



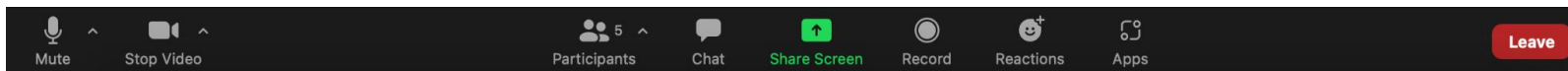
Elevate your Online Presence

A framework for digital success



Say Hello!

While we wait for other attendees to join, feel free to introduce yourself in the chat by clicking on the button above in your zoom window.



Recording Starting!

A recording of this workshop will be available for you in Lightful Academy



About Catalyst



- [Visit the website](#)
- [See the full range of support services](#)
- [Sign up to the newsletter](#)

We help people
across civil society
grow in digital

Catalyst is a network helping UK civil society grow their digital skills and processes. We connect charities and supporting organisations with the best free resources and services to make digital easier.

About Lightful

A technology company powering social and environmental change








Lightful is a technology company for social good, and certified B Corp. We believe those doing the greatest good deserve the best technology.

Our mission is to strengthen relationships between good people and great causes. Lightful's digital products and services are designed for charities to simplify their work and amplify their impact. We achieve this by delivering custom technology solutions, and helping charities upskill and save time with our social media management and e-learning tool.





Agenda

-  Welcome and Introductions
-  Learning objectives
-  Digital strategy development
-  SMART Goals + breakout
-  Understanding your audience + breakout
-  Persona development
-  Q & A

