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**Online Communication Plan**

**Jan 2021 – June 2022**

*Template by Upleaf*

**

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**Section I. Strategy Overview**

**Online Communication Objectives**

1. Think broad here. Position your organization as a leader in its field? Attract new donors? Educate the public about your core issues? List the objectives in order of priority.

**Target Audiences**

1. **Donors.** When naming your audiences we recommend focusing on the role your audiences play and how they relate to your organization. List your audiences in order of importance. If you have a sense of their age, gender or interests those are helpful to list out for each audience.
2. Audiences that are also of interest but perhaps not as important. Influencers or decision-makers?
3. Elected officials? Partners? Other organizations working in your field?

**Positioning Statement (Internal)**

Clearly articulate the main benefits you offer to the public and what makes your organization unique. What sets you apart from the many other nonprofits who serve the same beneficiaries or work in the same field?

**Desired Action**

All of the desired actions listed here should be tangible and measureable. Look back at your target audiences – what do you want each of them to do?

Make sure to also check your website. Do each of these actions correspond to a user-friendly page on your website? Can you create a call to action button that links to where they can easily take action? For example:

1. Become a member
2. Donate
3. Attend annual conference
4. Subscribe to get email updates
5. Take advocacy action
6. Share stories or testimonies
7. Comment & engage on social media, website

**Section II. Communication Platforms**

**Communication Channels, Target Audience & Message Frequency**

1. **Website Articles**
   * New article once a week (see Section III for messaging topics)
   * **Target audience** includes:
     1. X
     2. Y
     3. Z
2. **Email Marketing**
   * E-newsletter once every 1-2 weeks
   * Periodic email blasts around one key issue
   * **Target audiences**
     1. X
     2. Y
     3. Z
3. **Facebook**
   * Multiple updates each week (ideally several per day)
   * Periodic promoted posts for excellent resources or important messages
   * **Target audience**
     1. X
     2. Y
     3. Z
4. **Twitter**
   * Multiple tweets each day
   * **Target audiences**:
     1. X
     2. Y
     3. Z
5. **YouTube**
   * New video each month to then share across other platforms
   * Target audiences: all
6. **Change.org**
   * Once every few months, around compelling and strategic issues
   * Petition created to target a key decision-maker
   * **Target audience:**
     1. X
     2. Y
     3. Z

**Section III. Messaging**

**A. Article Topics – To Publish on Your Website (and then sent out via email)**

**Topic 1**

* + Idea 1
  + Idea 2
  + Idea 3
  + Idea 4
  + Idea 5
  + Idea 6
  + Idea 7

**Topic 2**

* + Idea 1
  + Idea 2
  + Idea 3
  + Idea 4
  + Idea 5
  + Idea 6
  + Idea 7

**Topic 3**

* + Idea 1
  + Idea 2
  + Idea 3
  + Idea 4
  + Idea 5
  + Idea 6
  + Idea 7

**Topic 4**

* + Idea 1
  + Idea 2
  + Idea 3
  + Idea 4
  + Idea 5
  + Idea 6
  + Idea 7

**B. Daily/Weekly Messaging Topics for Social Media**

**Tip:** Create “sound bites” from articles above and share across social media. Every new article can be the source/inspiration for 3-6 different social media messages. As much as possible, also include links back to articles on the website

In this section you want to detail some of the topics you know will resonate with your target audiences and strengthen your search engine optimization. Assign % to each topic or theme to make sure your team strikes the right balance that will appeal to your audience. For example:

**Topic 1 (50%) – Research Results**

* + Example 1
  + Example 2
  + Example 3
  + Example 4
  + Example 5
  + Example 6
  + Example 7

**Topic 2 (20%) – Stories from the Field**

* + Example 1
  + Example 2
  + Example 3
  + Example 4
  + Example 5
  + Example 6
  + Example 7

**Topic 3 (15%) – Organization News**

* + Example 1
  + Example 2
  + Example 3
  + Example 4
  + Example 5
  + Example 6
  + Example 7

**Topic 4 (10%) – Inspirational Quotes**

* + Example 1
  + Example 2
  + Example 3
  + Example 4
  + Example 5
  + Example 6
  + Example 7

**Topic 5 (5%) – Job Postings**

* + Example 1
  + Example 2
  + Example 3
  + Example 4
  + Example 5
  + Example 6
  + Example 7

**C. Key Dates**

**Tip:** Build up to key dates with related messaging the preceding week or month, depending on the importance of the event.

