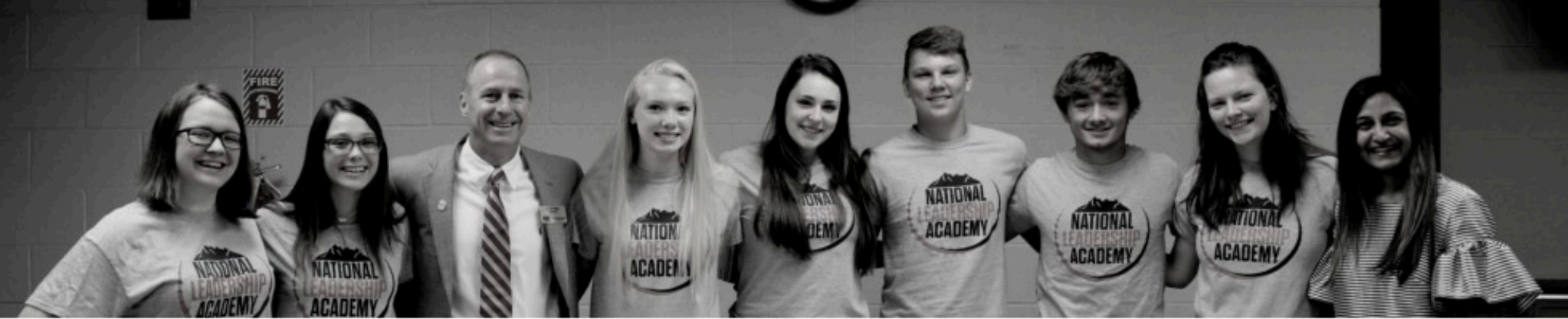




Digital Organizing

Jefferson County Rogue Communications



COMPONENTS OF DIGITAL STRATEGY

- *Data*
- *Email*
- *Social Media*
- *Online Advertising*
- *Website*

SPECIFICS

- Quality content
- Integration with Organization's strategy
- Authenticity
- Targeted engagement
- Analytics
- Experimentation

An Effective Communication Process

Why - Theory of change

How - Tactics

What - Aspirational Messaging

Who - Target demographics

When - Pre/During/Post

Where - Platform choices



4

C'S OF ASK

- *Connection*
- *Context*
- *Commitment*
- *Catapult*

Authenticity

*Be a part OF
your community,
not apart FROM
your community.*





No Risk.

GET CREATIVE.

No Reward.



PEP ZONE

FOX 2

NORTHWEST HIGH SCHOOL - CEDAR HILL, MO



6:57 72°



0a 12p 3p

LATER TODAY

FOX 2 FOX-2'S CHRIS REGNIER IN THE MENARD'S PEP

EACH POST IS

AN
EXPERIMENT

&

OPPORTUNITY

TO LEARN

MORE

***“No amount of
experimentation can ever
prove me right; a single
experiment can prove me
wrong.”***

—Albert Einstein



WHAT CAN THAT ASK BE?

Specific
Attainable
Easy



Northwest R-I School District

Published by Elizabeth Cothron [?] · December 17, 2017 at 9:30am · 🌐

Have you seen the latest edition of Northwest News in your West Side Leader? If so, we'd love to get your feedback. Tell us here what you think of it.



👤 1,337 people reached

Boost Post



Like



Comment



Share



Liz Green, Marge Kramme Robinson and 12 others

Top Comments

There are many great things about the NW
the most evident is their giving nature. Our
to our community on a regular basis. It's h
[#NWLoveLearnLead](#) in our schools and co
from you, our community, on what you are

**BE OK WITH
FAILURE**

**#GI  ING
TUESDAY**

HAVE A VISION IN MIND



Northwest R-I School District



Published by Elizabeth Cothron [?] · August 16, 2017 · 🌐

PLEASE SHARE. We know that many of our families are preparing for tomorrow's big first day of school. We also know that many of you will be taking pictures of your students. We want to see those pictures! Please email your first day of school pictures to us at Northwestnews@northwestschools.net or tweet us [@NorthwestRISD](https://twitter.com/NorthwestRISD) with the hashtag [#NWLoveLearnLead](https://twitter.com/NWLoveLearnLead)

#NWLoveLearnLead

👤 2,900 people reached

Boost Post



Northwest RI Schools @NorthwestRISD · Jan 8

Congrats @BWELeaders for being named a 2017 Leader in Me Lighthouse School of Academic Distinction. Hard work by staff & students maintaining their Lighthouse School status & showing exemplary academic achievements have paid off. #NWLoveLearnLead



Carry that through all your mediums all the time

ONLINE AND OFFLINE PARTNERSHIP



Townhall - Conference - Rally



Q&A on Twitter - Hangout - Live Tweet - Designated
hashtag - Collect and publish stories



TIPS AND TRICKS

- *Know your theory of change*
- *Know your voice*
- *Always have your action link visible on screen*
- *Only ONE ask*
- *Editing process and read it aloud!*



**GREAT CONTENT FOR SOCIAL MEDIA ISN'T
JUST ABOUT THE MESSAGE.**

**IT'S ABOUT CONTENT THAT THE
AUDIENCE WANTS TO BE SEEN
INTERACTING WITH - CONTENT THAT
VALIDATES THEIR SENSE OF SOCIAL SELF.**

**PROPERTY OF
FHS RENAISSANCE**



Social Content should be...

**EASY TO INGEST • EASY TO DIGEST • EASY TO
SHARE**





DIGITAL TOOLS

- www.canva.com
- www.spark.adobe.com
- www.iconfinder.com

g
hip
d
l

Health

NT

IT

Campus

REGISTER AT
WWW.FOX.K12.MO.US

| | Facebook | Twitter | Instagram | LinkedIn | Snapchat | YouTube | Pinterest | Medium | Tumblr |
|---------------|----------|---------|-----------|----------|----------|---------|-----------|--------|--------|
| Media | X | X | X | X | X | X | X | X | X |
| Networking | X | X | X | X | X | X | X | X | X |
| News | X | X | | | | X | | X | |
| Search | X | X | X | | | X | X | | |
| Hosting | X | | X | | | X | X | X | |
| Linking | | | | | | | X | | |
| Shopping | X | | X | | | | X | | |
| Blogging | X | | | | | | | X | X |
| Messaging | | X | | X | X | | | | |
| Entertainment | X | X | | | X | X | | | |



KNOW YOUR LIMITS

- *Twitter (text) - 280*
- *Instagram - 250*
- *Facebook - 420*

ANALYTICS

- ROI
- Content
- Audience
- Conversation
- Traffic
- Engagement