

# Digital Media 101: Understanding Tactics, Creating Strategy

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# Agenda

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- Overview
- Websites
- Blogs
- Email Marketing
- Social Media
- Planning & Strategy
- Questions



# Overview

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- Organization mission/vision
  - Brand
  - Voice
- Audience
  - Who are you trying to reach? Why?
  - What is the best channel to achieve those goals?
- Content
  - Why this story? Why now?
  - What is the best channel/format?
  - What can be reused or repurposed?

# Overview

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## Digital Media

- Communications that can be accessed from an electronic device
- Environment is less controlled
- Media is inherently interactive; invites participation

# Exercise: Define the Audience

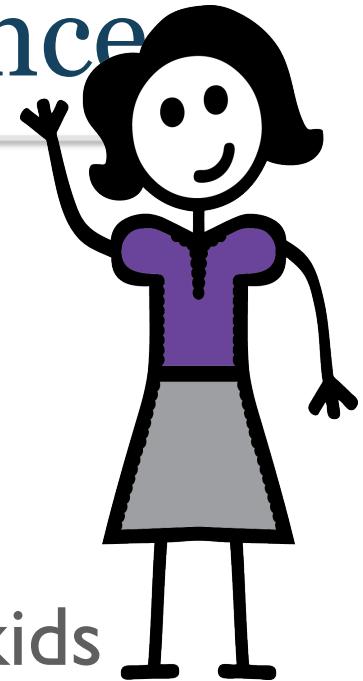
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- Gender
- Age
- Occupation
- Interests
- What do they drive?
- Where do they shop?
- What motivates them?

# Exercise: Define the Audience

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- Healthy Hannah
- Age: 36
- Occupation: Stay at home mom of 2
- Interests: Running, reading, raising her kids
- What do they drive? Blue Subaru Outback
- Where do they shop? Sprouts, outlet malls
- Motivations? Healthy, but affordable living



# Websites

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## The Basics

- Use a clear URL
- Develop clear navigation and understandable naming conventions
- Use compelling images
- Have easy ways to donate, sign up for your e-newsletter and get involved (volunteer, etc.)
- Include social sharing buttons on your site

# Websites: Example

Motivate

Awakening Testimonials

Healthy Reminders

LiveWell Moms Blog

Healthy Choices

Strategies for Success

Small Steps

Healthy Lifestyle

Recipe Center

Tweet Chat

Articles

Be Part of the Solution

Join LiveWell Moms

Volunteer

Individual Giving

Join GAPP

Funding Opportunities

**JOIN LIVEWELL MOMS**

**READ THE LIVEWELL MOMS BLOG**

Get to know some of our moms who contribute to the LiveWell Moms blog.

[Read More](#)

Who is a LiveWell Mom? You, we hope!

Moms' voices are strongest when joined together to inspire change. That's why we created the LiveWell Moms Ambassador Program. LiveWell Moms know what's important for Colorado families and do their best to lead by example—making healthy meals for their families, prioritizing healthy choices at schools, staying active, and having fun along the way.

Team up with LiveWell Colorado to be a change-maker in your kitchen, your school or even your community. Benefits include:

- The monthly LiveWell Momentum e-newsletter with fresh information about keeping your family fit and healthy.
- Free gifts from LiveWell Colorado for providing occasional feedback.

Become a LiveWell Mom to receive the LiveWell Momentum Newsletter

[JOIN NOW](#)

[LIVEWELL MOMS BLOG](#)

[NEWSLETTER ARCHIVE](#)

# Websites

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## Ensure Success

- Use headings and subheads
- Write in short sentences
- 2-3 sentences per paragraph
- Use bullets and numbered lists
- Think visually
- Link to other content

# Blogs

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## The Basics: Why Start a Blog?

