

Effective Website Design and Integration of New Media for Outreach

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DAY I



**How do you
enhance your
readership?**

Give your audience
what they **want**.



**How do you
enhance your
readership?**

Finding answers is the
primary motivator for
audiences.

Who are you?

What do you do?

Why does it matter to me?

When are things happening?

Where are they happening?

How can I help?

politicians
journalists
activists
scholars
lawyers

Influencers are
people who
move and shape
your world.

politicians
journalists
activists
scholars
lawyers

One question
appeals to them
more than the
others.

politicians
journalists
activists
scholars
lawyers

It drives
expectations,
motivations,
and curiosity.

Who are you?

What do you do?

Why does it matter to me?

When are things happening?

Where are they happening?

How can I help?

Who Tiger Woods

What Accident

Why

When 2:30AM

Where Outside His Home

How With His Car

Who BP

What Accident

Why

When 65 Days Ago

Where Gulf of Mexico

How Oil Rig

THINGS WE KNOW

Campaigns rarely
understand why they
succeed.

MYTH

Technology
drives success.

twitter

REALITY

Message
drives success.

Technology and design
ONLY accelerate the
acceptance of a great
message.

Your message needs to
answer the questions
that begin with “why.”

GOALS

1	Answer Why
2	Improve Relevance
3	Increase Activity

2

**How do you
improve your
relevance?**

Give your audience
what they **need**.

2

**How do you
improve your
relevance?**

More intuitive
content, design and
delivery.

INTUITIVE CONTENT

Don't make
people think.

CONTENT

News	Events	Reports
Documents	Laws	Cities
About	Links	Newsletter
Imprint	Languages	Search

CONTENT

Mission	News	Analysis	Actions
Why About Contact Search	News Events Newsletter RSS	Reports Documents Locations	Report Share Donate More
Languages			

INTUITIVE DESIGN

Emphasizing
everything
emphasizes
nothing.

emphasizes everything emphasizes
nothing. emphasizes nothing. Emphasizing
everything Emphasizing everything
emphasizes everything emphasizes
nothing. emphasizes nothing. Emphasizing
everything Emphasizing everything
emphasizes everything emphasizes

DESIGN

Header

Navbar & Languages

Mission

News

Analysis

Actions

INTUITIVE DELIVERY

Make your
outreach matter.

DELIVERY

Email	Tweets	Facebook	Ads
<p>Consistent newsletters that follow the rules of the site.</p>	<p>Compelling news that drives people to content or actions.</p>	<p>More indepth news that fosters discussion and community.</p>	<p>Drive traffic to your efforts to increase numbers and gain credibility for influencers.</p>

GOALS

1	Answer Why
2	Be Intuitive
3	Increase Activity

3

**How do you
increase your
funding?**

Give your
audience a voice.

3

**How do you
increase your
funding?**

Provide
opportunities for
actions with meaning.

INTUITIVE ACTION

People support
what they help
to create.

ACTIONS

Report	Share	Donate	More
<p data-bbox="343 1052 754 1236">Tell Your Story</p> <p data-bbox="343 1338 754 1522">Build Community</p>	<p data-bbox="919 1154 1275 1420">Twitter Facebook Email</p>	<p data-bbox="1509 1246 1783 1338">Funding</p>	<p data-bbox="1961 1103 2428 1481">Links to other agencies and organizations.</p>

GOALS

1	Answer Why
2	Be Intuitive
3	Offer Meaning

DAY 2

MESSAGE

MESSAGE ADJECTIVES

Objective
Truthful
Credible
Judicious

MESSAGE CHARACTERISTICS

Facts, not propaganda.

Asking the right questions
without fear of the answers.

Working for freedom
through truth.

CONTENT

CONTENT

Home	Latest News & Promotions
Why This Matters	Message & Reasons to Care
News	Violations
Reports	Report PDF's & Summaries
Documents	Document PDF's & Summaries
Resources	Links, Law Index, Affected Locations
About Us	Who
Contact Us	Imprint Contact Information
Other	Languages, Newsletter, Socnets

ACTION PLAN

ACTION PLAN

Week 1 <i>Refine</i>	Phase One website refinements Publicize Twitter feed & initial tweet
Week 2 <i>Be Found</i>	Phase Two website refinements Set up enhanced SEO
Week 3 <i>Outreach</i>	Create one page media kit Engage on Twitter and Facebook
Week 4 <i>Action</i>	Add talking points and letters to editor Start a petition

