NACCHO Webinar

Managing your digital program

Advancing Social Change Worldwide

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Background

NACCHO, working with partners ASTHO and NPHIC, identified activities designed to help strengthen the U.S. public health system by providing communications technical- and capacity-building assistance. The responses on NACCHO's needs assessment indicated that communications training was a preference among LHD PIOs. This webinar series is designed for a range of levels, and our hope is that everyone can take something valuable away from each.

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National Association of County & City Health Officials

Nick Dean

- Director of Digital Strategy at Burness

- Advised nonprofits, political campaigns and companies on all things digital

- Former journalist and social media editor

Agenda

- Goals
- Process (10 mins)
- Strategy (20 mins)
- Metrics (10 mins)
- Tools (10 mins)
- Q&A (10 mins)

Our goal for today's session

- Understand the key components of a holistic digital program — process, strategy, metrics and tools — and how they work together

Foundation

Process

Digital Process: Calendar and Planning

Content creation, approval and publishing process

- How will we get content created and reviewed and sent out?

- How will rapid response moments be handled?

- Establish editorial calendar

- Create approvals process (evergreen and rapid response)

Digital Process: Voice

- What do you want the program to sound like online? What are words we never use? How do we interact with the public? Partners?

- Follow online best practices for social content:

  - Fewer hashtags

  - Tagging users in-line, rather than unincorporated mentions

  - Using the first-person

  - Removing links from posts when previews are available

Digital Process: Community Engagement

- Share posts from the partnerships' pages.

- Create content from the communications you are putting out elsewhere

- Interact with your current and former partners, allies and supporters/engaged "fans"

- When possible, respond to people who comment.

- Capture social content at events to share back on your properties.

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Strategy

Why are we doing this?

Four Goals

Goals of Social Media

Fundraising

Organizing

Acquisition

Messaging

The Sites

Getting to know the platforms

- 2.07 BILLION monthly active users

- You can reach almost anyone here

- Algorithm isn't chronological, preferences what users engage, content type, and popularity

- You'll reach MAYBE 10% of your followers without $$$

- Periodic updates: 2-3/day is normal

- 330 Million monthly active users

- Influencers/Media/Politicos live here. Not as far reaching, but larger influence.

- Fast-paced, timely updates are best

- Engaging with others will lead to more success on Twitter

- 800 million monthly active users

- Great visuals only

- Not going to drive traffic, but going to deepen followers' understanding of who we are/what we do

- Instagram Stories are surging in popularity, thanks to help from the company

- 467 million members (10 million job postings)

- Great platform to establish thought leadership in an industry/knowledge area

- People > Orgs

- Cementing the image and brand of the org

The Why

Defining the purpose of your digital work

Purpose of the channel

Exhibit 1: **Motivators: What Drives Fan Behavior**

Entertainment: enjoying the overall experience and atmosphere surrounding one's passion

Social Connection: integrating oneself in a fandom in order to create or deepen relationships with other fans

Mastery: consistently learning and understanding detailed information and stories about one's passion

Immersion: losing oneself in the parallel universe surrounding one's passion by shifting one's focus from real life

Identification: strongly associating oneself with a passion and defining oneself as a fan

Pride: reflecting one's fandom in outward appearance and public behavior

Advocacy: championing one's passion and taking positions on issues of importance to the fandom

Play: participating (virtually or in real life) in activities related to one's passion

Creation: expressing interest in how the original subject was made, or making original content/media related to one's passion

Exploration: seeking to discover new points of interest related to one's passion or to be in the know about what's new and on the cutting edge related to the passion

Collection: striving to own a complete set of some specific objects or other items related to one's passion

Purpose of the channel

- Why does the group/account exist?

- What value is it adding?

- What type of content points back to the purpose?

Purpose of each piece of content

- What are we sharing?

- What action do we want users to take?

- What post type is going to achieve that?

Charting the purpose of post types

Type	Examples	Purpose
Link posts	Articles, blogs, sign up pages, action pages	Traffic (Action)
Video	Org-made video, YouTube, animated vid	Awareness (Engagement)
Photo(s)/Graphic/Image	One image with caption, albums, GIFs, infographic	Engagement + Awareness
All text	Press statement, question, quote	Engagement + Awareness

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Link posts (Traffic + Action)

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Published by Nick Dean [?] · March 9 at 4:21pm · 🌐

Defenders of human rights aren't terrorists. They are among humanity's heroes. Join us in supporting UNSR Victoria Tauli-Corpuz and fellow human rights defenders.

