Reaching the Right People With Your Message

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Community

How do I connect with my audience?

Well, first…who is your audience?

- **Identify your audience** – it may change, depending on your goal or call to action.

- **Appeal to your audience's emotion** (storytelling, testimonials, video clips, etc.)

- What **outlets** does your audience interact with the most?

Think Before You Message

- **Answer**: Why should they care?

- Make your **call to action** clear and easy to identify

- Is there a way they can keep the relationship going? Monthly newsletter, direct email, social media following, etc.

- **Personalize messaging** as much as possible (people want to know you did your research)

- Make it **relevant and timely** to your specific audience(s)

- Use **graphics/visuals** as much as possible

Messaging Matters
Important tips and takeaways

- Keep your messages **simple and short.**

- **Speak** the language of your audience.

- Have a clear **content strategy** for each channel.

- **Test** if your messaging resonates.

- Help the audience **visualize the content.**

- Have a **consistent message** to your audience.

- **Repeat your messaging** to ensure alignment and brand identity.

Storytelling is the key

- **Audiences love a personal story**, allows them to 'see themselves' in the content and better connect/engage.

- **Don't forget**, policy makers are human too! Personal stories grabs their attention and appeals to the emotions of policymaker.

- **Policy makers** are moved by the stories of **your community members and partners**. Telling your story – big or small – allows the message to resonate and will further motivate decision makers to invest and make change.

- **It's a complex topic**: Storytelling allows audiences to process complex information even when they are engaging in fast thinking and advance priorities
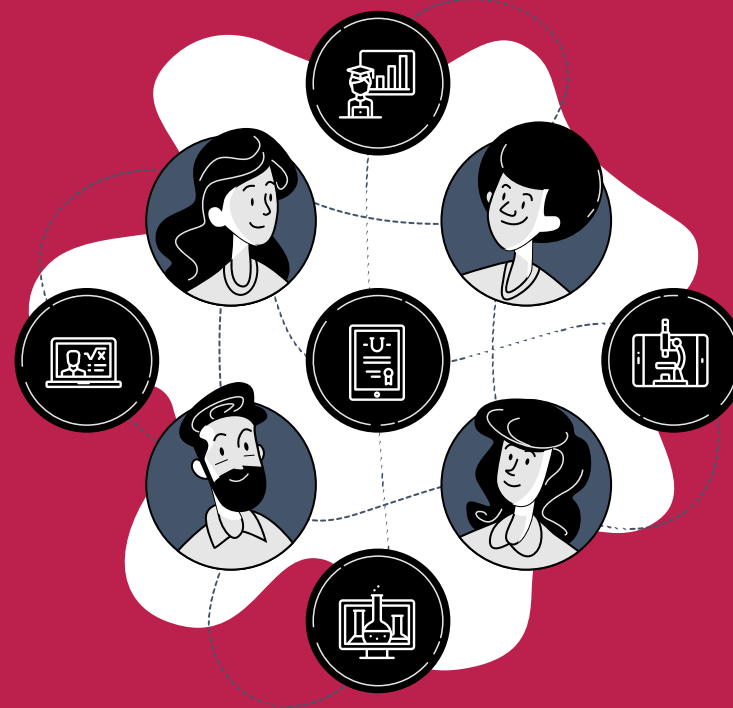
Connecting with your Audience on Social Media

Social Media and Policy Change

Social media is a major source **of information sharing and influence** with over **79%** of the US population actively using it.

Social media can take some of the most complex ideas and disseminate it effectively to **various populations**.

In 2018, social media, for the first time ever, surpassed print newspapers as a rapidly growing source for news by 4%. Social media is one of the quickest ways to share content and receive breaking news readily.

The **diversity** of social media allows it to be dynamic enough to offer a lot of insight on policy making and social change.

Which Social Media Platforms Should I Use?

Social Media is an important digital tool you can use to promote your organization's goals. However, not all social media platforms are created equal.

When choosing a social media platform, it's important to think strategically.

What platforms work best for my audience and organizational goals?

Social Media Audiences and Where to Find Them

Twitter is a platform you can connect with people that you probably wouldn't come in contact with in your day-to-day. Although Twitter may not be as personal as Facebook, it allows you to cast a wider net.

