

21st Century Communications Strategy



For children. For youth. For change.

Managed by:

**the
forum**
FOR YOUTH INVESTMENT

workshop/discussion
at the
Ready by 21
National Meeting
April 19, 2012

Q & A



For children. For youth. For change.

Why Online Communications?

“You don’t just put up a sign and say ‘Hey, everybody come over to our house.’ You get up and go spend time where people already are.”

-- Josh Orton

Deputy New Media Director

Obama Campaign

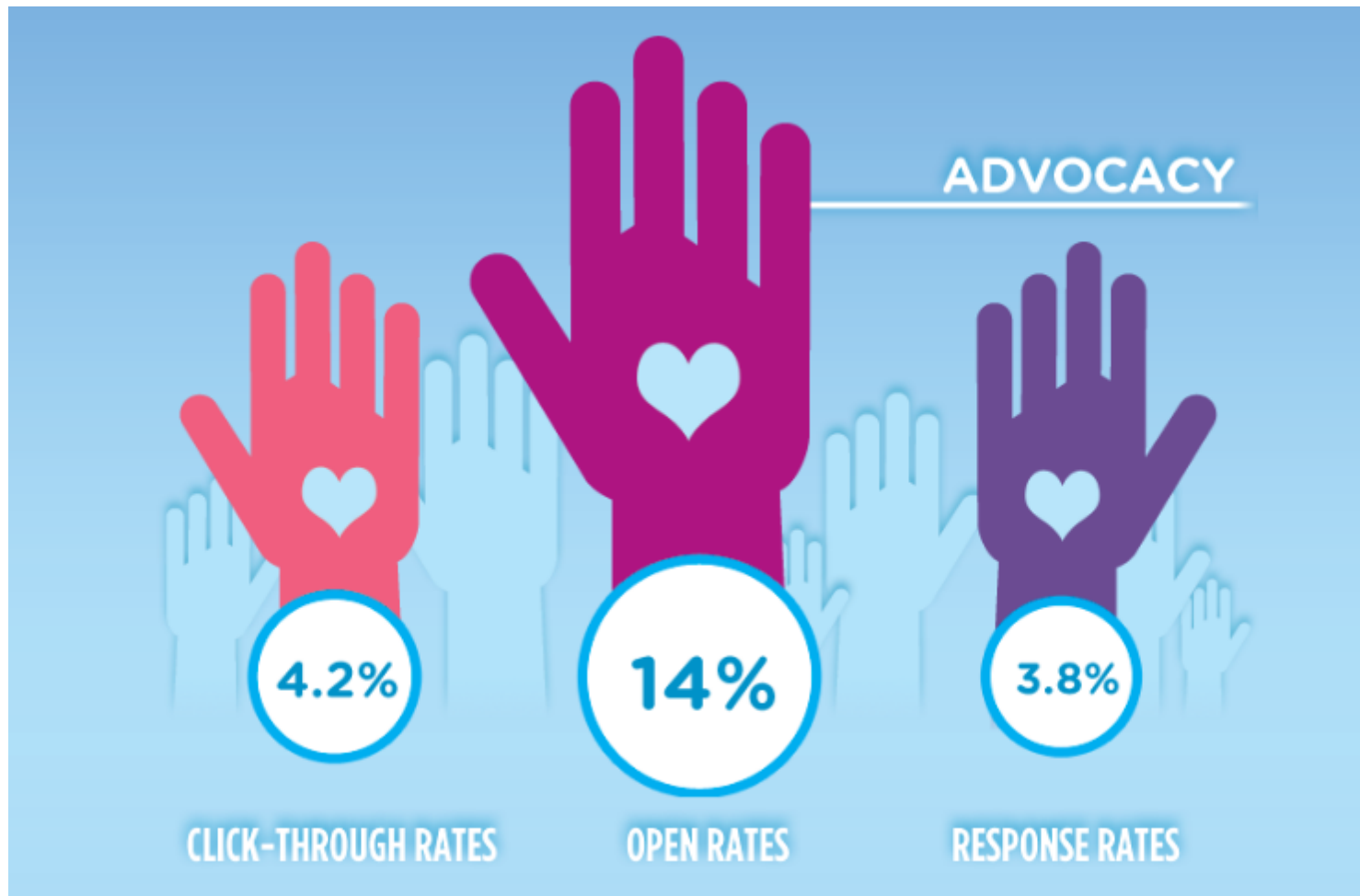
Strategic Communications Planning

A Few Quick “Musts”

