

**COMMUNITYNET - AOTEAROA**

An internet resource to support communities throughout Aotearoa New Zealand



## Spreading the word

- building awareness and constituency

Bill Dashfield, CommunityNet Aotearoa,  
New Zealand Department of Internal Affairs

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14<sup>th</sup> November 2005

THE DEPARTMENT OF INTERNAL AFFAIRS

To Tari Takahē

### Introduce myself

- Computer industry background – 22 years support, training, strategic planning, communications, 10 years Internet
- Voluntary work – 8 years with 2020 Communications Trust – ICT to vol sector, education etc.  
(WCN Free Hosting for 580 groups, NetDay, school cabling, access centres, seminars & training, Living Heritage, Computers in Home, PC recycling etc.)
- More recently – research into community computing in NZ
- Managing Community Net, helping with the New Zealand Digital strategy



## Menu of the day

- Entree – communications planning
- Main – channels and methods
- Dessert – questions & discussion
- Doggy bags
  - Knowledge nuggets \*\*\*
  - Samples
  - Recipes

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I'm aiming to supplement the tasty lunch – and fight drooping eyelids – by offering a simple, nutritious and easily digestible brain fodder

- To get us started, we'll look at an easy, practical planning process
- Getting into the main dish – meaty parts (with apologies to vegetarians)
- To aid digestion
- Take home – scattered throughout are knowledge nuggets – practical details and examples
- templates and examples.



## Entrée - planning

- Organisations' goals & objectives
  - *Strong, sustainable communities/hapu/iwi*
  - *Advice & information*
- How Internet methods support them
  - *Access to good, relevant information*
  - *Encouraging information sharing*
- Communication outcomes
  - *establish CommunityNet as site of choice for community development resources for organisations and workers*

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Why?

Satisfy your board?

Doorstop?

Or Something that will help you achieve your organisations goals?

Developing a simple understandable plan is:

- A useful **process** to clarify ideas, goals, strategies and methods
  - Ensures plans support organisations strategy and direction and priorities.
  - Thus gain organisational & stakeholder understanding and commitment (especially when done collaboratively)
  - Useful implementation tool and checklist - A living document
- 
- Process can be used for an organisational comms plan, or for one specific to one activities – where the use of the Internet

# Planning - objectives



- Communications objectives
  - *Communicate resources, functionality and benefits*
  - *Promote collaborative development*
  - *Encourage information sharing*
- Brand - *Community Net Aotearoa*

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Think about key objectives for your organisation  
Start to think about key measures



# Planning - audiences

- Define key audiences and stakeholders
  - *Community & voluntary organisations*
    - *Just starting*
    - *Business as usual*
    - *Undergoing change*
  - *secondary audiences and channels*
    - *Community development workers & agencies*
    - *CABs, Societies Office, Community Law Offices*
- Define key messages for each audience \*\*\*
- Decide key indicators
- Find out current position
- Potential issues
  - E.g broken links – Xenu Link checker \*\*\*  
<http://home.snafu.de/tilman/xenulink.html>

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Key audiences:

- Comm & voluntary organisations
  - New – startup information and links
  - Organisations in change mode – governance and other information
  - Business as usual organisations – information, communications and profile tools
- CD workers – as a tool for them and a resource for their clients
- Infomediaries – ditto
- Aligned organisations
- Managers, policy makers
- Politicians and the media

Key Indicators

- Visitors
- Downloads
- Broken links < 2%



# Planning

- 🏠 Strategies and channels
  - May be general or specific to each audience
- 🏠 Activities to achieve strategies
- 🏠 Timeline resources & budget
- 🏠 Supporting documentation
- 🏠 Monitoring & measures
- 🏠 Evaluation

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## Supporting documentation

- 👤 Schedules and contact details
  - Publications, conferences, management
- 👤 Referrers
  - websites, directories, search engines
  - desired and current positions
- 👤 Contact lists
  - Channels, stakeholders, etc.
- 👤 Measures records
- 👤 Publications plan
- 👤 Action lists

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### Measures:

1. Web statistics (29 measures in
2. Surveys
3. Anecdotal
4. Outside reviews
5. Spot checks

We're now going on to the main course – how to do it.



