EXPANDED LEARNING OPPORTUNITIES

SOCIAL MARKETING & STRATEGIC COMMUNICATIONS
WHO AM I?
WHO AM I?
"The design, implementation, and control of programs seeking to increase the acceptability of a social idea or practice in a target group."
SOCIAL MARKETING EXAMPLES

- Click It Or Ticket
- Act Against AIDS
- Stopbullying.gov
- The Partnership at Drugfree.org
- Tobacco Free Nebraska
- Texting & Driving... It Can Wait
- Fruits & Veggies More Matters!
CHARACTERISTICS

- COMMON
- COSTLY
- COMPLEX
family, food and Coca-Cola® recipe for a great meal

For pizza night, a family feast or a picnic on the sidelines - Coca-Cola is always at home with your favorite meals.

Recipes & How-to Videos
HOW THEY DIFFER

• PRODUCTS
  • There is typically a market – adopters ready to try and buy
  • Competition = other products
  • Investors have desire to succeed and invest $
  • Easy to show quick ROI
  • One voice and message
  • Must tap into human desires & needs

  • Usually have a target population to influence

• SOCIAL CHANGE
  • What you are asking for isn’t desired by the target
  • Competition = social factors
  • Investors have concern but limited $
  • Hard to show quick ROI
  • Lots of voices and messages
  • Must tap into deeply held culture & beliefs

  • Usually have both a target population AND policymakers/stakeholders
Brand management is so 1999.

Brand management was top down, internally focused, political and money based...

Tribe management is a whole different way of looking at the world.

It starts with permission, the understanding that the real asset most organizations can build isn't an amorphous brand but is in fact the privilege of delivering anticipated, personal and relevant messages to people who want to get them.
TWO THINGS LACKING IN OUR ECONOMY THAT DRIVE DECISIONS
HOW THINGS CHANGED

In the connection economy, there's a dividing line between two kinds of projects: those that exist to create connections, and those that don't.

The internet is a connection machine. Virtually every single popular web project (eBay, Facebook, chat, email, forums, etc.) exists to create connections between humans that were difficult or impossible to do before the web.

When you tell us about your business or non-profit or public works project, tell us first how it's going to help us connect. The rest will take care of itself.
DESIGNING A SOCIAL MARKETING PROGRAM THAT CONNECTS

**GENERAL AWARENESS**
- General public

**TARGETED AWARENESS**
- Parents and caregivers
- Educators
- Administrators
- Policy influencers
- Decision makers
- Community leaders
EXAMPLES OF GENERAL AWARENESS

GOALS

1. Build understanding of ELOs
2. Present examples of how ELOs solve problems and create opportunities
3. Make ELOs an expectation in your community..."we have this covered, right?"
GENERAL AWARENESS MODELS

SUMMER LEARNING LOSS

THE STATE OF EDUCATION in Nebraska

SUMMER LEARNING LOSS
Ideas? Questions? Engage with us!
WATCH FULL PROGRAM

Tweet us your Comments! Continue the Conversation!
EXAMPLES OF TARGETED AWARENESS GOALS

1. Create link between student achievement, community growth, and ELOs
2. Draw connections between ELOs and preparation for jobs, especially where demand exists
3. Show how ELOs address social problems (juvenile crime, teen pregnancy, substance abuse)
4. And?
5. And?
6. And?
TARGETED AWARENESS MODELS
PRECONCEIVED NOTIONS

- Negative
  - Subsidized childcare
  - Babysitting
  - Playtime
  - Extending the school day
  - And?
  - And?
  - And?

- Positive
  - Gives kids hands-on learning
  - Provides more personalized attention
  - Enhances school day
  - Encourages learning through play and activity
  - And?
  - And?
CHANNELS

• 3 kinds of messages
  • PAID – what you buy
  • EARNED – what you pitch
  • OWNED – what you produce
This Is Your Brain on Summer

By JEFF SMINK
Published: July 27, 2011

THE American ideal of lazy summers filled with fun has an unintended consequence: If students are not engaged in learning over the summer, they lose skills in math and reading. Summers off are one of the most important, yet least acknowledged, causes of underachievement in our schools.

Decades of research confirm that summer learning loss is real. According to a report released last month by the
OWNED

Change the Equation

OPPORTUNITY LOST

35% of African American students attend high schools that did not offer calculus in 2010.

20% attend high schools that did not offer physics in 2010.

ICYMI: We examined the chemistry behind the color-changing leaves for the first day of fall on our blog at http://ow.ly/BWh3B
KEY MESSAGE

• No matter who you are, ELOs are about you.
• How do you make this work for a legislator
  • A childless couple
  • A local business owner
  • A bank branch
  • A retail establishment
  • A realtor
  • A retiree
MEASURES

- Levels of Engagement based on
  - Participation
  - Public Opinion
  - Perceptions
  - Referrals
  - Basic online engagement numbers/digital metrics
THE 10-MINUTE PLAN

- WHO are your champions and what do you want them to say / think / do?
- WHO are your skeptics and how do you get them on your side?
- WHO are your detractors and how do you respond to their top 3 negative messages?
- WHAT resources do you have TODAY that will help you reach your GENERAL and SPECIFIC targets?
- Use F2F, WOM, and PR...just know that these all take lots of time though not lots of dollars