- 1. List, Map & Assess Products**
- 2. Identify Goals & Audiences**
- 3. Track your online presence (Google Alerts, searches)**
- 4. Identify staff to lead**

How Are We Doing?

Email Newsletters



How Are We Doing?



2012 eNonprofit Benchmarks Study

- Growth in nonprofit Facebook fan bases between 2010 and 2011: **70% increase**

Social Media



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Who are we Reaching?

- 65% of online adults use social networking sites, up from 61% last year (Pew, 2011)
- The fastest-growing demographic group using social networking sites is those over 50, according to Pew (2011)



Quick Social Media Tips

- **Choose your platform(s) wisely**
- **Designate staff to manage social networks**
- **Experiment – be nimble**
- **Make it easy to find, forward and act**
- **Use your “social” voice – be personal**
- **RT, MT and otherwise “converse”**
- **Integrate and align across platforms**
- **Get creative for media coverage**

Quick tips for Social Media

- **Know your audience.**

Research the demographics of your audience to best determine what and how social media platforms will enhance the work of your organization and your fans.

- **Tell everyone that you use it.**

Clearly include social media icons on your website, newsletters, and business cards.

- **Be a social butterfly.**

Equally flattering and necessary! Follow lots of other organizations in your field, engage with their content, and give them shout-outs whenever possible.

- **Comment, reply, ask, repeat.**

Encourage interactive conversations with your fans about your mission, work, and ways they can be involved.

Quick tips for Social Media

- **Do all the hard work.**

Provide sample posts and tweets complete with links and #hashtags when asking a network or partners for advocacy, an action, or help in promotion.

- **Ask for re-posts.**

“Please RT” and “Share this!” are commonly seen in posts that go viral. Very often, people won’t share unless you ask them to. [

[More on this from social media guru Dan Zarella](#)].

- **Choose to be wonk-free.**

Simple, engaging content is key when building and maintaining a wide audience . This applies to the language and the content. *Ex: Data tidbits, short talking points, infographics, Top 10 lists.*

Tools to Measure Impact

Focus on **free** tools including:

- Analytics
- Klout.com
- TweetDeck (now part of Twitter)

TweetDeck



- Manage, schedule and monitor
- Computer, iPhone, Android
- Manage multiple Twitter accounts, post to Facebook



TweetDeck 101: Schedule Tweets

The screenshot displays the TweetDeck v0.38.2 interface. At the top, there's a navigation bar with icons for home, compose, and search. Below this is a header area with a 'From:' dropdown and a 'Schedule the sending of this update' section. The scheduling section includes a date field set to '2012/04/16', a time field set to '17:33', and buttons for 'Set time' and 'Cancel'. A 'Send' button is also visible on the right.

The main content area is divided into four columns:

- Scheduled Updates:** A list of tweets scheduled for future posting. The first tweet is from 'sparkaction' about Jon Bon Jovi's support for the #SparkOpportunity Challenge, scheduled for 'Today 20:14'. Other tweets include announcements about CAPartnership and Coalition on HN, and thanks to various partners.
- Mentions:** A list of tweets mentioning the user 'sparkaction'. The top tweet is a question from 'volunTEENnation' about improving schools and creating job opportunities for youth, posted on 'Mon 16 Apr 14:05 via web'. Other mentions include a prize collection notice and several tweets from 'Abwalds' and 'DrEricWood' promoting the challenge.
- Search: sparkaction:** A list of tweets containing the keyword 'sparkaction'. The top tweet is from 'loucaspelojon' on 'Mon 16 Apr 16:21 via Facebook'. Other results include the same question from 'volunTEENnation' and tweets from 'Abwalds' and 'DrEricWood'.
- Search: #sparkopportunity:** A list of tweets containing the hashtag '#sparkopportunity'. The top tweet is from 'sparkaction' thanking '@OurTimeOrg' for joining the challenge. Other tweets express excitement about co-hosting the challenge and thank various individuals for their support.

