

## *Communication Strategy Workshop*

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### Module 1: Introductions and overview

9:00 am	Module 1: Introduction and overview
9:30	Module 2: How an editorial calendar would help Selected manage its communications
10:30	Break
10:45	Module 3: Options for setting up and maintaining an editorial calendar
11:15	Module 4: How to begin building a communications strategy to shape Selected's communications efforts overall
11:45	Module 5: How frequently to communicate with members
12:15	Module 6: Course wrap-up and evaluation
12:30	Adjourn

### **Course objectives**

- How an editorial calendar would help Selected manage its communications
- Options for setting up and maintaining an editorial calendar
- How to begin building a communications strategy to shape Selected's communications efforts overall
- How frequently to communicate with members

## Module 1: Introduction and overview

### Pre-workshop questions

1. Is Selected communicating with members too often or not often enough?  
(Give reasons or evidence for your answer.)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

2. What's a recent example of a Selected communication success? What has worked really well?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

3. In your opinion, how should Selected change its process for communicating with members?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Module 2: How an editorial calendar would help Selected manage its communications

**What is an editorial calendar?**

**A method of planning your communications over time**

- long term
- short term

**A method of planning communications:**

- by channel
- by audience
- by program

**Why have an editorial calendar?**

- Consistent planning enables you to produce fresh and regular content
- Team members know who is doing what by when
- Planning ahead enables you to maintain a consistent voice
- You can see your communications the way your recipients do
- New events, products, or strategies can coexist with (not displace) established ones

Module 2: How an editorial calendar would help Selected manage its communications

**Work with a partner to sketch in the elements of an editorial calendar**


Module 3: Options for setting up and maintaining an editorial calendar

**Annual Calendar for 8-Page Donor Newsletter**

<b>Story Category</b>	<b>May 2014</b>	<b>July 2014</b>	<b>Sept 2014</b>	<b>Nov 2014</b>
<b>Hot News or New Campaign</b>				
<b>Campaign Success Story</b>				
<b>Advice Column</b>				
<b>Donor Profile #1</b>				
<b>Donor Profile #2</b>				
<b>What You Can Do</b>				
<b>Letter to the Editor and Reply</b>				
<i>If Space Allows ...</i>				

**Monthly Audience Engagement Calendar**

	<b>Teachers</b>	<b>Students</b>	<b>Parents</b>
<b>Week 1 (insert dates)</b>			
<b>Week 2 (insert dates)</b>			
<b>Week 3 (insert dates)</b>			
<b>Week 4 (insert dates)</b>			

# Communication Strategy Workshop

## Module 3: Options for setting up and maintaining an editorial calendar

### Editorial calendar samples

	A	B	C	D	E	F
	HubSpot		TOPIC/TITLE	CONTENT/DETAILS	KEYWORD(S)	TARGET PERSONA
1	<b>MONDAY</b>					
2	Author:	Pamela Vaughan	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance [NEW DATA]	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Owner Ollie, Mary Marke
3	Due Date:	10/20/12				
4	Publish Date:	10/23/12				
5	<b>TUESDAY</b>					
6	Author:	Anum Hussain	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips through expert advice while promoting complete guide	search engine optimization, SEO	Owner Ollie, Mary Marke
7	Due Date:	10/20/12				
8	Publish Date:	10/23/12				
9	<b>WEDNESDAY</b>					
10	Author:	Maggie Georgieva	How to Craft the Right Questions for Your Next Marketing Survey	Use an excerpt from the Marketing Surveys ebook to provide readers beneficial survey best practices	marketing surveys, survey marketing	Owner Ollie, Mary Marke
11	Due Date:	10/20/12				
12	Publish Date:	10/23/12				
13	<b>THURSDAY</b>					
14	Author:					
15	Due Date:					
16	Publish Date:					
17	<b>FRIDAY</b>					
18	Author:					
19	Due Date:					
20	Publish Date:					
21						
22						
23						
24						

### CONTENT CALENDAR

A View for a Month

Month	Title/Description	Status	Due Date	Publish Date	Type of Content	Producer
Enter Month Here						

