

## Online Communications

In partnership with **idealware**

### Presenters

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Jonathan Poisner Strategic  
Consulting



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Online Communications  
Associate, American  
Immigration Council



### Introductions



The screenshot shows the idealware website with a navigation bar including links for Topics, Reports, Articles, Online Training, News, Contact Resources, Events, and About. The main content area features a large quote: "We want the best to support our community of immigrants, but money is tight—so we don't buy any software without seeing what idealware says about it first." attributed to Patricia Perkins, FAIRAction International House. Below this, there are sections for "Featured Training" (listing a March 16, 2019 session on Social Media), "Latest Articles & Reports" (listing a March 16, 2019 article on Social Media), and "Events" (listing a March 16, 2019 event on Social Media). A sidebar on the right lists various topics like Managing Constituents, Email, Social Media, and Fundraising. At the bottom, there is a "Subscribe to Our Newsletter" section with a form for email address and a "Go" button.

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.



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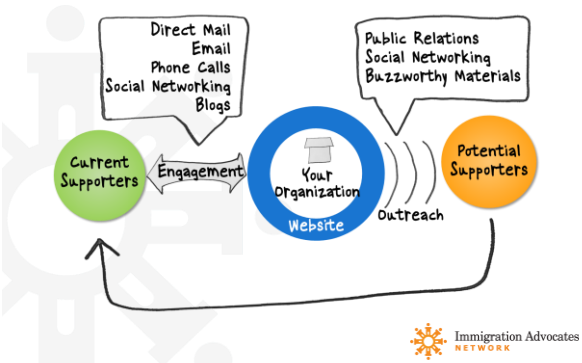
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Online Communications in Context



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## Start with Your Goals



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



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

**S** : Specific  
**M** : Measurable  
**A** : Attainable  
**R** : Relevant  
**T** : Timely



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## Your Website

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## Your Website Is You, Online



We're low budget and unsophisticated.



We're well run and modern.



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

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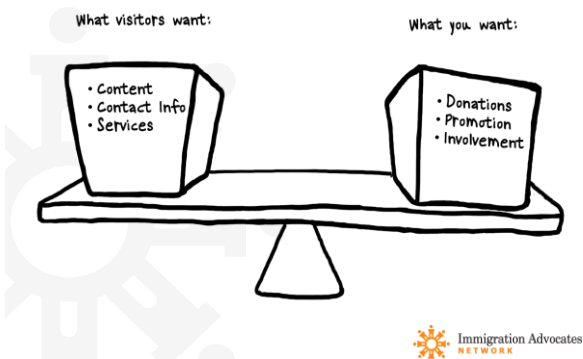
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## Find the Balance




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## Does it Show What You Do?



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

www.rippleffect.net

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## Make People Care

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



## Stories Draw People in

Give your audience someone to root for!



## Frame it as an Opportunity

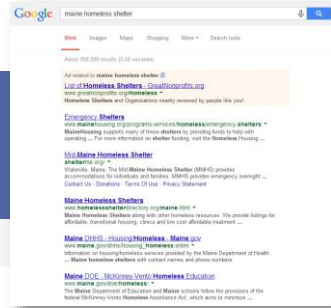


Give people a lot of chances to help out or take action.



## 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

Oregon Immigrant Rights

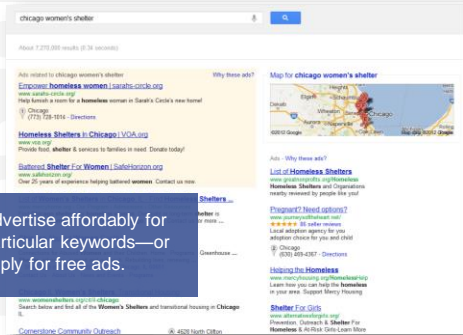
Deferred Action

Deportation Oregon

Don't forget misspellings, or alternate spellings.