Each tweet in the columns includes a profile picture, the text of the tweet, and the time and source of the tweet. The interface also features a bottom navigation bar with icons for back, home, compose, search, and refresh.

TweetDeck 101: Track Who Mentions You

The image shows a screenshot of the TweetDeck application interface. At the top, there is a navigation bar with a search bar and a '+' icon circled in red. Below the navigation bar, there are several columns of tweets. A modal window is open in the center, titled 'Using account:' and 'Add column:'. The modal window has a dropdown menu set to 'sparkaction' and a list of options to add columns:

- All Friends
- Mentions
- Direct Messages
- TweetDeck Recommends
- Twitscoop
- StockTwits
- Scheduled updates
- Locations
- New Followers
- Favorites
- Trending Topics

The background shows several columns of tweets, including one for 'Search: #sparkaction' and another for 'Search: #readyby21'. The tweets are from various users, including @OurTimeOrg, @SparkAction, and @ylinstitute.

TweetDeck 101: Columns of Customized Feeds

The screenshot displays the TweetDeck interface with several columns of customized feeds. The top navigation bar includes a search bar, a 'Send' button, and a notification count of 68. The main content area is divided into columns, each with a header and a list of tweets.

Column 1: Search: #sparkopportunity

- Tweet 1: Thanks @OurTimeOrg for joining us in the #SparkOpportunity Challenge! Pumped to have you! <http://t.co/Tl7xrkK5> (1286 retweets, Mon 16 Apr 17:21 via TweetDeck)
- Tweet 2: Young people & adult allies are all welcome to submit & vote in our new awesome challenge!! <http://t.co/FbmLiT9w> #SparkOpportunity (1286 retweets, Mon 16 Apr 16:45 via TweetDeck)
- Tweet 3: Excited to be co-hosting the #SparkOpportunity Challenge with @ylinstitute! Shout out to them! Check them out, tweeps! <http://t.co/oboJjinL> (1286 retweets, Mon 16 Apr 16:10 via TweetDeck)
- Tweet 4: Yes, we've been on a #SparkOpportunity kick (can you blame us?!), but we're still adding prime content to <http://t.co/SqFYmt8> every day! (1286 retweets, Mon 16 Apr 15:15 via TweetDeck)
- Tweet 5: A huge shout out to @JBJSoulFound for joining us in the #SparkOpportunity Challenge! So honored to have you on board! <http://t.co/3SmiKvjN> (1286 retweets, Mon 16 Apr 14:35 via TweetDeck)
- Tweet 6: Your idea to help #youth find jobs & #edu could win you an iPad, mentoring, & \$1,500! <http://bit.ly/lbH2d6> #sparkopportunity (1286 retweets, Mon 16 Apr 14:25 via TweetDeck)
- Tweet 7: Excited that @CLASP_DC has joined us for the #SparkOpportunity Challenge! Thanks for joining us! <http://t.co/3SmiKvjN> (1286 retweets, Mon 16 Apr 14:01 via TweetDeck)
- Tweet 8: Thanks to Be The Change, aka @oppnation & @SeniceNation for joining us in the...

Column 2: @sparkaction/children-youth-...