LinkedIn is a great platform to build your professional 'rolodex' with others who are doing the same type of works as your organization. LinkedIn is also used as a blogging platform, where you can write small stories or the share the latest updates about your work.

Facebook's advocacy audiences consist of other advocacy organizations and everyday people, so this is where you'll need to break down your advocacy efforts, calls to action, etc, to the most basic elements that anyone can understand.

General Tips for Finding Your Audience on Social Media?

- **Join groups or lists**

- **Brand yourself and post content that helps strengthen your brand**

- **Engage in online discourse surrounding your work**
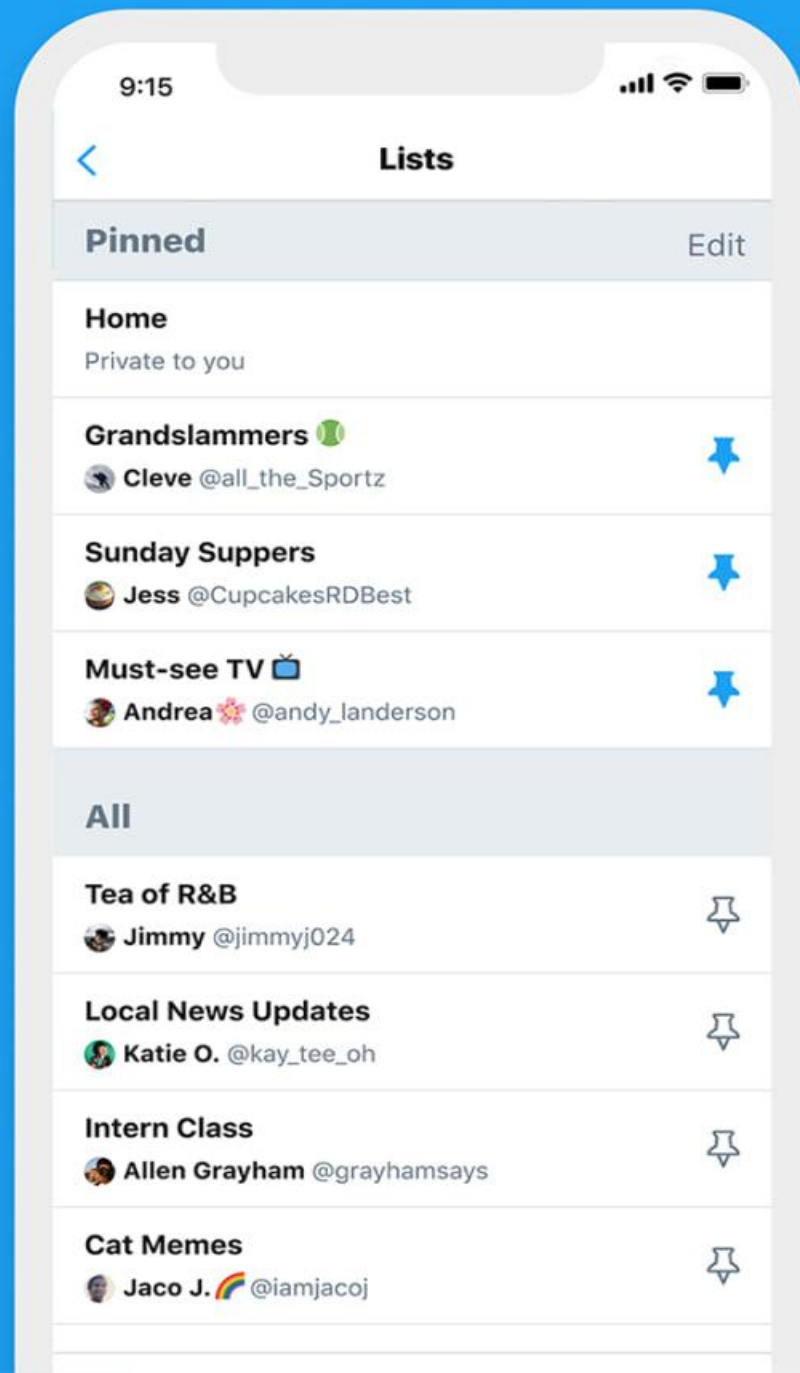
Use Visual Content

Infographics

Digital media

Social Listening

Social listening is tracking social media platforms for mentions and conversations related to your content and/or research.

