



July 27, 2018



Branding **101**

American Association of University Women
AAUW of Colorado
*Steps to better branding, stronger recruitment,
and more effective advocacy*

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How this communication journey began...

- AAUW of Colorado leadership launched a communication survey to find out how its branches were performing internal and external marketing and communications.
- The survey indicated the various branches were not performing communications consistently, and were not using best practices to do so.
- The Communications Committee also noted that there was a redundancy in efforts as branches each maintain their own social media, Facebook pages and websites.
- AAUW of Colorado engaged a communications firm to assess current efforts and recommend best practices.
- This document is the fulfillment of that effort.



The consultants' journey...

- The principal investigators for this project, Anne Smith and Kaia Gallagher spent May 2018 learning about AAUW of Colorado.
- The PIs reviewed results from AAUW of Colorado's Communications Committee survey.
- The PIs reviewed the resulting Strategic Communications draft.
- The PIs conducted informational interviews with AAUW of Colorado leadership and Communications Committee members.



The project's PIs also...

- Examined the AAUW national website for branding, messaging, and communications tools and resources.
- Examined the AAUW of Colorado website as well as some local branch sites for branding, messaging, and communications tools and resources.
- Conducted two key informant interviews to learn about the status of current AAUW of Colorado communications tools.



What we learned about AAUW of Colorado...

Your Communications Objectives

- RAISE AWARENESS for the organization's brand and advocacy work.
- CONSISTENTLY BRAND the organization as AAUW of Colorado.
- STREAMLINE AND UPDATE the organization's current communications tactics.
- Through improved communications strategies, RECRUIT NEW MEMBERS to invigorate and reimagine the organization.



What we learned about AAUW of Colorado...

Your Target Audience

- College-degreed women ages 25-54

To reach them...

- **AAUW needs to develop communications strategies that are appropriate for younger generations.**
- **AAUW of CO and branches are in need of members with communications expertise.**



Recommendations...

What is BRANDING?

Branding is a set of marketing and communication methods that help to distinguish an entity from its competitors. Good branding aims to create a lasting impression in the minds of consumers. The key components that form a brand's toolbox include a brand's identity, brand communication, brand awareness, brand loyalty, and various branding strategies. Many companies believe that there is often little to differentiate between similar entities in the 21st century, and therefore branding is one of a few remaining forms of product differentiation.

Source: Wikipedia



Recommendations...

What is IN-Reach? What is OUT-Reach?

IN-reach:

- Keeps current membership up to speed on Branch- and State- level activities
- Recruits current membership to assist in Branch- and State- level activities

OUT-reach:

- Informs those outside of the organization about activities performed by AAUW of Colorado
- Entices those who are not members to join AAUW of Colorado
- Seeks to reach the widest possible viewership for AAUW of Colorado activities, advocacy
- Reflects the work of AAUW grantees and strategic partners who are working to advance the position of women in Colorado

Conclusion:

AAUW of Colorado:

Good at IN-reach, but not really performing OUT-reach!



Recommendations...

Examples of OUT-reach:

Websites (support in-reach too)