- Tweet 1: C'mon, Drew, You Can't Hide That Baby Bump For Much Longer... bit.ly/IPWBxT (63620 retweets, Mon 16 Apr 17:39 via Tweet Button)
- Tweet 2: Our free parent #webinar with family finance expert Nathan Dungan is this Wednesday! bit.ly/AzyJTO (998 retweets, Mon 16 Apr 17:38 via web)
- Tweet 3: Without health care reform, young adults out of luck - CNN Money awe.sm/5kEYV #hcr #ACA (2429 retweets, Mon 16 Apr 17:28 via Timely by Demandfor)
- Tweet 4: THE WEEKLY ROUND-UP: Black Youth in the News, April 9-14 - "Why Black America is Screaming 'I Am Trayvon...' fb.me/1ZGNWakgF (1809 retweets, Mon 16 Apr 17:23 via Facebook)
- Tweet 5: THE WEEKLY ROUND-UP: Black Youth in the News, April 9-14 bit.ly/100KuH (1809 retweets, Mon 16 Apr 17:22 via BYP)
- Tweet 6: As Clinton Cuts Loose, More 2016 Speculation Arises dlvr.it/1Rn5YJ via @Care2 (4279 retweets, Mon 16 Apr 17:22 via dlvr.it)
- Tweet 7: Muslim Women Slowly Breaking Sports Barrier dlvr.it/1Rn5Xt via @Care2 (4279 retweets, Mon 16 Apr 17:22 via dlvr.it)
- Tweet 8: Thanks @OurTimeOrg for joining us in the #SparkOpportunity Challenge! Pumped to...