## Ads Can Be a Great Option

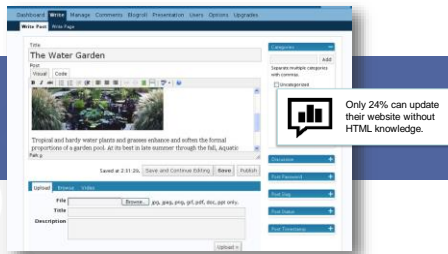


Advertise affordably for particular keywords—or apply for free ads.



## You Should Be Able to Update it Yourself

A content management systems makes this easy....



WordPress

...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? → **Wanted: Your ideas for the Netroots platform!**  
From: [Steven Gossel's List](#) [Unsubscribe] [View in French] [Unsubscribe in French]

What's the subject line? → **Wanted: Your ideas for the Netroots platform!**

Is the graphic design clean? → **NETROOTS★NATION**

Does it sound like it was written by a human? → Dear Friend,

Are any calls to action clear? → **We need your help to ensure that the platform achieves what we think is a laudable, socially responsible goal for our citizens throughout the world.**

Is there an unsubscribe link and physical address? → **The Internet Archive Foundation**  
1701 California Street, Suite 100  
Berkeley, CA 94709  
USA


Only 31% felt that they consistently reach supporters with their communications.


31%


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# Does Anyone Open Email Anymore?

Yes. Especially from organizations they know and like.


 16% **Open**

 2% **Click-Through**

 Only 21% feel they can measure the success of their online communications.

These vary widely based on organization and email.

Blackbaud's 2015 Luminate Online Report

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# Where Do The Addresses Come From?

**#1 Recruit Your Current Supporters**

- take a sign-up sheet to events
- send them a postcard

**#2 Make friends online**

- have people **sign up!**
- ...to see rehearsals
- ...to get more info
- ...to affirm a pledge

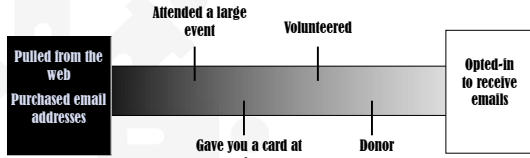
**#3 Consider other people's lists**

- swap an email introduction with a partner
- ...or consider paying for one from a service

Most importantly, have something worth subscribing to.

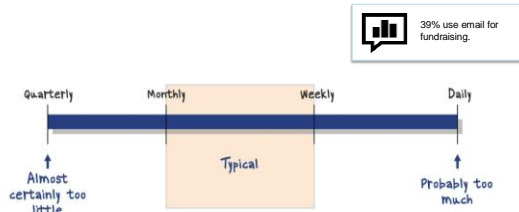
## How Much Permission Do You Need?

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



## 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.



## 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.



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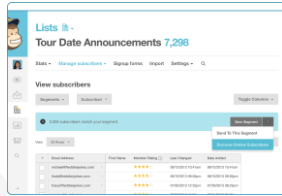
## Great Broadcast Email Tools for Nonprofits

### VerticalResponse



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

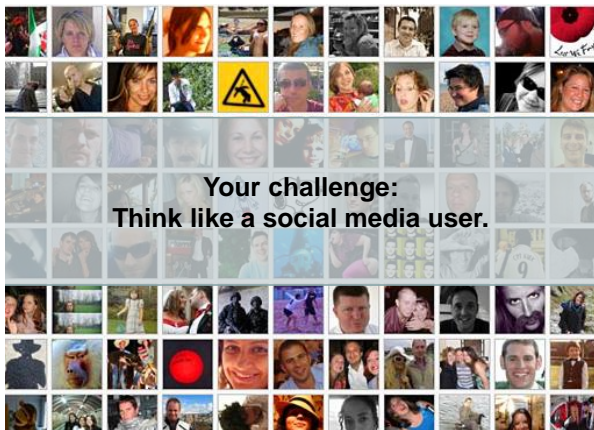
### MailChimp



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



## Social Media



## Breaking Through the Social Interaction



How do we provide value that will be as compelling as this?




