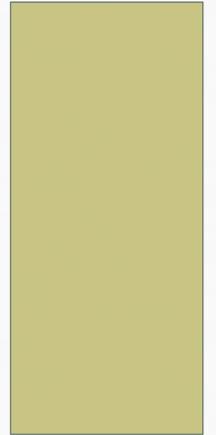


EXPANDED LEARNING OPPORTUNITIES

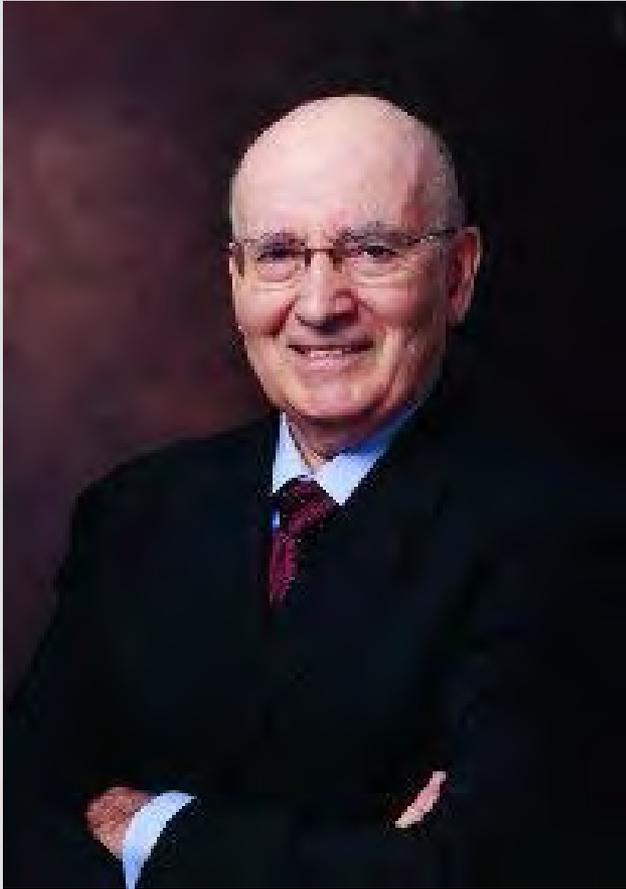
SOCIAL MARKETING & STRATEGIC
COMMUNICATIONS



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

PHILIP KOTLER

SOCIAL MARKETING EXAMPLES



stopbullying.gov

THE PARTNERSHIP
AT DRUGFREE.ORG



for a great state of health



CHARACTERISTICS

- COMMON
- COSTLY
- COMPLEX



PRODUCT MARKETING

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

HOW THINGS CHANGED



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

net
Nebraska's PBS & NPR Stations

Television Radio Learning Services Support NET

Donate Now
Live & On Demand

news • sports • kids • science • arts & humanities • schedules • events calendar • browse A-Z • about NET

Share | Recommend | Jeff Cole and 16 others recommend this.

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!

The State of Education in Nebraska

- Program List
- Ready to Work
- Parent Engagement
- STEM: Key Building Blocks for Our Future
- Summer Learning Loss**
- Standing Up to Poverty
- Our Youth: A Triple "A" Investment
- Out-of-School Time and STEM
- Before and Beyond the Bell

100% 10:56 PM 9/9/2013

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

Home - Google Chrome
www.girlstart.org/?gclid=CjwKEA...
Friday, 28 September 2014

girlstart EMPOWERING GIRLS IN SCIENCE, TECHNOLOGY, ENGINEERING AND MATH

Annual Event | Home | About Us | News & Events | Our Programs | Volunteer | Support Girlstart | Get In Touch

girlstart SPOOKY SCIENCE EXTRAVAGANZA
FRIDAY, OCTOBER 24th, 6PM - 9PM
BOB BULLOCK TEXAS STATE HISTORY MUSEUM

FOR GIRLS | FOR EDUCATORS | FOR PARENTS | FOR VOLUNTEERS

The screenshot shows a web browser window with the Girlstart website. The page has a pink background with science-themed icons. A large banner for a 'Spooky Science Extravaganza' event is the central focus, with details about the date and location. Below the banner are four smaller boxes targeting different groups: Girls, Educators, Parents, and Volunteers, each with a representative photo.

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

PAID

YMCA Before- And After-School Child Care Commercial July 2013 - YouTube - Google Chrome

https://www.youtube.com/watch?v=Tjxjw0oEmwg

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YouTube Upload



ymcarichmond.org/childcare

0:03 / 0:30

YMCA Before- And After-School Child Care Commercial July 2013

YMCARichmond

- Exercise & Knee Pain**
by YMCARichmond
194 views
1:57
- Stress Reducing Exercises**
by YMCARichmond
208 views
1:35
- Minions Song YMCA Despicable me 2 YouTube**
by mike astlvaf
1,319 views
2:56
- Daycare Commercial Video**
by LinParkerProductions
2,909 views
2:01
- YMCA of South Hampton Roads 2012 Annual Dinner video**
by YMCA of South Hamplon Roads
1,748 views
3:03
- MELC Before and After School Program**
by MELC Media
741 views
3:01
- 2014 YMCA Summer Camp**
by YMCAYouthEnrichment
1,852 views
4:03

EARNED

This Is Your Brain on Summer - NYTimes.com - Google Chrome

www.nytimes.com/2011/07/28/opinion/28smink.html

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OP-ED CONTRIBUTOR

This Is Your Brain on Summer

By JEFF SMINK
Published: July 27, 2011

Baltimore

Enlarge This Image



Christopher Silas Neal

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

TWITTER LINKEDIN COMMENTS (118) PRINT REPRINTS SHARE



OWNED

Change the Equation - Google Chrome

https://www.facebook.com/changetheequation

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Change the Equation Kelly Home

OPPORTUNITY LOST

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

20% attend high schools that not offer physics in 2010

CHANGE THE EQUATION Education

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PEOPLE

15,817 likes
23 visits

Invite your friends to like this Page

ABOUT

Change the Equation
5 hours ago

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



CREATE PAGE

Recent

2014

2013

2012

2011

2010

1991

1958

1949

1857

1768

Founded

Pansing Brooks for Legislature's photo.

Tari Hendrickson is going to November 4th: Vote for Chuck Hassebrook for Governor!

Nia Nielsen Mobile

Claire Houle Mobile

Michael Collins Mobile

Lauren Elston Mobile

Katherine Brock... Mobile

Brooke Rogers Mobile

Beth Winogron Mobile

Jenn Roberson... Mobile

Timothy Elston Mobile

Annette Marnac... Mobile

MORE FRIENDS (11)

Ashlea Garr Mobile

Search

KEY MESSAGE

- No matter who you are, ELOs are about 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