

Crafting your public narrative

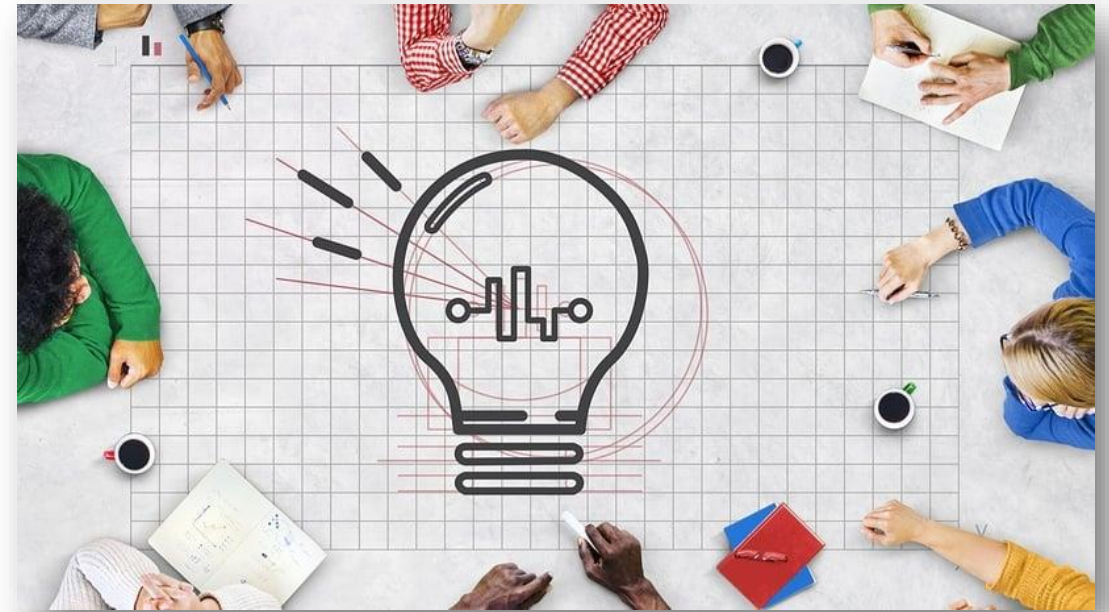
Part 2

Learning Lab

July 18, 2023

Learning Objectives

- Develop a digital storytelling strategy that includes identification of various audience segments and customized messaging
- Utilize data dashboards to keep the public abreast of progress



Land Acknowledgement

We recognize and acknowledge the First People of this ancestral and unceded territory – the land that today we call California. With respect to their elders, past and present, we recognize the tribal communities as the original stewards of this land and who continue to lift up their stories and cultures.

*Adopted from Los Angeles County's
Land Acknowledgment*

ASPIRE:

- ☐ Assume good intent and take accountability for negative impact (“ouch” and “ops”)
- ☐ Share airtime (take space, make space)
- ☐ Practice active listening (with empathy)
- ☐ “I” Statements; speak from your own experience
- ☐ Respect confidentiality: take what resonates and apply, but leave who said what in the zoom
- ☐ Everyone is an expert in their own experience, but they don’t represent an entire group
- ☐ Is there anything that we are missing to make this a safe place for your experience?

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RECAP SESSION 1

A Storytelling Framework:

- **Problem:** What is your why? What homelessness services does your organization provide to your constituents?
- **Solution:** What makes your homelessness solution different from other system partners including other public or tribal agencies and nonprofits?
- **Impact:** Why does your solution matter to your program participants, staff, elected officials, community at-large? What are your intended system-level outcomes?
- **Ask:** What action are you hoping to inspire from your community?

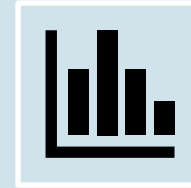
SWOT Analysis

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Strengths

Areas where your organization excels



Opportunities

Areas you want your organization to pursue



Weaknesses

Challenges your organization must overcome



Threats

Influences/conditions that prevent your organization from pursuing opportunities

Why Now?

- Era of accountability
- Opportunity to engage constituents and local stakeholders
- Celebrate success
- Advocate for needs
- Measure progress over time
- Attract new system partners
- Sustain or increase funding



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TELLING OUR STORIES

The Importance of Story Telling

- Address public fears and Concerns
- Proactively keep stakeholders informed
- Advocate for funding/resource
- Surface opportunities



Strengthening Stories with Data

- Who are you serving (and are there other groups that you would like to target)?
- What are you doing (what services are you providing and what percentage of the eligible population are you reaching)?
- What have you done for them (what is the impact that you would like to make)?



Strengthening Stories with Data

- **Step 1** - Set programmatic goals around who you want to serve and what you want to do for them.
- **Step 2** - Identify the data sources to help you measure your progress toward your goal(s) and indicators to let you know you are on or off track.
- **Step 3** – Test your data.
- **Step 4** – Identify 2 to 3 indicators to share with your community on a frequent basis to share progress.



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DEVELOPING A COMMUNICATION STRATEGY

Guiding Questions to develop a communication strategy:

- Who are the audiences that you need to reach?
- What messages resonate with each audience segment?
- What is the best way to reach them?
- Who can help you craft your message and develop content?
- Who is responsible for communicating your message(s) to the community?
- How often should you share your story?



Case Study: Stop the CCFO

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STOP THE CCFO!