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## Top Reasons People Share



It's all about relationships!




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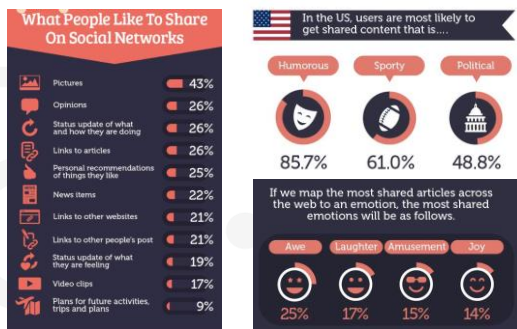
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## What They Like to Share



All graphics researched and created by Go-Gulf.ae.




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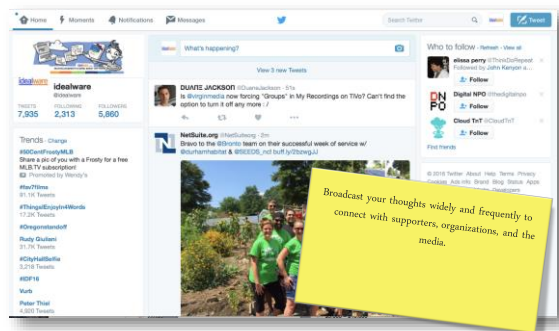
## It's All About the "Network Effect"



## Facebook



## Twitter



The screenshot shows a LinkedIn profile page for 'Idealware'. The profile header includes the company name 'Idealware', its location 'Nashville, Tennessee', and its size '1-10 employees'. The 'About' section describes Idealware as a 'Non-Profit Organization Management' company. The 'Admin Center' section is visible, showing 'Drive engagement' and 'Today's social actions'. A yellow sticky note is placed over the top right of the profile, containing the text: 'Online rolodex that's great for building networks, staying in touch, and connecting with professional groups.' The bottom of the page features the 'Idealware' logo and a section titled 'How You're Connected' showing 6 first-degree connections and 11 second-degree connections.

LinkedIn

Search for people, jobs, companies, and more...

Home Profile My Network Learning Jobs Interests

Master's Non-Profit Org. - WPC Offers a 3-Yr MSW Degree. Focuses on...

**Idealware**  
Non-Profit Organization Management  
1-10 employees

Home Analytics Notifications

**Admin Center**

**Drive engagement**  
Posting any company updates is the most effective way to start a conversation, and create word of mouth for your business. View tips >

Share an update

Share with: All followers

**Today's social actions**  
Sorry, no activity on your current today. Post an update to start a conversation with your community.

See all notifications >

**Idealware**

**How You're Connected**

6 first-degree connections  
4 second-degree connections  
11 Employees on LinkedIn

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# Blog

**PHILADELPHIA  
YOUNG PLAYWRIGHTS**  
Educating students for life

[About](#) [On Stage](#) [Programs](#) [Students](#) [Alumni](#) [Support Us](#)

## Blog

[An Evening with Catering by Design](#)

On Thursday, February 24, members of our Producers' Circle and other Young Playwrights supporters gathered in Mount Airy with Catering by Design founder Peter Lerner for an evening of treats on fun in the kitchen, delicious cuisine and [more](#).

Posted by: [judy on 02/28/2016 - 9:49pm](#)  
Tags:

[Behind the Scenes at the 2011 Young Voices Monologue Festival](#)

Check out these three photos and this gallery of photos from the Young Voices Monologue Festival! [More](#)

Posted by: [judy on 02/03/2016 - 1:34pm](#)  
Tags:

[January 2011](#)

[Young Voices Monologue Festival Student Blog](#)  
[Get to Know Charles America Tullins and To The Maxine!](#)  
[Reactions from the Family: Local Theatrical Production](#)  
[Special Screen with Philly's Own: Philadelphia's Own Theater Project](#)  
[Puka Young Voices Monologue Festival: Washington](#)  
[An interview with alumna Destiny Walker](#)

[Online home for prose, images and videos. Great to publicize your expertise, tell day-to-day stories or promote online information.](#)





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# Photo Sharing Sites

## Video Sharing Sites



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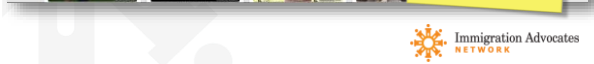
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## Pinterest



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## Other Platforms to Consider



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### How Many People Are on Each Platform?