## Mains – methods & channels: Internet \* \* \*

### Website address - URLs

- Meaningful, easy to find & link to (words, no punctuation) \* \* \*
- Alternative URLs for site
- Simple entry URLs

### Reciprocal links

- Ask; make it easy – standard HTML and logo
- Awards, web-rings,
- Measure who links to you (Google Advanced)
- Check for broken links to you (Bad requests) (Logs, 404 page, Google)

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## Search engines \* \* \*

- 👤 Google; and the rest; MSN?
- 👤 Register as needed
  - Include local search engines
- 👤 Findability:
  - Filenames (words and "-"; No spaces/underlines) \* \* \*
  - Research common keywords, and make sure in...
  - Keywords & phrases - visible text, headers, links, page titles [www.wilsonweb.com](http://www.wilsonweb.com), [www.mikes-marketing-tools.com](http://www.mikes-marketing-tools.com) \* \* \*
  - Ask for links from other sites
  - Don't try to fool the search engines
  - **Don't break links by renaming** \* \* \*
- 👤 Also list in relevant web directories
  - Open Directory, Yahoo, Industry, local etc.

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Decide what keywords are key

Check how your site rates

e.g. "Managing Well" catalogue



# Marketing material

- URL on *everything*
- Brochures, flyers
  - Use distribution channels that align to audiences
  - Key messages for audience
  - Via Infomediaries; with relevant endorsements \*\*\*
  - Via Key workers
  - Inclusion in others' newsletters
  - Make sure they can reorder
- Posters, kits, pens, mousemats etc.
  - For people worth reminding of your site
  - Relatively expensive; use sparingly
- Use real quotes
  - "a very useful site we visit often"

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Use our brochure as an example

- 2 audiences
- Key messages
- Suitable for channels – DLE
- Reflects branding and values
- Includes business card/reminder
- Make reorder easy



## Email

- Add URL & key phrase to signature file
- Encourage others to follow suit \*\*\*
- Email lists & list servers
- Email newsletter \*\*\*
  - Permission based only, use BCC \*\*\*
  - Get frequency & detail level right
  - Short items, all with URL links on new line or one longer item \*\*\*
  - Offer text (& HTML) versions, TEN format
  - Make it easy to sign-up, unsubscribe, forward and quote \*\*\*
  - Scannable on screen, readable when printed.

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Monthly Panui

Valued, useful, few unsubscribes

Basically links roundup and 2 articles



## Newsletters & media

- 📍 Only those read by your clients
- 📍 Short items of interest to their clients
  - Resources, case-studies, research, stories
  - Avoid hype and puffery
- 📍 Find their publication schedule & prefs
  - Write in their style
  - Story, background, contacts
  - Include people, quotes, photos \*\*\*
  - Become a contributor
- 📍 Make it easy for them to include \*\*\*
- 📍 Buy strategic advertising

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





To Taki Takahere



## Viral marketing \* \* \*

(= Word of mouth)





-  Encourage forwarding of newsletters
-  "Send this link", "recommend this page", "bookmark this page"
-  Spell URLs in full
-  Encourage reproduction of articles (with URL and crediting) or links to free resources

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## Conferences and seminars

-  Be selective
-  Try for brochure or stationery in packs
-  Have a stand \* \* \*
  - Be professional; staff it; stay to the end
  - Be visible e.g. banner stand, lights, caps
  - Be online; not expensive
  - Attract people – water cooler, lollies
  - Cultivate the m/cs – Competitions etc. \* \* \*
  - Sign-ups for information, newsletters
  - Make it an event
-  Be a speaker

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## Building constituency \* \* \*

- 👤 Stakeholders
  - direction – advisory group
  - input
  - content
- 👤 Partnerships
- 👤 Mail lists and forums
- 👤 Build Trust
  - Accessible and usable
  - Useful
  - Reliable (trustworthy & unbiased)
  - Open

