



External Relations

Purposefully Promoting a Positive Public Image

By Julie LeFils, KPFP Coordinator

Presentation by Julie LeFils

External Relations

Understanding the Terminology

What is External Relations?

Consists of strategies that proactively create the corporate identity of a company through traditional and new media channels including events, stakeholder meetings, advertising, promotional materials, press releases, interviews, social media and any other external communications. External relations intentionally engages in public communications and ensures a consistent brand identity and message.

(<http://education-portal.com/>)

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Key Elements

■ SOCIAL CULTURE

- It starts within the organization! Organizational behaviors and attitudes derived from a relationship-driven focus.

■ SOCIAL MEDIA

- Even if you are not involved in Social Media, your clients are! It is time to take advantage of this two-way communication.

■ COMMUNITY INVOLVEMENT

- In order to get your community involved with your organization, you must first be intentionally involved in the community.

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Social Culture

- **Create a Social Culture: it's a TEAM effort!**
 - YOUR TEAM = your own brand ambassadors; it starts with YOU! Your staff, volunteers, and partners must be INTENTIONAL sharing their passion and joy for what you do
 - Take Pictures and Write Down Stories (Don't forget to obtain a signed media release)
 - ***PICTURES are worth more than 1,000 words!*** Pictures give a glimpse inside the efforts, convey emotion, and rally support
 - A success story? A unique event? Write it down! In order to promote awareness you need to be able to **personalize it**
 - **SHARE!** Share the stories and the pictures! Put them on your website, get them up on social media, send them to KPFP! Submit them to the media! Write a newsletter to supporters!

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Social Culture

■ **Knowing Who You Are: Elevator Speech**

- A very concise presentation of an idea covering all of its critical aspects, and delivered within a few seconds (the approximate duration of an elevator ride). –Business Dictionary

- Create your Elevator Speech

 - *Name - Mission/Purpose - Services Overview*

- Memorize it! Tailor it to your AUDIENCE

■ **Being INTENTIONAL.**

- If we have a story that we want to be heard, we must be PROACTIVE and seek out various relationships and opportunities to promote it. Not just about the Press Release! This is a GREAT and needed form of promotion, but it is only ONE form – must implement more

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Social Culture

- **Organizations with a Social Culture:**
 - Use social media to engage in two-way conversations about the work of the organization with people inside and outside of the organization
 - Embrace mistakes and take calculated risks
 - Reward learning and reflection
 - Use a 'try it and fix it as we go' approach that emphasized failing forward and failing fast
 - Overcome organizational inertia (we've always done it this way) through open and robust discussions
 - Understand and appreciate that informality and individuality do not indicate lack of caring, professionalism, or quality
 - Trust staff to make decisions and respond rapidly to situations, rather than crawl through endless check-off and approval processes

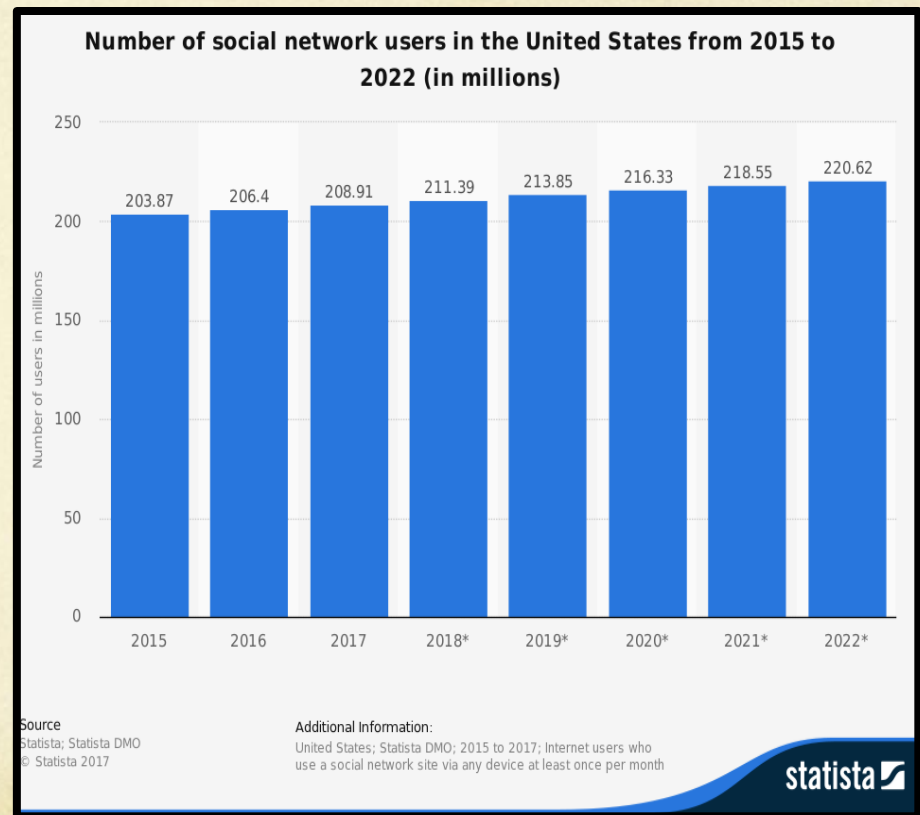
(The Networked Nonprofit, by Beth Kanter)