It's a three-step process:

- **Step 1:** Monitor

- **Step 2:** Analyze

- **Step 3:** Keep an eye out for opportunities to promote

Study Your Metrics!

Social media metrics are the +1s, likes, shares, and tweets about your content. By tracking social media metrics, you can see how well you are promoting your work, events, news, etc.

Alternatives to Twitter

Post.

Real People, Real News, Civil Conversations

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An Inside Look:
Advocacy Work with Meta
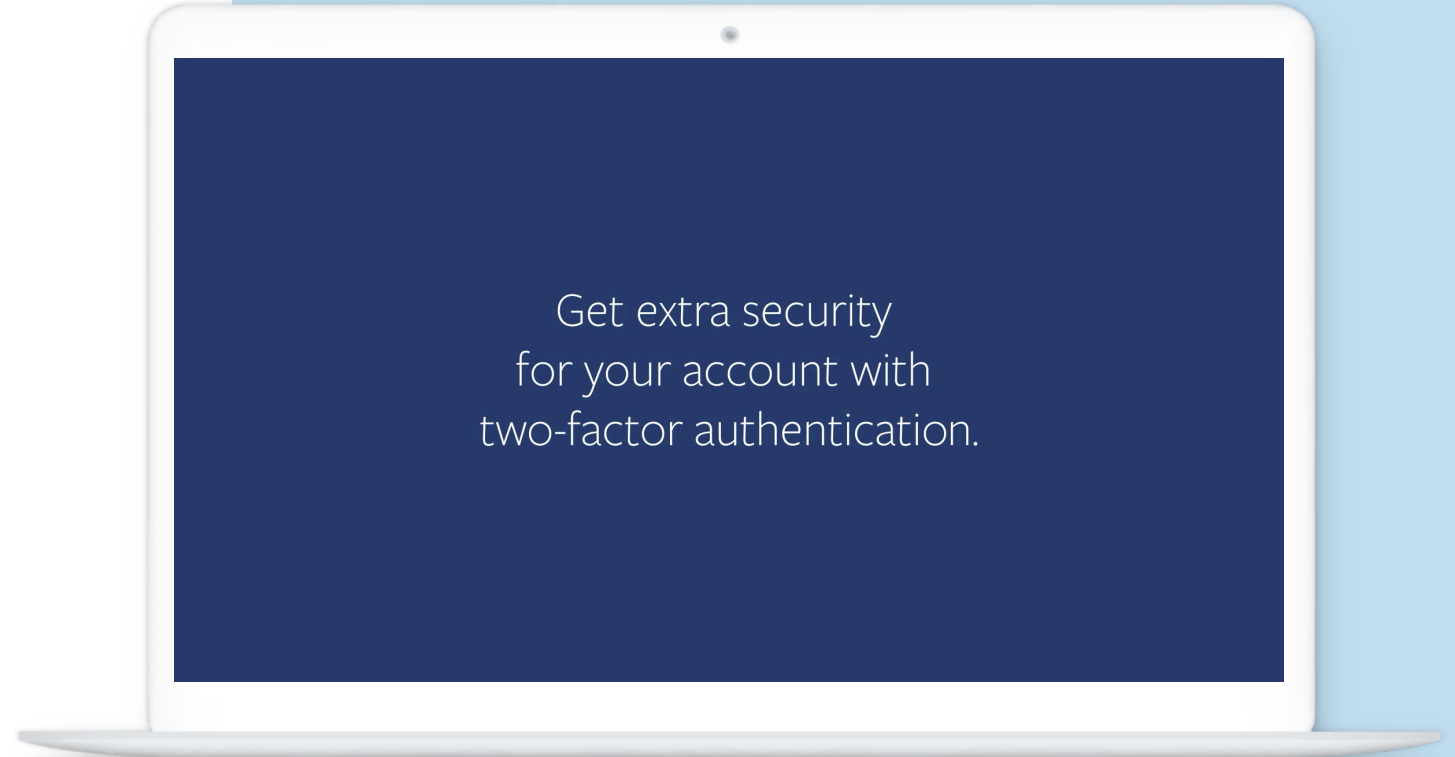
Two-factor authentication