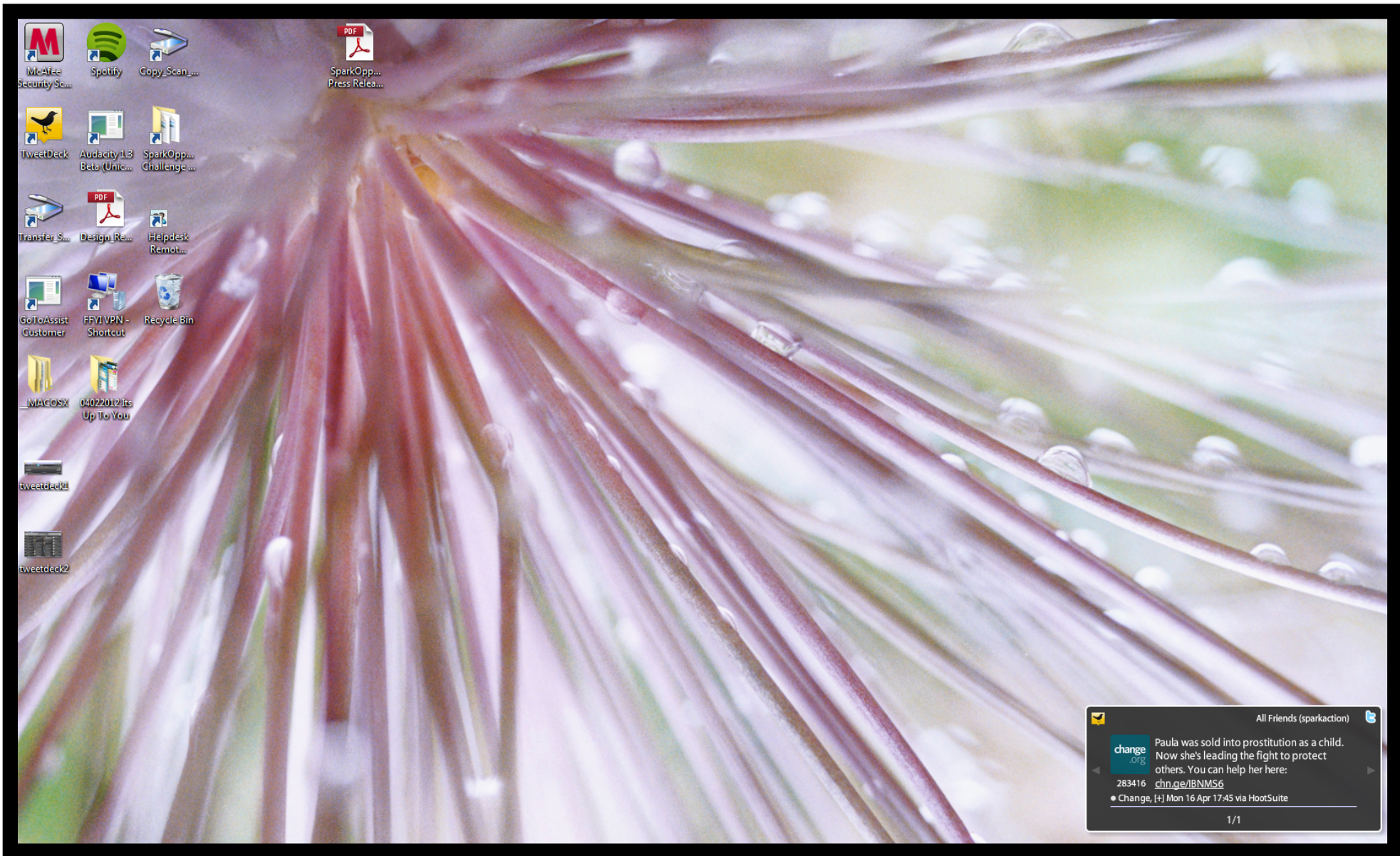
Column 3: All Friends

- Tweet 1: Neighbors: Food, farm are learning tools for #HeadStart kids stargazette.com/article/201204... (2764 retweets, Mon 16 Apr 17:43 via web)
- Tweet 2: Ensuring Mothers Have Access to High-Quality Affordable Child Care is What We Should Be Talking About bit.ly/IU1PnP (15049 retweets, Mon 16 Apr 17:42 via HootSuite)
- Tweet 3: @dosomething if I had \$20,000, you can bet it would go to elderly folks who were stripped of Social Security. #20K4School (174 retweets, Mon 16 Apr 17:42 via qarehartD10, RT by dosomething)
- Tweet 4: Michelle Obama: 'I Don't Have Stressful Job. He Does' n.pr/lzXQdR (939075 retweets, Mon 16 Apr 17:41 via twitterfeed)
- Tweet 5: Another Tech Bubble? Maybe Not n.pr/lzXS5v (939075 retweets, Mon 16 Apr 17:41 via twitterfeed)
- Tweet 6: City Room: Firefighter Dies in Brooklyn Warehouse Fire nyti.ms/HNSy41 (4862041 retweets, Mon 16 Apr 17:41 via The New York Times)
- Tweet 7: JUST had a Great Day playing ball at @shaq's house with the big guy, @adambraun @kennyhamilton @scooterbraun and others for @pencilsofpromis (202723... retweets, Mon 16 Apr 17:41 via justinbieber, RT by caafoundation)
- Tweet 8: #20K4school I'd use it to pay for school so I can get my BB&advertising degrees so I can...

Column 4: Search: #readyby21

- Tweet 1: See you there! MT @KateWinckler: On lookout for fresh ideas as I'm heading to the #ReadyBy21 Nat'l Meeting this week! <http://t.co/0aqsfl3w> (1286 retweets, Mon 16 Apr 16:46 via TweetDeck)
- Tweet 2: On the lookout for fresh ideas... as I'm heading off to the Ready by 21 Nat'l Meeting this week! #readyby21 <http://t.co/6UAYjCcX> (356 retweets, Mon 16 Apr 12:08 via LinkedIn)
- Tweet 3: Going to the #Readyby21 nat'l meeting next week? Or want to be part of the action from home? Follow #Readyby21 for updates & live tweets! (sparkaction, Fri 13 Apr 14:39 via TweetDeck)
- Tweet 4: RT @sparkaction: #FF Follow @KarenPittman for all things #Readyby21! (billybatter, Fri 13 Apr 11:17 via TweetDeck)
- Tweet 5: #FF Follow @KarenPittman for all things #Readyby21! (sparkaction, Fri 13 Apr 11:14 via TweetDeck)
- Tweet 6: #Afterschool programs improve more they assess themselves/make changes based on assessment says new study <http://t.co/FDO7glod> #Readyby21 (fivepromises, Thu 12 Apr 10:40 via web)
- Tweet 7: Are you on #Facebook? Do you like #Readyby21? Head to <http://t.co/S400MqWp> and click "like" #Readyby21 (KarenPittman, Tue 10 Apr 17:08 via web)
- Tweet 8: Want FREE access to #Readyby21 toolkits, reports, case studies & multimedia