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Social Media

- **Create Awareness & Opportunities through all Media!**

- Social Media outlets provide ways for users, just like **YOU**, to use **THEIR** voice and write **THEIR** own messages for the world to see. Social media is a dialogue where individuals discuss everything from the best cup of coffee to world peace. Social media has created a new normal because **EVERYONE is an author**. No longer is media just about listening; it is now about *engaging, discussing, and commenting* ourselves. Social media is a two-way street.



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Social Media

- Did you know that as of 2017 over 80% of people 12 years of age and older in the United States have a Social Media profile? (Edison Research)
 - “There is a conversation taking place about your brand, your industry, and your competitors in real-time *with or without you*. It is happening on the Internet and on mobile platforms around the world right now. You have less control over what people are saying than you used to, but there is good news: Social media-empowered conversations about brands are redefining the art of conversation, and business professionals are learning to master the new world of friend-driven marketing.” -*Beverly Macy, Social Media Marketing*
 - “Social media is about relationships, not technology. Your constituents want a relationship.” -*Claire Axelrod, CFRE*

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Social Media

- **Social Media is about ENGAGEMENT**
 - Social Media is MUCH more than just having an online presence
 - Social Media is about engagement. Individuals want to have the 'inside scoop' on what is going on. They want to give their suggestions/concerns AND have someone respond to them.
 - Everyone within the organization (not just one person or one department) must engage in conversations—both in person and online.
 - In order to engage you must let the CAUSE take the forefront
 - Find conversations that are already happening online and get involved.

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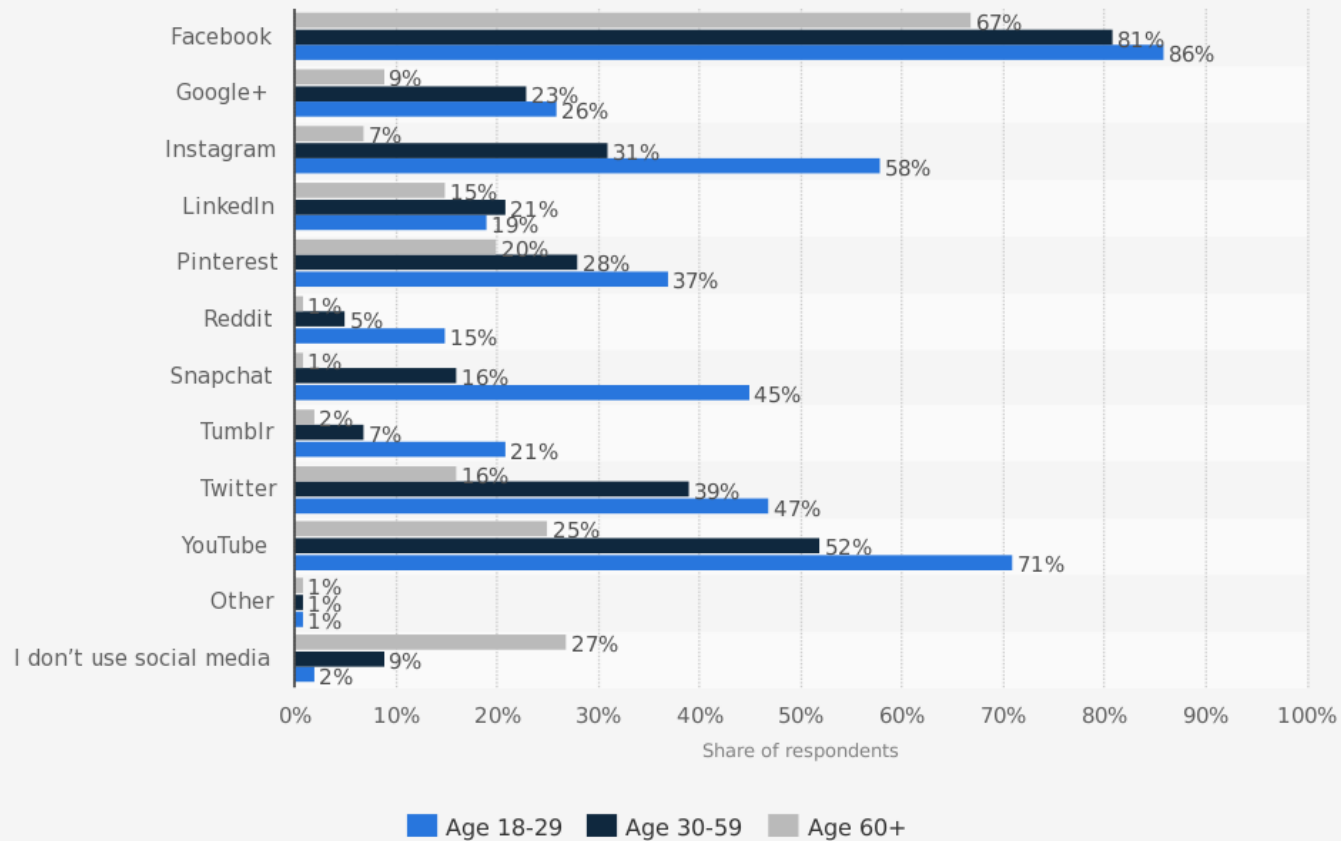
Social Media

