

Respect your audience by producing authentic stories with strong, curated visuals that best convey your message.

Respect your audience by using professional media and authentic conversations

- Anyone can make “professional” media with a little patience and thought
- Shoot video horizontal, except in stories, and “some” Live videos - Make active choice
- Check your resolution, you can’t support what you can’t see
- Develop a style guide. **Inconsistent marketing hurts THE brand**
- Take the time to get your story right
 - Is the image right for the message?
 - Is it sized correctly for my medium?
 - Is it telling the story I want to tell?
 - Will people understand the story I am telling?
 - Have I checked my spelling?
- Curation versus “Of The Moment” - Each one has its place

“There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.”
Milton Glaser

Have authentic conversations and interactions with your audience

- Millennials can spot authenticity faster than previous generations
- If you don’t believe in your story, neither will they
- If you can’t sell it, they won’t buy it
- “Am I being sold to?”
- Own it: What makes you stand out? What makes you unique? Own that.
- Infuse your passion, it will make brand ambassadors
- Appeal to Rational and Emotional Brain
 - Emotional – Build a connection to your story, make it relatable
 - “We’ve all felt the happiness of a puppy’s kisses...”
 - Rational –The impact your story is making or that you have made
 - “450 puppies are rescued every year thanks to donors like you.”
 - Weave the two aspects casually or seamlessly, one without the other either sounds like selling or won’t activate your donors.

Do you have a blog? Make one right now. Don’t worry, we’ll wait. SEO won’t.

Important Sites To Use

Canva.com: Free - Easy design program with prebuilt social media sizes and click and drag usability. Premium version is worth the extra cost for the extra features.

Google.com/analytics: Free - user friendly analytics and data on your website.

Adobe.com/creativecloud: Costs vary: Lightroom, Photoshop, and Premiere Pro are fantastic programs for video and photo editing. Mac or PC. Techsoup.org has nonprofit pricing discounts on Creative Cloud.

Facebook.com Insights: Free – Track your Facebook analytics, see what’s working, what’s not.

What are you editing?	No Budget	Small Budget	Comfortable Budget
Printables, Social Media	Canva.com, Pixlr	Canva.com for work	Adobe Creative Cloud, InDesign, Illustrator
Photos	PAINT.NET, Pixlr, google photos	Adobe Photography Suite (Lightroom and Photoshop)	Adobe Creative Cloud (includes Lightroom & Photoshop)
Video	Davinci Resolve, iMovie	Davinci Resolve, iMovie, Power Director (app)	Premiere Pro, Final Cut Pro, Adobe Rush

Need to learn programs? Youtube is free, Lynda.com can be worth the cost.

Media Kit Essentials

Facebook Banner Image – 851 pixels wide and 315 pixels tall for desktop, 640 pixels wide by 360 pixels tall for mobile.

Facebook Frame - <https://developers.facebook.com/products/frame-studio/>

Square social media graphic -800x800px, will work for Instagram and Facebook

Unique hashtag -Something associated with event, but trackable across social media

Email signature -1500x600 px (long and skinny)

Transparent logo -PNG with no background, to overlay on graphics or visuals

Examples: AAWL.org/walkhelp

Important questions to ask:

- Who is my demographic?
- How am I reaching that demographic? “The customer is always right.”
- How are they sharing my mission and message?
- Do I currently have any brand ambassadors?
- How can I make it easy to share my mission and message?
- Am I branding my message, and am I consistent in my branding?

You no longer have a digital strategy. It’s your strategy in a digital world.

Digital First.

Have questions? Michael Morefield - Mmorefield@aawl.org