TweetDeck 101: Pop-Up Notifications



TweetDeck 101: Post on Multiple Accounts

The screenshot displays the TweetDeck v0.38.2 interface. A 'TweetDeck Settings' window is open, showing the 'Account List' section. The 'Account List' contains the following accounts:

- sparkaction (Default)
- abwalds
- Dance_Exchange
- LifeANDdance

Buttons for 'Add New Account', 'Set as Default', and 'Remove Account' are visible next to the list. Below the list, there are buttons for social sharing: Twitter, LinkedIn, Facebook, Foursquare, Buzz, and MySpace. A 'Save settings' button is at the bottom right of the settings window.

In the background, the TweetDeck interface shows a 'From:' field with social sharing icons (Facebook, Twitter, LinkedIn, etc.) and a 'Scheduled Updates' list on the left. The main feed displays tweets from various accounts, including @sparkaction/children-youth-... and @sparkaction.

SparkAction Tools for Ready by 21 Communities



For children. For youth. For change.

SparkAction's Action Center

your one-stop site for stories, news and tools for action by and for children & youth

search this site:

topics latest **action center** features & blogs about us

Section Guide | Act Now | Work Smarter | Fund Your Work | Evaluate Your Work | [Communicate Better](#)

communications central tools to strengthen your message and reach

in partnership with:

CHILDREN'S LEADERSHIP COUNCIL Invest in Children, Strengthen America

Child Advocacy 360 'news you can use' in strengthening communities for families and children

connect get weekly updates your email Sign Up

Be Part of the Collaborative Communications Initiative

Think we'd be more effective if we were all on the same page? So does the Children's Leadership Council. Link your communications strategy to a bigger picture. [learn more](#) | [I be interviewed](#)

communications spotlight 1 2 3 4 5

RACE matters Messaging Toolkit

Toolkit: Race Matters 08/23/2011

This toolkit is designed to help decision-makers, advocates and elected officials get better results in their work by providing equitable...

telling stories that mobilize breakthrough research in communications from Child Advocacy 360 | [watch the video](#)

contact the media Find local contacts and tools to help you tell your story

tools to communicate [add your voice](#) | [all the latest](#)

show me: [Polls](#), [Messaging](#), [Multimedia](#), [Social Networking](#), [Success Stories](#)

October 27, 2011 **Driving Social Change in Troubled Times**
Michael Jacobson sat down with NYU professor Paul Light to discuss driving social change in difficult times. Professor Light is a well known author and columnist ...

October 26, 2011 **Tell Your Story with Visual Storytelling**
Here's what Big Duk has to say about their new favorite messaging technique:

October 26, 2011 **Risk Communication & Social Marketing: Challenges and Opportunities**
As a part of Georgetown's series of webinars on public health and communication, associate professor Monique M. Turner, Ph.D, held a presentation on challenges ...

October 18, 2011 **Infographic: How the Top 50 Nonprofits Do Social Media**
Do the highest earning nonprofits use social media the most effectively? How are people responding and interacting? [Craigslis.com](#) and [Craigconnects.com](#) founder ...

October 17, 2011 **Eureka! Storytelling Wins High Praise in Nonprofit Outcomes Toolbox 2011**
"Storytelling" may strike many as unreliable and unscientific, not quite the same as knowledge. But it has a near-unique ability to impact and mobilize ...

