

TEAM APPLICATION GUIDE



KEY CONCEPTS

- **Identify your “why”**
What do you hope will happen as a result of someone interacting with this content?
- **Shift your screenview**
Everyone who is interacting with your content is wondering “what’s in it for me?”
- **Say obvious things in non-obvious ways**
If you want to increase engagement, but sure to use “you”.
- **Optimize for mobile devices**
Just because it looks good on your desktop doesn’t mean it looks good on mobile.
- **Be consistent**
Whether it’s once a day, once a week, or once a month, just be consistent.

APPLICATION QUESTIONS

- 1 Review the last two or three emails you sent out from your organization. On a scale of 1-5 (1 being not at all and 5 being ‘completely’) how well did you:
 - Identify the why.
 - Shift your screen view.
 - Say obvious things in a non-obvious way.
 - Optimize for mobile.
 - Stick to a consistent frequency





- ② Now review a cross section of social media posts from your organization in the last month or so. Again, on a scale of 1-5 (1 being not at all and 5 being 'completely') how well did you: Identify the why.
 - Shift your screen view.
 - Say obvious things in a non-obvious way.
 - Optimize for mobile.
 - Stick to a consistent frequency
- ③ Identify the most natural writers on your team. How can you get them involved in writing or editing your online content?
- ④ Brainstorm how the 5 strategies can help you across the board on your communication strategy.
- ⑤ Moving forward, study other people and organizations' effectiveness in social media, email and their online content. What engages you? What doesn't? Why? Take notes and try to figure out the principles behind why you find things engaging or disengaging, Then experiment with your approach accordingly.

