

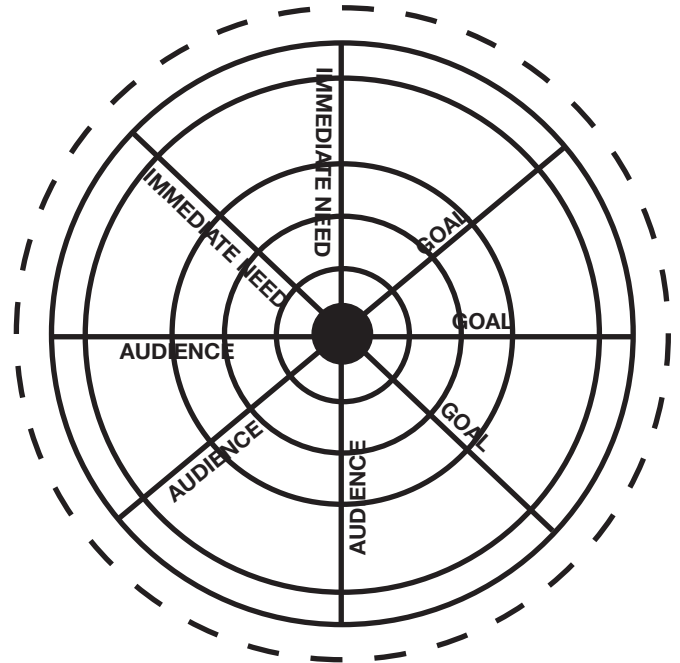
POWER MAPPING

Relationships are the life-blood of any effective effort. How those relationships overlap can be a critical factor of your success. Power Mapping helps you identify the people who can help you achieve your goals – and connects them to your efforts. Many individual leaders are good at making and maintaining powerful relationships, but few efforts utilize the interconnected nature of them for even more effective and meaningful encounters. A Power Map can be the basis of database – but its real purpose is to assure that important people are being reached in a strategy that fits with immediate needs and long-term goals.

POWER MAPPING CHECKLIST

Map based on the goals, key audiences and immediate needs

- ___ Start with the top 5 people who are already connected to your efforts
- ___ Identify the top 5 people who are critical and SHOULD be connected to your efforts
- ___ Grow the list after you have reached the first level
- ___ Make a Power Map to Manage Information and Action
 - Point Person
 - Organization
 - Contact Info
 - What's the best way to reach them?
 - What is their pet issue?
 - Where are they on spectrum of support?
 - What is their specific power and/or expertise?
 - Who's the best person to contact them from your team?
 - What **specific** thing will you ask of them now?
 - Who else are they connected to on this or other lists?
 - Notes, Logs & Action Steps



Power Mapping Tips

- ___ Decide if the Power Map will be jointly managed or managed by one person.
- ___ Engage with the Power Map regularly to move people closer to the center of engagement.
- ___ Use a tool to manage it
 - Most basic – Spreadsheet
 - Use your existing relationship management tools
 - Free online databases
 - Fee-based online databases
 - WebEx
 - Salesforce



SOCIAL MEDIA

Getting attention in today's world can be challenging! But with so many concerned people and new forms of media, the time is right for making the most of communications to catch attention and inspire action.

WHAT IS SOCIAL MEDIA?

Social Media uses web-based tools to turn communication into interactive dialogue. It is designed to be engaging and accessible. Like any other communication device, Social Media is a **TOOL**. You should use it in ways that help you tell your story. It should never be a burden or overwhelming.

General Social Media Tips

- It's designed to be SOCIAL. Have fun, engage with people over shared interests
- If you aren't comfortable being so social, find someone in your organization who is and will make the most of the tools
- Use Social Media to engage. It's not a one-way push of information.
- Create a STRATEGY before you start or even after you've been using it awhile
- Interesting, valuable content is key
- Establish yourself as an expert
- Establish a particular "voice"
- Be different! But be genuine. Audiences filter so be creative
- *Remember: This is all FREE. It's a great resource, but you can't have ultimate control over every aspect – and the tools change frequently*

Good Resources:

www.Mashable.com

www.HootSuite.com can help you manage multiple Social Media outlets

The Top 4 Recommended Social Media Tools (see tips on back for each)

- Facebook - for sharing info, photos, events, discussions
- Twitter - for sharing short information more regularly. Twitter followers want lots of info frequently!
- YouTube - for sharing video
- Flickr - for sharing photos

E-Mail Blasting & Marketing

- It is illegal to blast to another organization's e-mail list even if they give you that list. People must have actively opted-in to e-mail list.
- Use a "Permission" e-mail service to avoid getting caught in SPAM filters
 - www.MailDogManager.com
 - www.ConstantContact.com
 - www.VerticalResponse.com



SOME BASIC TIPS . . .

FACEBOOK

- Facebook starts with individuals. You'll need a personal Profile to go farther, but your personal Profile doesn't have to be visible to connected to organizational presence
- Set up an "Official" Page, not a Group or a fake Personal Profile
- You can have multiple Administrators for your Page
- Use "Find us on Facebook" on all marketing materials
- Use @ tags in wall posts to make live links
- You'll need to "Friend" people or "Like" Pages through your Personal Profile in order to use @ tags
- Decide if you want open posts or closed
- Post on average 2-3 times a week – at different times of the day – more often when you really have something interesting to share

Good Resource:

www.INSIDEfacebook.com

TWITTER

- Link your Facebook to your Twitter (www.Facebook.com/Twitter) for automatic updates
- Tweet more often about little things – and especially about activities that are happening while you are tweeting
- Reverse lookups and retweets are important to gain more visibility

YouTube

- 2nd largest search tool on the web (behind Google)
- How-to videos can be very engaging
- Sharing videos is a great way to spark interest
- You'll need a Google account to have a YouTube account
- Create a channel for your organization
- Link to Facebook & Twitter – an option in the preferences - for automatic updates when you post a new video

Flickr

- Facebook is a quick and easy way to upload, share and store photos – but we also recommend Flickr for more advanced needs
- Set up a Flickr Photostream if you need to connect your photos to a Gallery on your website
- Use Flickr Photostream if you need to give access to people other than Admins of your Facebook page
- Link your Flickr Photostream to Facebook & Twitter for automatic updates
- Merge your Facebook photos into your Flickr Photostream monthly

Others to explore:

- LinkedIn
- Blogs
- Digg
- Reddit
- See "Bookmark & Share" in left corner of PostersForThePeople.com



COMMUNICATION & ACTIVITY CHECKLIST

- Activity Title:
- What is the Goal of this activity?
- Establish point people who should be involved in planning and implementation – does it need a Project Manager?
- Who is the main audience?
- Can current Identity be used or is there a need for a specific Identity for this particular effort? Are there Identity overlaps with participating organizations/sponsors? How will it fit together?
- What's the Action/Outcome?
- What's the Message?
- Promotional Brainstorm
 - Earned Media
 - Social Networks/Social Media
 - Grassroots Engagement
 - One on One Communication
 - Strategic Placement
 - Merch/Stuff/Incentives (contests, etc.)
 - Thought Leader Profile
- Which vehicles will you use and how will you use them?
 - Print
 - Virtual
 - Word of Mouth
 - Events
- What's the budget? Cost factors?
- Establish tasks and timeline and assign people to do them. Make a written plan and schedule.
- Run the activity - Adjust as needed throughout – noting adjustments for improvements next time
- Evaluate