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👍 Like   💬 Comment   ➤ Share

Video (Awareness/Engage)

Girl Up
March 8 at 12:42pm · 🌐

"Our ecosystem was under threat, so I decided then I'm going to do something about it."
There are so many different fields women can get involved in- this awesome vid from National Geographic Society highlights different trailblazers in fields from marine biology to photography to teachers. #ExpandTheFuture #InternationalWomensDay

464 Views

👍 Like   💬 Comment   ➤ Share

👍❤️😮 17   Top Comments ▼

Fantastic Beasts
7 mins · 🌐

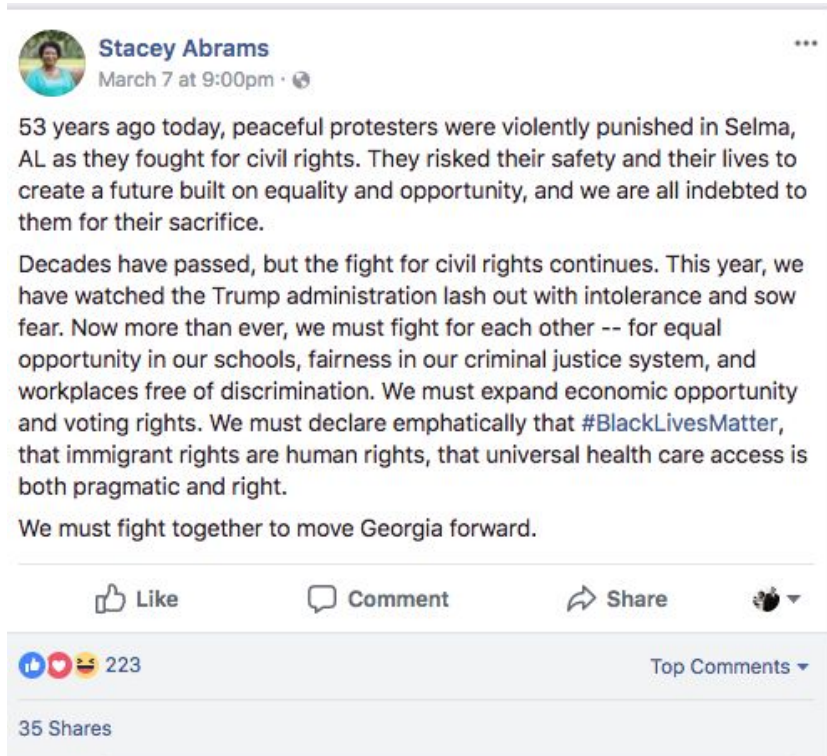Get your #WandsReady. #FantasticBeasts: The Crimes of Grindelwald arrives in theaters November 16.

👍 Like   💬 Comment   ➤ Share

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Photos/Images/GIFs (Engagement/Awareness)

All text (Awareness/Engagement)

Stacey Abrams
March 7 at 9:00pm · 🌐

53 years ago today, peaceful protesters were violently punished in Selma, AL as they fought for civil rights. They risked their safety and their lives to create a future built on equality and opportunity, and we are all indebted to them for their sacrifice.

Decades have passed, but the fight for civil rights continues. This year, we have watched the Trump administration lash out with intolerance and sow fear. Now more than ever, we must fight for each other -- for equal opportunity in our schools, fairness in our criminal justice system, and workplaces free of discrimination. We must expand economic opportunity and voting rights. We must declare emphatically that #BlackLivesMatter, that immigrant rights are human rights, that universal health care access is both pragmatic and right.

We must fight together to move Georgia forward.

👍 Like   💬 Comment   ↪ Share   👏 ▾

👍❤️😆 223   Top Comments ▾

35 Shares

By The Numbers

Metrics + Reporting

What you measure matters

- Goals and metrics are set at the beginning

- Don't go too granular to measure success

- Comparing against yourself is the best bet

What you measure matters

Reach/Impressions → **AWARENESS**

Views → **AWARENESS**/**ACTION**

Clicks/Sign ups/Donations/Downloads → **ACTION**

Engagement → **ENGAGEMENT**

2018 Benchmarks

- Happens every year

- 154 participating nonprofits

- A **TON** of data

https://mrbenchmarks.com/

2018 Social Media Stats

- On average, each post a nonprofit made on Facebook **only reached 7%** of its fans in 2017.

- Instagram following **grew by 44%** in 2017. (Facebook: 13%; Twitter: 15%)

- For every 1,000 emails, a nonprofit has **474** Facebook fans, **186** Twitter followers, and **41** Instagram followers.

Standardizing your own reporting

- Talk about what metrics matter for the goals you have identified

- Start tracking, and always compare growth over time

- Provide key learnings and recommendations based on what you're seeing

  - A report without recommendations isn't moving your program forward

Tools

What can help us do this?

Social media tools of a digital program

- Social media publishing, scheduling and reporting tools
- Social media listening and research (paid services)
- Built-in tools from Social Media sites

Types of social media tools

Buffer: https://buffer.com

Hootsuite: https://hootsuite.com

Tweetdeck

Facebook

Wrapping up

Q&A

NACCHO Communications Webinar Series - Three More Hour-Long Sessions!

June 6 at 2:00pm ET   Evaluating Public Health
                              Communications Campaigns, Part I

June 13 at 2:00pm ET   Evaluating Public Health
                              Communications Campaigns, Part II

June 18 at 3:30pm ET   Tools for Telling Your
                              Public Health Story