Learning objectives



Understand importance of creating and implementing a digital strategy



Understand the importance of SMART goals and how to create them

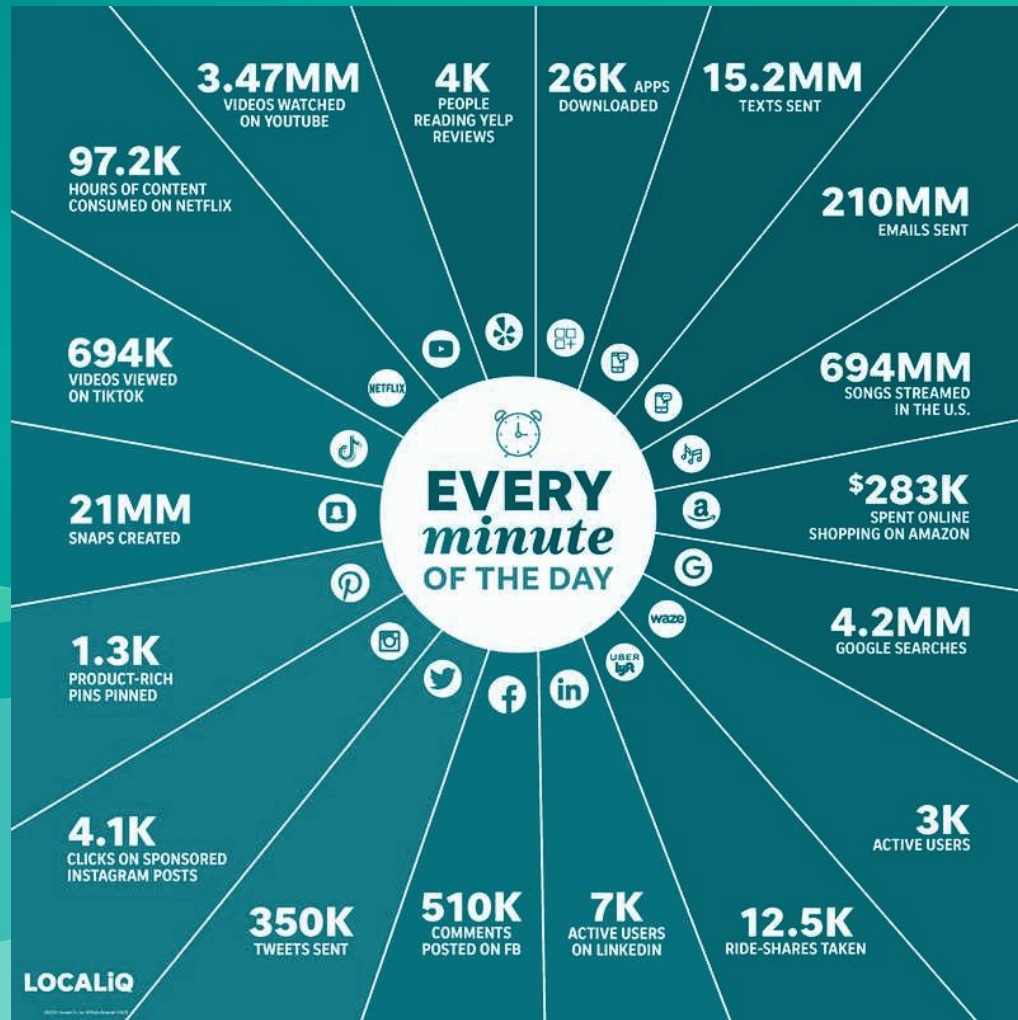


Understand the benefit of using personas in your digital communications

Elevate your online presence



Audience Poll



LOCALIQ

Creating a digital strategy



What to include in your strategy...

Objectives	Audience	Constraints	Tools	Content & channels	Measuring success
Align with your organisations overarching goals	learn more about how your existing audience engages with you	What is your team/organisations budget?	Where does your organisation's brand exist online?	How can you tell your organisation's story?	The metrics you use should relate to your original goals
Review what you've done before - what is your baseline?	Document and organise audience information - create segments	Are there any stakeholder constraints?	How are you managing all your donor data?	The content of your digital strategy should address your audience	Measure your efforts at regular intervals
Make your goals as SMART as possible	Bring these segments to life by creating audience personas	Are there any technological constraints?	Think about design and collaboration tools that you can access	Make your channels work together - create a comms plan	Celebrate your successes!

Lightful's digital strategy canvas



- Your comprehensive guide for creating a successful digital strategy
- Covers all the key elements that you should include in your digital strategy:
 - Your statement of purpose
 - Objectives
 - Audience
 - Strengths, weaknesses and opportunities
 - Stakeholders
 - Channels and content
 - Budget
 - Timeframes

Objective setting: *SMART* goals



SMART Objectives

Specific



Measurable



Achievable



Relevant



Timely



SMART objectives - examples



Goal 1: Increase Brand Awareness

“Increase social media impressions among new target audience by 30% by the end of the quarter”

Goal 2: Increase funds raised online

“Increase the amount raised from our online channels by 10%, by 12/31”

Goal 3: Attract new donors

“Identify x number of potential donors as leads by social media channel by 12/31”

“Attract 50 new donors by the end of september”

What are your digital goals for 2022?

- 15 minutes to discuss in your breakout rooms
- Make them as SMART as possible
- Come back and share to the rest of the group

Breakout room - let's talk goals!



Action your goals: audience



Your digital strategy

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Speak to the right people with the right message

- Creating compelling content that captures the attention of you online followers only happens when you *know* who your digital audience *is*
- If you know your audience, you can create tailored digital content that speaks to their needs and interests
- Being intentional in your communications means you'll reach the right audience (out of the billions of internet users!) and increase engagement



Who is your target audience?

Developing a clear understanding of your audience is the most important thing you can do as a digital communicator. Your target audience will inform all elements of your digital strategy.

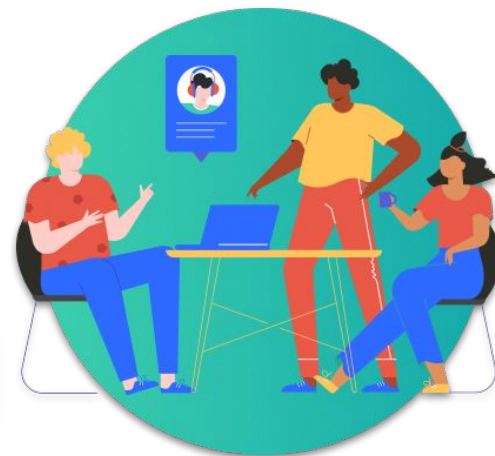
Hint

- Your target audience is not *'everyone'*
- Your task in understanding your online community is to identify your organisation's niche audience

Definition

- A target audience = specific group of people you want to reach
- They are likely to be the people most interested in your cause

Think about the goals you set last week, who is most likely to help you achieve them?



