

**THE EFFI BARRY  
TRAINING INSTITUTE**

**Branding, Messaging, Engagement:  
How to Boost Your Organization's  
Image**

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**Agenda**

- | Welcome
- | Introduction to 'Brand' reputation
- | Developing effective key messages
- | Storytelling: The basics
- | Planning ahead for a crisis

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## Learning Objectives.

- Provide a high-level overview of what brand reputation is and how it's created
- Explore examples and discuss the impact that an organization's reputation can have on its success - both positively and negatively
- Provide an understanding of the importance of consistent and meaningful messaging across communications materials and how the lack thereof could impact reputation
- Examine case studies about community programming; evaluate the effectiveness of an organization's messages in a group format
- Introduce message development tools - the message house - and provide the processes and structure needed to use it to identify a specific set of key messages
- Provide an understanding of cost-effective communications tactics that can be used with little to no budget to build awareness of your existing and upcoming programs

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## Introduction to 'Brand' Reputation

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- ### Characteristics of a Strong Brand.
- Valuable product or program
  - Vision / mission
  - Unique proposition
  - Consistency
  - Storytelling
  - Engagement
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- ### What's in it For You?
- Build awareness and interest
  - Fundraise
  - Drive broad, long-term social goals
  - Strengthen identity, purposes, methods, and values
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# Effective Key Messages

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## What are Key Messages?

This is YOUR NARRATIVE.

- What do you do?
- What do you stand for?
- How are you different?
- What value do you bring to your stakeholders?

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## Before You Begin.

The diagram consists of five blue chevron-shaped boxes pointing to the right, arranged in a row. Below them is a horizontal line with a vertical line connecting it to the text 'Purpose | Objectives'. The steps are:

- ONE:**
  - Revisit your own goals and objectives – What are they?
- TWO:**
  - Understand what your competitors / peers are saying and doing
- THREE:**
  - Determine if you need an evergreen or program-specific message
- FOUR:**
  - Verify your target audiences
- FIVE:**
  - Identify words and phrases of importance

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## Message Considerations.

Think about your strategy.

What do you want your community to know about you?

- The benefits of working with your organization, your value proposition and the 'What's In It For Me'
- Supporting information to provide substance, distinguish your organization, and add credibility.

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## The Framework.

**DONT**

**DO**

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## Introducing the Message House.

The **"roof"** is the key message or overall theme / idea that you want to be communicated.

The **"walls"** are the core messages that support the roof. They form the heart of the message. They can answer questions like what will move your audience toward understanding how you improve lives, or your immediate benefit to others.

The **"foundation"** provides the facts, evidence, and supporting points that support the walls. You can address them by thinking about case studies, proof points, member stories, and testimonials.

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**Example.**

**Hands-on learning opportunities lead to progress for all children, regardless of their starting point.**

<p><b>We aim to ensure teachers, across all grade levels, have access to the best resources, training and practice opportunities.</b></p> <ul style="list-style-type: none"> <li>- Our teachers listen to, carefully observe, and question students in order to reshape tasks and improve learning.</li> <li>- Highly robust performance management will encourage, challenge, and support teachers.</li> <li>- Our teachers plan and develop lessons that will deepen students knowledge and understanding across the curriculum.</li> </ul>	<p><b>We work to ensure all of our students make and actively demonstrate progress in their writing skills.</b></p> <ul style="list-style-type: none"> <li>- We have allocated a specific amount of time to the development of our students' writing skills.</li> <li>- Teachers are widening students' vocabulary with the use of weekly "power words."</li> <li>- We are improving our children's reading opportunities by leveraging higher quality and more challenging texts and access to the library.</li> </ul>	<p><b>We aspire to ensure all children make improvements in their math grades from the beginning of the school year to the end.</b></p> <ul style="list-style-type: none"> <li>- Children will be encouraged to question, challenge, and convince themselves, each other, and their teachers of their learning.</li> <li>- Teachers are using models and images to ensure students have a clear understanding of each concept.</li> <li>- Staff will work to ensure students feel confident in their math vocabulary.</li> </ul>
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**Review and Test.**

Test and Retest Your Messages.

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You've Got a Great Story to Tell...  
Now What?

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The Art of Storytelling.

- Know your audience
- Keep it human
- Simplicity is key
- Appeal to shared values
- Be authentic and inclusive
- Use examples to bring it to life
- Repeat, repeat, repeat

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The Possibilities are Limitless.

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### Website and Written Content.

