



7 STEPS FOR SUCCESSFUL DIGITAL COMMUNICATION & MARKETING

Developed by Mosman Council to Support Local Community Groups

1

IDENTIFY YOUR MISSION

Before building your digital communication strategy, ensure you have a clear understanding of what your core mission is and what your long term objectives are. This will help form your key communication priorities, inform your decision on which tools to use, & direct your engagement style.



WHAT IS YOUR PURPOSE?

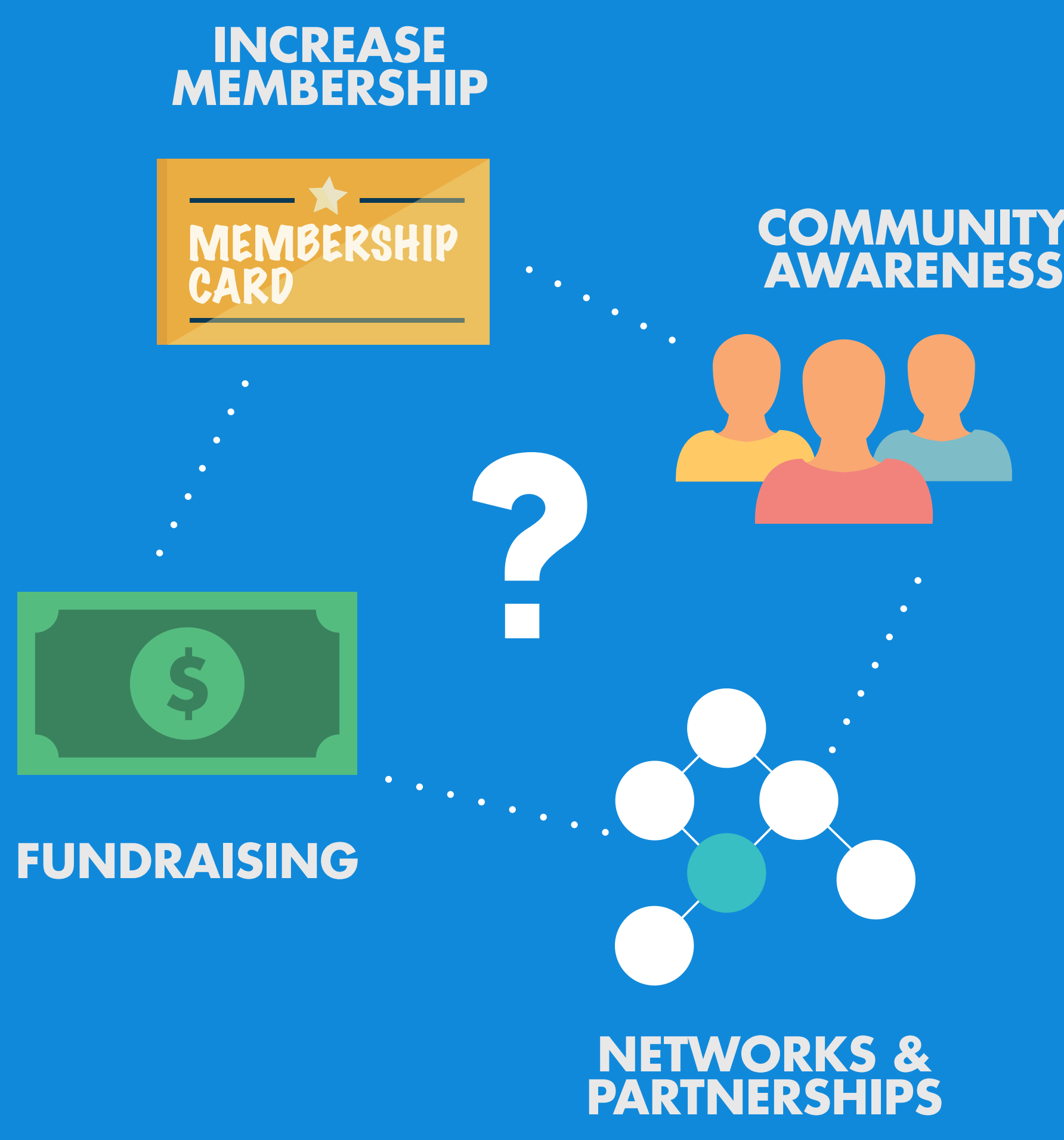
Visit www.missionstatements.com/community-group-mission-statements.html for example community group mission statements (covering community services, education, environment groups, recreation, social services and youth groups).

2

FOCUS ON KEY PRIORITIES

Once you've identified your mission it's time to figure out what it is you are trying to achieve online.

Some common priorities for community groups include promoting services, increasing membership, networking or building partnerships, fundraising, event or activity promotion & raising community awareness.



Content and engagement through digital & online platforms should always link back to your key priorities.

3

FIND THE RIGHT TOOLS

There are numerous digital communication platforms & choosing the right ones for the job can be tough. Tools range from broad online platforms like websites or social media pages, to purpose-specific tools like email campaign managers, event management services, & online design tools.

For community engagement & developing strong relationships with members, e-newsletters work well. If you're after targeted marketing based on demographics, look at utilising Facebook or Instagram Ad campaigns.