- Establish yourself or your organization as an expert in your field
- Share knowledge, information, or opinions
- Use as a repository for stories
- Encourage regular action or interaction

# Blogs: Example

**Motivate**  
Awakening Testimonials  
Healthy Reminders  
LiveWell Moms Blog

**Healthy Choices**  
Strategies for Success  
Small Steps

**Healthy Lifestyle**  
Recipe Center  
Tweet Chat  
Articles

**Be Part of the Solution**  
Join LiveWell Moms  
Volunteer  
Individual Giving  
Join GAPP  
Funding Opportunities

**LiveWell Moms Blog** 

Honest insights on leading a healthy lifestyle from real LiveWell Moms

## RESTORING BALANCE: I SPARKLE SPA

Posted By:  
Geraldolyn and Cher, Denver



"...so busy." Add those words to any phrase or applicable scenario that seem to pop up in your life. So busy working, so busy handling, so busy cleaning, so busy organizing, so busy volunteering, etc. How much do you really scrutinize each decision as it tips the scale of balance? How

**SUBSCRIBE**

**CATEGORIES**

- Activities & Exercise
- Healthy Schools
- Healthy Eating
- For the Kids
- Meet the Moms
- Inspiration
- Healthy Holidays

**TAG CLOUD**

recipes, healthy eating, lifestyle, healthy choices, kids, family, seasonal fruits and vegetables, exercise, physical activity, childhood

# Blogs

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## Ensure Success

- Post consistently
- Create and curate content
- Make your content relevant
- Respond to and interact with readers
- Push out your content through other channels

# Email Marketing

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## The Basics

- Make headlines clear
- Create standing content heads
- Include a variety of content: stats, stories, photos, quotes, video
- Link to more information and details
- Keep it short!

# Email Marketing: Example



**LiveWell  
Momentum**  
September 30, 2014

**Hi Everyone,**

As most of you know, September was National Childhood Obesity Awareness Month. We've had a number of social media posts that focused on stats and news (some of which are linked over in the sidebar). However, we want to draw your attention to three blog posts written by our LiveWell Moms during this month:

- [Convenience: The Culprit](#) by Molly in Parker, CO
- [How to Advocate for Healthy School Options](#) by Amy in Denver, CO
- [Action is the Antidote](#) by Alli in Fort Morgan, CO

We know that the statistics can be discouraging and the reality that you face as a parent can be frustrating and difficult as you try to incorporate and encourage healthier

**In This Issue**

National Childhood Obesity Awareness Month Wraps Up

Healthy Cooking Made Easy with Door to Door Organics

Walk to School Day is Coming Up on Oct. 8

**News & Events**

PE by Choice the New Model at Fairview High School

How the Built Environment is

# Email Marketing

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## Ensure Success

- Don't send junk!
- Create a regular publication schedule
- Keep stories short
- Make the layout visually appealing (bulleted lists, graphics, and photos)
- Proof and proof again—check the links
- Schedule your send

# Exercise: Social Media Use

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**facebook.**

**twitter**

**You**  
**Tube**



*Instagram*

**flickr**<sup>TM</sup>

**Google+**

**Vine**

**digg**

**Pinterest**

**vimeo**

**LinkedIn**<sup>TM</sup>

**WB** CONSULTING  
pursue strategic impact • achieve social good

**ynpn** DENVER  
young nonprofit professionals network

# Exercise: Social Media Use

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**Instructions:** Walk around the room and place a **purple dot** on the social media tools you use **personally** and a **green dot** on the social media tools your **organization/company** uses.

# Social Media

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## The Basics

- Define your audience
- Choose a channel or channels
- Create a plan
- SAY SOMETHING
- Analyze engagement
- Keep the conversation going

# Social Media: Example

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**Who:** 40 million monthly users; 80% are women

**What:** Virtual bulletin boards

**When:** Anytime; Pins have a 4-hour lifespan

**Why:** To reach mothers, teachers

**How:** Link to existing web content; Use good visuals

## Ideas:

- Pin recipes
- Pin tips for cooking with kids
- Pin healthy holiday ideas

# Social Media

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## Ensure Success

- Develop a consistent voice
- Post regularly
- Tie back to the overarching communications strategy
- Follow a plan
- Create and curate content
- Use a scheduler

# Planning & Strategy

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## The Basics

- Create a strategic plan that ties to mission/vision
- Perform a communications audit
  - Channel/publication
  - Audience
  - Frequency
  - Timing
- Define your audience(s)
- Develop an editorial calendar

# Planning & Strategy

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## Ensure Success

- Build all messaging with a common voice
- Exemplify your brand
- Use themes (monthly, weekly, day, etc.)
- Promote using all appropriate channels
- Repurpose content
- Evaluate engagement
- Make needed adjustments

# Questions?

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