Privacy checkup

Security checkup

Page Security

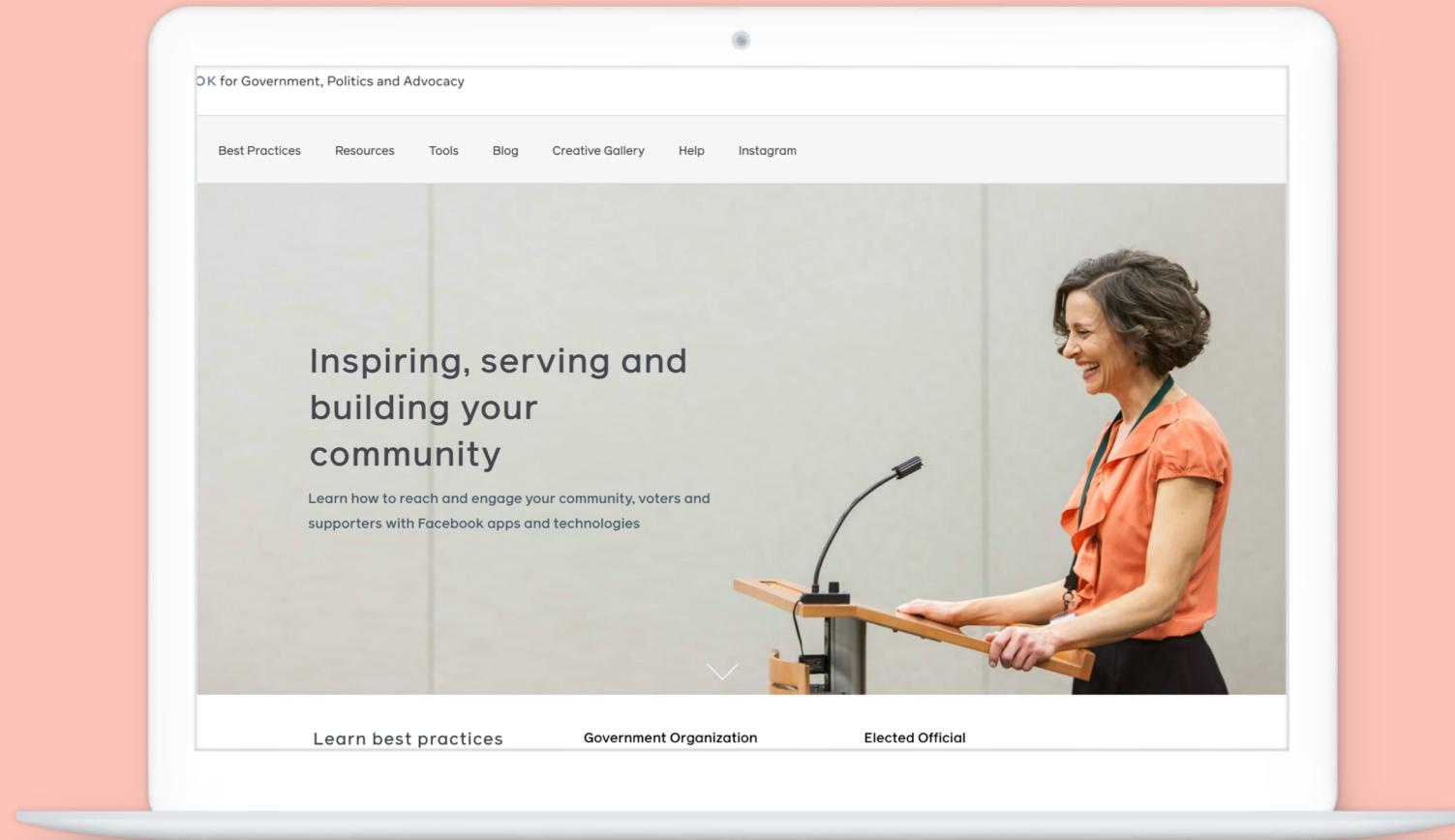# Two-factor authentication

A security feature that helps protect your Facebook account in addition to your password.

Get extra security
for your account with
two-factor authentication.

