

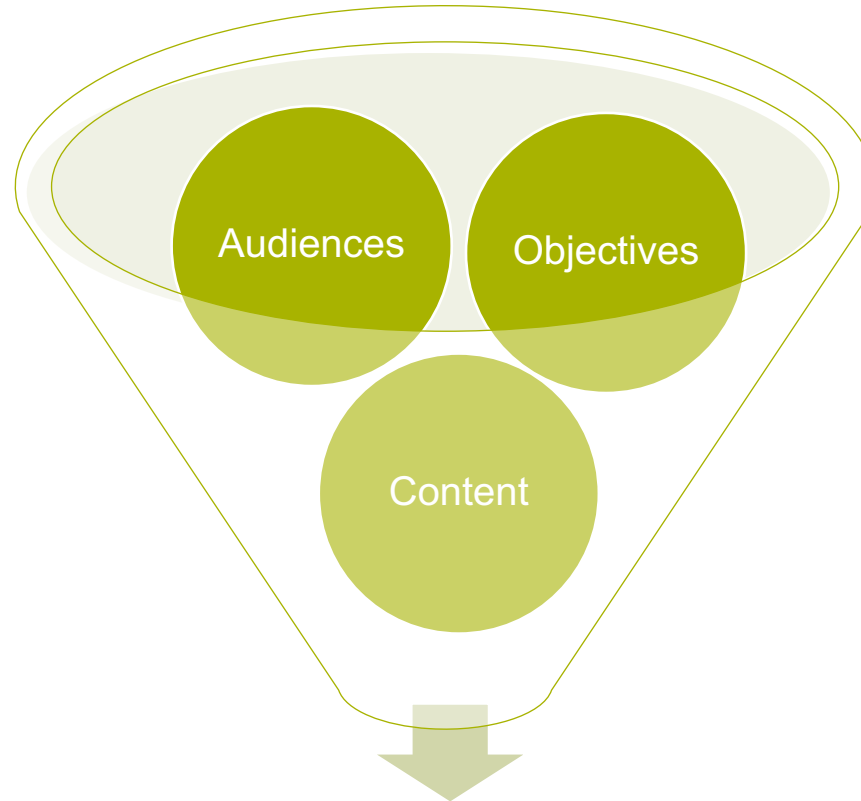


Driving digital engagement for policy impact

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Building your organisation's digital profile for effective engagement