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## How Much Time Can You Commit?



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



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## Think Through a Policy



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## Your Communications Mix

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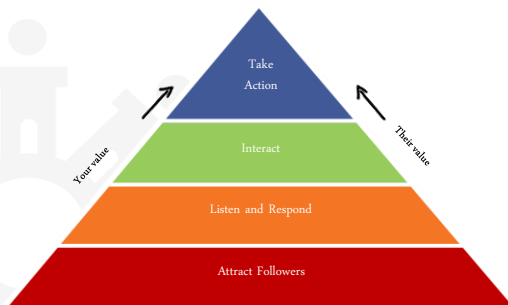
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## A Pyramid of Engagement




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## Each Channel Has Many Jobs




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## Creation in Practice



Magazine: Maine Public Broadcasting Network



Infographic: First We Feast



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## Curation in Practice



Facebook: Wolfe's Neck Farm

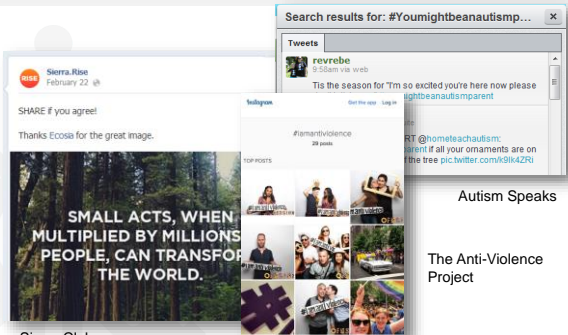


Email: Idealware



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## Community Building in Practice



Sierra Club

Autism Speaks

The Anti-Violence Project



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## Promotion in Practice



## Build a Communications Calendar



## Planning Leads to Better Content



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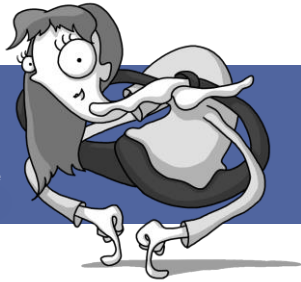
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## But You'll Need to Be Flexible

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

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



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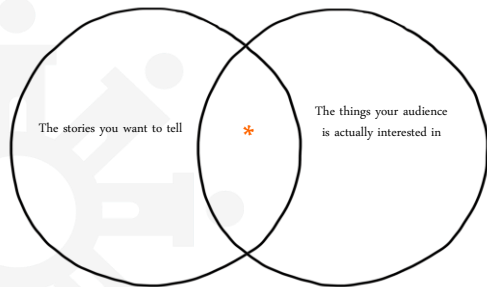
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## Your Stories vs. Your Audience's Interests



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## Questions?



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## 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



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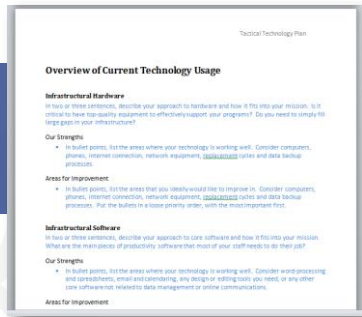
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## The Technology Plan!



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## 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](http://www.immigrationadvocates.org)

 [twitter.com/immadvocates](https://twitter.com/immadvocates)  
 [facebook.com/immigrationadvocates](https://facebook.com/immigrationadvocates)



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