

MAKING IT MATTER

BUILDING COMMUNITY THROUGH MEDIA

ROOM CODE: 1005





“

**Your work speaks for itself, but you have to
make sure people can see it.**

“An Introvert’s Guide to Visibility in the Workplace”,
Melody Wilding for Harvard Business Review

”



HI, I'M THE INTROVERT



My name is Laura Mattingly, I currently serve as the Digital Communications Coordinator for Emergence Health Network in El Paso, TX.

I have worked in film, TV & video production for 7 years, with a background in animation.



BY THE NUMBERS

89%

of nonprofits use

facebook
or
Instagram

81%

of nonprofits use

Linkedin

40%

of US donors use social
media platforms to
support nonprofits



SOCIAL MEDIA BENEFITS



Increases visibility & recognition



Builds trust & support



Connect quickly to your audience



Inherently customizable & free



A PICTURE IS WORTH...

**Proof of
Performance/Promise
(POP)**

**Community Awareness
& Engagement**

**Networking &
Professional
Development**

**Grant
Requirements**



WHAT GRANT REQUIREMENTS?



Grants can require social media coverage in the name of “broadening impacts”

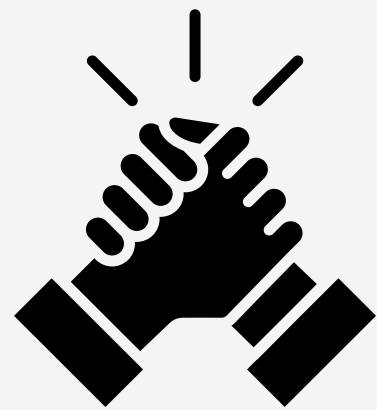


Grants designated for public health & community development initiatives



ASK YOURSELF...

Is this something you're PROUD of?



Are you **partnering** with another agency?



Is your team being **recognized** for an achievement?



Does this provide **outreach** to the community?



Is this **unique** to your program or center?



Do you have impactful **data** to share about your efforts?



THESE ARE TYPES OF...

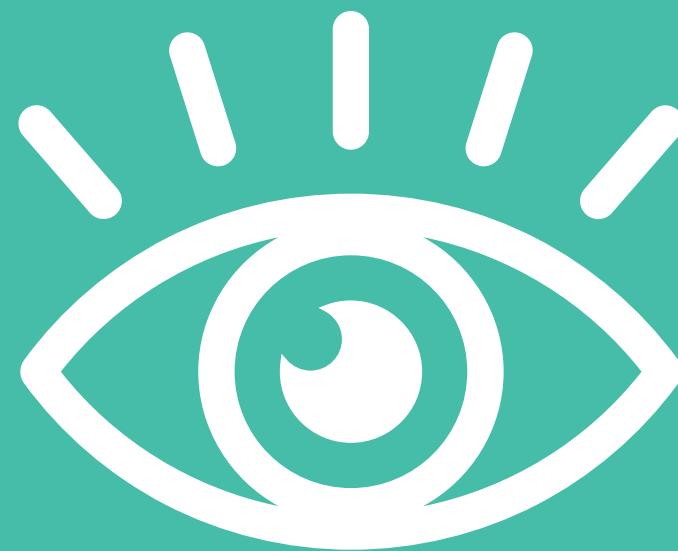
Paid Media

Traditional advertising



Owned Media

Your organization's
socials, brochures,
website, etc.



Earned Media

Mentions from others
that you didn't pay for

Collabs, news coverage,
comments, mentions, etc.





BE OUR GUEST





“

**In teamwork, silence isn't golden,
it's deadly.**

– Mark Sanborn, author, speaker and entrepreneur

”



THINK ABOUT IT

Who is in charge of your center's
social presence?



INVITING VISIBILITY



When sharing an event that's taking place, remember:

WHO is involved

WHAT is this for

WHERE/WHEN is this happening

WHY are we there



ASKING FOR HELP

Hi! Can you help us out
with this event?
Just sent you a calendar
invite!

Designate someone to take
pictures at your event, or call in
support from another team.



“Good afternoon. My name is _____, and I am a _____ with the _____ program.

We recently _____, and I wanted to share this win with you.

- I have attached some photos of the event.
- I want to invite you to the event for visibility, I think this would be good to share.
- It is ____ Awareness Month, and our program would like to do something for it.

Thank you for your support.”





COLLABORATION IS KEY





“

Genius means little more
than the faculty of perceiving
in an unhabitual way.

— William James

”



HOW TO FIND THE FUN IN HEAVY TOPICS

Is your work a heavy topic or difficult to explain to others?