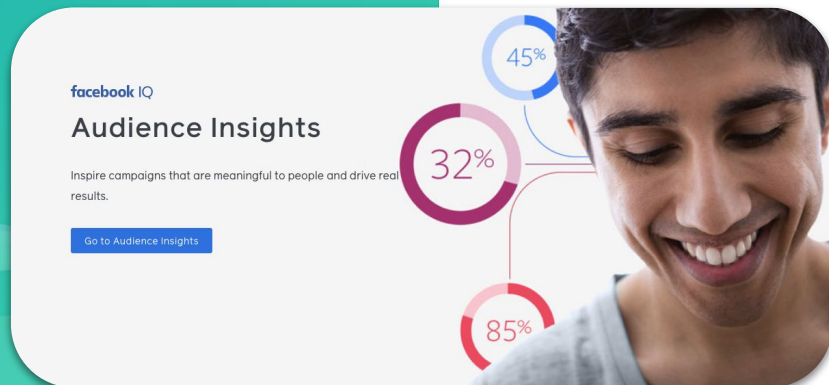
Audience Insights

How to find your target audience



Let the data guide you

- Your website, email marketing platform and social media channels all provide an immense amount of useful data
- Compile data on your existing audience to find out who is most likely to engage with your organisation



Know what kind of data matters

Demographics

- Age, gender, location
- Socio-economic status
- Marital status
- Education level

These characteristics indicate where your audience is living and what needs they have

Behavioural Data

- How did they arrive on your digital platform
- What do they click on
- What time are they online
- What channels do they use

This data helps you find out how your audience behaves online, and what engagement actions they are most likely to take

Tailored Communications

Once you have identified your target audience, you can be more specific, and effective, with your digital communications.

Social Media

- Create content aimed at specific audiences
- Allow for diversity across your social media channels
- Choose appropriate visual content

Email

- Send personalised communications
- Identify optimal timings of emails
- Segment based on different groups

Website

- Create content based on their needs and interests
- Use appropriate language
- Cater to your different audience members

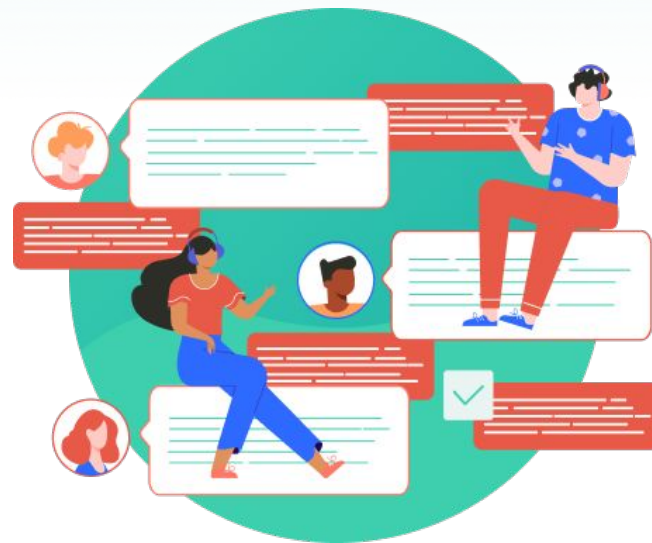
Stewardship

- Digital relationship-building
- Every interaction online is a digital footprint
- Create individual stewardship plans based on your online audience

Who is your target audience?

- 10 minutes to discuss in your breakout rooms
- Do you have a clear understanding of your existing online audience? Who are they?
- What audience groups would you like to attract this year, through your digital channels?
- Come back and share to the rest of the group

Breakout Activity!



Let's hear from you!

Using Personas



Audience Poll

Does your organisation have any existing audience personas?

Persona Development

Once you have established your goals and priority audiences, it's time to build your **audience personas**.