WEEK ONE: REFINE

Correct copyright year

Reorganize navigation

Header & design changes

Begin using Twitter

Email signup to navbar

“Search” button

Tweak socnet icons

Start Google map

WEEK TWO: BE FOUND

Add ShareThis to posts

Set up Google Webmaster

Add custom page links

Add press releases

Submit sitemap

Adjust page titles

WEEK THREE: OUTREACH

Create one page media kit

Bloggers and media outreach

Ask email list to follow on
Twitter and retweet

Engage on twitter - response

Divide Facebook Fan Pages

**VOTE ON
NOV. 4**
AND ASK YOUR FRIENDS
TO DO THE SAME

**WHY YOUR
VOTE
MATTERS
MORE THAN EVER
AND WHY
IT SHOULD
BE FOR JOHN
McCAIN**



America is hungry for change. Our economic recovery, continued national security and our future global standing are at stake. This election is in your hands. And there are clear differences in the choice you have on November 4th.

Instead of spreading wealth around, John McCain & Sarah Palin will spread opportunity.

Barack Obama will raise taxes on hardworking Americans to give a government handout to the 40% of Americans who pay no income taxes. John McCain and Sarah Palin have an economic plan that celebrates the American dream of opportunity, not government giveaways. In this country, we believe in spreading opportunity, for those who need jobs and those who create them. While Barack Obama is ready to "spread the wealth around," John McCain has a plan to get our economy moving so everyone has access to good jobs, a quality education and the opportunity to succeed.

John McCain and Sarah Palin don't just talk about change... they deliver.

The next President won't have time to get used to the office. America faces many challenges here at home, and many enemies abroad in this dangerous world. We cannot spend the next four years as we have spent much of the last eight: hoping for our luck to change at home and abroad. We need a new direction, and John McCain and Sarah Palin will fight for it.

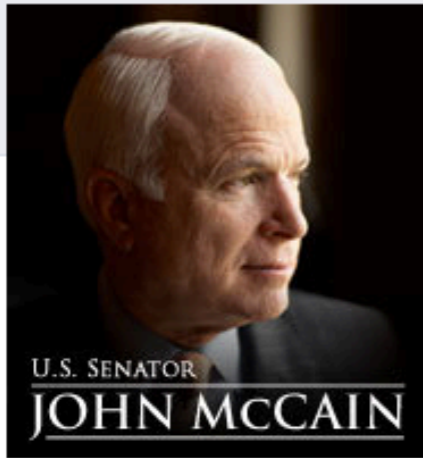
We can trust John McCain and Sarah Palin because they are reformers with a record who stand by their words and will always put their country first.

Time and time again this team of mavericks has stood up, taken on tough issues and delivered. They're the real deal. They have a clear record that can deliver results, not just rhetoric that delivers votes.

Paid for by McCain-Palin 2008

FOR MORE INFORMATION AND FOR WHERE TO VOTE, PLEASE VISIT:

WWW.JOHNMCMAIN.COM



- Edit Page
- Promote with an Ad
- Add to My Page's Favorites
- Suggest to Friends

<http://www.JohnMcCain.com/>

Information

Country:
United States

Current Office
Office:
Senate

State:
Arizona

Party:
Republican Party

Insights

[See All](#)

0.7 Post Quality

3,313 Interactions This Week

Insights are visible to page admins only.

137 Friends Like This

6 of 137 Friends [See All](#)



Eric



David



Cara

John McCain Arizona Facebook Fans... Sign up for Early Voting today! Early voting starts in 37 days. Sign up at: <http://www.johnmccain.com/early> 9 hours ago clear

- Wall
- Info
- Photos
- Notes
- Boxes
- +

What's on your mind?

Attach:

Share

John McCain + Others **John McCain** Just Others

Settings



John McCain Arizona Facebook Fans... Sign up for Early Voting today! Early voting starts in 37 days. Sign up at:

<http://www.johnmccain.com/early>

287,135 Impressions · 0.10% Feedback

9 hours ago · Comment · Like · Promote

209 people like this.

View all 80 comments

Write a comment...



John McCain Senator McCain on The Doug and Wolf Sports Show today – 620AM Phoenix. <http://www.youtube.com/watch?v=qh625UrFKbU>



Senator John McCain on The Doug and Wolf Show_June 22

www.youtube.com

Senator McCain called into the Doug and Wolf Show on KTAR Sports 620AM this morning to discuss the latest MLB and College Football news.

