

DIGITAL TRAININGS

❖ Digital Strategy

How should your organization be using social media, email and other online tools in its communications? During this session, Spitfire will help participants understand the seven areas that are essential to a strong digital strategy: listening and analytics, content creation, social media, websites, email, outreach and staffing. Participants will walk away from the session with clear next steps they can use to improve their organizations' overall digital strategy.

Time: 1.5 hours with discussion and questions

❖ Anatomy of a Social Media Campaign

Building a social media campaign takes time, energy and strategic planning in order to be successful. This webinar will help participants understand how to develop an effective social media campaign, from start to finish. Spitfire will cover important steps in the development of a social media campaign, such as planning, implementation and analyzing the outcomes.

Time: 1 hour with discussion and work sessions

❖ Listening and Analytics

Listening to how your audiences are talking about your issues and your organization is important to assessing your role in the field and also determining if you're on track to reach your desired outcomes. Many organizations are listening to the wrong metrics – what we call vanity metrics – instead of the actionable metrics like comments on Facebook posts or email click-thru rates. Spitfire will explain the importance of listening and give your organization a list of actionable metrics to track on Facebook, Twitter, Google Analytics and email.

Time: 1 hour

❖ Principles of Good Content

This webinar will introduce the principles of creating, curating and using content for your digital platforms. Spitfire will use recent campaigns to discuss smart tactics and strategies to help your organization reach and engage your target audiences.

Time: 30 minutes

This could be combined with any webinar below.

❖ Visual Storytelling for Impact

Infographics, videos and other visuals can help organizations tell stories, explain important statistics and connect to timely news events. Effectively creating and using stories online requires defined main characters, showing vs. telling the problem, and a clear ask. Spitfire will discuss examples and tips for generating, telling and sharing stories.

Time: 30 minutes

Pairs nicely with shortened versions of Facebook and Twitter or with Engagement Ladder.

❖ **Harnessing the Power of Twitter**

Twitter has become a powerful tool for organizations and has sparked social change across the world. Spitfire will cover the basics of Twitter including best practices, participating in conversations and interacting with thought leaders and influencers. Lastly, Spitfire will discuss the importance of using Twitter's analytics and demonstrate how to gather actionable findings from various monitoring platforms.

Time: 45 minutes – 1 hour

Pairs nicely with Facebook or Listening and Analytics. For groups who are just joining Twitter, we can make this more of a basic overview for how to use Twitter with best practices and examples. We can also tailor this specifically to nonprofit leaders to help them take their Twitter profile to the next level by participating in important conversations related to specific issues and setting realistic goals for their profile.

❖ **Facebook: A Power Tool for Social Change**

With 1.4 billion people on Facebook, it's hard to ignore the potential of using Facebook to reach important audiences. Spitfire will offer best practices and tips for optimizing placement of your content in the newsfeeds of your target audience. This webinar will also provide examples of organizations that are getting the most out of Facebook.

Time: 30 minutes

Pairs nicely with Twitter or Listening and Analytics.

❖ **The Pay to Play World of Online Ads**

As we enter the 'pay to play' era, using online ads can help organizations easily reach target audiences with a relatively small budget. In this training, Spitfire coaches will walk participants through the advertising opportunities available on Google, Facebook and Twitter. Participants will gain an understanding of the pluses and minuses of each platform so that they walk away with the tools to decide if and how the organization should invest in online ads.

Time: 1 hour

❖ **Emailing Effectively**

This session will explain how nonprofits can use email effectively to accomplish communication objectives. Spitfire will cover best practices for email logistics such as the sender and subject line and how to create emails that make your audiences want to take action. We'll also explain the engagement ladder concept to help you develop a more engaging email list. Lastly, we'll discuss the analytics you should be tracking to measure your email success on a monthly basis.

Time: 30 minutes

Pairs nicely with Twitter or Listening and Analytics.

❖ **Engagement Ladder**

A typical engagement ladder describes the action supporters take at different levels to deepen their knowledge and involvement with your organization or issue over time. It starts with small asks like visiting the website or signing up for email alerts and progresses through behavior changes to more time-intensive activities like attending events and becoming an advocate for your cause. We'll introduce this concept to help your organization determine the steps necessary to work your audiences up a figurative ladder from basic interest to superstar supporter.

Time: 30 minutes

Pairs nicely with Principles of Good Content or Visual Storytelling.

❖ **Going Mobile: Using Mobile to Reach Audiences**

Communicating with users on their mobile devices is one of the most effective ways to engage young and diverse audiences. SMS platforms, in particular, produce remarkably high open rates – 97 - 99 percent – among users. Participants will gain an understanding of the best practices and reasons for using mobile and walk away with ideas for how services like text messaging could benefit future campaigns.

Time: 30 minutes

This could be combined with Twitter or Facebook.

❖ **Creating a Strong Social Media Policy**

Flying by the seat of your pants when it comes to a social media policy? This webinar will help organizations consider the elements of a social media policy – both for staff and audiences on social media. If your organization already has a policy in place but staff may not be familiar with it, Spitfire can tailor this webinar to your staff and review your guidelines and approval process for posting.

Time: 30 minutes

Typically pairs with Facebook or Twitter webinar.

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