

# Communications Roles and Planning

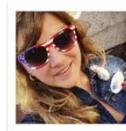


## The Voices You're Hearing



**Kivi Leroux Miller**

President, Nonprofit Marketing Guide.com



**Stephanie Drahan**

Senior New Media Manager,  
League of Women Voters



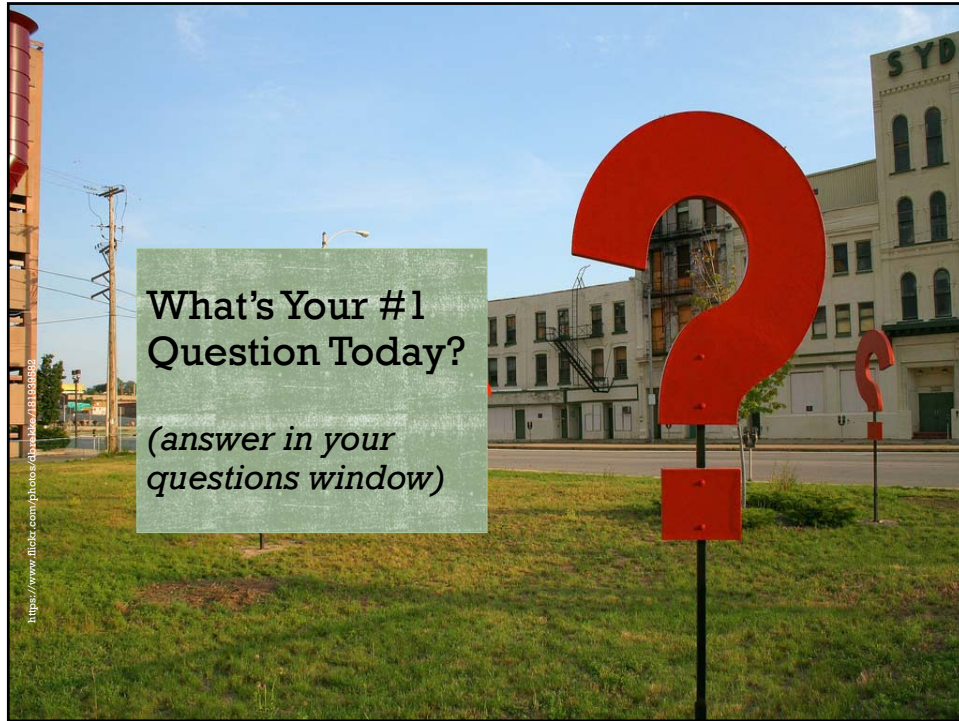
**Jennifer Waggoner**

Director, League Easy Web Project (LEW)



**Kristina Leroux**

Community Engagement Manager, Nonprofit Marketing Guide.com



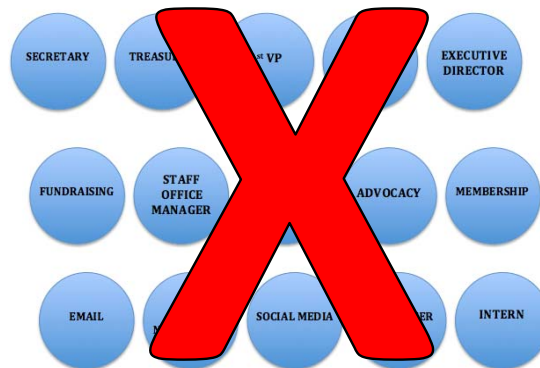
Remember, good websites and good communications should

