PERISPHERE
MEDIA

ADVOCACY SKILLS TRAINING WORKSHOP
RUNNING A DIGITAL CAMPAIGN
APRIL 17, 2016

Presenters

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About Perisphere

- Digital Production Agency
- Strategic Expertise and Hands-On Knowledge
- Primary Work
  - Brand
  - Web
  - "Digital Outreach"
  - Hosting/maintenance
  - Events
- Work with a range of clients
- Approach our work with integrity, authenticity and a focus on continuous improvement
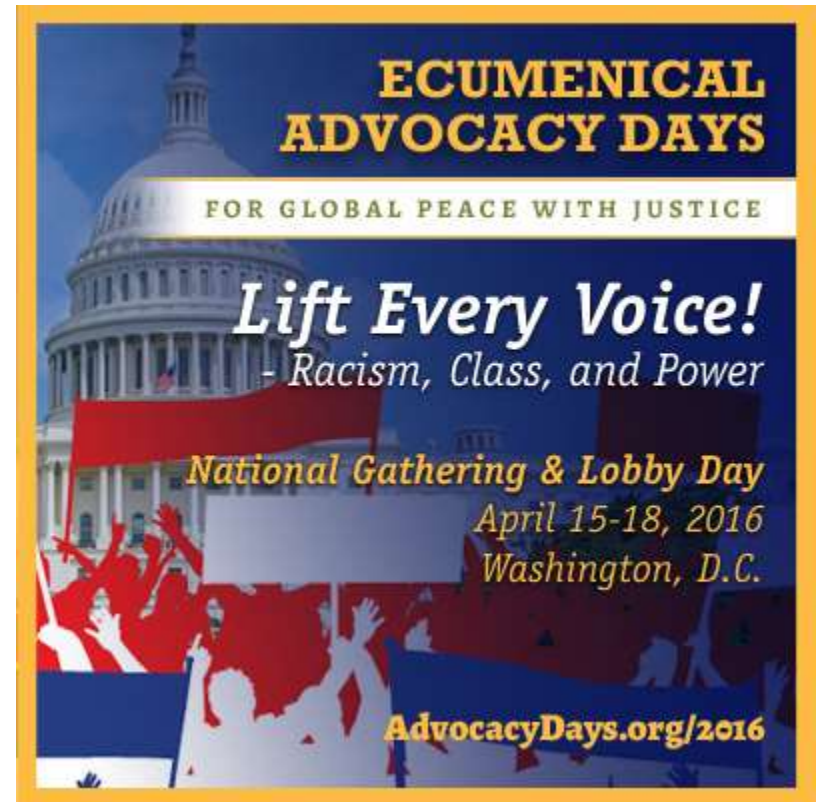
Who We Serve

- *Ecumenical Advocacy Days*
- *Allegany Franciscan Ministries*
- *Catholic Mobilizing Network*
- *Franciscan Action Network*
- *Franciscan Mission Service*
- *Grace Presbyterian Church, Indianapolis*
- *InterFaith Conference of Metropolitan Washington*
- *National Advocacy Center of the Sisters of the Good Shepherd*
- *Support Our Aging Religious*
- *Washington Theological Consortium*

EAD as Case Study

A look BEHIND THE CURTAIN.

- Our Objective
- Challenges
- Our Responsibilities

ECUMENICAL ADVOCACY DAYS

FOR GLOBAL PEACE WITH JUSTICE

Lift Every Voice!
— *Racism, Class, and Power*

National Gathering & Lobby Day
April 15-18, 2016
Washington, D.C.

AdvocacyDays.org/2016

CAMPAIGN IMPLEMENTATION

Running a Digital Campaign

Implementation: Overview

Lifecycle of the EAD Promotional Campaign.

