Communicating for Change

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1. Strategy

2. Social Media

3. Earned Media

What we'll cover…

Vermont
Energy Investment
Corporation

Do these sound familiar?

If they just understood the <u>facts</u>, they would change...
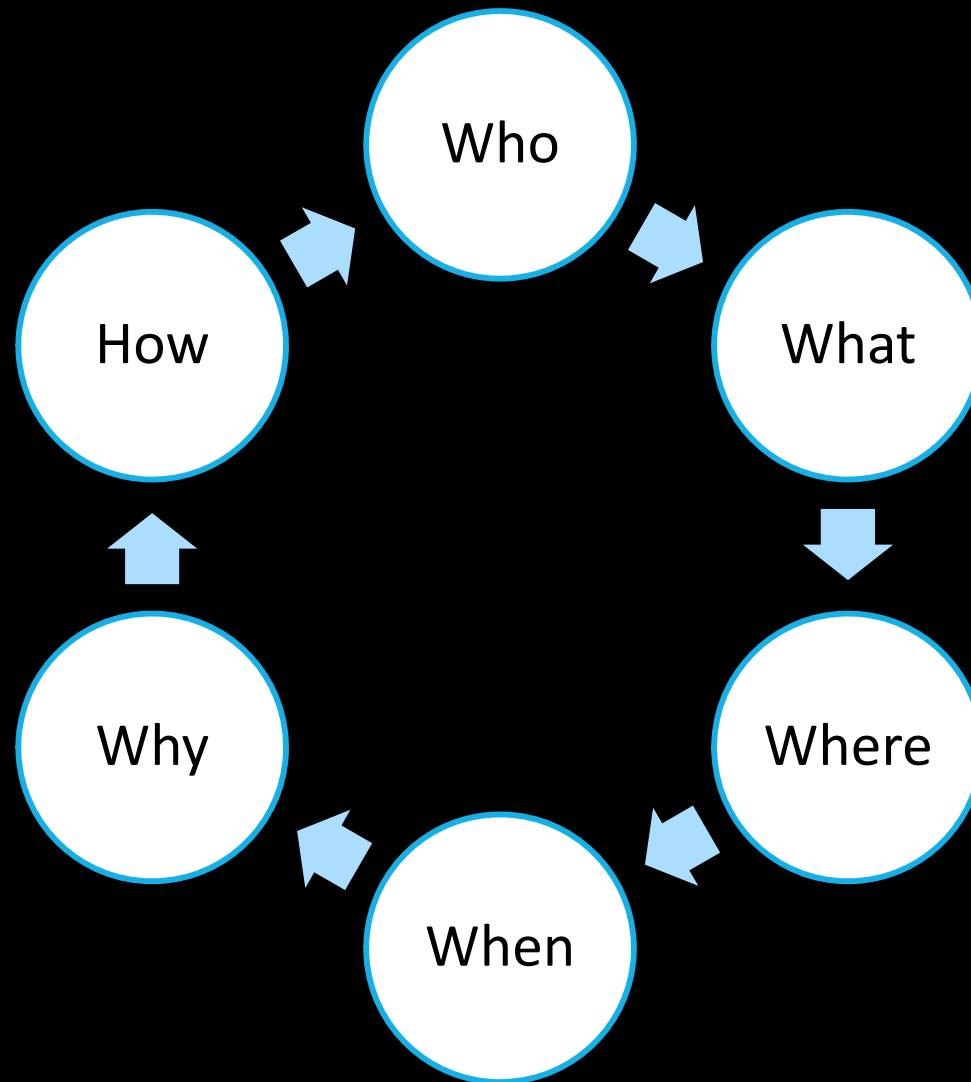
This campaign is about raising awareness....

Our goal is to get 500 new facebook fans.

Let's do an infographic — people love infographics!

The hard truth is...

- Facts don't matter.

- Raising awareness isn't good enough.

- 500 Facebook Fans... Towards what end?

- Tactics in search of a strategy ≠ impact

Communications Strategy

Key Questions
Before Getting to Action

- What problem are we trying to solve?

- What do we want to accomplish?

- Who are we trying to reach?

- What do we want them to do?

- What's getting in the way of their participation?

- How will we know if we succeed?

The MOST important question

What do you want this person TO DO as a result of your communication?

Call your legislator

Sign a petition

Tell a friend

Vote

Donate

Write an op-ed

Host an event

Buy something

Volunteer

Then…

Make it REALLY EASY

Exercise 1:

Think of one thing you'd like to change in your community, workplace, or group of your choosing.

