CONNECT
AMPLIFY
ENGAGE

Branding, Social Media, and Web
Who’s on Deck

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In Focus

- Part 1: Shared terms
- Part 2: Let’s practice
- Part 3: Review
Definitions

- **Branding**: Representation of an organization’s identity
- **Campaigns**: An organized course of action to achieve a goal
- **Website**: A set of related web pages typically produced by a single organization.
- **Social Media**: Websites and applications that enable users to create and share content or to participate in social networking.
Let's Connect
Creating your Destination

- What’s your goal
- What’s the subject
- Who do you want to reach
- What can you create
- What does it look like
- Where can you share it

- Connect, Amplify & Engage
- Choose in your group
- Brainstorm and share
Sample Goals

- Increase awareness of, and attendance at, an event.
- Give longtime members a way to give back, stay connected, and leverage their experiences.
- Increase the number of people visiting your site and using it as a resource.
- Support emerging and new special educators.
How Audience, Stakeholders, and Targets Work Together

- **Audience**: The people you’re trying to reach to achieve a goal.
- **Stakeholders**: 5 I’s
  - Interested
  - Involved
  - Invested
  - Influencing
  - Impacted
- **Target(s)**: The people who have the power to connect, amplify, and engage towards your goal.
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- Blog post, newsletter post, social media post
- Create a draft
- Brainstorm
Creating & Connecting the Content

1. Does your membership page link to CEC HQ?
2. Are you using a blog for updates?
3. Do you have pictures of people?
4. Are you using descriptive titles?
5. Does your page have an overview?
6. Are you using alt tags for your images?
7. Is it clear what you want users to do on your website? Are your different priorities defined?
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Digital Campaign Examples

Benjamin Riden @BenRidenJMU · Jul 2
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Creating your Destination

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Choosing Your Channels

Where are your audiences?

Where are you?

Campaign Channels
Ways to Engage

- Post daily
- Use images
- Be personal
- Mention people
- Listen
- Encourage readers
- Monitor
- Run contests
- Build partnerships
- Pose a question
- Host a weekly/monthly Twitter chat
- Schedule
Set up a Calendar

- **Focus on one thing at a time** outside of your website, if you have more bandwidth, great, but it’s best to start at one and do that well rather than do several not so well.

- **Be a Good Listener**

- **Check-in with allies and supporters.** Add to their conversations, or show support by sharing/resharing what they have that fits with your big picture.

- **Utilize the connections** in CEC web, the forums, and with each other to build, grow, and share your content, and then amplify online.
Let’s Keep in Touch

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