October 17, 2011 **I.L.Y. Millionaire Tax Gets a Push from Poll, Occupy Wall St.**
An October 17 poll from New York's Siena College finds that nearly three-quarters

blog spot

Economic Inequality: The Real Cause of the Urban School Problem
Greg J. Duncan and Richard J. Murnane | Nov 15

We Are All Mandatory Reporters
Patrick Boyle | Nov 15

Opportunity Nation: Live Blog
Tara James | Nov 8

Budget Analysts & Child Advocates: A Dangerous Divide?
Alison Beth Waldman | Nov 8

[more](#)

communications as catalyst
from Child Advocacy 360

Eureka! Storytelling Wins High Praise in Nonprofit Outcomes Toolbox 2011

Communications Central

Contact local reporters: Zip code-activated local media directory

Toolkits & Guides

Messaging & social media tips

Success stories & lessons

SparkAction's Action Center

your one-stop site for stories, news and tools for action by and for children & youth

search this site: _____

spark action

topics ▾ latest action center features & blogs about us

Federal Budget | Early Childhood | Health | Education | After School & Youth Development | College & Work | Tech & Media | Child Welfare | Juvenile Justice | Family Finances | Service & Leadership

reach your elected officials

Want to know something about the people elected to represent you? We thought you might. Find and contact federal, state and local officials—right from your chair! And it does matter: only 5 to 10 percent of voters ever contact legislators, which is why even small groups of advocates can make a difference.

connect

get weekly updates

your email: _____ Sign Up

Check out our [ABCs of Advocacy Toolkit](#) to get started!

Watch the [Introduction to Advocacy](#) video!

Looking for Inspiration?

Our [Success Stories](#) section has stories of people who took action, made their voice heard and made a difference.

Tools for Reaching Officials

Now that you know how to reach your elected officials (see the tool on the right), what's the most effective way to make sure your message is heard, and follow up? These resources below are designed to help you do just that.

November 14, 2011
[November 16 Webinar: Emergency Update with Senator Al Franken](#)



Time is running short for the supercommittee to complete a budget outline for the federal budget. Committee members may be stymied by a partisan divide over whether or not to include revenue raisers, like ending the Bush-era tax cuts for the wealthiest households, along with spending cuts.

November 10, 2011
[Got a Great Project That Better Your College Campus? The White House & MTV Want You!](#)



Who better to blaze innovative trails in communities than students with their fingers on the cultural,

Find Your Elected Officials and Media

Find elected officials, including the president, members of Congress, governors, state legislators, local officials, and more.

Search By ZIP Code:

_____ **GO**

[Local Official Search Options](#)

Search By Last Name:

Congress: State: Local:

Any State ▾ **GO**

Select State ▾ **GO**



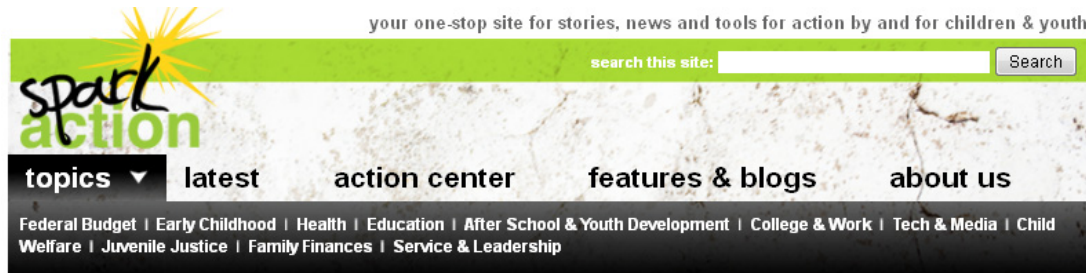
Contact Policymakers

Find & contact federal, state, local officials

Track specific bills

Create zip code activated Action Alerts . . .

More Tools: SparkAction's Action Center



We're Down to the Wire

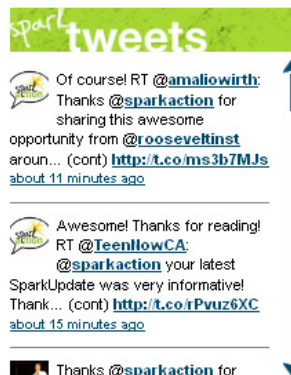
Act 4 Juvenile Justice



Average: Average: 5 (1 vote)
Your rating: Your rating: None

To contact Congress, enter your zip code below and click GO!

Then, share your message with the community in the Comments section below. (For zip code help, visit USPS.com.)



Action Alerts

Create zip code activated Action Alerts (federal, state, local)

Embed in your Facebook pages/site