

Repurposing Your League's Impact to Broaden Visibility



Agenda

1. Create relevant content
2. Refine it into a deliberative & supportive message
3. Share your message via traditional media and online platforms



The Internet Makes It Easier For Us



We *Can* Effectively Communicate Online



CONTENT IS THE KEY TO SUCCESSFUL COMMUNICATIONS



To Get Attention, You Need Content

While working toward your goal, record and report on what you've done, experienced, seen and heard.

Create:

- Audio/Video
 - Take pictures & videos
- Write
 - Write your thoughts
 - Write press statements
 - Repurpose testimony, letters to the editor, etc.

WE ARE “SELLING” & “PROMOTING” IDEAS



Sell & Promote Your Ideas



Be Persuasive and Innovative

- Overcome Challenges
 - Public opinion is not easily moved
 - People hear more “noise” than ever
- Focus on Goals
 - Educate and mobilize public
 - People need to “buy” our ideas



Effective Message Best Practices

Works:

- Timely
- Personal
- Compelling
- Focused on voters

Doesn't Work:

- Wonky
- Negative or scary
- Internal League processes
- Jargony



Key Phrases Strengthen Messages

We are volunteers
in communities
around the country
*Making Democracy
Work*[®]

- Educate the populous
- Stay neutral
- Provide facts
- Promote debates & voter guides
- Focus locally
- Make an impact



3 Items For A Strong Election Messages



1. An interesting description of activity and its impact
2. Provide the service in a fact-based way
3. Essential to our democracy



THE MEDIA CAN BE YOUR ALLY



Effective Press & Media Outreach

1. Build & maintain relationships
2. Pitch stories
3. Circulate statements/releases
4. Host press conferences/events
5. Participate in media



Reframe Imperfect Messages

Turning Lemons into Lemonade

Not quite right:

- Bad quote in new story
- Reporter writes inaccurate story

Benefits the League & Issue:

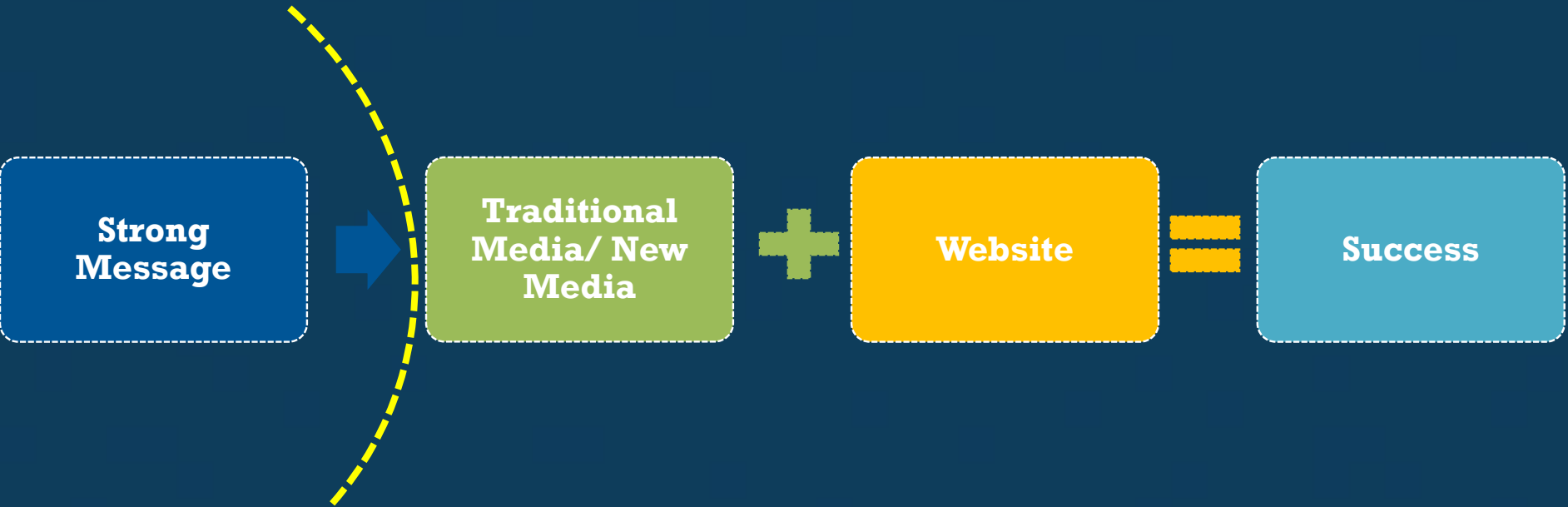
- Media publishes LWV letter to the editor
- LWV helps media with good editorial