- **Summer:** Brand ideation and development (images / messaging) in concert with chosen theme
- **Aug./Sept.:** Website, e-mail and social media promotion of theme and early registration
- **Oct.-Jan.:** Staggered website content updates / e-mails to promote specific speakers / workshops / special activities / deadlines so as to drive registration
- **Feb. – March:** Focused social media to spur sponsor outreach; promotion of Lobby Day Ask
- **April/May:** Event prep / live event activities / follow up

Implementation: Brand

Identify / design core IMAGES and TEXT that emphasize your focus.

#ead2016   #LiftEveryVoice   #RestoretheVote   No #TPP

Implementation: Brand

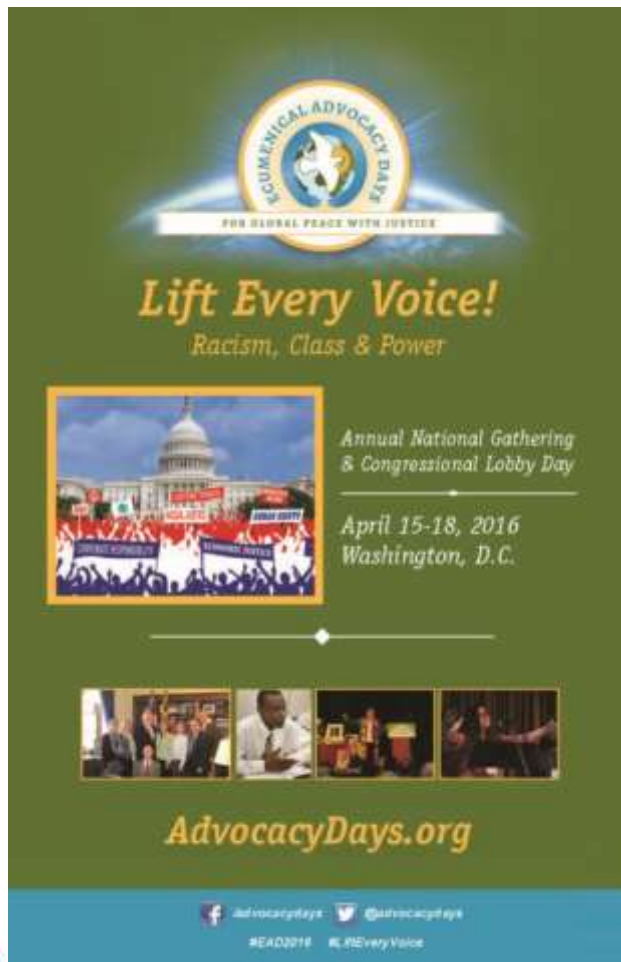VARY images for specific sub-emphases or constituencies.

Implementation: Brand

Consistently use and re-use core images to create BRAND SATURATION.

- What are the ways to ensure a coherent presentation of information?
- How can you best help others promote your content / event / activity?

Implementation: Brand (Print)

Implementation: Brand (Online)

Realizing the #ead2016 theme ACROSS CHANNELS.

Web

Social Media

E-mail

Implementation: Web

Key website CONTENT STRATEGY questions.

- Where does it live on the website? (Is it a page? a post? Info with a link off? Is there a short redirect URL?)
- How does it live with its neighbors? (Where is it on the menu? What is the path people take to the information?)

EAD Examples:

AdvocacyDays.org/2016
Theme Description Page / Subpages
Registration Information Page
Direct Link to External Registration System
Item of News

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Implementation: Web

Website MESSAGING Comparison.

- In what way can the information be tailored for maximum impact on your website itself? (What will draw people to the information you want them to see?)

Which of the following sentences make the point better? It depends!

"**Join nearly 1,000 Christians in our nation's capital for Ecumenical** Advocacy Days, advocating for policies to end unjust and immoral **efforts to suppress voting rights.**"

"**Join faith**-based activists in Washington, D.C. in April 2016 to learn how we can Restore the Voting Rights Act and enact trade policies that **support the common good.**"

Implementation: Email

Focus the message for ACTION. (How should people RESPOND?)