- **Use Social Media Tools to execute your mission**
 - Share the great stories of your work
 - Engage in conversation about the CAUSE
 - Help the community understand the need for your programs and services
 - Be proud of what you do!
- **Know Your Audience!**
 - Who are you trying to reach?
 - This is the **FIRST** question you must ask before you do anything.
 - **EVERYTHING** must be catered to your target audience – including social media.

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Social Media

Reach of selected social networks in the United States as of February 2017, by age group



Source
Statista Survey
© Statista 2017

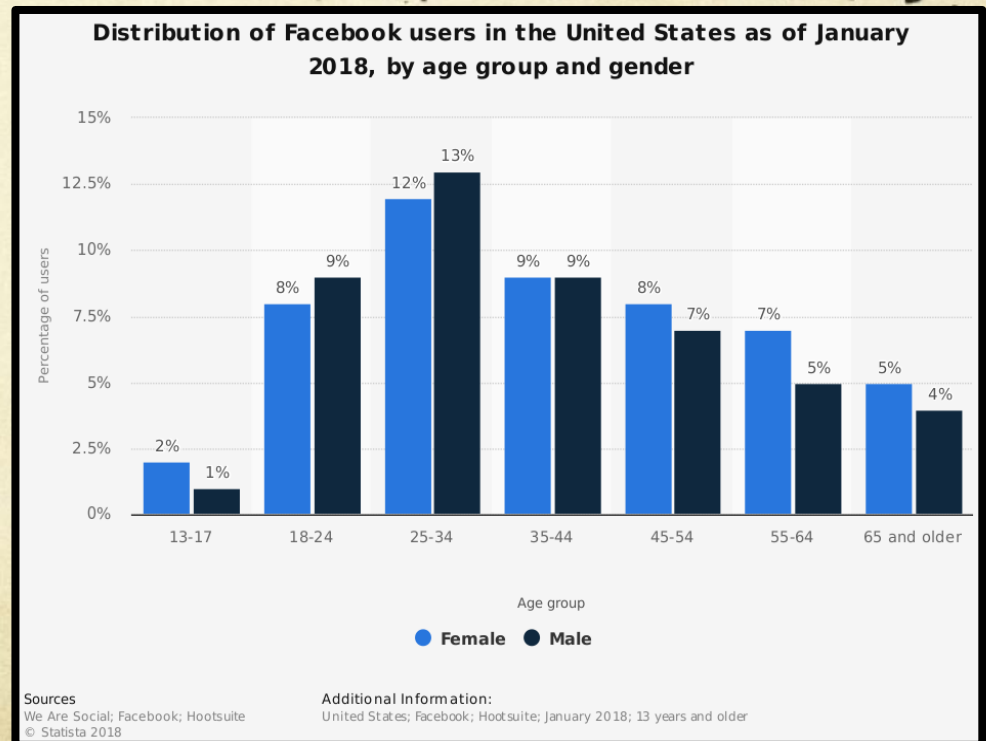
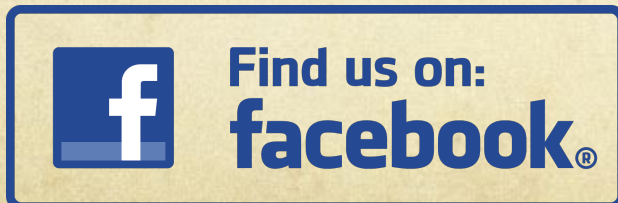
Additional Information:
United States; Statista Survey; February 2 to 8, 2017; 1,446 Respondents; 18 years and older