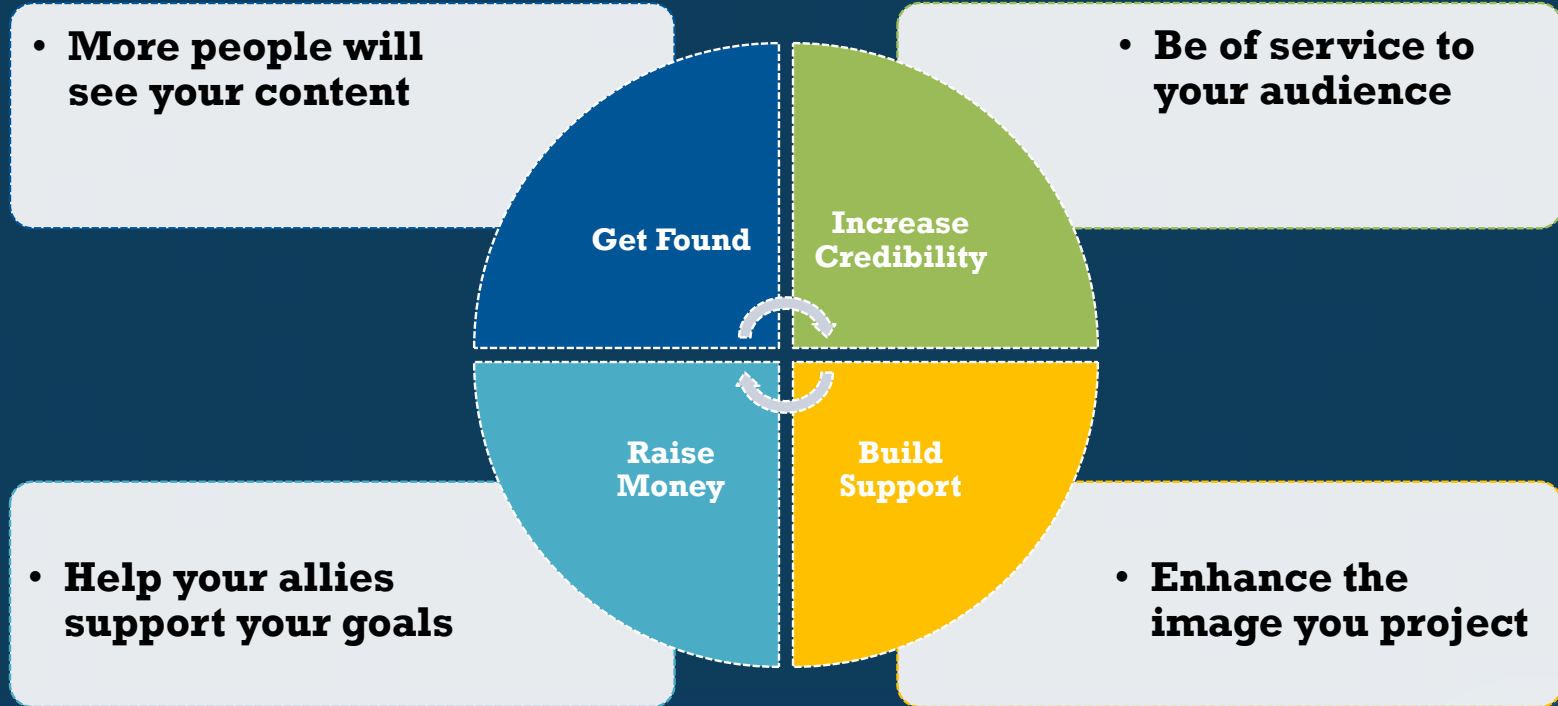
A WEBSITE ~~CAN~~ WILL HELP



Multichannel Messaging Is Key to Success



Your League Needs an Up-to-Date Website



SOCIAL MEDIA EXPLAINED



Social Media Allows For Interaction

What is it?