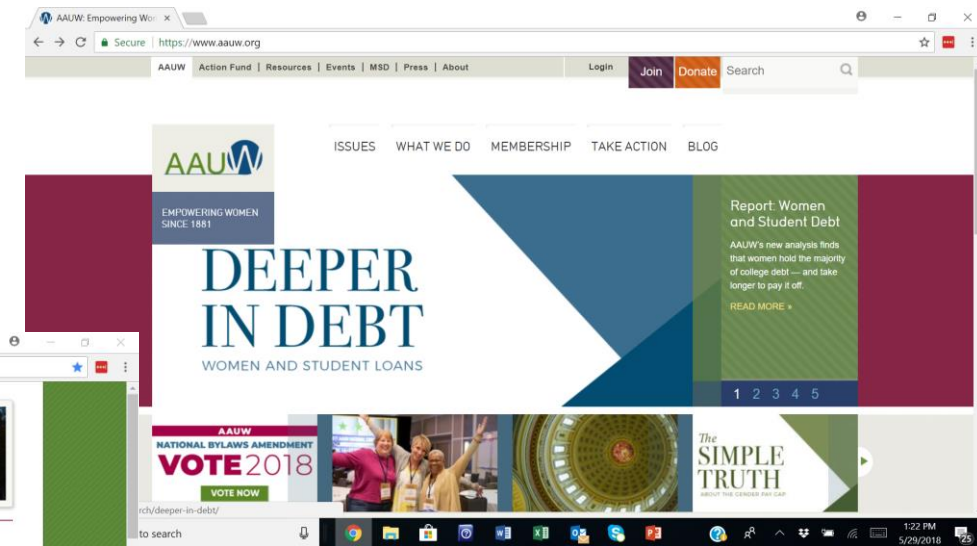
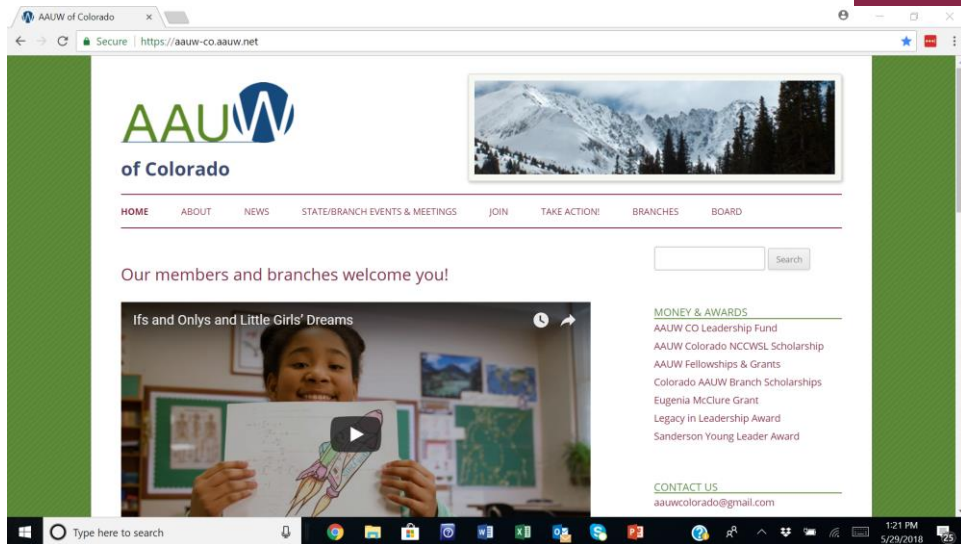
Social Media

Newsletters (support in-reach too; break up articles into key paragraphs for out-reach)

Strategic Partnerships



Websites...



Your website is the primary tactic for branding AAUW of Colorado, for engaging members and key stakeholders, and for recruiting new members.

All branches should link to state-level messaging through the AAUW of Colorado website and via Facebook.

Think of the state website as your "front door," and each branch a room within. All would be easily navigable from the state Home page.



**SINGLE WEB SITE for COLORADO
State, Branches and Access to National Site
'APARTMENT BUILDING '**



**'Health Club' is
accessible by each
'apartment unit'
(Represents AAUW
NATIONAL)**



**FRONT DOOR of the STATE WEB SITE
(Apartment Building Entry)**

**Each 'apartment unit'
represents:**

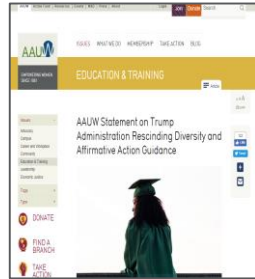
- A unique state topic, program, and calendar, as well as each Branch. Now, users can access AAUW National website resources.

SINGLE AAUW OF COLORADO WEBSITE

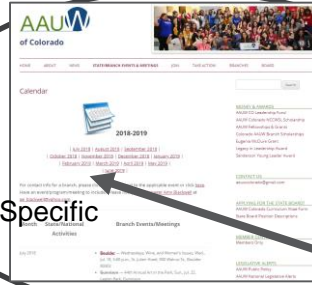
CONTAINS STATE and SPECIFIC BRANCH INFORMATION and ACCESS to NATIONAL WEB SITE

State FRONT DOOR

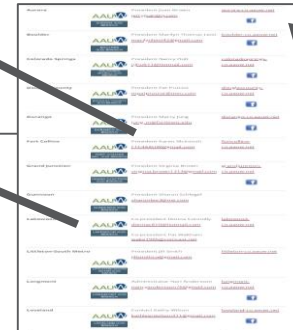
National Web Site



State Specific



Branch Specific



Recommendations: AAUW of Colorado website

- Pull in additional colors from the AAUW (National) brand guide. Use these colors to brighten the site and to bring attention to links.
- Replace the website's header image (of mountains) to a photograph showing AAUW of Colorado women in action.
- Encourage members to include digital photos of meetings and events, along with their reports. Use these on the website and in social media to personalize these tools and increase engagement.
- Add AAUW of Colorado social media icons to all pages, so visitors can easily link to your Facebook page.
- Add a Contact Us button to Home page navigation bar.



Social Media Best Practices

Who uses social media?