263,664 Impressions · 0.07% Feedback

10 hours ago · Comment · Like · Share · Promote

111 people like this.

View all 83 comments

Write a comment...



John McCain Senator McCain spoke at the American Legion Convention this weekend in Glendale, AZ. Here are a few pics from the event.



Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

John McCain



Your Text Here

Mark SooHoo likes this.

Like

New Insights Dashboard close

Hey Insights users: we've launched a new version of the Insights dashboard, available at <http://www.facebook.com/insights>. The new version has many new features including analytics on your Page's tabs, referral sources, and the ability to track Facebook sharing and Likes on your own blog or website. There's a blog post explaining some of the new changes [here](#). Please check it out and let us know what you think on our Page: <http://www.facebook.com/FacebookPages!>



3,313 Interactions This Week [?] **2,497** Likes **816** Comments **0** Wall Posts

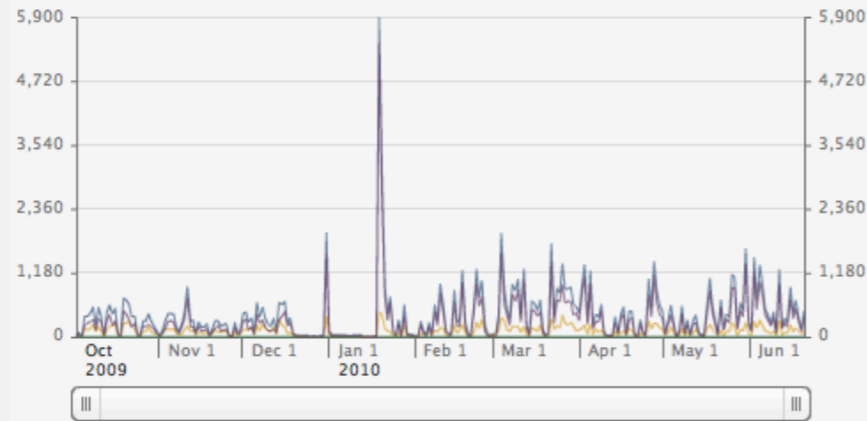
0.7 ★★★★★ Post Quality [?]

Fans Who Interact With John McCain

Interactions Over Time [Learn more](#)

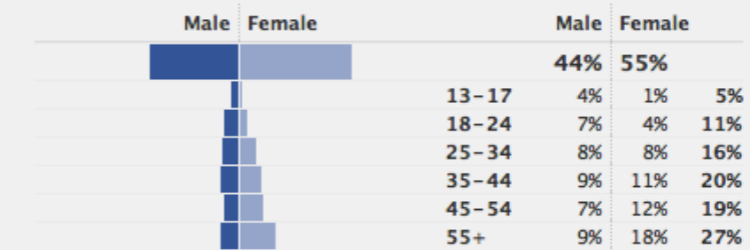
Choose a graph: **Interactions** ▾

Total Interactions Comments Wall Posts Likes



1,993 Active Fans This Week [?]

↑ **86** Since Jun 20



Top Countries	Top Cities	Top Languages
United States	1,747 Phoenix	105 English (US)

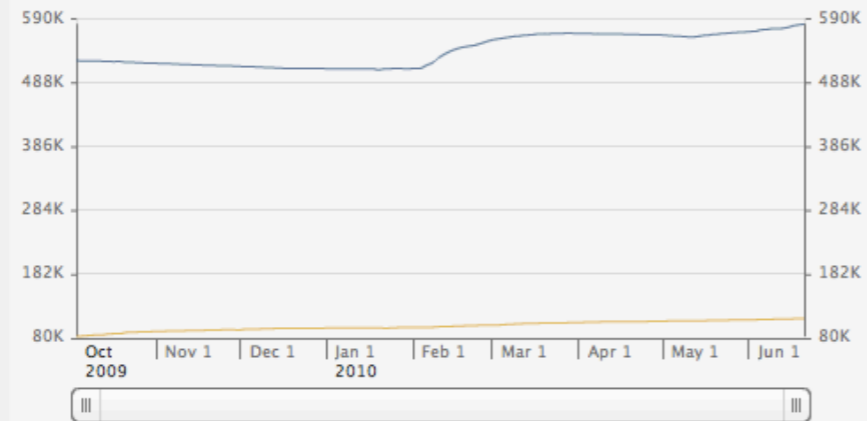
▾ View All

All Fans of John McCain

All Fans Over Time [Learn more](#)

