

# ONLINE ONLY: ENGAGING STAKEHOLDERS IN A SOCIALY DISTANT WORLD

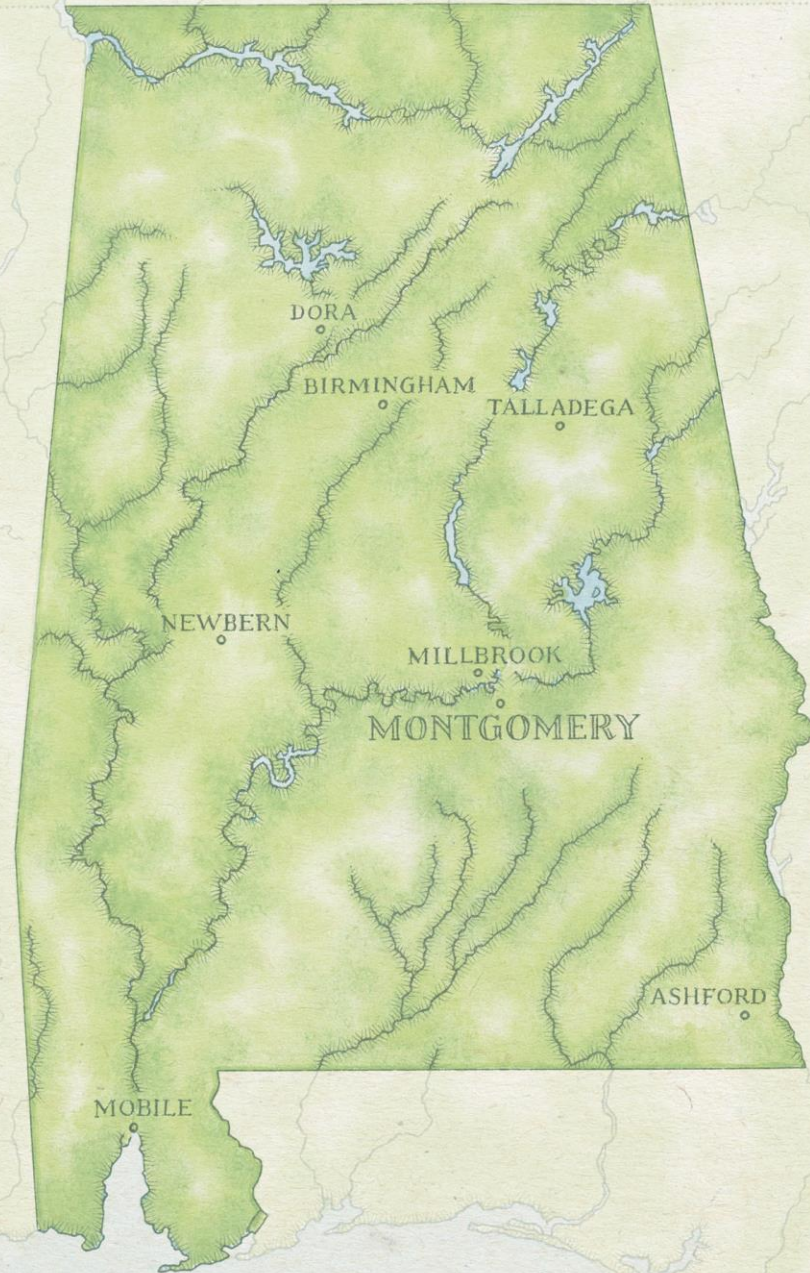
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Dana McGough

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June 24,  
2020

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**WELL,  
HELLO**

# DANA MCGOUGH

Director of PR & Social Engagement at Cayenne Creative



/danamcgough



@dmcgough



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# HERE'S WHAT WE'LL CHAT THROUGH TODAY