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Social Media

- **FACEBOOK** is the first step to engaging in Social Media. This is still the #1 form of Social Media. Primary audience is adults.
- **FIRST STEPS:** Make sure all staff 'Like' the your page and have them share it with friends! Staff, Volunteers, and Supporters are your **BRAND AMBASSADORS**
 - Find other community causes to promote on your page
 - Post regularly on the page (multiple times a week) and make sure people 'like' and 'share' the events, photos, and comments



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Social Media

- **YOUTUBE** reaches more adults aged 18 to 34 than any single cable TV network. (*Business Insider, November 2014*)
 - VIDEOS take things to a whole new level! Now most PHONES have the capability to edit and create professional videos.

■ **FUN FACTS:**

- Almost 5 billion videos are watched on Youtube every single day.
- YouTube gets over 30 million visitors per day
- By 2025, half of the viewers under 32 will not subscribe to a pay-TV service.
- 6 out of 10 people prefer online video platforms to live TV
- Female users are 38% and male users are 62%.
- User Percentage by Age 18-24 – 11%, 25-34 – 23%, 35-44 – 26%, 45-54 – 16%, 50-64 – 8%, 65+ – 3%, unknown age – 14%.
- YouTube overall and even YouTube on mobile alone reaches more 18-34 and 18-49 year-olds than any cable network in the U.S.
- Approximately 20% of the people who start your video will leave after the first 10 seconds. Create a damn good intro.



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Social Media

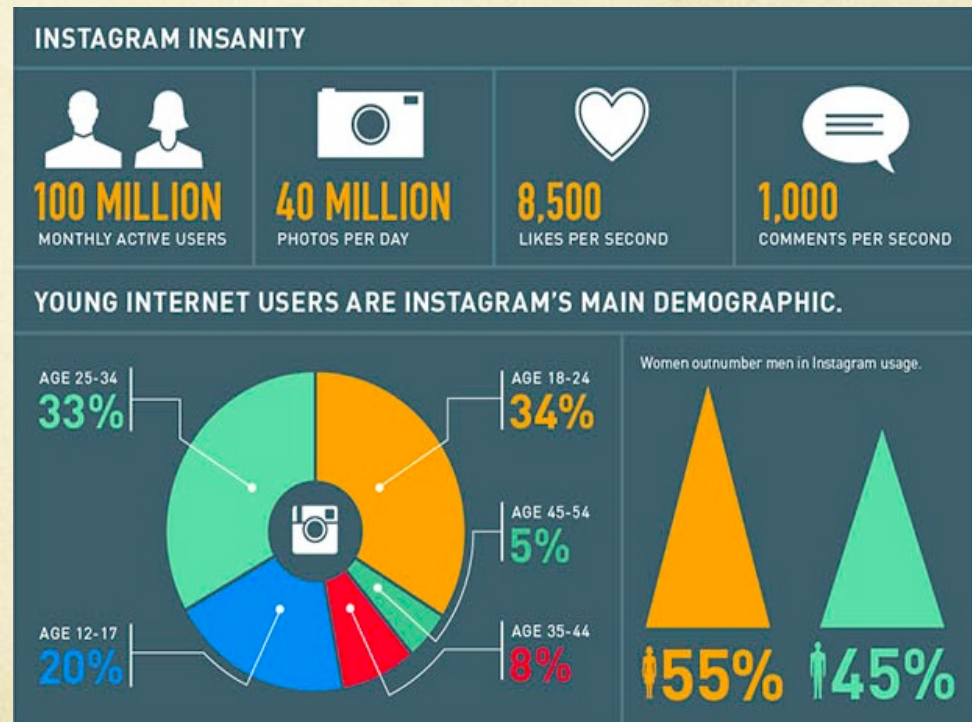
- **TWITTER** was created to share thoughts in the moment
 - Twitter is a site for immediate interaction all across the globe.
 - By inventing the ‘hashtag’ (#), a symbol used to virtually brand particular topic or event, Twitter has become an online world of its own. A great tool for creating social change and cause initiatives.
- **FIRST STEPS:**
 - ‘Listening’ to discussions on causes that are close to you. Use the hashtag (#) feature to discover (example: #homelessness, #mentalhealth, #12steps, #treatment, etc)
 - Engage in twitter chats about your cause! A simple search will lead you to others doing what you do!



