

What is your core communications goal at the moment? *Awareness, fundraising, event registrations...*

We are not rebranding but we are rebooting. So re-engagement, fundraising and mapping our community in this current context.

- 1. Fundraising
- 2. Member Engagement
- 3. Brandbuilding

- 1. Awareness about LR
- 2. Event Registration
- 3. Fundraising

- Multiple:
- 1. Upcoming evening in Sept.
 - 2. Growing our email list & social channels.
 - 3. Fundraising. Always.

Where are you communicating and how often? *Social Media, LinkedIn, Podcasts, Conferences, Peer Networks, Website-Updates...*

- 1. Email
- 2. Events (virtual/in-person)
- 3. [paused] social strategy

Mostly Instagram, website and sometimes TikTok, Email too

Challenge: Finding a voice on LinkedIn. Personal profile is more high profile.

Question: I'm curious if anyone has had success with paid boosting on LI or IG?

Experience: Paid increased views for content; broader range of audience members; being where the audience is, so targeting was very helpful

Question: Do you target or boost in general? How much per post or campaign do you use? - Both

Organic Reach: Partner tagging and cross-posting; these users are usually more engaged in the long run as well

Best Practice: Share Social Media Kit and Comms with Partners

- 1. Website
- 2. Social (IG & LI)
- 3. Email
- 4. Virtual & In-person events
- 5. External calendars

Blogs in square space (website base) can easily be spun out into social media posts and LinkedIn posts

additional original content for Instagram

LinkedIn is used to crosspost in extensive personal networks

- 1. Social Media
- 2. LinkedIn
- 3. Email
- 4. Website

a lot of cross posting but more space for experimental posts (largest following)

personal profile on LinkedIn to cross-post and highlight project work

Who is managing communications for you/at your project and how? *As needed, monthly comms plan, ...*

Me, with part time support from a member engagement specialist

We collectively create and manage the strategy. Cari executes most of the communications currently, and Anjali is in charge of gorgeous design.

Lakisha is our Comms Director she and I collaborate on messaging and delivery

ED (Me) -- Sets tone
Comms Contractor - leads development and execution of strategy and content
Admin Assitant - provides support as needed

- Challenge**
- This part is not necessarily everyone's favorite part
 - Having someone who is leading the strategy here, instead of holding it as an additional piece
 - Balancing and managing the tension and load of Strategy and Mapping vs. Execution Time
 - finding the right system for each project's funding capacity

What are 1-3 core challenges for you when it comes to communication? *e.g. time, expertise, finding the right audience, ...*

TIME/CAPACITY

Capacity Finding the right audience without paying for adds (all our growth has been organiz)

Capacity Funding for experts. I am NOT a social media maven. Many audiences to calibrate for.



Time for sure. Being consistent when time is not always abundant with new updates even when we have content to share.

We have used planners before and I hated it.