Managing your digital program
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.

We thank CDC for supporting this work through a cooperative agreement with NACCHO (CDC-RFA-OT13-1302). The views shared here do not necessarily reflect the views of the agency.
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.
Why are we doing this?
Goals of Social Media

Four Goals
Fundraising
Organizing
Acquisition
Messaging
Getting to know the platforms

The Sites
- 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
Defining the purpose of your digital work
### Exhibit 1: Motivators: What Drives Fan Behavior

<table>
<thead>
<tr>
<th><strong>Purpose of the channel</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entertainment:</strong> enjoying the overall experience and atmosphere surrounding one’s passion</td>
</tr>
<tr>
<td><strong>Social Connection:</strong> integrating oneself in a fandom in order to create or deepen relationships with other fans</td>
</tr>
<tr>
<td><strong>Mastery:</strong> consistently learning and understanding detailed information and stories about one’s passion</td>
</tr>
<tr>
<td><strong>Immersion:</strong> losing oneself in the parallel universe surrounding one’s passion by shifting one’s focus from real life</td>
</tr>
<tr>
<td><strong>Identification:</strong> strongly associating oneself with a passion and defining oneself as a fan</td>
</tr>
<tr>
<td><strong>Pride:</strong> reflecting one’s fandom in outward appearance and public behavior</td>
</tr>
<tr>
<td><strong>Advocacy:</strong> championing one’s passion and taking positions on issues of importance to the fandom</td>
</tr>
<tr>
<td><strong>Play:</strong> participating [virtually or in real life] in activities related to one’s passion</td>
</tr>
<tr>
<td><strong>Creation:</strong> expressing interest in how the original subject was made, or making original content/media related to one’s passion</td>
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<tr>
<td><strong>Exploration:</strong> 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</td>
</tr>
<tr>
<td><strong>Collection:</strong> striving to own a complete set of some specific objects or other items related to one’s passion</td>
</tr>
</tbody>
</table>
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

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

**Burness**
Published by Nick Dean, 3/9 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.

UN human rights experts slam inclusion of rapporteur in DOJ ‘terrorist’ list

United Nations Special Rapporteur on the Rights of Indigenous Peoples Victoria Tauli-Corpuz said she is considering legal action against the petition to list her...

Third Way

Are taxpayers and students getting their money’s worth from higher education? Download this new report to examine the issue:

Download the State of Higher Education Outcomes Report

There’s more work to do to make sure students—and taxpayers—are getting their money’s worth from higher education.

THIRDWAY.ORG
Video (Awareness/Engage)

“[Video metadata]..."

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

[Video thumbnail]

[Facebook post]

Fantastic Beasts

7 mins • 🔊

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

[Facebook post]

464 Views

Like Comment Share

17

Top Comments
Photos/Images/GIFs (Engagement/Awareness)

Left Panel: UNICEF
- Text: "Washing hands saves lives!
  We're working in places like Côte d'Ivoire to make sure children have access to safe water."
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.
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/
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
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