Type of Content	Producer/Designer	Editor	Target Audience	Distribution Channels	Promotion	Metadata Tags

2014 Editorial Calendar		www.lightboxcollaborative.com		Newsletter				Social Media					
By	When	Status/Notes	Content	Owner	By	When	Status/Notes	Content	Owner	By	When	Status/Notes	Content
1	January												
2	Hooks to Consider	Description	More Info										
3	Year-round International Year of Family Farming	The United Nations has declared 2014 as the international year of family farming, with the aim of achieving food security and eradicating global poverty. For organizations working on food security, land rights or nutrition, this presents an excellent opportunity to focus on the issues that matter to you and your constituents. You might consider launching a backyard gardening challenge to local families, or publishing a monthly article contrasting family farming vs. corporate farming practices.											
4	1 New Year's Resolutions	Kick the year off right with an essay one that almost all organizations working for social change can use. New Year's resolutions are all about making changes in your life—but who's to say those changes can't serve a larger purpose? Environmental organizations can push stories about changing energy use habits. Public health organizations can pitch reports on healthy eating in the New Year, and civic engagement organizations can launch a volunteerism campaign. Whatever kind of change you want to see in the world, there's no better time to promote it than at the New Year.											
5	6 113th Congress, 2nd Session convenes	This is a record-setting congress with 100 women and 7 LGBT members. If you're working on national policy issues, prime the conversation from the start. If you expect or hope that Congress will take up issues relevant to your cause in this upcoming session, let your constituents know now how they can help you keep your issues in the spotlight during this Congressional session.											
6	13 National Rubber Ducky Day	If your organization focuses on children or the environment, National Rubber Ducky Day could provide the perfect backdrop for your cause. Child-centered charities can use the holiday to remind elected leaders to "think of the children" by delivering virtual (or real) rubber ducks representing the children in their district. Conservation organizations might remind constituents about the 29,000 rubber ducks that fell off a cargo ship in the Pacific Ocean in January 1992 and traveled 17,000 miles around the world on ocean currents.	Seattle Children's Museum Rubber Ducky Day Celebration										
7													
8													

### Module 3: Options for setting up and maintaining an editorial calendar

#### Considerations:

1. If you create an editorial calendar for each publication or channel, how will you merge them to get the overall view of your communications?

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2. How far out do you need to plan? The whole year? Three months? One month?

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3. What should your calendar include?

- a. Actual metric – how did this item perform?
- b. Audience
- c. Content type
- d. Day of week
- e. Deadline
- f. Ideas for new content
- g. Metrics for success – how do we hope this item will perform?
- h. Owner
- i. Post date
- j. Published URL
- k. Reuse on other platforms
- l. Review process (submit date, reviewer, review by date)
- m. Status
- n. Theme
- o. Time of day
- p. Topic

## Module 4: How to begin building a communications strategy

**Positioning** The big differentiating idea you strive to own in your members' and targets' minds

*“The American Red Cross is the nation’s premiere emergency response organization”*

**Personality** Who is Selected to its customers and members?

Selected is a \_\_\_\_\_  
*noun*

Selected is a \_\_\_\_\_  
*adjective* *noun*

**Strategies** What will motivate our audiences to do the actions we want them to take? Join, register, purchase, share, etc.

**Tactics** What messages and communication channels should we use to accomplish our strategies?

**Roles and Responsibilities** Who oversees and approves? Who produces communications? Who measures success?

**Work plan** How will we maintain our editorial calendar?

**Budget** Staff, materials development, printing and postage, software, hardware, consulting, etc.

**Evaluation** Use data to refine our approach. What’s working? (What’s not?) Are there new messages, channels, audiences? What messages or content are generating action?



Module 5: How frequently to communicate with members

**1. Ask people how often they want to hear from you.**

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**2. Segment your list.**

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**3. Communicate more often with newbies.**

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**4. Be predictable and regular. Stick to a schedule.**

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**5. Track open and click rates over time.**

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**6. Monitor members' behavior in response to your communications.**

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**7. Use your editorial calendar to see your communications from their view**

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**8. Trust your instincts. If you think you're communicating too often, you probably are.**

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**9. Try shorter, more focused, more frequent, in more channels.**

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