**Answer, Solve, Inspire**

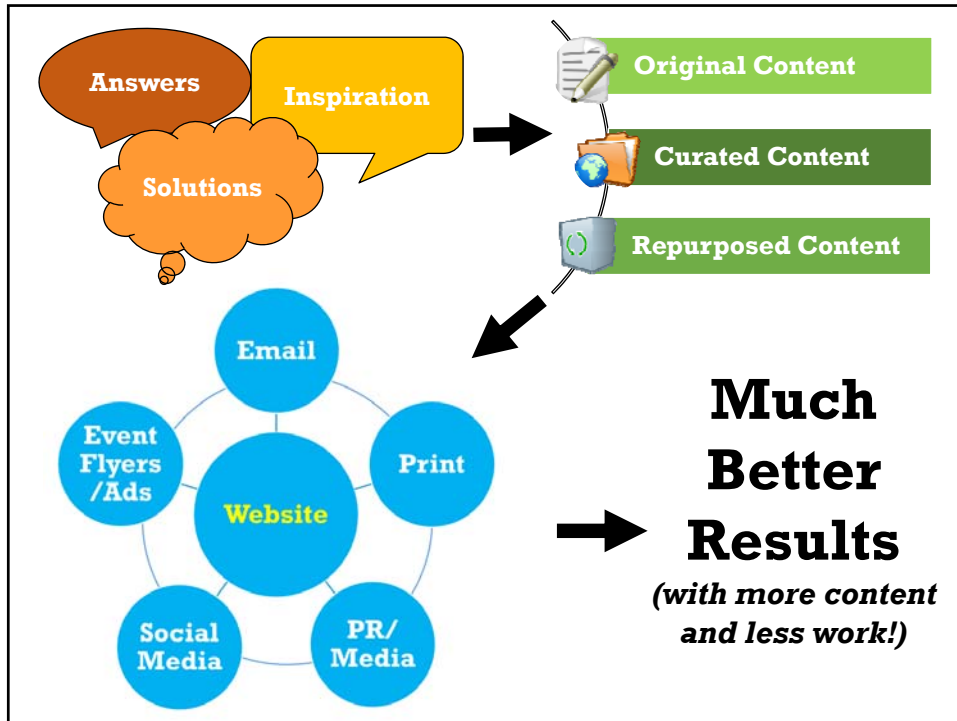
**Let this drive your communications choices.**



## How Leagues Are Often Structured



**... has no connection to producing great communications, and is likely getting in the way.**



## Today's Agenda

- New ways to think about communications and how that affects your workload
- **Editorial calendars: Your plan for where and how often you will communicate**
- Curating content: Where to find good stuff to share
- Repurposing content: Using the good stuff in multiple ways
- Getting the work done




## **Editorial Calendar Rule of Thirds**

**1/3  
Original  
Content**

**1/3  
Remixed  
Content**

**1/3  
Open for  
Merging**


**And everything you create is formatted to  
work in three different communications  
channels, or you don't do it.**



**Map out the Most  
Important  
Original/Curated  
Content First**



# Let's Look at a Sample Editorial Calendar in Excel . . .



The image shows a screenshot of an Excel spreadsheet titled "First Quarter". The spreadsheet is used for editorial planning and is organized into columns for different content types: Key Message, Content, Website - Editing, Small Newsletter, Single Topic Email, Event Flyer/ Ad, Print, Media Relations, Facebook, and Twitter. The rows represent weeks from January to March. The "Content" column is highlighted in yellow, and the "Website - Editing" column is highlighted in light blue. The spreadsheet shows a grid of cells with some text and dates, indicating a structured plan for content creation and publication.

**Editorial planning requires constant adjustments – but that doesn't mean you shouldn't plan!**





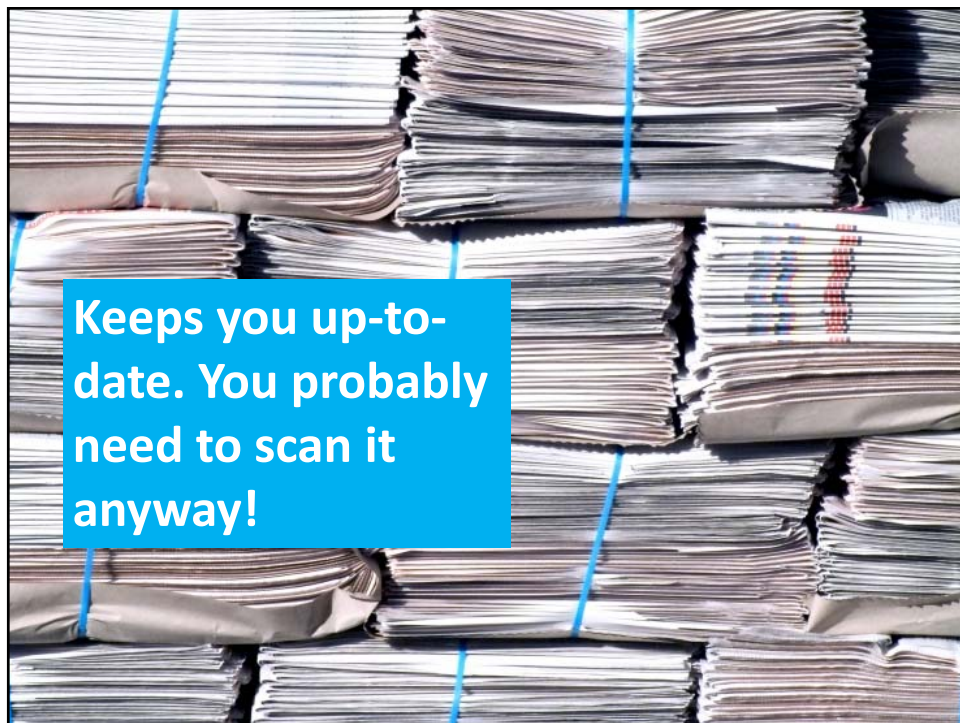
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**Learn how to “curate” content.**







You can see what others are doing well, so you don't have to (it's their piece of the pie).