- Platforms that people use to share content:
 - Relevant news
 - Experiences
 - Perspectives & opinions
 - Invitations to events
 - Images & videos

Why invest ?

- Facebook
 - 757 million daily active users
 - 556 million daily active mobile users
- Twitter
 - 255 million monthly active users
 - 78% of active users are on mobile
 - 500 million tweets sent per day
- LinkedIn, Pinterest, Instagram and others, are growing too!

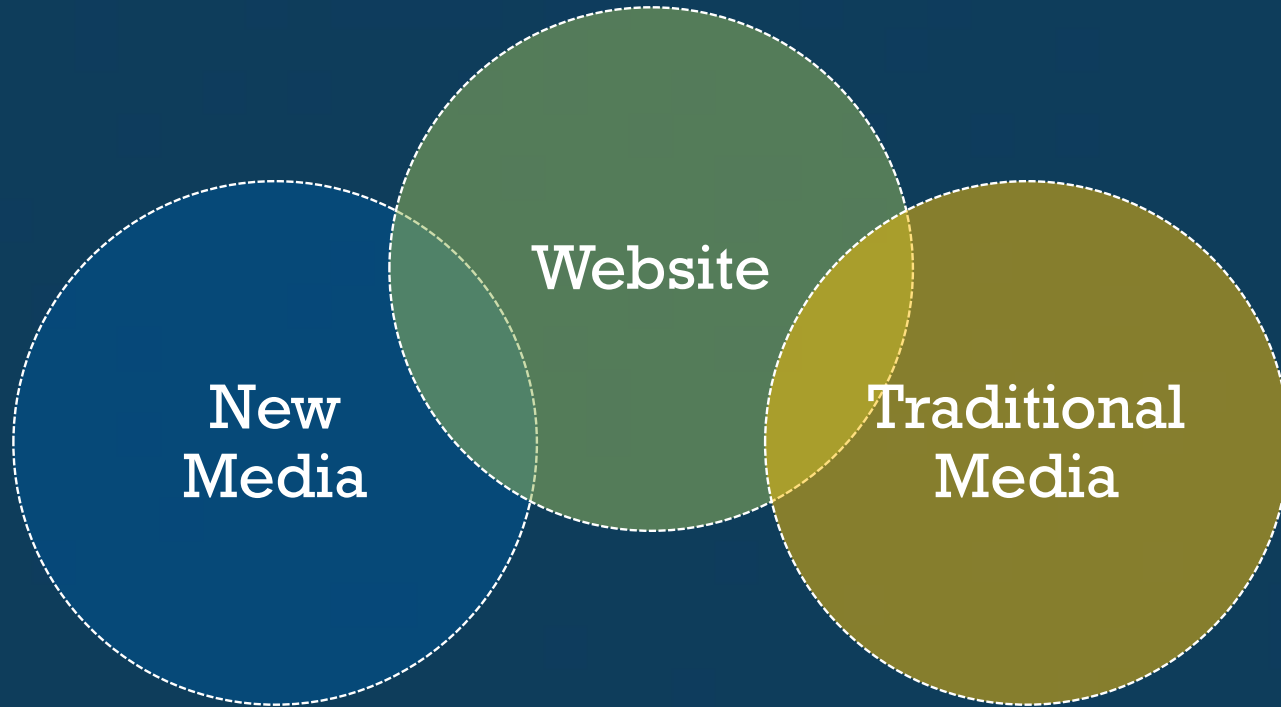


Recycle, Reuse & Repurpose

- Share blog posts, press releases, photos, news articles
- Don't be afraid to reshare older content
- Create “evergreen” content



Social Media Is Not a Website Substitute



HOW TO: TWITTER & FACEBOOK



Build A Network of Supporters

Promote your work and impact

- Include links with all posts
- Images reign supreme

Monitor comments and messages

- Foster conversation
- Be responsive

Share and engage with partners



NOW THAT YOU'RE HOME



Streamline Your Process, Don't Stress

- Start slow and build
- The process will get easier and quicker
- Repurposed content = fewer approvals
- Involve only key LWV officers in decision-making



LWVUS Visibility Resources

- League Style Guide
- Social Media Guidelines
- Email and Blogging Best Practices Guide
- Content Creation Strategy
- Search Engine Optimization (SEO) Guide
- Communications Templates (statements and LTEs)
- New Media League Facebook Group