- Women:
74% Facebook, 39% Instagram, 25% LinkedIn, 24% Twitter
- People ages 30-49:
78% Facebook, 30% Instagram, 33% LinkedIn, 27% Twitter
- People ages 50-64:
65% Facebook, 21% Instagram, 24% LinkedIn, 19% Twitter
- People aged 65+:
41% Facebook, 10% Instagram, 9% LinkedIn, 8% Twitter



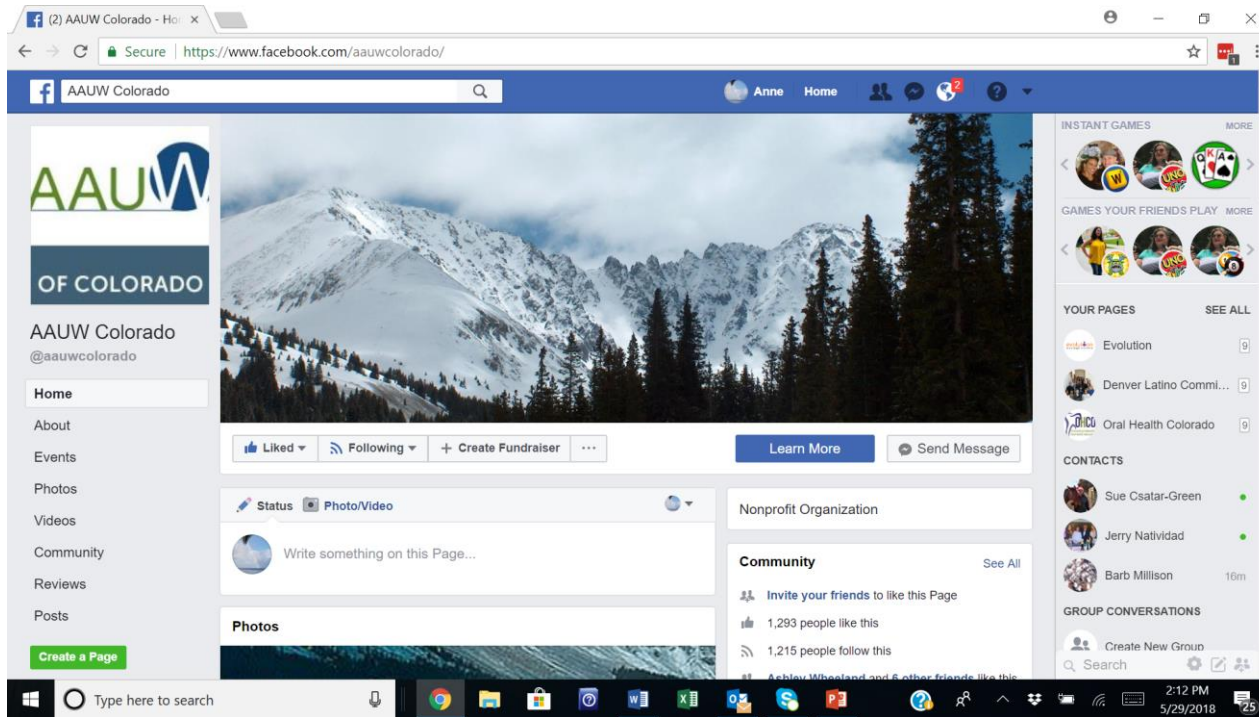
Social Media Best Practices

Who uses social media?

- College Graduates:
77% Facebook, 42% Instagram, 50% LinkedIn, 32% Twitter
- Facebook remains the most widely used social media platform by a healthy margin:
68% of U.S. adults are Facebook users.
- In age demographics from young adult (30-49) to adults 75+, Facebook is the platform of choice.
- *Source: Pew Research Center, January 2018*



AAUW of CO Facebook page, *before...*



Change the header (photo) on this page to reflect AAUW of CO women in action.

Create and share more original content, such as event photos and state/Branch info.

Use AAUW national content, but recreate it as your own. More original content will drive more engagement and visibility.

Branches should post to both the state-level site, AND their branch-level site. This will drive significantly more engagement.





Nonprofit Organization

[Home](#) [About](#) [Events](#) [Photos](#) [Videos](#) [Commu...](#) [Reviews](#) [Posts](#)

[Liked](#) [Following](#) [Share](#) [... More](#)

About



aauw-co.aauw.net



Nonprofit Organization

[See All >](#)

1,297 people like this.