Are awareness days given real importance, or just acknowledgement?



EDU-TAINMENT

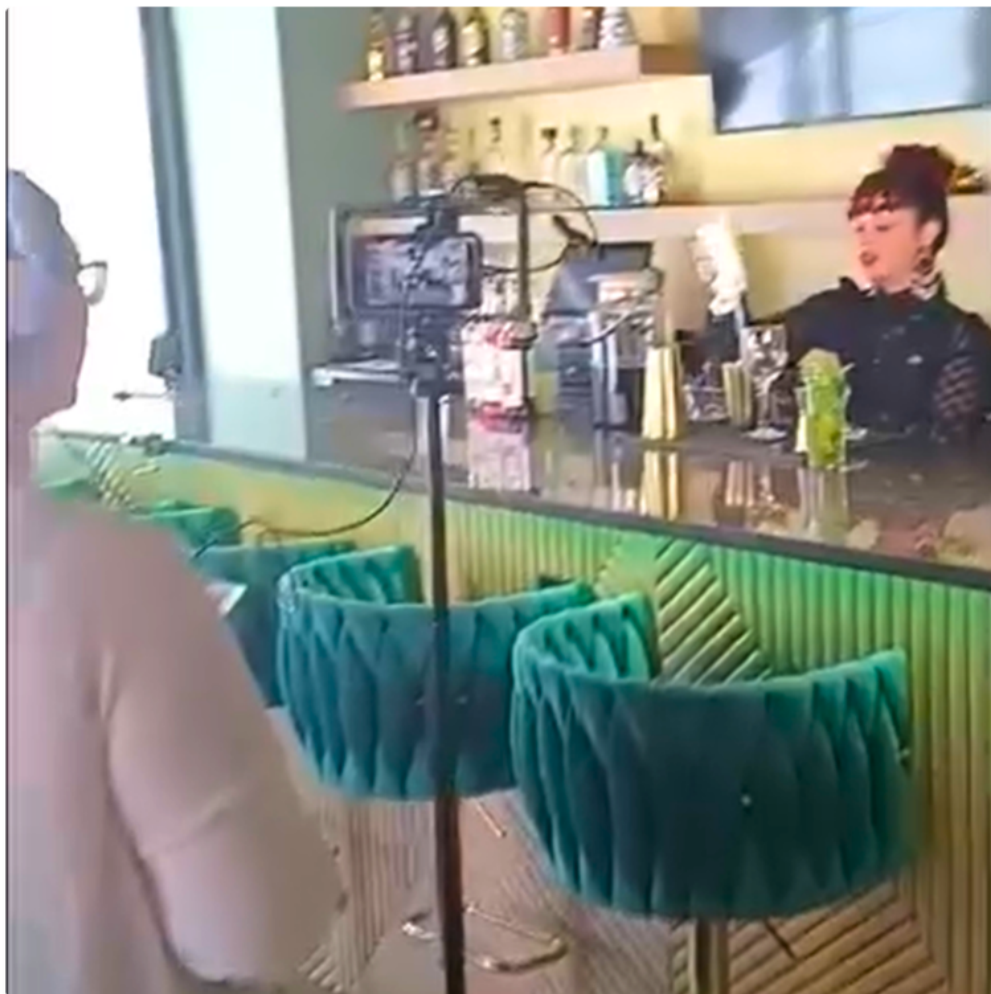
An easy trap to fall into is to focus on the problem, instead of finding or creating solutions.

Use awareness days as an opportunity to show your expertise and creativity!





ALCOHOL AWARENESS MONTH CAMPAIGN



Alexzandra Redd, Head Mixologist at Lotus Social House (EPTX)



ALCOHOL AWARENESS MONTH CAMPAIGN



Laura Mattingly



AWARD-WINNING PTSD AWARENESS MONTH CAMPAIGN





TREND OR TROUBLE?