- Did we target the right audiences?
- Did we convey the right messages and information? Was it on brand?
- Were there a lot of questions about anything? If so, what and why?
- Did we get engagement across our content?
- Did we incorporate visuals?
- Did we use a mix and variety of channels?
- Did we make it easy for people to access the information, even at a later time?

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### Website and Written Content.

Create a Spreadsheet

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Page Title	Keywords	Description	Headings Used	Internal Links	Images Present	Image ALT Text	Date Last Updated	Page Width (in Pixels)	Page Content and Info	Page Review Date	Average Time on Page	Broken Links	Page Score	Page Status	Notes / Action
2																
3																
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Social Media.



Secure Your Profiles

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Social Media.



Review Your Content

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Social Media.



Check Brand Consistency

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Social Media.



Evaluate Your Calendar

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Social Media.



Pull Statistics

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Stakeholder Feedback.



Ask Your Audience

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### Analyze Your Findings.

The diagram features four interlocking puzzle pieces forming a 2x2 grid. The top-left piece is blue with the letter 'S', the top-right is blue with 'W', the bottom-left is green with 'O', and the bottom-right is yellow with 'T'. To the right of these pieces are four rectangular boxes, each with a header and three bullet points. The top-left box is blue and labeled 'STRENGTHS (+)'. The top-right box is blue and labeled 'WEAKNESSES (-)'. The bottom-left box is green and labeled 'OPPORTUNITIES (+)'. The bottom-right box is yellow and labeled 'THREATS (-)'. At the bottom left of the slide is the text 'BANKS'. At the bottom right is the logo 'HealthHIV DC HEALTH'.

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### Completing an Audit.

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### Tips and Tactics

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### Get to Work.

Make social media work for you.

1. Never view social media as a standalone activity.
2. Determine your most important goals.
3. Choose the right platforms.
4. Create a content calendar.
5. Keep it visual.

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### LinkedIn.



- Best to Reach:** Business Professionals, Potential Funders, Job Seekers
- Content to Post:** Leadership information, Opinion pieces, News and updates, Quality Imagery, Job descriptions
- Number of Users:** 562 Million Total; 260 Million Active
- Gender:** 56% men; 44% women
- Age:** The largest group of LinkedIn users are 18-29 years old (34%); followed by 30-49 year olds (33%).
- Interests:** LinkedIn is a social networking platform for professionals; commonly used for B2B marketing and lead generation, recruiting and job seeking, and industry news.

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### Instagram.



- Best to Reach:** Teens and young adults
- Content to Post:** Quality imagery and video, news and updates
- Number of Active Users:** 1 Billion (400 Million for Instagram Stories)
- Gender:** 50.3% women; 49.7% men
- Age:** Teens make up the largest group (72% of teens use it); adults come second (34% of adults use it).
- Interests:** It's all about imagery! Instagram is a photo-sharing app focused on high-quality images.

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## Facebook.



- **Best to Reach:** A slightly older crowd (68% of U.S. adults use Facebook)
- **Content to Post:** Quality Imagery and Video, News and Updates
- **Number of Monthly Active Users:** 2.07 Billion (largest of all the social media platforms)
- **Gender:** 57% men, 43% women
- **Age:** Facebook has the broadest age range with 88% of people between the ages of 18 and 29; and 62% of those 65 and older.
- **Interests:** Facebook users tend to range in education, income levels, geographic location and more. They express interest in multiple modes of communication - text, video and photos.

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## Twitter.



- **Best to Reach:** Young adults
- **Content to Post:** Quality imagery and video, brief updates, announcements / corrections
- **Number of Active Users:** 326 Million
- **Gender:** 34.5% women, 65.5% men
- **Age:** 36% of 18-29 year olds that use the internet are on Twitter
- **Interests:** Users with an income over \$75,000 make up the largest group of Twitter users. Over the years, Twitter has grown in popularity among celebrities and politicians.

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## Snapchat.



- **Best to Reach:** Teens and very young adults
- **Content to Post:** Vertical Brief Video Announcements, Stories
- **Number of Active Users:** 100 Million
- **Age:** 72% of 12-24 year olds that use the internet are on Snapchat (54% check it daily)

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### Manage the Plan.

- Research and select the best management tool for you (e.g., Hootsuite, Post Planner)
- Cross reference timely and trending topics with your content calendar
- Identify which topics are most important – and consider “paid” social
- Post and engage often

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### Get to Work.

Leverage expert voices and perspectives.

- Blog posts on your website
- Original content on personal and / or organization’s LinkedIn profile
- Op eds in local paper
- Speaking opportunities at conferences, awareness events, community events / churches
- Pitch content to local media / reporters

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### Materials Needed.