ABOUT

<http://aauw-co.aauw.net/>

PHOTOS

[See All](#)

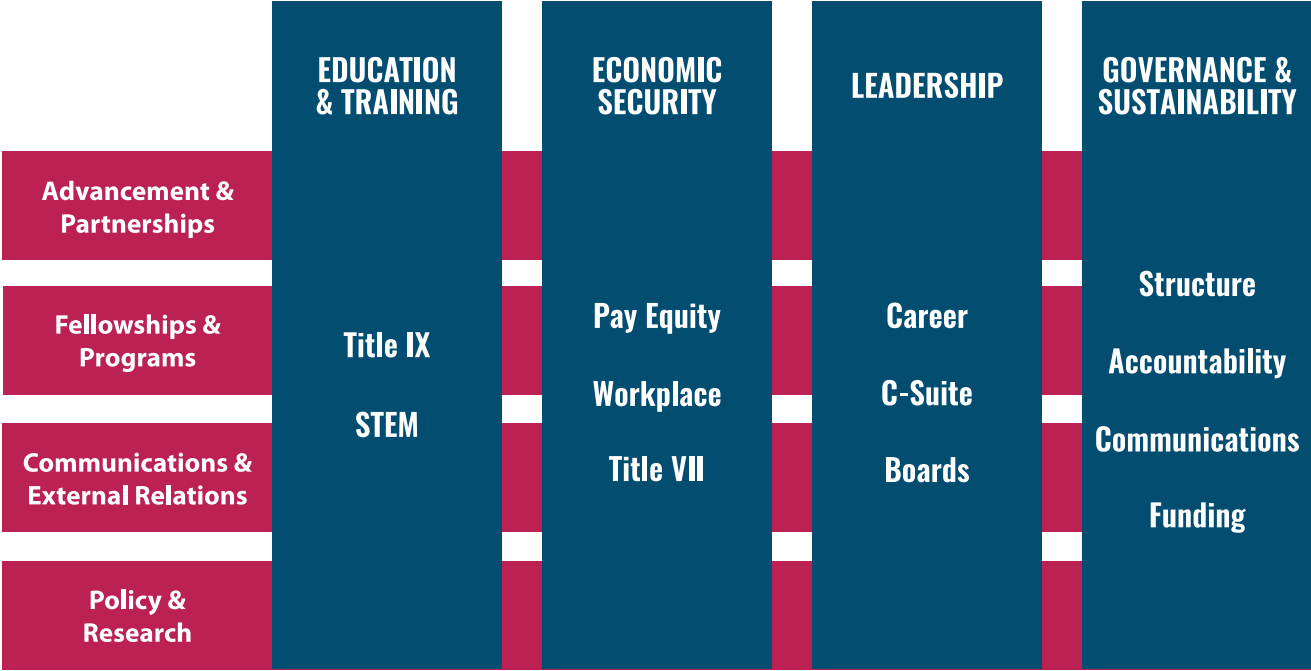
Recommendations: AAUW of Colorado Facebook page

About content:

- Content should be curated to always reinforce AAUW of Colorado brand and mission.
- We recommend that AAUW Communications Committee develop key messages around specific content areas (called “buckets.”)
- In addition to the content areas suggested by national, AAUW must develop content to support recruitment.
- A content calendar will save time and indicate what specific content should be posted day to day.
- Best practices recommend no more than one-two posts per day.
- Use Facebook Events for upcoming events. It increases site engagement.



AAUW PRIORITY ISSUES



Strategic Plan Framework

EDUCATION & TRAINING	ECONOMIC SECURITY	LEADERSHIP	GOVERNANCE & SUSTAINABILITY
<ul style="list-style-type: none">• Ensure Title IX is upheld to the full extent of the law in P-22 (P-12, career technical education, community colleges, 4-year colleges and universities).• Champion equal access to all levels and fields of education.	<ul style="list-style-type: none">• Achieve pay equity by 2030.• Define pathways to the middle class in fields nontraditional for women.• Address systematic barriers and biases to women's advancement.• Deepen retirement security and quality of life for women.	<ul style="list-style-type: none">• Advance number of women in meaningful leadership positions in education and nonprofits.• Increase the participation of women in leadership roles across the spectrum of leadership.	<ul style="list-style-type: none">• Instill best practices in governance.• Increase and diversify income streams toward financial sustainability.• Implement best practices in organizational functioning including intersectionality, diversity and inclusion.

Recommendations: AAUW of Colorado Facebook page

About Content, continued

- A content calendar is a planning document that allows you to plan out your social media a month at a time.
- A content calendar will save you posting time, and indicate what specific content should be posted from day to day.
- Best practices recommend no more than one-two posts per day.
- Use Facebook Events for upcoming events. Use of the tool increases site engagement.

Recommendations: AAUW of Colorado social media

YouTube

AAUW of Colorado uses this page to great effect. Continue to add to your library, and don't forget to share this digital video on your other social media platforms. YouTube would be a strong recruitment tool for AAUW of Colorado.

Twitter

We strongly recommend that AAUW of Colorado replicate its Facebook efforts on Twitter. Use a program like Hootsuite to make uploading to both networks easy. Twitter would be a strong recruitment tool for AAUW of Colorado.

Tumblr

Of all social media platforms, Tumblr features the YOUNGEST audience. Because of that, and because it is primarily a platform for blogging and sharing pop culture, we do NOT recommend it as a key tactic for AAUW of Colorado.



