

How to Be Wonderfabulous in Digital Media

FOR YOUR CAUSE

Related Cause Clarity topics:

- How to choose social media
- How to write a social media plan



This worksheet is a complementary guide to help you put into practice the advice found in our “How to Be Wonderfabulous in Digital Media for Your Cause” video. Each 3-minute video is packed with information and is designed to be watched multiple times—even while you are completing this worksheet.

WHAT Reach and convert more people online to be engaged with your cause.

TIME REQUIRED 5 hours

WHO IS INVOLVED This process is best completed by one lead with further input, review and refinement from other team members.

Digital communications such as email, your website and social networks are essential tools to build and strengthen relationships with supporters and potential supporters. Three of the top four sources donors use to evaluate a cause and its impact are digital – the organization’s website, online videos and search engine results, according to Google’s Nonprofit Digital Survey in 2013. However, it requires an ongoing investment in time and energy.

This worksheet walks you through three steps that guide you to a wonderfabulous digital presence for your cause.

1. Make it easy for people to support you
2. Harness everyone’s skills
3. Get out there

Here is a list of what you will have when you have completed the steps:



- Optimized website and emails for best user experience
- List of online tactics that support your goals and potential resources
- An editorial calendar to coordinate all online efforts

→ For more help, contact Hershey Cause Communications at CauseClarity@HersheyCause.com or visit CauseClarity.org to see other How-To’s.

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Having a stellar online presence is not about posting the funniest pictures or memes, it requires understanding and effectively communicating with your audience(s) consistently as part of an overall strategy. The following guidance can help you focus your efforts. You may also want to refer to the planning tools in *How to Choose Social Media* and *How to Write a Social Media Plan*.

1. Make it easy for people to support you:

Assess your website for ease of use. Identify the top three things you want users to do on your website (e.g. donate, share content, take action on a campaign). Then ask a few volunteers to try and accomplish them on the site. Find out where they get hung up or confused. How many clicks, pages or fields to fill in were required? Use their feedback to determine where these actions can be streamlined and create a list of fixes or edits to your website.

Make sure your site can be accessed easily on mobile devices and tablets. With increasing numbers of people accessing the Internet from places other than their computer it is important for your website to be easy to navigate on all devices.

It can also be helpful to review your web analytics – the data can tell you what pages are most popular, the most frequent pathways through your site as well as where people are leaving your site. Reviewing your email newsletters and campaign emails in a similar manner is also helpful to ensure that the desired actions are as easy to accomplish as possible.



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2. Harness everyone's skills:

A. Great feats are rarely accomplished alone so your next task is to find help. It is best to start with a reminder of your overall goals and objectives and consider the various strategies and tactics that will get you there. Think about what online outreach activities you currently conduct. Take 10 minutes to write down: What is working so well that you would like to increase? What would you like to improve? Then spend another 10 minutes thinking about new approaches that could support your goals.

B. Review what resources you have for producing content that you may not have considered before or have not engaged regularly. Who are staff, volunteers, and board members that may be able to assist with blog posts, posting regularly on social media or updating the website? Taking on occasional writing tasks may be easier for some than agreeing to a regular spot, so managing is important, but the inclusion of new and varied voices is helpful in attracting new potential supporters.

Online Activities	Frequency	Who is responsible?	Additional possible resources



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3. Get out there:

A. Remember that combined efforts of various activities over time will bring results. Seeing additional engagement online requires dedication and periodic reviews to reflect on what has been particularly successful. Creating an editorial calendar for all of your digital efforts can be helpful when coordinating a team from differing departments or roles. You can find a great template created by Lightbox Collaborative at: <http://bit.ly/LBCEdCal2014>

B. Be responsive and engage regularly. It doesn't matter how big or small, doing something for a cause we care about makes us feel good. Imagine giving your audience that same feeling each time they retweeted your content or shared a Facebook post. This can be as simple as messaging to thank them, e.g., devoting one post a day or week to give a shout-out to supporters who helped spread the word.

C. Explore partnership opportunities. Have content you can share with other organizations that have an overlap in interests? Content exchanges or guest blog posts can be a great way to get your information in front of new people.