

# Using Digital Tools to Expand Reach and Engagement

Some Recent Experiences With Content Creation, Social Media, and Email

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November 30, 2018



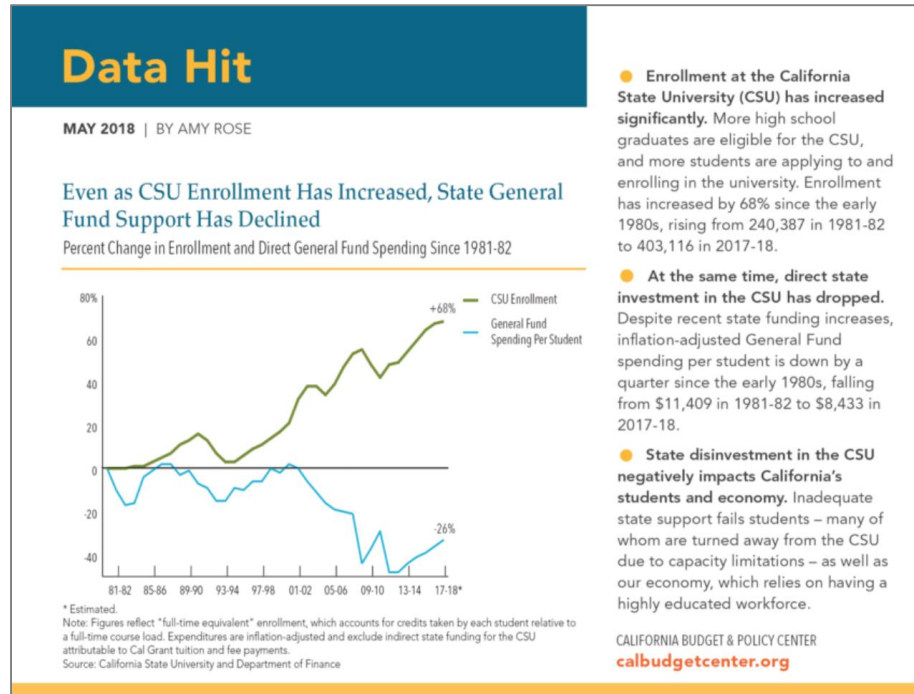
# A few key benefits of moving toward “digital first”

- Allows us to be more responsive with our analyses
- Enables easier sharing/engagement
- Provides platform for highlighting and sharing local-level data

The screenshot displays the website for the California Budget & Policy Center. The header includes the organization's logo, name, and tagline "Independent Analysis. Shared Prosperity." along with navigation links for "DONATE", "GET UPDATES", "CONTACT", and social media icons for Facebook, Twitter, and RSS. A search bar is also present. The main content area features a large teal banner for a featured resource titled "Making Ends Meet: How Much Does it Cost to Support a Family in California?". This banner includes a map of California on the left, a list of categories (Annual Total, Statewide Average, Basic Monthly, Housing and Food, Child Care, Health Care, Transportation, Miscellaneous, Taxes, and Total) on the right, and a "LEARN MORE" button with a right-pointing arrow. Below the banner is a "FEATURED RESOURCES" section with two report cards: "Proposition 6: Should Californians Eliminate Recently Enacted Funding for Road Repairs and Transportation" and "Proposition 10: Should California Allow Cities". On the right side of the page, there is a "NEWS & NOTES" section with a megaphone icon, containing text about a blog post on trade war impacts, a video about Propositions 5 and 6, and an event announcement for October 10. Below this is a "SIGN UP FOR UPDATES" section with an email address input field and a right-pointing arrow. At the bottom right, there is a "TWEETS" section with a speech bubble icon.