1. What's the problem you're trying to solve?

2. What do you want to accomplish? What is your ideal future state?

3. Who can help you solve this problem? Who might be a barrier to achieving success? Who influences the solution?

4. What do you want these people to do?

Write for 3 min

Group conversation

The Social Media Revolution 2014

Video

Vermont Energy Investment Corporation

Social Media Best Practices

First know…

1. How social fits into your strategy

2. Whether and where your audience is on social

3. Definitions of success

Then…

1. Manage the risks
   - Monitor
   - Maintain a presence
   - Manage your community

2. Be useful

3. Be authentic

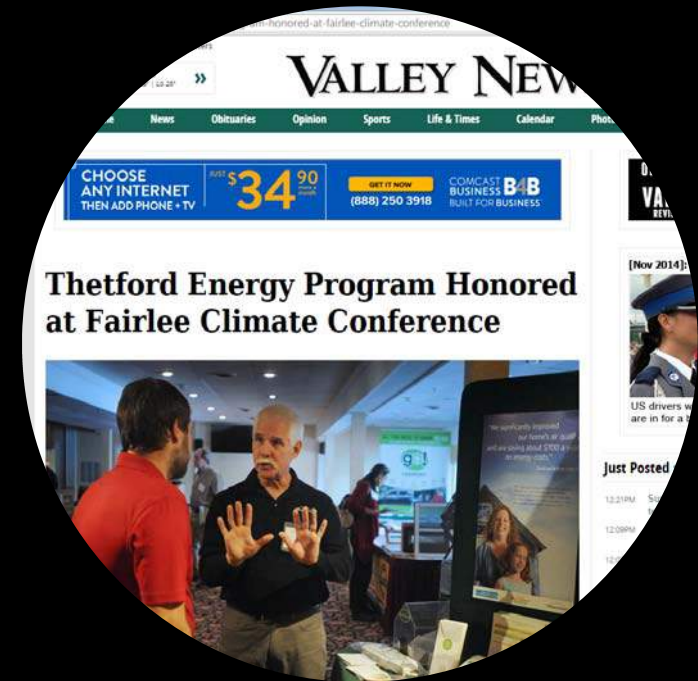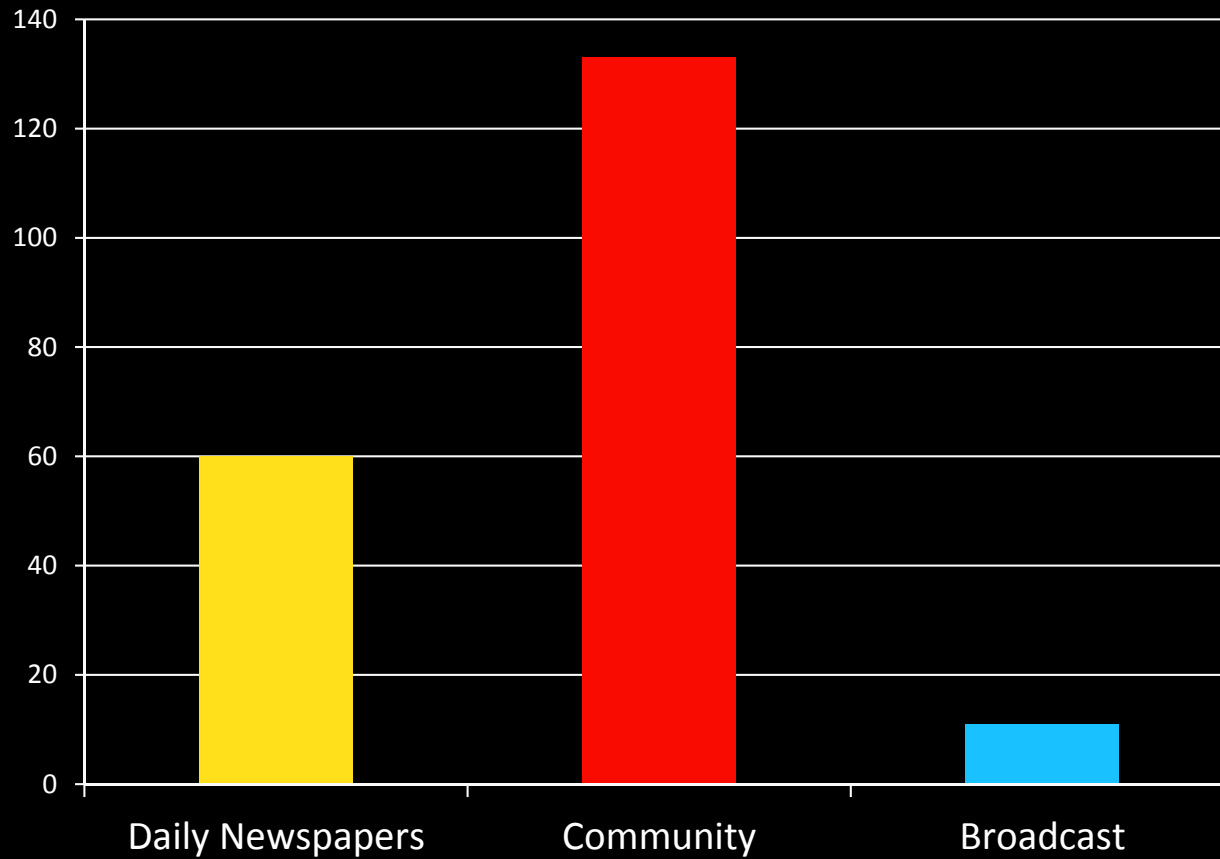4. Be unique

Earned Media Best Practices

- Be timely

- Be relevant

- Be authentic

- Be focused

- Be brief

Don't make them think

It Works!

2013 VHEC Media Placements

An Awesome Resource

Spitfire Strategies

Smart Chart 3.0

www.spitfirestrategies.com

THE SPITFIRE STRATEGIES
SMART CHART 3.0