hashtag



hashtag

hashtag

Internet trends or trending audio are a quick, easy way to expand your reach

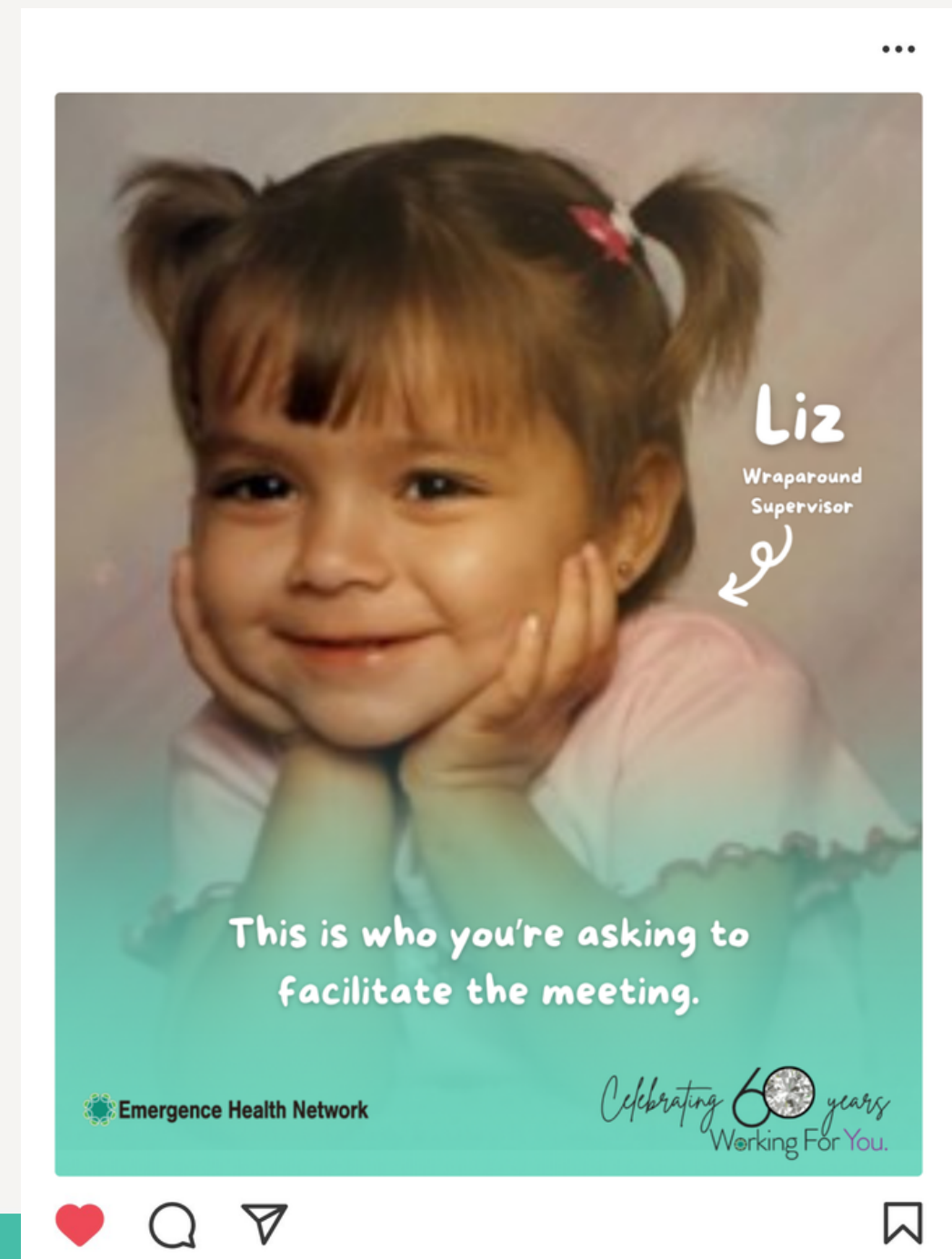
BUT

If you can't thoughtfully answer "WHY are we doing this?", don't.



IT'S ALL ABOUT FRAMING

Why did the #BabyPhotoTrend work for a mental health organization?





APPEALING TO YOUR AUDIENCE



Welcome!

Meet the new faces
who are *Making Lives Better*
as part of Team EHN!



Welcome to the team!

Celebrating 60 years
Working For You



WORKING WITH YOUR COMMUNITY





CONNECTING IDEAS WITH PURPOSE

We can use the cultural zeitgeist to our advantage if we can connect what we're doing with why we do it.

This is the same thinking behind **geek therapy** and **corporate community days**:

meeting the public on a level where they are comfortable makes them more open to your message.

We need to show that our community is more than just a physical address.





IN SUMMARY



VISIBILITY



NETWORK



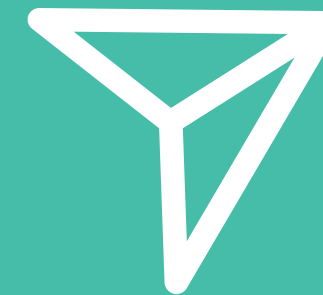
**OWN YOUR
IMAGE**



EDU-TAIN



**REMEMBER
WHY**



**SHARE
YOUR WINS**



“

The single biggest problem in
communication is the illusion
that it has taken place.

- George Bernard Shaw

”

THANK YOU FOR COMING!



QUESTIONS? COMMENTS?