Recommendations: AAUW of Colorado newsletter

- The strongest audience for “printed material,” which can encompass online newsletters, is 65+, with nearly half of this audience receiving information this way.
- “The Bulletin” is published three times per year (Winter, Spring & Fall), and has approximately 990 recipients currently.
- Even if this communications product is migrated to a more user-friendly distribution platform such as MailChimp, membership should recognize this tactic as IN-Reach.
- As an IN-Reach tactic, publishers should respect readers' time and keep pieces short and to the point. Longer pieces can begin within the newsletter, then link to additional content.
- Time-sensitive information should always be highlighted front and center on the newsletter.



Recommendations: Strategic Partners

Why engage with Strategic Partners?

- To create alliances with like-minded groups
- To exchange information with one another's list serves
- To jointly promote shared advocacy goals

Linkages with Strategic Partners should be more visible within AAUW of Colorado out-reach tactics

- Consider cross-posting links to partner websites, newsfeeds and social media
- Encourage AAUW of Colorado to “like, follow, and share” messaging from partner organizations via the state-level page.
- Promote partner events through the AAUW of Colorado website and Facebook page
- Explore areas for collaboration related to policy and fund-raising



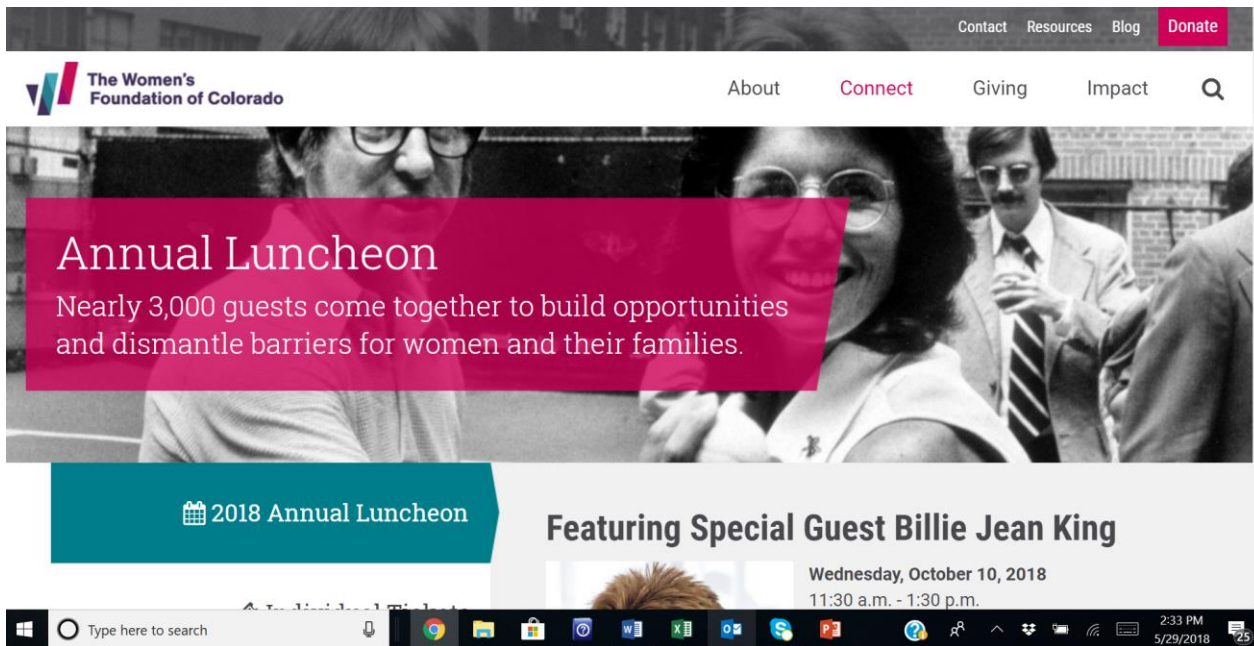
Recommendations: Strategic Partners

Best Practices for engaging Strategic Partners

- Determine which AAUW of Colorado members will lead this effort.
- Set up a discovery meeting with the potential Partner.
- Ask about the Partner's strategic initiatives, and be prepared to discuss yours.
- Identify commonalities, and talk about how to spread the word about one another's work among your respective members.




Recommendations: Strategic Partners



The screenshot shows the website for The Women's Foundation of Colorado. The header includes the organization's logo and navigation links: Contact, Resources, Blog, and Donate. Below the header, there are links for About, Connect, Giving, and Impact, along with a search icon. The main content area features a large image of people at a luncheon. A pink overlay on the image contains the text: "Annual Luncheon" and "Nearly 3,000 guests come together to build opportunities and dismantle barriers for women and their families." Below this, a teal banner reads "2018 Annual Luncheon". To the right, the text "Featuring Special Guest Billie Jean King" is displayed, followed by the date and time: "Wednesday, October 10, 2018" and "11:30 a.m. - 1:30 p.m." The Windows taskbar is visible at the bottom of the screenshot.