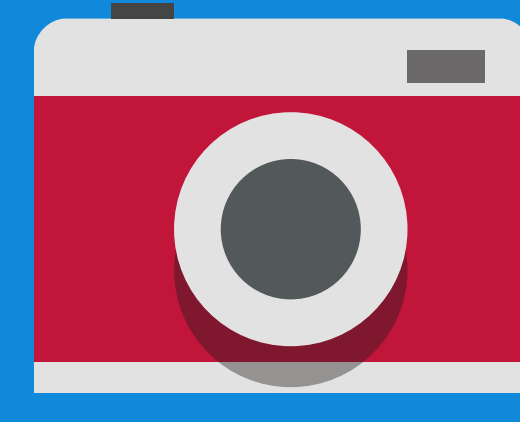
Refer to the **Online Tools for Digital Communications** resource to help you decide which tools will work best for your organisations priorities, or individual guides on Facebook & Instagram for more information about social media platforms.

4

PLAN ENGAGING CONTENT

There are a few simple tips you can use to ensure that the content you post across different platforms is engaging & captivates your audience. Where possible, content should be visual, concise, & accessible to your desired audience.

Using a marketing or content calendar to promote a consistent message with help you get the most engagement online in the long term.



VISUAL



CONCISE



ACCESSIBLE

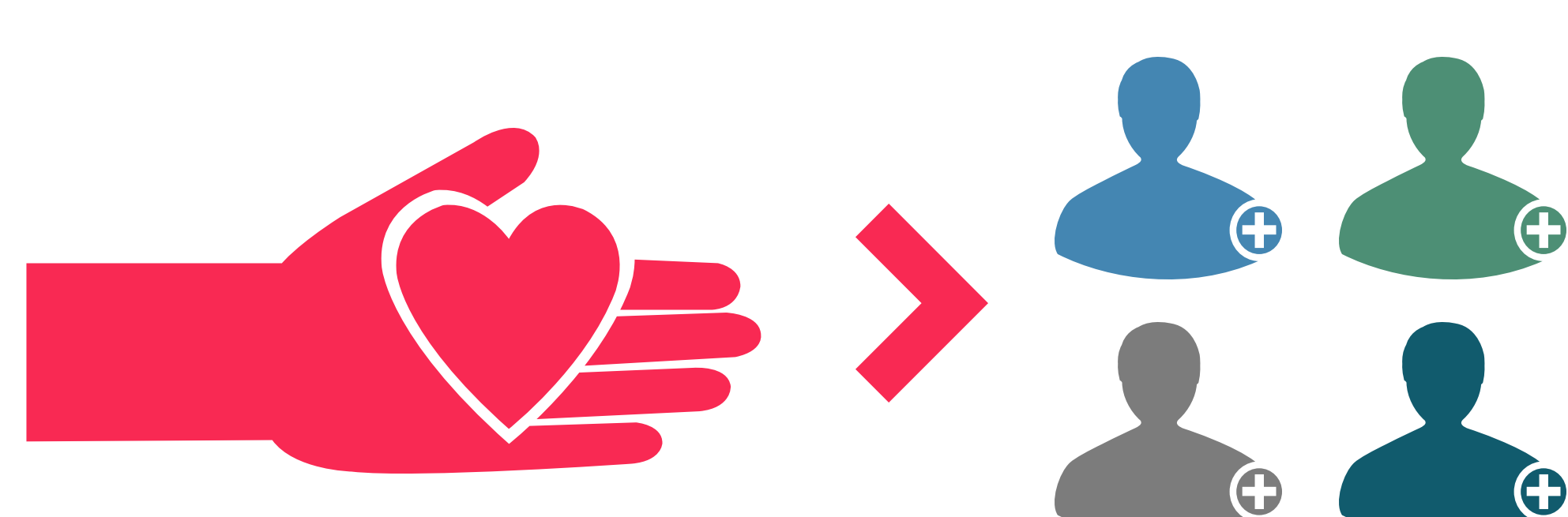


CONSISTENT

5

ADD VALUE

Ensure the content or information you are circulating is relevant & meeting some sort of need. You could achieve this by providing a space for your community to connect and engage by promoting a sense of community, or more directly adding value by providing some sort of resource or advice.



Before publishing content, review it from the perspective of your audience and ask yourself what they will get out of it.

6

ENGAGE WITH YOUR AUDIENCE

Consistent engagement is vital to developing a reputable & genuine online presence. Actively listen to your audience and respond to both positive and negative interactions. If you have critiques or feedback, make sure it informs your future communication/content, & that your audience knows you are listening by responding in a constructive and positive way.



Liking lets your audience know you are

ENGAGED

Respond to comments
**CONSTRUCTIVELY
& POSITIVELY**



Most online communications platforms have mobile apps that can be used to monitor & interact with your audience on the go.

7

EVALUATE

Continuously improve your online communication efforts by reviewing engagement data & listening to your audience. There are numerous avenues for collecting data and most online platforms provide analytics tools to review the success of different campaigns. Identify what's been working & what may need improving. Implement an action plan to improve your future content & communications.



Leverage
DATA



Action & Implement
IMPROVEMENTS

FOR MORE RESOURCES VISIT:

www.mosman.nsw.gov.au/community/mosman-connects