Facebook company

facebook.com/gpa

- Your one-stop shop for best practices for government, politics, and advocacy groups and updates across Facebook

Spreading your message

- Be authentic
- Highlight important announcements
- Share frequently
- Be consistent
- Mix it up
- Be informative and timely

Engage with and reply to comments

- Monitor Page activity
- Like and reply
- Be honest and fair
- Enable Top Fan badge

Inspire trust with Messenger

- Turn on Page messaging
- Respond to messages
- Create a welcome greeting
- Use Instant Replies
- Create Saved Replies

Tell your story as it happens with Live

- Make announcements

- Live Q&As

- Bring your community behind the scenes

- Interview interesting, relevant people using Live With

- Live-stream virtual events

Build your community with Groups

Consider the purpose

Make your Page the admin
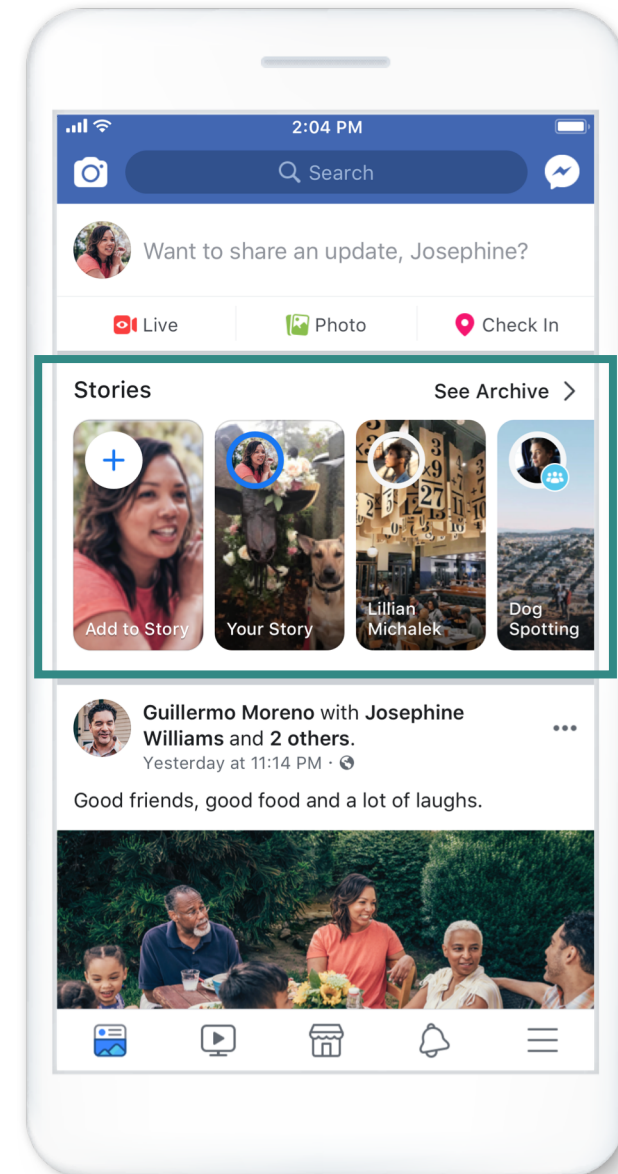
Consider the privacy settings

Welcome new members

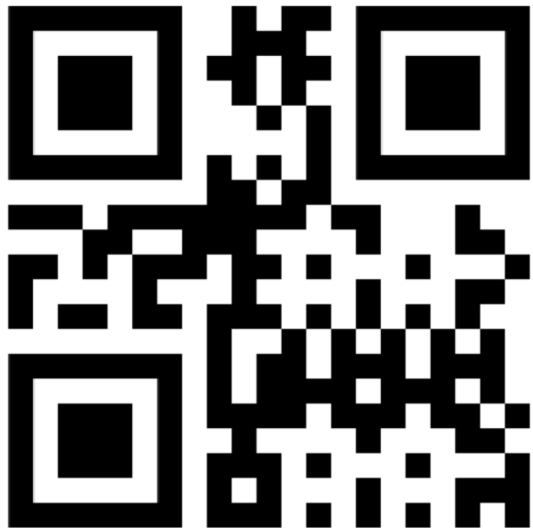Encourage participation

Go Live in the Group

Stories and Reels on Facebook and Instagram

Share what's happening in the moment

Account Moderation and Safety

Instagram

Facebook

Facebook company

Thank you for joining!