Contact Resources Blog **Donate**

The Women's Foundation of Colorado

About **Connect** Giving Impact 

Annual Luncheon

Nearly 3,000 guests come together to build opportunities and dismantle barriers for women and their families.

 2018 Annual Luncheon

Featuring Special Guest Billie Jean King

Wednesday, October 10, 2018
11:30 a.m. - 1:30 p.m.



Recommendations: Strategic Partners

The screenshot shows the 9to5 Colorado website homepage. At the top left, there is a language toggle for "En Español". The main header features the 9to5 logo with the tagline "Winning Justice for Working Women" and a group photo of diverse women. Below the header is a navigation menu with links: Home, About Us, Our Work, Take Action, State Chapters, Media, and Join. A "Our Story" button is positioned below the navigation. The main content area is divided into three sections: "9to5 Colorado" with a group photo and the text "ABOUT 9TO5 COLORADO"; a "DONATE" section with a "SIGN UP FOR EMAIL ALERTS" link; and a "SHARE YOUR STORY" section with a testimonial about an employer who didn't provide sick leave. The browser's address bar shows the URL "9to5.org/local-chapters/9to5-colorado/". The Windows taskbar at the bottom includes a search bar and various application icons.

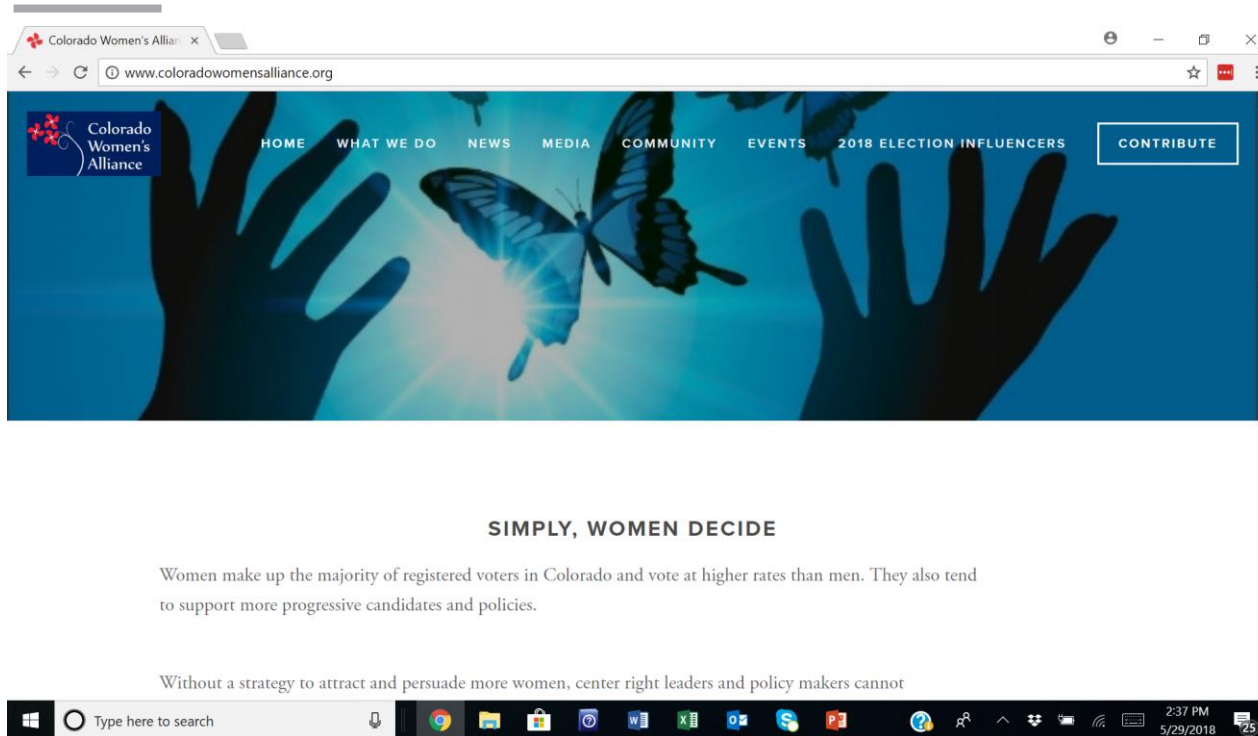


Recommendations: Strategic Partners

The screenshot shows the homepage of the Colorado Women's Education Foundation (CWEF). The browser address bar displays "Secure | https://cwef.org". The website features a purple and teal logo with the text "Colorado Women's EDUCATION FOUNDATION" and the tagline "Colorado Women's Education Foundation...empowering Colorado women