- Websites
- Social media
- Digital media
- Media Relations

# BRAND

## The Golden Circle

### Every person knows **What** they do.

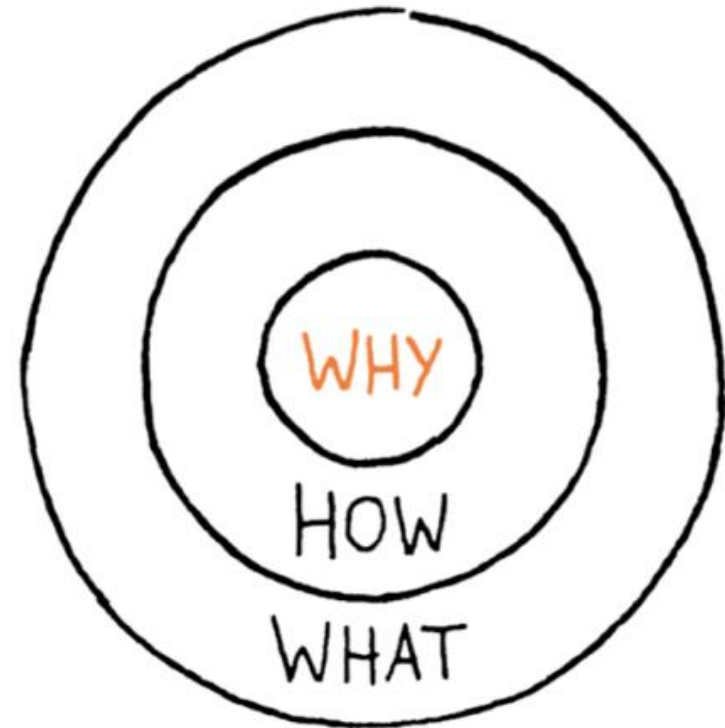
Your job title, function, the products you sell or services you offer.

### Some people know **How** they do it.

The actions you take that set you apart from others.

### Few people know **Why** they do it.

The purpose, cause or belief that inspires you.



\*TED Talk: Simon Sinek, The Golden Circle

# AUDIENCES

- Who are your most significant stakeholders?
  - Donors
  - Members
  - Participants
  - Volunteers
  - Employees
- What about you matters most to them?

# OBJECTIVES

- Service to constituents or members
- Fundraising
- Engagement
- Ticket or merch sales
- Event promotion

# WEBSITE

- If you don't already have one...go for it.
- If you already have one...update it.