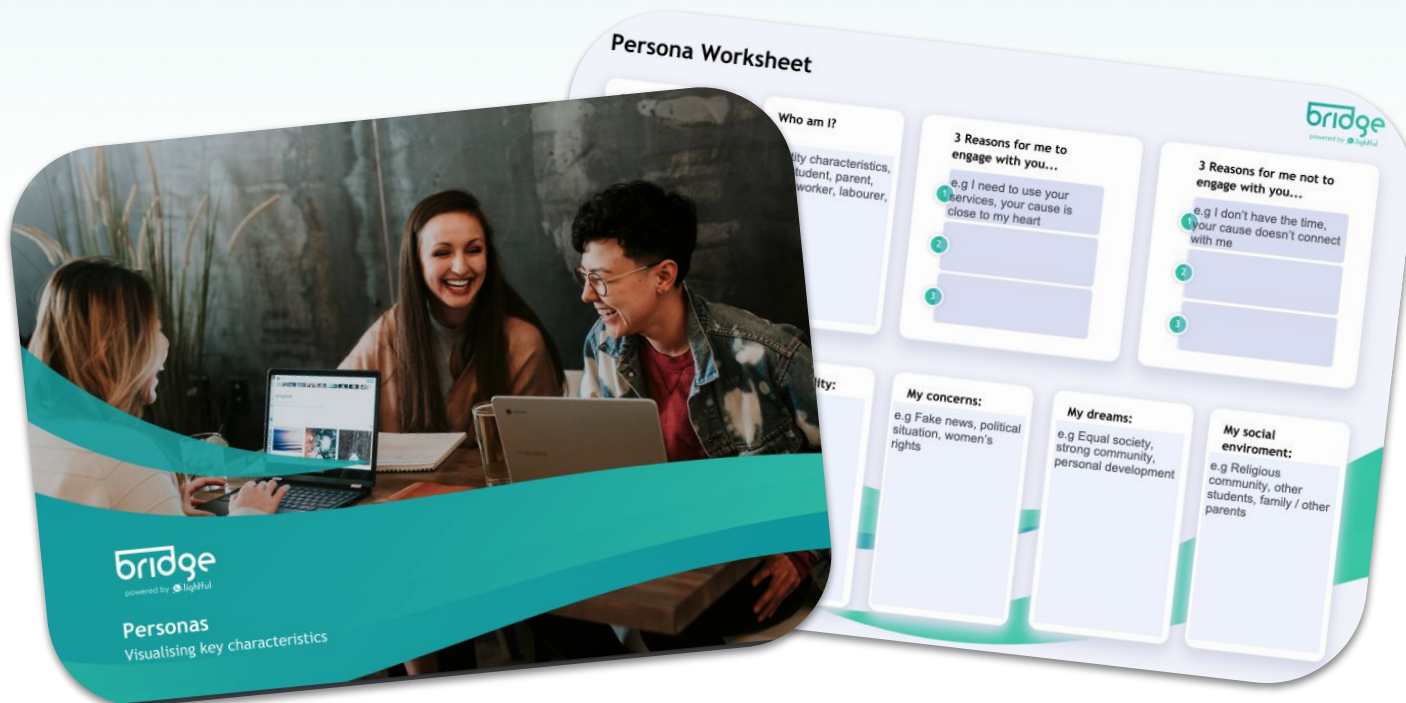
What is a persona?

Personas are **fictional characters used to represent the audience groups that interact with your charity in a similar way**. They help you bring your audiences to life by giving them faces and names.

Why do we use personas?

They help ensure that your digital content has focus and is reaching the right people with the right message.

Creating a persona



Persona Example



Charity: Girls of the Future

- Work with young girls in rural communities in Kenya
- Their vision is a world where girls are not held back, and have equal access to the education system
- They run educational support groups for parents on the important of education, as well as support groups for young girls
- They also provide funding for school uniforms, and text books

Target Audience

Audience Persona

- Patricia, 28 years old, lives in New York, born to Kenyan parents
- Works in marketing
- An active member of her church community
- Passionate about women's rights
- Regularly advocates online and offline



Benefits of persona-led communications

- Help to organise and streamline your communication efforts
- Build sustainable relationships with online audience
- Provide focus and clarity to your communications
- Help followers feel seen, heard, and represented
- Lead to greater engagement, and help you achieve your goals!



Reflection, Next Steps, Questions



Audience Poll

Q&A





Thank you for listening!