through education". A navigation menu includes links for Scholarships, Ways To Give, Make A Difference, About Us, News & Events, Sponsors, Reports, and Contact, along with a purple "DONATE" button. A search bar and social media icons are located in the top right. The main content area has a teal background with a photo of a graduate being kissed on the cheek. A quote by Oprah Winfrey is displayed: "Every one of us gets through the tough times because somebody is there, standing in the gap to close it for us." Below this are four featured sections: Scholarships (with links for How To Apply, Scholarship Resources, and Success Stories), Ways to Give (with links for Individual Giving, Corporate Giving & Sponsorships, and Planned Giving), Sponsors (with links for Endowed Scholarship Sponsors and Named Scholarship Sponsors), and News & Events (highlighting a wine and art pairing event on May 5, 2018). The Windows taskbar at the bottom shows the time as 2:36 PM on 5/29/2018.



Recommendations: Strategic Partners



The screenshot shows a web browser window with the URL www.coloradowomensalliance.org. The website features a blue header with the Colorado Women's Alliance logo on the left and a navigation menu with the following items: HOME, WHAT WE DO, NEWS, MEDIA, COMMUNITY, EVENTS, 2018 ELECTION INFLUENCERS, and a CONTRIBUTE button. The main banner image depicts two hands reaching up towards a butterfly against a bright, sun-like background.

SIMPLY, WOMEN DECIDE

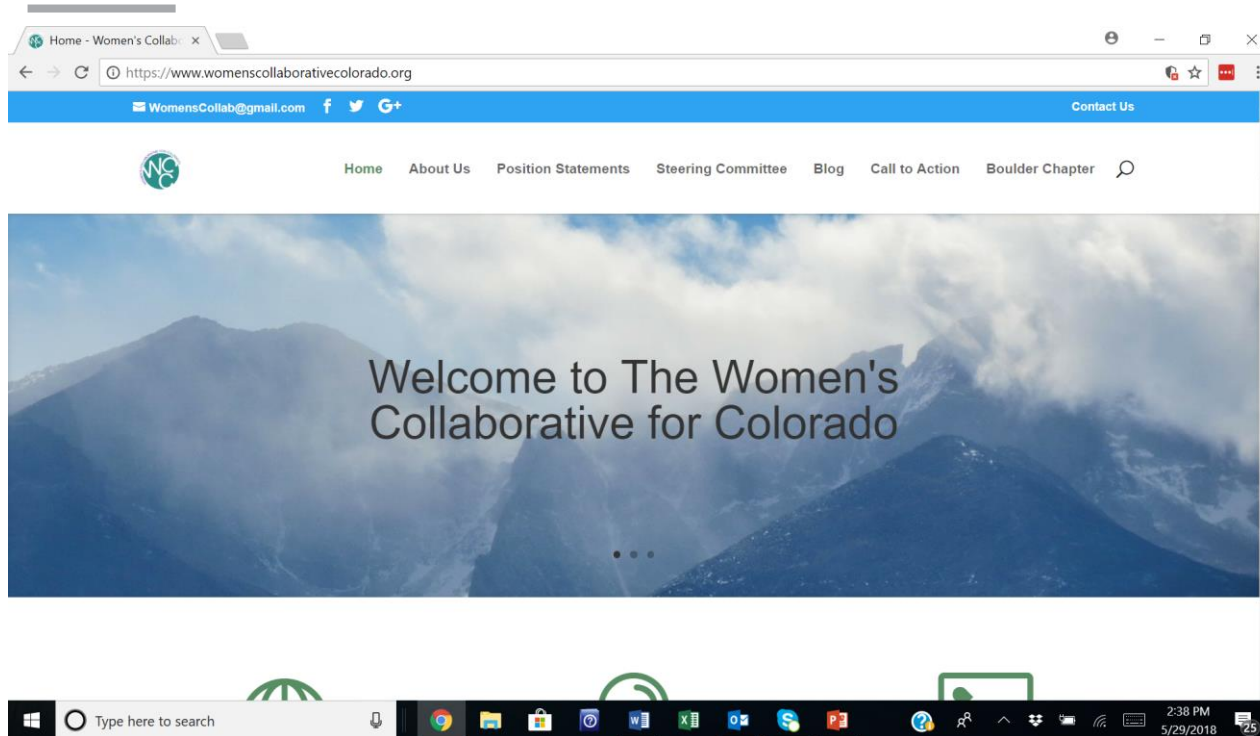
Women make up the majority of registered voters in Colorado and vote at higher rates than men. They also tend to support more progressive candidates and policies.