- Utilize a third party e-mail marketing service, customize a template to your look and feel – and stick with it
- Always link back to your OWN website or action item; rarely link to someone else's (unless it is part of reciprocal promotion)

Implementation: Email

Aren't people going to read it on their PHONE?

- Be attentive to your mobile audience = Responsive Template for E-Mail
- Use Litmus or a similar service to run tests on how your email will look in different e-mail clients before you send it
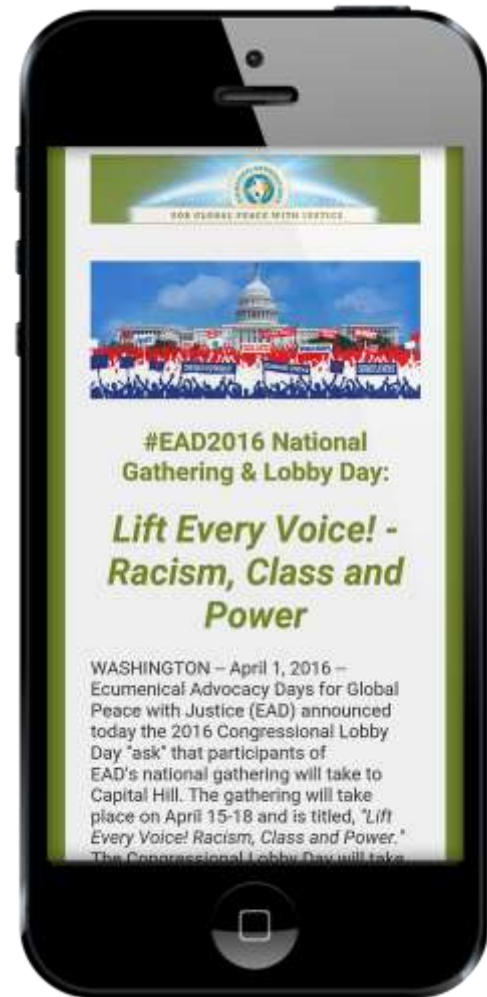
Implementation: Social Media

Direct people to the ACTION / INFORMATION you want them to take/see/use.

- Understand the medium and its strengths / limitations
- Identify the core text limits:
  - Facebook: 1500 characters or less (50 words)
  - Twitter: 140 characters (but leave space for others to adjust and share your Tweet to their own followers)
- Utilize your campaign handles and hashtags
- Schedule your posts / tweets for maximum effectiveness

Implementation: Social Media

Are you thinking VISUALLY?

- Make sure your text has an image (or on Instagram or Pinterest – make sure you've got images that work in that forum)
- Difference between images for sharing and images automatically pulled (Facebook Open Graph / Twitter Card)
- Video: Learn the features of YouTube and how to tweak how your video displays; know how to create "pithy" videos for Facebook

EAD on YouTube

Implementation: Social Media

How does WEBSITE CONTENT get displayed on social media?

Implementation: Social Media

Photos are also great branding materials.

Implementation: Social Media

Implementation: Social Media

Some photos may be next year's core brand materials in waiting!