A list of just a few of the over 150 organizations and groups that oppose the CCFO:



20+ Neighborhood Councils	Los Angeles Homeless Services Authority
ACLU of Southern California	L.A. Human Right to Housing Collective
Central City Association of Los Angeles	Los Angeles Metropolitan Churches
Community Coalition	Los Angeles Mission
Disability Rights California	Liberty Hill Foundation
Drug Policy Alliance	Mental Health America, L.A.
Inner City Law Center	Midnight Mission
Hollywood Chamber of Commerce	Sober Living Network
Housing Authority for the City of Los Angeles	Southern CA Association of Non-Profit Housing
Los Angeles Area Chamber of Commerce	Union de Vecinos
L.A. County Federation of Labor, AFL-CIO	United Way of Greater Los Angeles
L.A. Community Action Network	Volunteers of America, L.A.

Learn more and get involved: STOPCCFO.ORG

Facebook: [StopCCFO Coalition](https://www.facebook.com/StopCCFOCoalition)

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COMMUNITY PRACTICE



- Who are five key stakeholder groups that should hear your story?
- What is the key message for each stakeholder group?

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COMMUNICATION METHODS

Social Media Best Practices

- Digital imprints last forever.
- Ensure content supports your story framework.
- Make content accessible.
- Work with your Communications Team.
- Don't take comments personal.
- Follow your Social Media policies and procedures.



Demographics:

- Ages 30+
- All genders
- Rural and urban communities
- All 7 continents



Tips to maximize usage:

- **Share compelling stories:** Highlight success stories and the impact of your organization's work through posts, photos, and videos to engage your audience emotionally.
- **Utilize Facebook Events:** Create and promote events related to your cause, such as homeless connect days, volunteer opportunities, and awareness campaigns, to attract supporters.
- **Leverage Facebook Groups:** Join and actively participate in relevant groups to connect with like-minded individuals, share valuable information, and engage in discussions related to your cause.
- **Collaborate with other organizations:** Partner with complementary nonprofits or local businesses to co-host events, **share resources, and expand your reach.**
- **Post Frequently:** Post 2 to 5 times weekly

Demographics:

- Ages 23-24
- All genders
- Higher income and advance education
- US, Japan, and India



Tips to maximize usage:

- **Establish a Clear Brand Voice:** Create a conversational or personified brand voice to connect with followers on a personal level.
- **Plan for Customer Service:** Make sure you have a plan to respond to customer questions and concerns. Pre-identify a dedicated response team.
- **Make content inclusive and accessible:** Add alt text to your images. Alt text is helpful for those who are deaf or hearing-impaired and use screen readers to understand the context of an image. Alt text should describe what the image depicts, and the more details you can provide the better.
- **Engage and Interact:** Encourage active engagement by responding directly to someone's tweet, prompt your followers to share related stories or opinions, and ask questions.

Demographics:

- Ages 18-34
- All genders
- Rural and urban communities
- Especially popular in English-speaking countries



Tips to maximize usage:

- **Optimize your bio:** Craft a compelling and concise bio that clearly communicates your organization's mission and impact.
- **Visual storytelling:** Share impactful images and videos that showcase your organization's work, beneficiaries, and events to create an emotional connection with your audience.
- **Use storytelling captions:** Write meaningful and authentic captions that explain the story behind each post, the challenges faced, and the outcomes achieved.
- **Engage with your audience:** Respond to comments, direct messages, and engage with followers to build relationships, answer questions, and show appreciation for their support.
- **Utilize Instagram Stories and Highlights:** Share behind-the-scenes content, highlight volunteer work, showcase events, and post calls-to-action to inspire your audience to take action.
- **Repost:** your TikToks through the Instagram Reels function

Demographics:

- Young adults age 16-24
- All genders
- All communities
- All 7 continents



Tips to maximize usage:

- **Create engaging and educational videos:** Use TikTok's short-form video format to share compelling stories, educational content, and creative challenges related to your cause.
- **Utilize trending hashtags:** Stay up to date with popular hashtags and trends on TikTok, and incorporate them into your content to increase visibility and reach a wider audience.
- **Participate in challenges:** Engage with TikTok challenges that align with your cause, creating videos that promote awareness, education, and action.

Demographics:

- Adults 25-34
- Job Seekers and Employers
- All genders



Tips to maximize usage:

- **Create a compelling “About Us” Statement:** Use simple, accessible language informed by keyword research to outline your business goals in words anyone will understand and answer these questions:
 - Who are you?
 - Where are you based?
 - What do you offer?
 - What are your values?
 - What is your brand voice?
 - How can people contact you to learn more?
- **Post to your company page frequently:** Use a variety of available tools including: articles, images, video, documents.
- **Build a Career Page:** Glassdoor reports that 69% of job seekers are more likely to apply to a company that makes an active effort to promote its culture online; LinkedIn says that candidates are 1.8x more likely to apply for a job if they’re familiar with a company.

Traditional Sources

- Press Releases
- Editorials
- Events
- Website
- Newsletters/E-Newsletters
- Report out to local governance bodies
- Community Advisory Board



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DISCUSSION

- **ChangeWell's Social Media Consultant – Jessica (Jess) Glenn Hallstrom**
- **Technical Assistant Consultant Team**
- **Access to today's video and resources**
- **Candid and LinkedIn online courses**

Learning Lab #3 – Preparing to respond to public feedback

August 15

- Equip their teams to respond to public feedback
- Increase personal capacity to manage sensitive relationships with key stakeholders including elected officials, advocates, and community members.
- Maintain self-care and manage the day-to-day demands while responding to public scrutiny of program activities.

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