**2021**

**Jan**

* Event Name
  + List key messages around event
  + Details of anything that needs to happen that affects communications
* Include any events throughout the year that involve external audiences

**Section IV. Campaigns**

**Tips:** Campaigns should be launched across all platforms simultaneously. Articulate a clear start date and end date, select a powerful photo or video, and create a sense of urgency. Convey the impact of someone taking action. What will you collectively achieve?

Hype it up across social media using the same campaign image / message. Keep messaging daily about campaign progress, urging people to act or help spread the word. Once the campaign is over, report back honestly on how you did. And always thank everyone for participating, regardless of what the results were.

Spell out the campaign and some core ideas, as in the examples below:

**Event Campaign – Jan 2021**

* Use consistent image across platforms
* Main message: “Join us at opening conference on Jan 12th”
* Use “Register Now” button throughout

**Membership Drive – Mar 2021**

* Consistent campaign branding across platforms
* Main message: “Become a Member”
* Clearly list key benefits of membership
* Set goal of X new members by March 31st
* Ask entire community to help spread the word and help you meet your goal
* Publicly welcome new members to the community (Facebook, website)
* Encourage existing members to share why they value their membership

**Fundraising – Dec 2021**

* Set a modest fundraising goal
* Clearly communicate impact of new funding – how it will be spent
* Use a powerful photo of a beneficiary
* Short timeframe (2 weeks to meet your goal, to create a sense of urgency)
* Make sure it’s quick and easy to donate online
* Regularly check back in with community – “We’ve raised $32,000 to date, but still need $30,000 more to reach our goal. Please make your donation today and help us spread the word!”
* Report back to the community with the results. “We reached our goal! Thank you all for your participation and support!” OR “We fell short of our goal but still raised $48,500 which can have a big impact. Thank you all for your support and helping to spread the word!”

**Section V. Activities**

**2021 Activity Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** | **Person Responsible** |
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**2021 Activity Plan**

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| **Activity** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** | **Person Responsible** |
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**Section VI. Results & Targets (Set targets in different color)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Platform** | **1/1/21** | **3/31/21** | **6/30/21** | **9/30/21** | **12/31/21** | **3/30/22** | **6/30/22** |
| **Social Media** | | | | | | | |
| Facebook Fans | 8500 | 9200 |  |  |  |  |  |
| Facebook Reach |  |  |  |  |  |  |  |
| Engaged Fans |  |  |  |  |  |  |  |
| Twitter Followers |  |  |  |  |  |  |  |
| Retweets (last 30 days) |  |  |  |  |  |  |  |
| Tweets favorited (last 30 days) |  |  |  |  |  |  |  |
| Twitter mentions |  |  |  |  |  |  |  |
| Petition signers |  |  |  |  |  |  |  |
| **Email Marketing** | | | | | | | |
| Total subscribers |  |  |  |  |  |  |  |
| Average open rate |  |  |  |  |  |  |  |
| Average click-through rate |  |  |  |  |  |  |  |
| Average unsubscribe rate |  |  |  |  |  |  |  |
| **Website Traffic** | | | | | | | |
| Average monthly unique visitors |  |  |  |  |  |  |  |
| Number of pages per visit |  |  |  |  |  |  |  |
| Proportion return visits |  |  |  |  |  |  |  |
| **Online Goals** | | | | | | | |
| Signed up for email updates |  |  |  |  |  |  |  |
| Became a member |  |  |  |  |  |  |  |
| Completed a donation |  |  |  |  |  |  |  |
| Submitted a program application |  |  |  |  |  |  |  |