



## New Era Comm Deck Exercise

**Brand Identity - Complete this in one minute. Each question should take you and your team 10 seconds to complete.**

What is our mission?

Who is our audience?

What is our "story"?

Are we good storytellers? YES or NO

Why do we want to engage with our audience on social media?

How do we engage with our audience now?

### **Evaluation - Evaluate your communications strategy:**

1. In person - events, meetings
2. Newsletter - is it printed? Mailed out? E-newsletter? Can you measure your total reach?
3. Website - is it clear? Is it easy to navigate? Does each page have a link back to the landing page or the donate page? Newsletter or social media?
4. Social media - what are we using? What is more important to us - engagement with a small concentration of users or follower count?
  - a. How can we improve with Facebook? Who are our fans? Why should we use Facebook? Are we being pushed to the front the newsfeed of our fans? (Facebook now allows scheduling on their site. Third-party sites push down content)
  - b. how can we improve with Twitter? Who are our followers? When are we retweeted the most?

5. Do we have a cohesive online presence?
6. Does our online presence match our offline presence?
7. Does our online presence encourage our user base to engage with our programs and organization?
8. Does our online presence tell a story?
9. Is our communication strategy helpful with our fundraising efforts?

**Social Media Policy**

Do we have regular meetings with our communications team?

Do we have one designated staff member or a rotating team?

Are staff allowed to have their own personal accounts? Are they allowed to say that they work at \_\_\_\_\_?

What is the policy of the organization on staff or volunteers (and interns) representing the organization at meetings, with other organizations, with donors, and on social media?

**This next part should take you 10 seconds.**

**Choose three adjectives that jump out to you from the list.**

- |                    |                     |              |
|--------------------|---------------------|--------------|
| Informational      | Inspirational       | Motivational |
| Promotional        | Promotional         | Innovative   |
| Passionate         | Passionate          | Pioneers     |
| First to be Second | Constituent-focused | Traditional  |

Include these attributes in your policy.

Our social media posts will also include the following attributes:

- 1)
- 2)
- 3)

*For those delegates who would like further information on creating a social media campaign, please contact WFUNA Online at [web@wfuna.org](mailto:web@wfuna.org) with your name and name of UNA.*