Without a strategy to attract and persuade more women, center right leaders and policy makers cannot

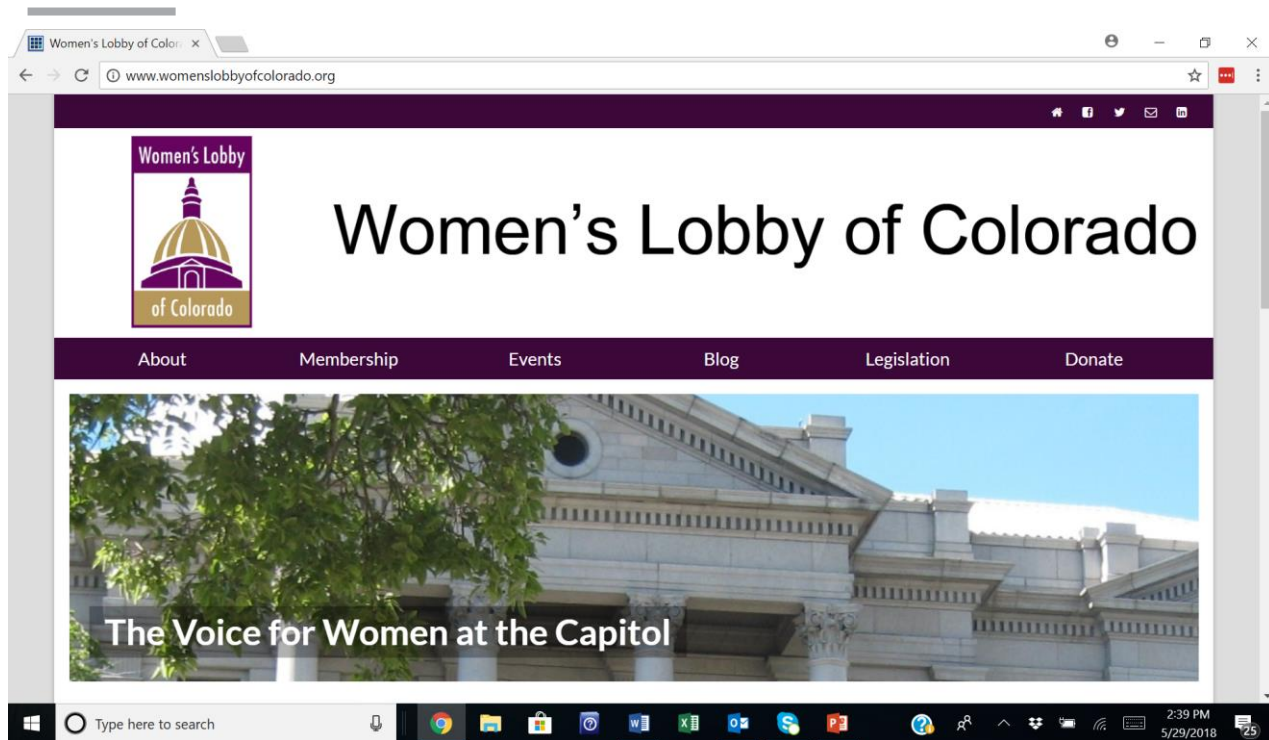
The Windows taskbar at the bottom shows the search bar with the text "Type here to search", several application icons (Chrome, File Explorer, Mail, Photos, Word, Excel, Outlook, PowerPoint, Edge, and a game controller), and system tray icons including the time 2:37 PM and date 5/29/2018.



Recommendations: Strategic Partners



Recommendations: Strategic Partners



Tracking Efficacy *“What gets measured gets done!”*

Communication Goals:

- Engagement and outreach to potential new AAUW members
- Strong positioning of AAUW of Colorado within the policy landscape
- Increased advocacy for AAUW of Colorado policy goals

Communication Metrics/Internal capacity development:

- Alignment of AAUW messages and brand across state and branches
- Participation in AAUW of Colorado branding webinars
- Member involvement via reach metrics (website hits, Facebook follows, newsletter subscribers)
- Member involvement via participation (volunteerism, fiscal support)
- Growth in AAUW of Colorado membership



Tracking Efficacy, cont.

Metrics/Reach to external target audiences:

- Measure of linkages through strategic partnerships
- Measures of collaboration around AAUW of Colorado strategic goals
- Tracking of membership outreach efforts



Final Takeaways

- AAUW of Colorado can enhance its communication by becoming more outward-facing.
- AAUW of Colorado can appeal to a broader audience of women by diversifying its communication tools.
- AAUW of Colorado can expand the reach of its communication by using social media more effectively.
- AAUW of Colorado can leverage support for its priority advocacy issues through strategic partnerships.
- AAUW of Colorado can assure its communication strategies are meeting their goals by tracking benchmark metrics.





Thank
you!