- List of Content Topics for Development
- Calendar of Important Dates, Milestones, and Events for your Organization
- Media List of Reporters and Editors That Cover Issues of Importance
- Events and Venues List of Conferences and Locations of Relevance

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Tips and Tricks.

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Planning Ahead  
for a Crisis

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When Crisis Hits.

**The situation:** In 2012, Susan G. Komen for the Cure Foundation made a decision to end funding to Planned Parenthood for breast cancer screenings.

**The reason:** Reports indicated that Komen had a policy to end funding for any organization under investigation, and Planned Parenthood was allegedly under Congressional investigation at the time. It was also alleged that the head of public policy had publicly stated her opposition to Planned Parenthood in other platforms.

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## Planned Parenthood's Reaction.

PLANNED PARENTHOOD

**Dear KAI,**

I wanted to share some extremely discouraging news from a partner and longtime ally for women's health — news that could have devastating consequences for women in North Carolina.

The Susan G. Komen for the Cure Foundation has announced that it will stop supporting lifesaving breast cancer screening for low-income and underserved women at Planned Parenthood health centers — including those in North Carolina.

It's a deeply disappointing decision — made even more alarming because politically motivated groups and individuals determined to undermine women's access to care appear to have successfully intimidated the Susan G. Komen for the Cure Foundation to withdraw this critical support.

Over the past five years, Komen funds have enabled Planned Parenthood health centers to provide nearly 170,000 clinical breast exams and referrals for more than 6,400 mammograms. These cancer detection and prevention programs saved the lives of women who often had nowhere else to turn for care.

But when anti-choice groups began criticizing the Komen Foundation for partnering with Planned Parenthood, the foundation ended its support for Planned Parenthood health centers. We know our opponents put their ideology over women's health and lives. What we never expected is that an ally like the Komen Foundation would choose to listen to them.

**BREAKING NEWS:**  
The Susan G. Komen for the Cure Foundation has been pressured by right wing groups to stop supporting breast cancer screenings for poor women at Planned Parenthood health centers.

Please — if you can — make your emergency gift to Planned Parenthood in North Carolina today.

GIVE NOW

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## The Public's Reaction.

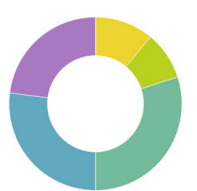
**CONVERSATIONS WE'RE WATCHING**

**Breast cancer charity attracts critics**

2.1.12 - Present

Only about 25 percent support the nation's leading breast cancer charity in its decision to sever ties with Planned Parenthood.

Measuring social media conversations, Palpata learned that about 75 percent of the online chatter has been critical of Susan G. Komen for the Cure's announcement that it is no longer a Planned Parenthood partner. A closer look at the data reveals exactly what they are saying within their critical posts.



- Affects Low Income People
- Creates Rift in Women's Health
- SGK Decision is Wrong
- SGK Made Right Decision
- Won't Support SGK Now

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## Susan G. Komen's Response.



**Susan G. Komen for the Cure**

At Susan G. Komen for the Cure, the women we serve are our highest priority in everything we do. Last year, we invested \$93 million in community health programs, which included 700,000 mammograms. Additionally, we began an initiative to further strengthen our grants program to be even more outcomes-driven and to allow for even greater investments in programs that directly serve women. We also implemented more stringent eligibility and performance criteria to support these strategies. While it is regrettable when changes in priorities and policies affect any of our grantees, such as a longstanding partner like Planned Parenthood, we must continue to evolve to best meet the needs of the women we serve and most fully advance our mission.

It is critical to underscore that the women we serve in communities remain our priority. We are working directly with Komen Affiliates to ensure there is no interruption or gaps in services for women who need breast health screening and services.

Grant making decisions are not about politics—our priority is and always will be the women we serve. Making this issue political or leveraging it for fundraising purposes would be a disservice to women.

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### The Result.



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### Crisis Communications Plans.

Before a crisis hits...

- What could go wrong, and why?
- Who is responsible for it?
- How would we address it?
- Who should carry our message?

Use a scenario planning document!

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### Crisis Communications Plans.



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## Crisis Communications Plans.

### Tips to Remember

- Collect ALL information before you respond or address the crisis
- Timeliness is critical
- Offer a spokesperson that can speak to the situation, if you have a prepared expert
- Honesty is always the best policy
- Build trust everyday – not just in times of crisis

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QUESTIONS /  
COMMENTS?



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