



**kick
point**

**Posting With Purpose:
The Art of Engaging & Supporting
Your Network & Community**

Dana DiTomaso
@danaditomaso #Blyeg

How will this help you?

It will make your job easier.

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**You'll be able to ask better
questions of your staff.**

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**Use these skills for fundraising
or donor engagement.**



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**Your organization serves two
groups of people.**



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**Network:
People you're already
speaking with.**

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**Community:
People your organization
supports.**

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**Your Network and Community
might be the same people.**

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(But it probably isn't.)

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Where to start?

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Posting anything that seems relevant on Facebook?

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**Send a newsletter when
you have news?**

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**Update your website and
hope people visit?**

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You need a plan.

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Let's start with research.

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First Question: Who is in your network & your community?

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Second Question: What do these people want?

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**Third Question:
How can you give people
what they want, in the ways
that they want?**

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**First Question:
Who is in your network
& your community?**

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**It's broader than you and the
people you know.**

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Who is aware of you?

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**Who is paying attention to
what you do?**

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**Who is sharing your website,
articles, or events but not
tagging you?**

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**But is that actually the
extent of your community?**

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Consider network bias.

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Don't just listen to your fans.

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**Use that information in your
risk assessments.**

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Second Question: What do these people want?

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Don't assume.

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Please don't host a focus group.

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**Talk to people but don't ask
what they want.**

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**Ask about challenges,
struggles, and strengths.**

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**I am a...
Who wants to...
So I can...**

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I am a middle-aged adult who wants to learn about endowment funds so I can decide if this type of charitable giving is the right fit for me.

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Are your goals aligned with what you learned?

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**Third Question:
How can you give people
what they want, in the ways
that they want?**

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Email is great.

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THE DISTRIBUTION OF USERS' COMPUTER SKILLS



- LEVEL 3 (STRONG)
- LEVEL 2 (MEDIUM)
- LEVEL 1 (POOR)
- BELOW 1 (TERRIBLE)
- CAN'T USE COMPUTERS

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Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can **utilize** a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are **helpfully** shown in blue. Get rid of them and pick words with force, **perhaps**.

Phrases in green have **been marked** to show passive voice.

You can **format** your *text* with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

Hemingway
Editor

Readability

Grade 6

Good

Words: 133

Show More ▼

2 adverbs, meeting the goal of 2 or fewer.

1 use of passive voice, meeting the goal of 2 or fewer.

1 phrase has a simpler alternative.

1 of 11 sentences is hard to read.

1 of 11 sentences is very hard to read.

hemingwayapp.com

Social media is a lot of work.

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**Very few of your Facebook
page fans will see your posts...
unless you pay.**

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**Twitter requires a lot of work
to get an audience.**

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**People don't check LinkedIn
that often.**

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**Instagram's reach is just as
bad as Facebook now...
unless you pay.**

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**Don't rely on social media —
it isn't reliable.**

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**But don't abandon ship!
Social media should only be
part of your strategy.**

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Next Steps

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Go through this process.



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**More about finding your
network and community:**

kickpoint.ca/why-use-personas



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**More on social media research:
kickpoint.ca/social-media-user-experience-smux/**



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**Writing better content:
kickpoint.ca/9-ways-to-make-your-content-more-impactful/**



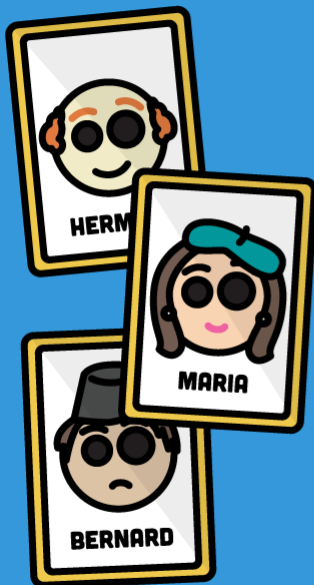
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Bonus:

kickpoint.ca/how-to-take-a-decent-head-shot-using-your-phone/



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Thank You!
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kickpoint.ca/newsletter

Dana DiTomaso
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