Lets you more easily spot gaps that you can fill with new content.

<http://www.flickr.com/photos/limaoscarjuliet/3305886294>



**#1**

**Follow great sources (people and searches).**

## **National and State League Content**

**Already approved and ready for you to use as is or massaged to your own style!**

**Facebook:**

[facebook.com/leagueofwomenvoters/notes](https://facebook.com/leagueofwomenvoters/notes)

**Twitter:**

[twitter.com/LWV/lists/local-leagues](https://twitter.com/LWV/lists/local-leagues)



## #2

Create and embrace a tagging and storage system.



## #3

Add some value yourself.

- Group random bits
- Put it a better order (importance, sequence)
- Put it in perspective



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**The ability to repurpose content well is what sets apart nonprofit communications professionals from the amateurs.**

**And you don't have the time, staff or money to do it any other way.**



## Make the Short Stuff Longer

- Examples
- Descriptive Details
- Quotations
- Opposing Points of View



## Make the Long Stuff Shorter

- Use just the headline
- Reduce paragraphs to bullets
- Pull a teaser out
- Break it into smaller articles and run as a series



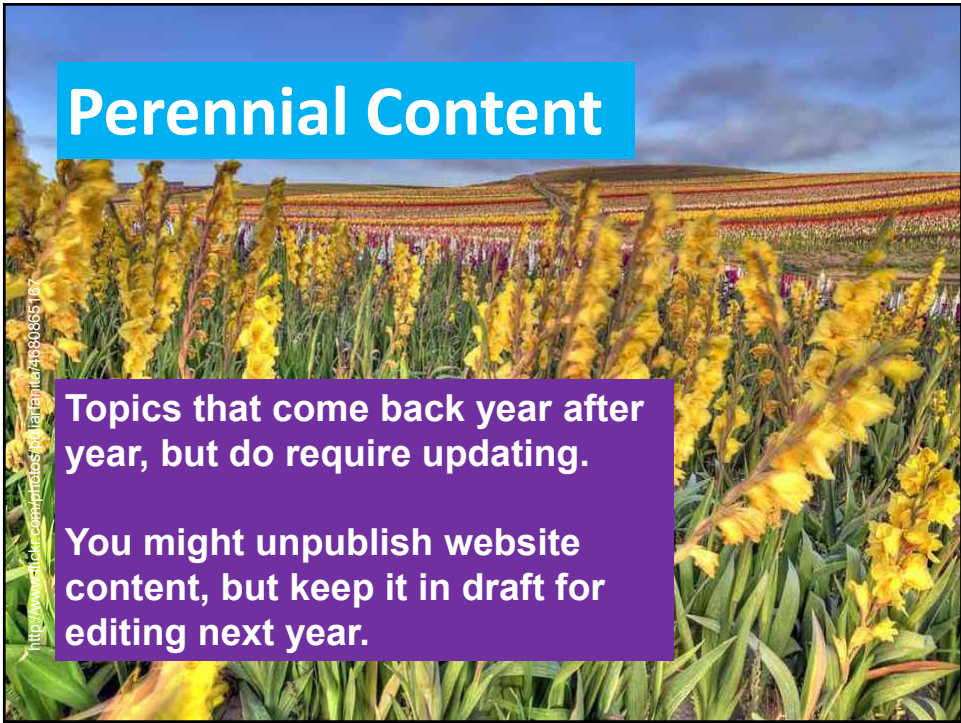
## Change the Lead

- Start article in a whole new way
- Change the perspective



Flickr: Declan TM

**3 Content  
Lifecycles  
that Affect How  
Much You Can  
Repurpose**







## Annual Color Content

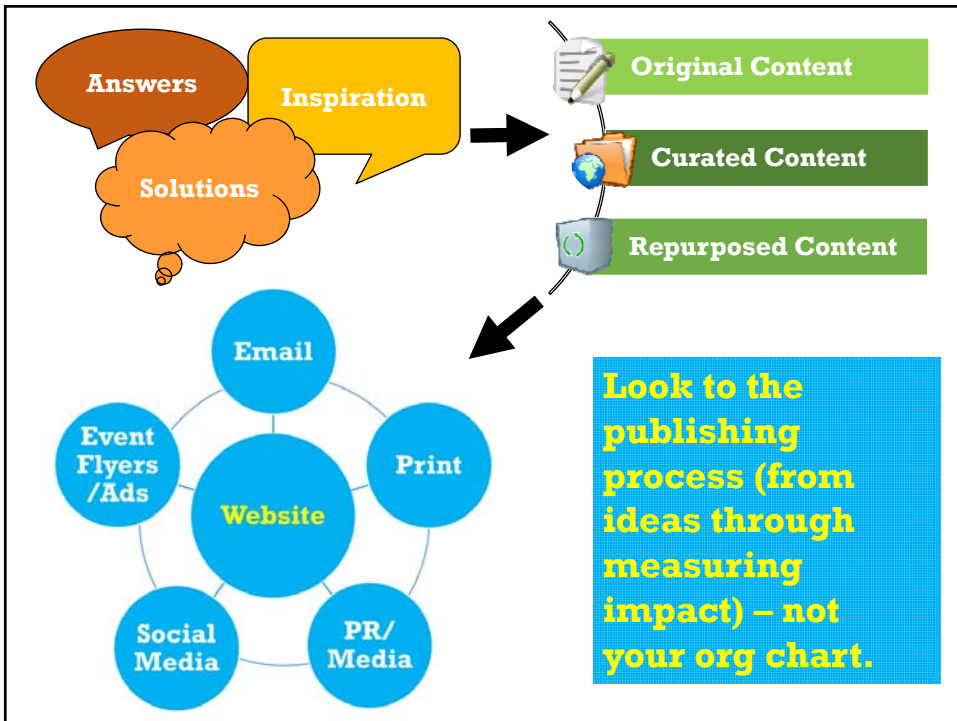
Short-lived content, like event marketing or memes. Usually OK to remove from website.



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**It's everyone's job!  
(But then no one's job?)**

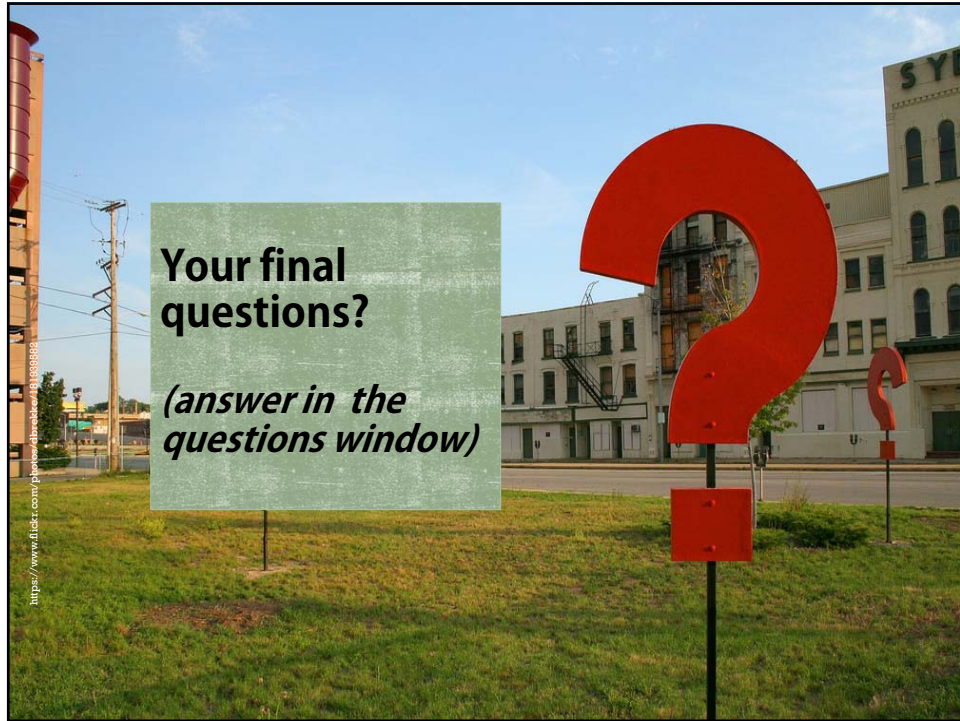


**Ensure that everyone understands how their part fits into bigger picture.**



**Trust and empower by default.**





## NEXT ON THE SCHEDULE . . .

**Writing for the Web on December 2, 2015.** Learn how to write to be read in email, social media, and on your website.



**Thank you for joining  
us today!**

**Kivi Leroux Miller**

President, Nonprofit Marketing Guide.com

