers and 12,000 free emails per month.

Social Media

Your challenge:
Think like a social media user.
How do we provide value that will be as compelling as this?

Top Reasons People Share

It’s all about relationships!

What They Like to Share
**Social Media: It’s All About the “Network Effect”**

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**Facebook**

*Powerful networking tool to grow community interaction, drive website traffic and attract new constituents.*

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**Twitter**

*Breakfast any thoughts with @socialmedia360 and frequently to accent with responding, organizations and the media.*
How Many People Are on Each Platform?

Top Social Media Mobile Apps

1. WhatsApp - Number of Active Users - 1,000,000,000
2. Messenger - Number of Active Users - 900,000,000
3. WeChat - Number of Active Users - 850,000,000
4. QZone - Number of Active Users - 400,000,000
5. Instagram - Number of Active Users - 450,000,000
6. Viber - Number of Active Users - 340,000,000
7. Line - Number of Active Users - 320,000,000
8. Snapchat - Number of Active Users - 200,000,000
9. YY - Number of Active Users - 122,000,000
10. BBM - Number of Active Users - 100,000,000

Source: Statista.com

How Much Time Can You Commit?

Rule of thumb:
2 – 4 hours per channel per week

Think Through a Policy

http://www.idealware.org/reports/nonprofit-social-media-policy-workbook
Your Communications Mix

A Pyramid of Engagement

Each Channel Has Many Jobs
**Creation in Practice**

- Magazine: Maine Public Broadcasting Network
- Infographic: First We Feast

**Curation in Practice**

- Facebook: Wolfe's Neck Farm
- Email: Idealware

**Community Building in Practice**

- Autism Speaks
- The Anti-Violence Project
- Sierra Club
Promotion in Practice

Portland Stage

Room to Read

Build a Communications Calendar

Failing to plan is planning to fail.

Planning Leads to Better Content

Consider how your communications will look to your constituents as a package over time. Are your posts relevant and diverse?
But You'll Need to Be Flexible

Think through how your calendar will be affected by reactions to your campaign.

Schedule your calendar, but be open to modification if needed.

Your Stories vs. Your Audience's Interests

The stories you want to tell

The things your audience is actually interested in

Questions?
Your Homework

Discuss desirable online communication improvements with your technology team.

Prioritize a list of two to four possible projects, and write them up in the “Online Communications” section in the Technology Plan document.

Write a few paragraphs for the “Organizational Background” section.

Optional: Use the Online Communications worksheets to help think through your goals and strategies.

The Technology Plan!

Join Us!

Join a community of over 8,000 advocates dedicated to protecting and promoting the rights of immigrants in the United States.

To learn more, visit www.immigrationadvocates.org

twitter.com/immadvocates
facebook.com/immigrationadvocates