Implementation: Social Media

Think Before You Post

Source:
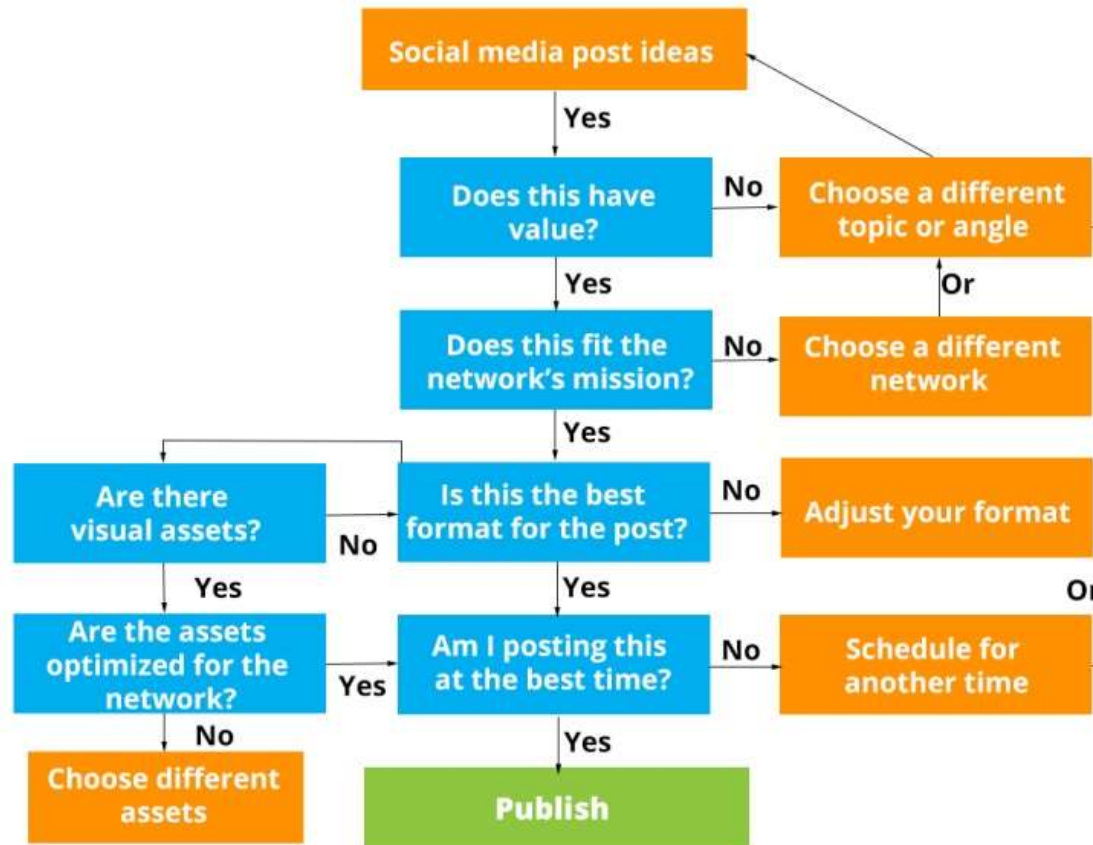
Strategy: Campaign

What are you PROMOTING?

- Event
  - Conference, concert, etc.
- Lobbying effort
  - Federal, state, local
- Donation
  - Fund drive, response to emergency, scholarship
- Community initiative
  - Garden, neighborhood cleanup, etc.
- Publication
  - Policy document, academic paper, etc.

Strategy: High-Level

Take a BIRD'S EYE VIEW.

- What is unique about your perspective?
- Advantages?
- Disadvantages?
- A long-term campaign?
- A short-term effort?

Strategy: Goal Setting

Define CLEAR, ACCOMPLISHABLE goals.

- What are you setting out to achieve?
  - General awareness
  - Conversation shift
  - Policy change
  - Financial goal ($ or number)
  - New or expansion of single / multiple audience(s)

Strategy: Audience

Who are you trying to REACH?

- Constituents
- General public
- Media
- Grantors
- Opposition / skeptics
- How can you best engage others (colleagues, partners, ind. advocates)

Strategy: Comp. Analysis

Don't REINVENT THE WHEEL.

- What are others doing?
  - o Individual advocates?
  - o Advocacy organizations?
  - o Politicians / political parties?
- How have others succeeded?
- How have others failed?

Strategy: Messaging

What does your campaign SOUND like?

- Do you have a voice?
- How does faith augment your voice?
- How do others individuals / organizations and their perspectives contribute to that voice?
- Tone: Direct? In your face? Subtle? Urgent?