# WEBSITE COMPONENTS

- Development
- Design
- Copywriting

# WEBSITE DEVELOPMENT

- Squarespace
- Wix

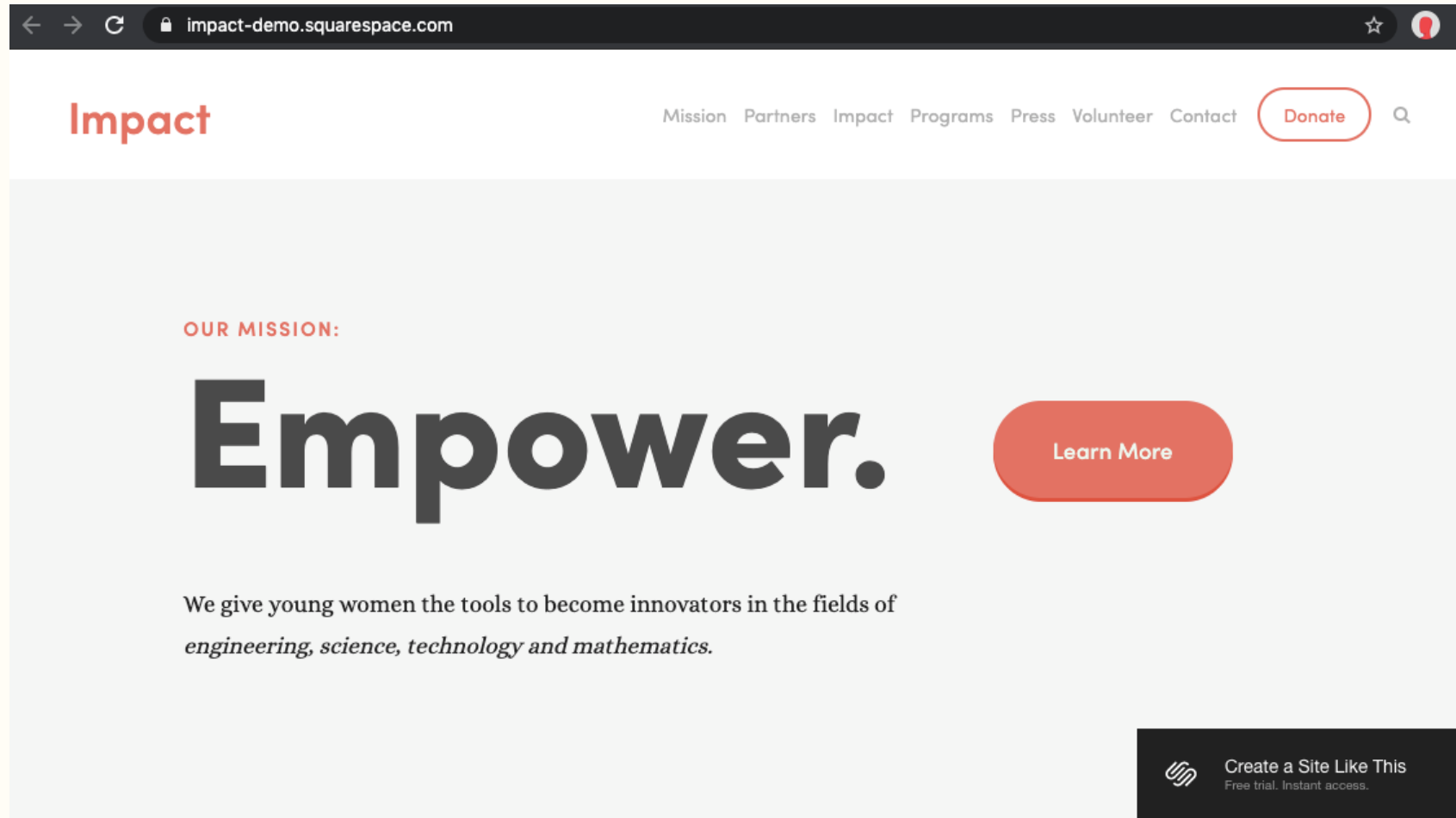
# WEBSITE DESIGN

- Follow established brand colors (if applicable)
- Simple fonts
- Photography
  - Original
  - Stock

# WEBSITE FEATURES

- "Brochure" pages (About, Programs, Impact, History)
- Blog
- Events calendar
- E-commerce (accept donations or sell event tickets, memberships, merch)
- Contact form

# WEBSITE TEMPLATE EXAMPLE

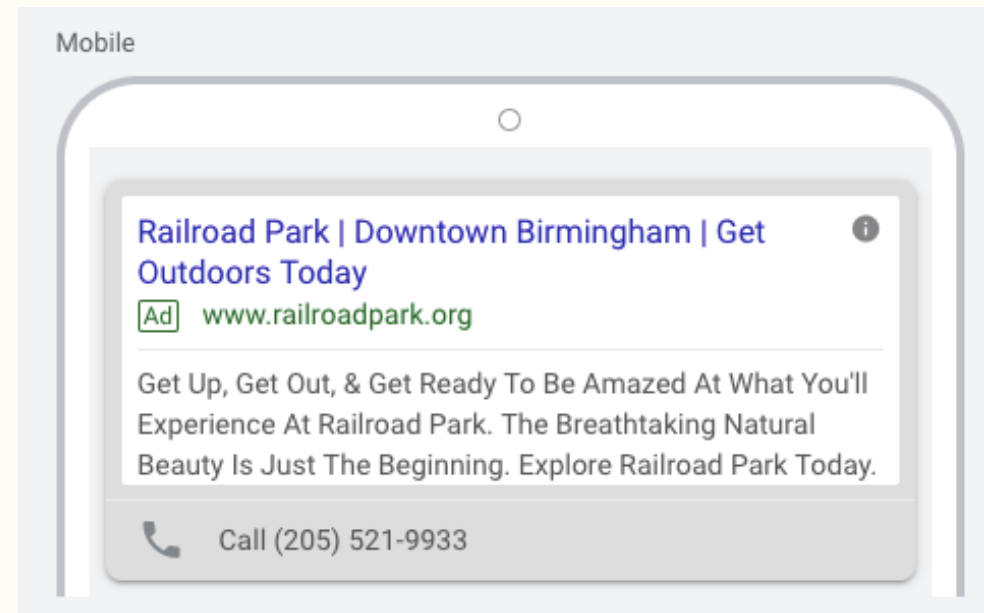
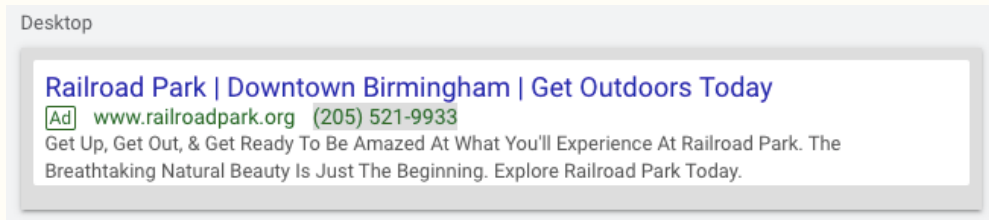