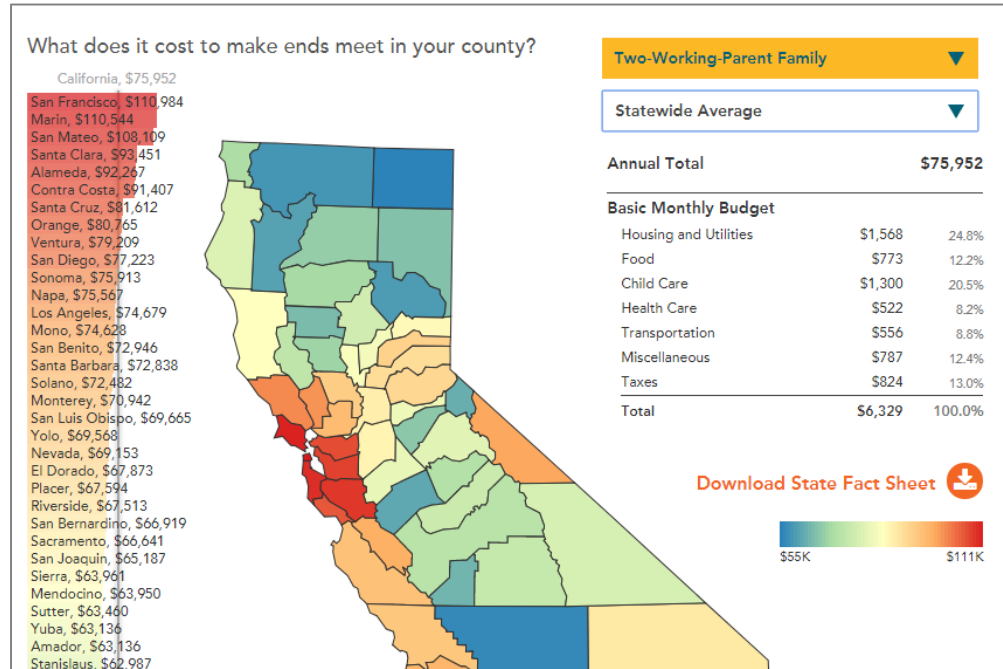
# Content creation: Adding shorter publication types

- Example: new “Data Hit” format
- Easy to create, with very brief text and main focus on chart
- Easily shared (as image file) or downloaded and printed (as PDF).



# Content creation: Interactive data visualizations

- Interactive tools allow users to engage directly with our analyses and the issues highlighted by our work
- These range from elaborate, custom builds to DIY visualizations



# Social media: Multifaceted approach to Twitter

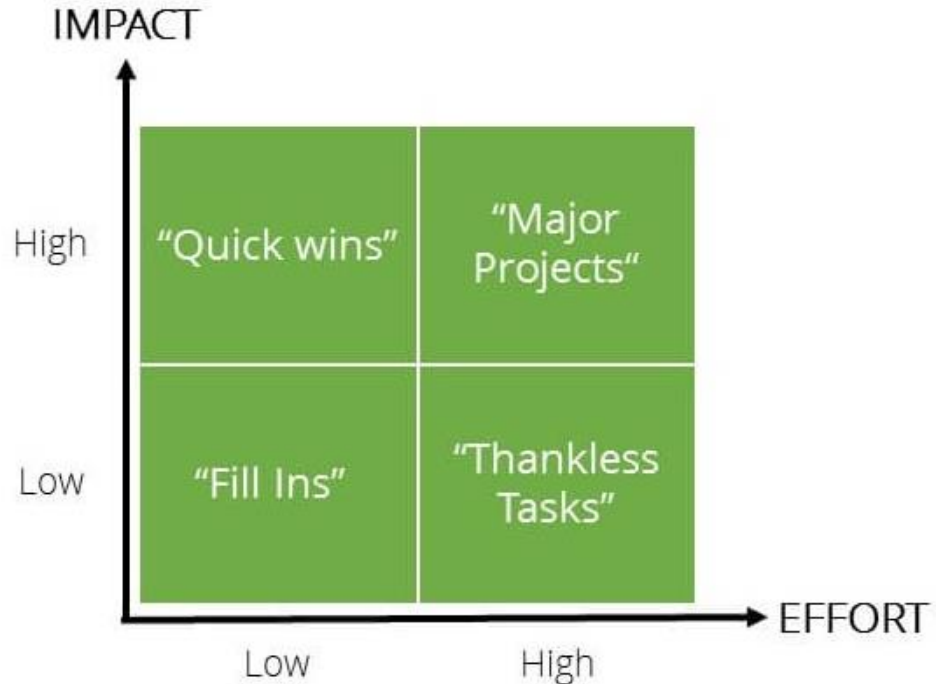
- Our “go to” for releases, events, commentary — for “broadcast” and targeting
- Twitter chats and live tweeting events
- Metrics (via bit.ly) provide insights into audience’s interests





# Expanding your use of digital: Where to start?

- Consider broader organizational goals:  
What audiences are you trying to reach?  
What do you want them to know/do?
- “Quick wins” can be done in near term with big potential impact



# Expanding your use of digital: Potential quick wins

- Integrating short webinar briefings into report release strategy
- Adding “ClickToTweet” tool to organization’s emails
- Individual or small-group targeting of follow-up emails
- Developing simple target/priority list for sharing on social (Twitter handles, hashtags)
- Adding simple graphics/images to your social media sharing
- Participating in Twitter chats held by other groups



# Expanding your use of digital: More quick wins

- Live tweeting events — yours or others
- Adding/creating hashtags for events or issues (#CutPovertyCA)
- Using bit.ly to (a) streamline shares and (b) track social metrics
- Facebook Live video
- Using Facebook ads to boost reach and engagement

# Contact Information

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