Communications Policy - part 2 - Channels, Formats and Themes

Name   Communications Policy - part 2 - Channels, Formats and Themes

Purpose   Clarify HOW and WHEN of Pollinators official communications, for Directors, staff and members

Text   *This 'policy' must be read in conjunction with linked content, including:*

- Minimum Services Levels [link needed]
- Theme Guides detailing the focus and source of content
- Communications Policy - part 1 - Purpose, Ethos, Priorities

Channels

The main communication channels Pollinators uses in order of priority / sequence of usage.

1. **Members' platform** (Podio) - Pollinators, CityHive, MSWEG etc.
2. **Website** - event listings, blog posts, updates to products or content etc.
3. **Email newsletters** (MailChimp) - Members, general subscribers etc.
4. **Media** - Releases, listings or calls to Everything Geraldton, Guardian, Event Nation, StartupNews, Business News etc.
5. **Social media** (Facebook, Twitter) - scheduling short posts with links and photos
6. **Emails** - specific personal emails, usually to "Influencers"

Content we generate is usually:

1. Drafted in Podio - where members can see it first and contribute,
2. Posted on website - once reviewed and approved,
3. Distributed via newsletters - to members and/or general subscribers,
4. Sent directly - to media and listed on other networks / sites,
5. Shared on social media, and
6. (sometimes) Emailed to individuals - usually 'Influencers' (see part 1)

Formats

We need to be very lean in how we produce and share content, so try to limit the number of formats for content and be specific about requirements so it can be easily replicated and shared.

Events: as per the format in the Pollinators 'Calendar' app in Podio. Suitable for Pollinators and Member events. Events may be replicated to blog, Facebook, other channels, and as a "Single Story" newsletter or aggregated in the "Monthly" newsletter.

Posts: as per the format in the Pollinators 'News' app in Podio. Limiting the description to 140 characters with a link and perhaps image dramatically increases ease of use. Posts may be used as status updates in Podio, on social

media and aggregated to create the 'Fortnightly' newsletter

Stories: as per the format in the Pollinators 'Stories' app in Podio. Stories are usually posted in blog on website, replicated as media releases, as single story newsletters or aggregated in the "Monthly" newsletter. Four templates have been generated from this 'guide to stories', and linked below:

1. Member Profile template
2. Venture Profile template
3. Activity Profile template
4. Official Communication template

Newsletters: there are 4 formats of newsletters, described below:

1. **Single story — sent as needed, ave. 4 per month**
    1. Single issue focus e.g. event RSVP, deadline, new blog post,
    2. Text, banner image and action 'button' highlighted e.g. RSVP,
    3. May be sent to members only or whole list depending on content.
2. **Fortnightly newsletter — deadline 1:30pm Wed., sent Thursdays**
    1. Collection of '**posts**' with links e.g. event, forum, policy,
    2. Sections, with maximum of 5 posts each e.g. Space, Learning
    3. Leads curate content, incorporating 'posts' from members e.g. Events
    4. Limited images: Buzz banner, sponsors footer, some a couple of
    5. Sent to members only,
    6. Content may be replicated and scheduled on social media.
3. **Monthly newsletter — deadline 1:30pm Wed., sent first Monday**
    1. Collection of '**stories**' with links e.g. events, programs, blogs,
    2. Lots of images, making it attractive and encourage clicking,
    3. At least one story from Board,
    4. Sent to full list of subscribers,
    5. Content mostly already published to members, on social media.
4. *(proposed)* **[b]links — sent as needed, to segment**
    1. *Collection of '***posts***' with links e.g. funding opportunities, offers,*
    2. *No images, just text and links,*
    3. *Sent to specific segment based on subscriber preferences e.g. 'Technology and Creative', 'Science and Engineering',*
    4. *Designed to be a premium news aggregation service that meets need of specific audiences differently from general updates.*

Themes

Pollinators has specified 'Themes' that people can be used for defining sources, segmenting subscribers, and focusing on particular audiences e.g. 'coworking and urban' or 'technology and creative'. Detail for all the 'Themes' is in a separate app.

We have a list of #hashtags we use to monitor and share news for each theme in social media.

Contributions

Pollinators accepts content from all members and

partners. Factors affecting publication are below, as are links to contribute:

1. **Timing**
   1. See deadlines and details for different **Newsletters** under Format,
2. **Alignment**
   1. We can promote member posts, if aligned with **Purpose,**
   2. We are not a general news service,
   3. We aren't a substitute for doing your own marketing,
3. **Usability**
   1. See requirements of each '**Format**'
   2. '**Posts**' without a link won't be used,
   3. Sharing on social media or via Podio makes it MUCH more likely we will re-post than you sending us an email with a pdf attachment!
4. **Priorities**
   1. There's a lot we could send out and sometimes really good news or stories just doesn't make it. See our '**Priorities'**.

Below are links for contributions, completing via Podio is our preference.

Events:

- Podio: https://podio.com/wildpollinatorsorg/pollinators/apps/calendar

Posts:

- Podio: https://podio.com/wildpollinatorsorg/pollinators/apps/news
- Webform: http://bit.ly/poll_post
- Email to this address to create an item in Podio: communitys.75ccb7b8@news.pollinators.wildpollinatorsorg.podio.com
  - Subject of email = text of post
  - Body of email = links and notes to editor
  - Attachment = images

Stories:

- Podio: https://podio.com/wildpollinatorsorg/pollinators/apps/stories-2

Tools

FYI, Pollinators currently use:

- **Wordpress** as the CMS for our website,
- **Podio** to draft content, receive contributions and manage editorial,
- **Hootsuite** to monitor, post and schedule on social media, we have 'lists' of users we monitor aligned with each 'Theme',
- **Gmail** to receive newsletters which are filtered into folders, rather than being received and sorted by some human,
- **Feedly** to receive news by subscribing to publications RSS feeds. Useful Feedly posts are usually saved to Instapaper,
- **Instapaper** to save 'posts' from Feedly and other sources for review before posting / scheduling on social media,

Type   Policy

Status   In draft but not yet in use

Files   Single story - December 2015.pdf

Monthly Newsletter - January 2016.pdf

Fortnightly Newsletter - June 2015.pdf

Fortnightly Newsletter - November 2014.pdf

Fortnightly Newsletter - September 2015.pdf

Comments   **Community Lead**   27/01/2016 05:13

@Board @Angie West here is a draft, part 2, of a communications policy. Please review and check that it makes sense and is aligned with your expectations.

This is intended as a clear and accurate guide for staff, members to the 'how', 'when' and tools for our communication.

It would be shared openly with all members, and even on our website to non-members to clarify our communications policy.

Community Lead   27/01/2016 05:21

Some examples of previous newsletters are attached, which are close to, but not completely aligned with the aspirations and 'Format' outlined in this policy. Future newsletters will align with the policy.

Community Lead   27/01/2016 09:37

@Board some updates made after our meeting: fortnightly newsletters, updated links to 'templates' for stories.

Community Lead   27/01/2016 09:39

Will put publication deadlines and publication dates in our calendar so members can see. Attachments to this policy illustrate the sort of formats.