



Communications Strategy

The LWVCC Steering Committee has developed the following communications strategy with the goals of: 1) developing better recognition; 2) creating a more visible and consistent identity; and 3) becoming more efficient and impactful in our work. In our communications, we will focus on issues and events critical and unique to the League, target various social media for particular audiences; and coordinate the process. The following strategy summarizes our current communications outlets and recommends an improved approach.

Current Communications Outlets

Currently, LWVCC communicates via a monthly update newsletter distributed to membership. In addition, the LWVCC maintains a website, as well as Twitter, Instagram, and Facebook accounts. All are maintained and updated by different members.

Website: <https://www.lwvcentrecounty.org/>. The LWVCC's website is intended to be a resource for members and a go-to site for voter information in Centre County. Beyond information that is specific to the Centre County chapter of the League of Women Voters, the site provides little unique content. Rather, it serves as a clearinghouse for nonpartisan information to provide the electorate in the county with the information they need to know to cast a vote that is informed. Traffic is highest immediately preceding an election, not surprisingly. The most visited pages are Home page, Issues, Voters Guides, Forms & Ballots, and Join (in that order).

Twitter: <https://twitter.com/LWVcentrecounty>. Currently has 117 followers, the bulk of which (70%) are *within* the county. Most of the tweets are “retweets;” original content averages 0-1 “likes.”

Instagram: <https://www.instagram.com/lwvcentrecounty/>. Currently has 272 followers, the majority of which are *outside* the county. Average “likes” approximately 7.

Facebook: <https://www.facebook.com/LeagueOfWomenVotersOfCentreCounty>. Currently 415 followers, (unable to characterize since no admin privileges), but average “likes” is 0-1.

An example of the most recent newsletter can be found here:

<https://static1.squarespace.com/static/5d3771d2d8b3b60001fc30d5/t/605d070d4d46be21409f4337/1616709389497/March+2021+Update.pdf>. This newsletter is emailed to membership, but oftentimes is “lost” in other email traffic and difficult to distinguish from PA or national LWV emails.

Recommendations:

In order to meet our goals, it is recommended that:

1. The newsletter content be upgraded with distinguishing features and organized content (a template), with subheadings such as: National News; Pennsylvania News; Centre County News; Calls to Action; and Events. The newsletter should also drive people to the other communication channels.
2. The newsletter process should be used to coordinate other social media efforts, based on an analysis of readership and content (see below).
3. Instagram should be used to communicate uniquely PA-related or national events, since the audience is largely LWV chapters outside of Centre County. It should be visual and we should invite members to send in photos as a way to engage membership...maybe host a contest periodically to boost engagement on the site itself (can make use of the “story” function). We should also explore using it as a way to engage students!
4. Twitter should be used for mostly Centre County events based on an analysis of audience. Twitter audiences are usually very political and

academic, so that should also be kept in mind. While retweets are good, they should be used sparingly so that people don't stop reading and know that there will be unique content.

5. Facebook is an excellent place to advertise events that the LWVCC is sponsoring. Calls to Action can also be shared here. This audience can include people not otherwise politically active on social media (ie: Twitter)
6. Email in general needs to have distinguishing features to separate LWVCC from PA and National news. Should also be used only for LWV events or sponsored partnership events to keep our identity and focus. All emails should also link to social media accounts at the bottom/signature line.

Conclusion:

The League of Women Voters of Centre County has a robust social media presence and outreach effort (Bravo!), but the process can be improved to foster greater impact. By organizing better, we reduce confusion and overlap, leading to greater efficiency for all. Finally, in addition to the above recommendations, it is suggested that monthly growth targets and posting goals be established for each account. This will help us continue to think strategically about our efforts and hold ourselves accountable.

Note: Many of these recommendations were informed by the League of Women Voters Communications Guidance document (attached).