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Strategy: Brand

BRANDING your campaign.

- What imagery fits the bill? Colors? Fonts?
- How does it play off your existing brand? Other unique or well-known markers?
- How does it clearly and quickly communicate your message?
- What feeling does it evoke in people?

Strategy: Website

What do you want on your WEBSITE?

- How important is the website?
- A separate landing page / new section?
- A splash page?
- Should it just be a blog?
- What about mobile?
- **Challenge:** Search Engine Optimization / mobile /responsive

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Strategy: Website

What about CONTENT?

- What actions are you trying to drive?
- Get right to it?
- Build a slower narrative through the site or over time?
- Content-rich? Content-light?
- How is the content being managed?

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Strategy: Social Media

Taking the message SOCIAL.

- Is social media already part of your advocacy strategy?
- What channels do you participate in?
- What channels do you need/want to participate in?
- What fits your campaign?
- What do you have time for?

Strategy: Social Media

Facebook?

- Low barrier to entry, with minimal financial and training costs
- Widely adopted
- A rich platform – photos, events, sharing, discussions, custom applications
- **Challenge**: A crowded, ever-changing community.

Strategy: Social Media

Twitter?

- Low barrier to entry, with minimal financial and training costs
- **A focus on "real time"** – news, issues, trends, movements – and brevity
- Improvement through daily participation
- Can key into larger movements (hashtags)
- **Challenge:** Do you have the time?

Strategy: Social Media

YouTube / Other Video?

- Barrier to entry continues to drop
- Can show instead of tell
- Improvement through character and narrative
- Important component of advocacy campaigns
- **Challenge**: Time/skill to create videos

Strategy: Social Media

Other Channels?

- Podcast – great format for longer discussion
- Instagram / Snapchat –
- experiential microphoto (& video) / short videos
- LinkedIn – Recruiting/ professional presence
- Google+ – Great tool but low adoption

Strategy: E-Mail

Not ANOTHER e-mail!

- How does your strategy play out?
- Slow and steady? Relentless urgency?
- What actions are you hoping to drive?
- How does the campaign look (e.g. template)? What about mobile?
- **Challenge:** Working with an old technology, low click-throughs

Strategy: Other Online Tools

What ELSE do you need?

- Constituent Management System / advocacy tool
- Petition service/software (e.g. Change.org)
- Donation
- Registration / payment
- **Challenge:** One tool or many?

Strategy: Search

How can you make sure people FIND YOU?

- Search Engine Optimization
- Google AdWords (or Bing)
- text and display
- Facebook / Twitter ads
- Digital display advertising
- **Challenge:** Prohibitive costs.

Strategy: Tips

A few things we have LEARNED.

- Have a central communication point but work as a team
- Divide responsibilities, not channels
- Be accurate
- Be ready to learn
- Image skills / visual thinking are ever-important
- Track your time

CAMPAIGN MEASUREMENT

Measurement: Optimization

Are your GOALS working?

- When should you check your goals along the way?
- Are the measurements meeting your goals?
- If not, how much should you change?

Measurement: Revisiting Goals

Did you REACH YOUR GOALS?

- Did you achieve your goal?
- What worked well? What **didn't?**
- Did you spend too much time? Too much money?
- What did you learn?
- How can you do it better next time?

Measurement: Web

Digest the STATS.

- Google (or Other) Analytics
  - Overall Traffic
  - Key pages
  - Audiences
  - Conversions (paths)
  - Desktop vs. mobile vs. tablet
  - Deeper data dive?

Measurement: Social Media

Did it go VIRAL?

- Facebook
  - Likes (pages and posts), Insights
- Twitter
  - Re-Tweets, Followers
- YouTube
  - Views
- Other Tools

Measurement: E-Mail

Did it end up in the TRASH?

- Opens
- Click-throughs
- Actions taken, e.g. donations
- What timing worked best?
- What messages (A / B testing)

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Discussion

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