# DIGITAL MEDIA

- Google Search Grant for Nonprofits
  - Any nonprofit can apply
  - Up to \$10,000 in “Paid Search” ads per month
    - Search, not display ads

# DIGITAL MEDIA

- Sample ads: Railroad Park



# DIGITAL MEDIA

- Sample ads: Birmingham Zoo

Desktop

**The Birmingham Zoo | Birmingham Zoo Membership**  
**Ad** [www.birminghamzoo.com/Membership](http://www.birminghamzoo.com/Membership)  
Individual, Companion, Family & Family Plus Memberships. Join Online Today! Help Further The Zoo's Mission To Promote Education, Conservation & Community Involvement.  
Over 600K Annual Visitors · 900 Animals & 230 Species · 122-Acre Zoo · Become A Member  
Types: African Elephant, African Lion, Nile Hippopotamus, Red Panda, Spider Monkey, Reticulated Giraf...

<b>Animals</b> Approximately 950 Animals Of 230 Different Species.	<b>Visitor Info</b> Activities, Hours, Ticket Info & More.
<b>Events</b> Check Out All The Upcoming Events At The Birmingham Zoo.	<b>Conservation</b> We Are Ambassadors For The Preservation Of Wild Animals.

Mobile

**The Birmingham Zoo | Family Fun Guaranteed | Buy Tickets Online** ⓘ  
**Ad** [www.birminghamzoo.com](http://www.birminghamzoo.com)

Help Further The Zoo's Mission To Promote Education, Conservation & Community Involvement. Home To 950 Animals From Many Continents, The Birmingham Zoo Is A Must-See Attraction. Over 600K Annual Visitors. 900...

<b>Animals</b>	<b>Visitor Info</b>
<b>Events</b>	<b>Conservation</b>

☎ Call (205) 879-0409



# SOCIAL MEDIA

- Define objectives
- Channel selection
  - Instagram to show impact of programs
  - LinkedIn to reach donors
  - Facebook to promote events & engage with donors, members, employees

# SOCIAL MEDIA

- Content buckets
  - Programs promotion
  - Events promotion
  - Organization impact
  - Donor recognition
  - Fundraising appeal
  - Team spotlight
  - Volunteer thanks
  - Publicity

# SOCIAL MEDIA

- Maintenance
  - Create content calendar (Google sheets are a stellar tool here)
  - Select a scheduling program (Later, Hootsuite)
  - Schedule a week of content at a time
  - Monitor to answer questions and direct feedback
  - Analyze results

# MEDIA RELATIONS

- What to pitch
  - Elements of newsworthiness (timeliness, proximity, impact are key now)
- To whom
  - Who's covered you/orgs like you in the past?
  - Who's recently covering the sort of story you're pitching?

# MEDIA RELATIONS

- Follow-up
  - Email the reporter thanking them
  - Post the piece across social media and encourage staff to share
  - Distribute through email
  - Find something to pitch that same reporter 3-4 months later

# RESOURCES

- Web development
  - Squarespace
  - Wix
- Stock photography
  - Unsplash
  - Pexels
  - Kaboompics
- Social Media Graphics
  - Canva
  - Pablo
- Social Media Scheduling
  - Hootsuite (free limited plan)
  - Later (free limited plan)

**HEY,  
THANKS**

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