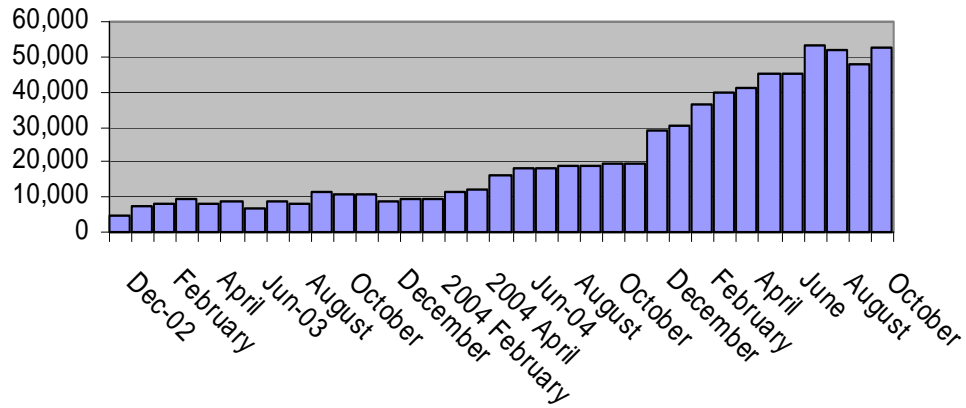
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# Results: visits

CommunityNet - Visits per month



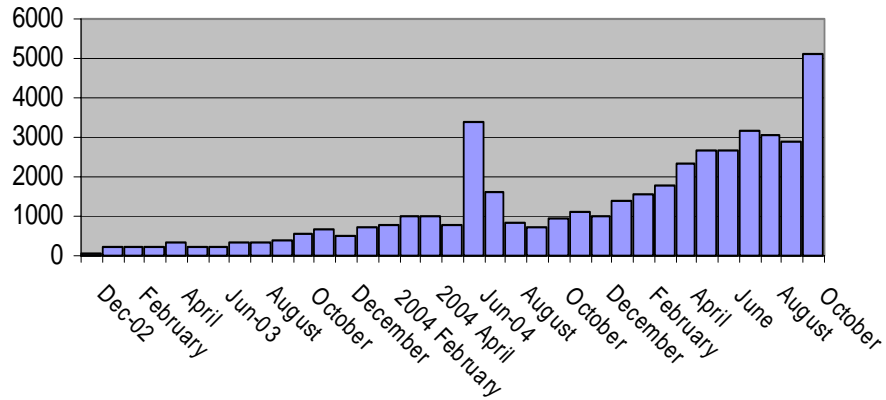
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# Results: downloads

CommunityNet - Files downloaded



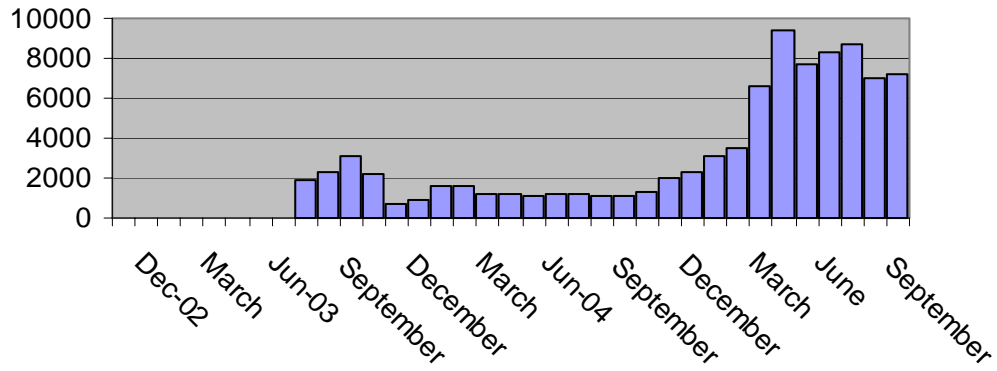
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# Results: referrals

## Referrals by other sites and search engines



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## Resources

-  [www.community.net.nz/How-ToGuides/Marketing/](http://www.community.net.nz/How-ToGuides/Marketing/)
  - Communications plan template
  - Example comms plan
  - This presentation
-  [bill.dashfield@dia.govt.nz](mailto:bill.dashfield@dia.govt.nz)
-  [home.snafu.de/tilman/xenulink.html](http://home.snafu.de/tilman/xenulink.html)
-  [www.wilsonweb.com/articles/checklist.htm](http://www.wilsonweb.com/articles/checklist.htm)
-  [www.mikes-marketing-tools.com](http://www.mikes-marketing-tools.com)

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**[www.community.net.nz](http://www.community.net.nz)**

*"Well worth a visit"*

**Community Net Panui**

*"I find it always worth reading"*

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