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Social Media

- **INSTAGRAM** enables users to add a stylized flare to pictures and share them with the world in a touch of a button.
 - Capitalizing on the hashtag (#) phenomenon, Instagram adds a visual element to online branding of topics, events, and more.



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#Hashtag

- *Promote the use of the hashtag!* Take a staff picture and 'hashtag' your organization #organizationname #goodtimes
- *Hosting an event?* Hashtag your pictures and make sure others do to! Promote the event using #eventname, #weloveorganization #jointhefun #openhouse, and you'll then be able to see pictures from everyone!
- *Join the conversation!* #safekids #carseatsafety #psa #kingscounty #hanfordca



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Social Media

- **SNAPCHAT:** the mobile app that allows users to capture videos and pictures that self destruct after a few seconds. When a user sends a message they get to decide whether it will live for between 1 and 10 seconds.
 - One of the most popular form of Social Media for the younger generations
 - Created the 'stories' feature for daily glimpses into the life of the user – this has now been integrated successfully into instagram and somewhat successful in facebook.



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Social Media

- Here's the first question you should ask yourself:
 - **Is your target audience using social media? If so, you should be too.**
- Some companies look at social media as just another thing to do on their already overloaded plate. And that's understandable. However, according to Business 2 Community, 70% of the U.S. population has at least one social media account as of 2016, and over half have two or more, so the companies who consider social media to be just another chore are missing out on the huge potential to reach their target audience.

(MayeCreate Design)

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Community Involvement

Increased involvement within the community through local interagency groups, membership organizations, and ties to a community-wide strategic plan can help organizations promote continued growth and collaboration in the communities in which they operate.

-SMART.ORG

External Relations

Community Involvement

TWO PARTS:

Getting involved in the Community

AND

Getting the Community Involved

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Community Involvement

- **Ways to get involved in the community:**
 - Interagency groups (Such as SafeKids and KPFP!)
 - Training/Workshops
 - Non-profit networking
 - Tabling at Events
 - Professional groups
 - Event Participation
 - CAUSE opportunities

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Community Involvement

- **Ways to get the community involved:**
 - Open Houses (Invite local leadership and Stakeholders)
 - Facility Tours
 - Luncheons, Ice Cream Socials, etc
 - Volunteer Opportunities
 - Friends & Family Events
 - CAUSE opportunities

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Community Involvement

- **Dictionary defines intentional as:**
 - **“Done deliberately; on purpose”**
- External Relations is not done naturally
- Extra effort is involved in the beginning
- BUT soon it can become habitual
- You have to actively make it happen
- DOCUMENT your program's efforts
- Analyze and Review

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Community Involvement

- **Saying Thank You goes a LONG way!**
 - **1. Write a Greeting Card, Not a Business Letter:** The best nonprofit thank yous feel friendly, warm, and personal. And yet they are still relatively short.
 - **2. Share Recent Progress, However Small:** Your supporters want to know that they matter. So give them little gems of progress that show that with their support you are bringing about positive change
 - **3. Add an Invitation—But Not to Something That Requires Another Donation!** You want your supporters to stay on with you; so invite them to do so, without asking for another financial donation.

(Kivi Leroux Miller, NonprofitMarketingGuide.com)

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Community Involvement

- **Saying Thank You goes a LONG way!**
 - **4. Use a More Creative, Personal Opening:** Forget "On behalf of" or "Thank you for" and start your letters with a more creative and personal opening. Try something like "You made my day" on one line by itself. Then jump into a story.
 - **5. Include Results-Oriented Photography:** Including photos, either in the body of the letter or stuffed in the envelope, will make an instant connection between your donor and your work.
 - **6. Record a Video Message:** Have the staff/clients/volunteers record a thank-you to electronically send— this thank you will also show the great work being done.

(Kivi Leroux Miller, NonprofitMarketingGuide.com)

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Community Involvement

- **Saying Thank You goes a LONG way!**
 - **7. Send a Postcard from Behind the Scenes:** What if your program staff took some photos during the course of their everyday work out of the public eye and turned those into personalized postcards for your supporters?
 - **8. Be Specific about How the Gift Is Being Used:** Very quickly but clearly describe a specific program where the gift will be used.
 - **9. Change Who's Saying Thank You:** If you have clients who benefit from programs funded by individual donations, ask a few clients to explain in their own words how your organization has changed their lives and to thank the donor for making it all possible.

(Kivi Leroux Miller, NonprofitMarketingGuide.com)

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