Unique digital identity

Three things that drive IIED's digital profile



1. Putting audiences at the heart of our digital communications



2. Choosing the right digital channel for our message

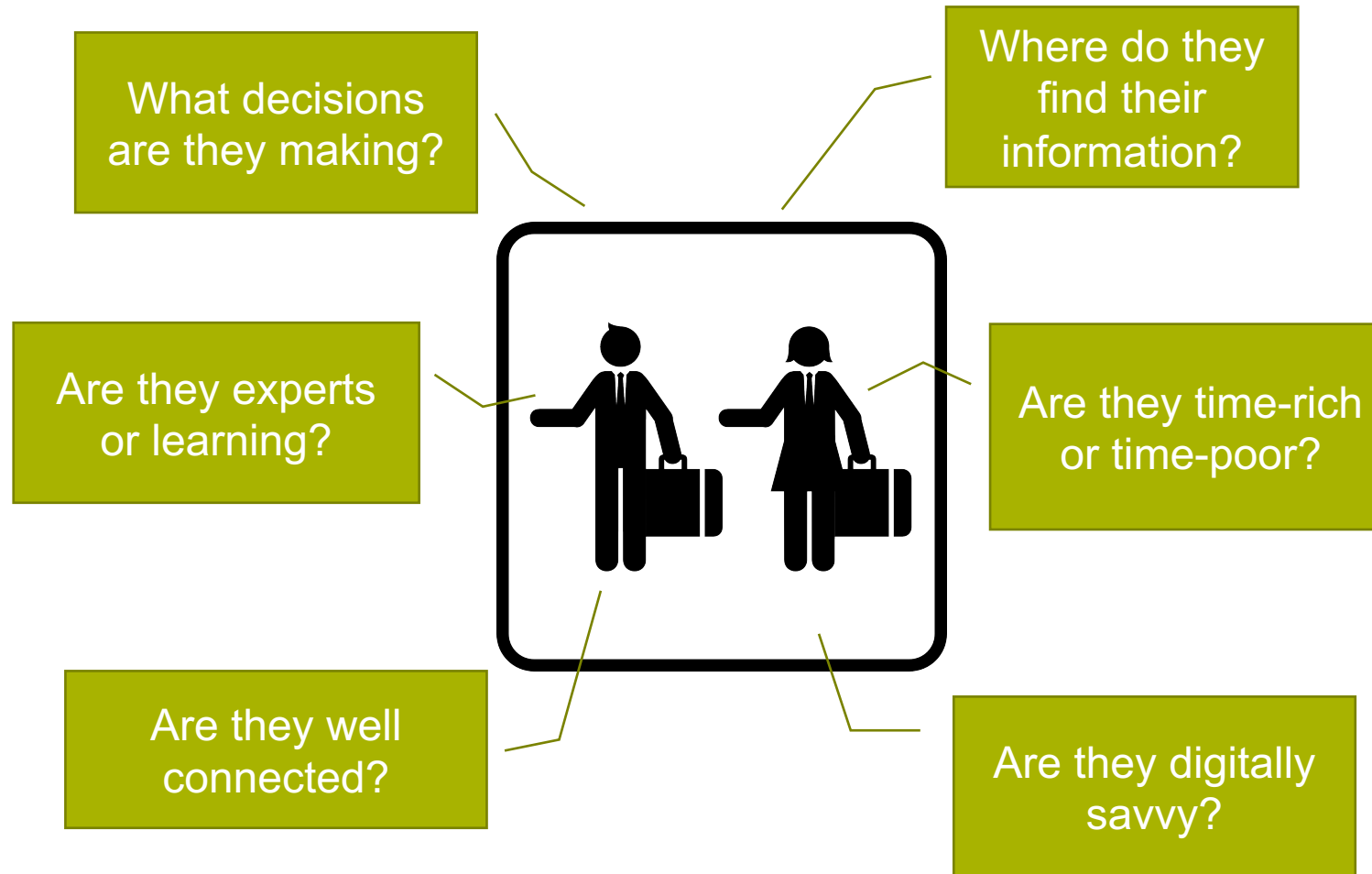


3. Iterating and improving using our data

1. Focus on audience

- Develop deeper understanding of existing & new audiences
- Drives better quality, not quantity, of digital engagement
- Share the message in their language, personalise where possible
- Helps communicate relevant, timely, simple messages of value
- Supports a long-term perspective
- Build relationships based on trust and credibility, so that audiences seek our help
- Avoid audiences not interested in our work

In your audiences' shoes



2. Choosing the right channel



Know your audiences - How does your target audience like to consume information?



Know your objectives - Start by identifying the channel that best supports the targeted objectives



Know your content/message – The channel must connect your audience to the content/message



Consider the timing – When will they be listening?



Use a variety of channels – Select the most appropriate channel mix that supports the audience “journey”



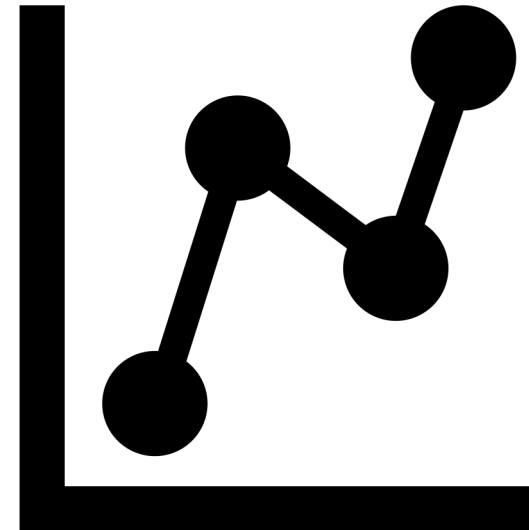
Evaluate your channel options - What works and what doesn't? Add new channels and experiment

Taking your audience along the right path

Scenario	Dagmar follows us on social media and is a fan of mining				
Journey	Dagmar clicks on a social media post and arrives at a webpage/long read on mining - where there is a link to stay connected on our ASM project work	Click on ASM newsletter story - delivered a story about the newsletter, including links to ASM newsletter and all newsletters	Signs-up via webform to receive IIED ASM quarterly newsletter	ASM email newsletter on quarterly basis	Like/RT ASM content - sign on to 'Focus on ASM' Twitter list
What we provide	With ASM (and legal tools) collection, related story about the ASM newsletter.	Clearly state what Dagmar will receive from us and include option for giving us twitter handle - explaining why	Receives opt-in email from MailChimp		
Data checks			If they are already signed-up to receive a newsletter - do they get another thank you note?	Can subscribe at any point	
Marketing opportunities		Will follow on twitter regardless of whether they enter details here	Deliver a personal thank you - could inform them about ShareASM email; details (inc Twitter) into CRM	Where are we saying you are part of our ShareASM campaign	

3. Iterate and improve using data

- Making better use of data to inform digital delivery
- Not just monitoring, but evaluation and learning
- Supports better decision making
- Strengthens accountability and transparency
- Helps to build trust and engagement



What you can do...



1. Put audiences at the heart of your digital communications



2. Choose the right digital channel for your message



3. Iterate and improve using your data