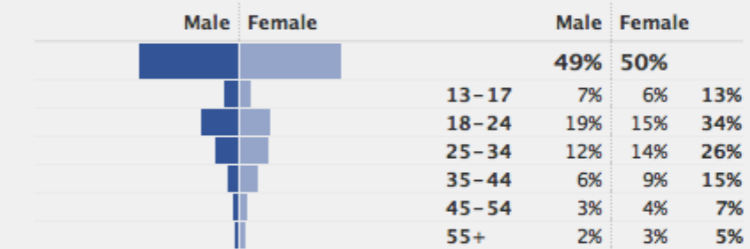
Choose a graph: **Total Fans / Unsubscribed Fans** ▾

Total Fans Hidden From News Feed



580,682 Total Fans on Jun 21

↑ **676** Since Jun 20



Top Countries	Top Cities	Top Languages
United States	532,713 Atlanta	21,036 English (US)

▾ View All

WEEK FOUR: ACTION

Post talking points

Suggested letter to the editor & public officials

Reply to comments on other blogs & websites

Add article tags & data

Start a petition



SHARE THIS SITE

NEW

JOIN THE FIGHT | OUR SHOP | OUR SPONSORS | WHO'S BASHING JERSEY

WE'RE SICK OF THE CLICHÉS.

ARE YOU SICK OF DEFENDING YOUR HOME STATE AGAINST WISECRACKS? If one more person asks if you're from Joisey, are you going to snap? WE ARE! If you're from New Jersey you have something inside you no other state could possibly understand: JERSEY PRIDE. It's time for all of us to come together and stand up for our great state. IT'S TIME TO SHOW THE WORLD: JERSEY DOESN'T STINK!



STAND UP FOR JERSEY

0003839

People have declared Jersey Doesn't Stink

I hereby declare that Jersey Doesn't Stink.

Submit

UPLOAD A VIDEO TELL US WHO'S BASHING JERSEY



PEOPLE WHO HAVE STOOD UP FOR JERSEY

- #3000 RUL
- #3835 CORKCZAR
- #3834 DAWN
- #3833 RON
- #3832 MANDY
- #3831 BOBBY
- #3830 CHARLIE
- #3829 YIN
- #3828 LORIE
-

FOLLOW OUR JERSEY DOESN'T STINK FIGHT!



DOWNLOAD OUR DIGITAL FIGHT KIT

JOIN THE FIGHT >>

OUR SPONSORS

High Point Auto Insurance

State TheatreNJ.org

MORE >>

WHO'S BASHING JERSEY

MTV's JERSEY SHORE

IT'S OUR TURN TO BASH THE BASHERS

GET INVOLVED >>

NEW



SHARE THIS SITE

NEW

JOIN THE FIGHT | OUR SHOP | OUR SPONSORS | WHO'S BASHING JERSEY

WE'RE

ARE YOU SICK OF THE WAY
If one more person a
from New Jersey
understand: JERSEY
great state. IT'S TIME

00038
People have declared Jersey

SWEET. We just need a few more pieces of info to make it official.

First Name*

Mark

Last Name*

SooHoo

Email Address*

marksoohoo@gmail.com

Zip Code*

08690

Terms & Conditions:

The JerseyDoesn'tStink website (www.jerseydoesntstink.com) is a form of social media, owned by Jersey Doesn't Stink L.L.C. Any use of this social medium is at your own risk and you are responsible for any and all actions you take on this website as well as for any and all actions that you take based on information gained on the website. If you do not agree with these Terms

*REQUIRED

Submit



PEOPLE WHO STOOD UP

- #3830 RON
- #3835 COR
- #3834 DAW
- #3833 RON
- #3832 MANDY
- #3831 BOBBY
- #3830 CHARLIE
- #3829 YIN
- #3828 LORIE

FOLLOW OUR JERSEY DOESN'T STINK



FOLLOW US ON JERSEY DOESN'T STINK FIGHT!



JOIN THE FIGHT >>

OUR SPONSORS



MORE >>

WHO'S BASHING JERSEY

MTV's JERSEY SHORE

IT'S OUR TURN TO BASH THE BASHERS

GET INVOLVED >>

NEW

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DANKE!