

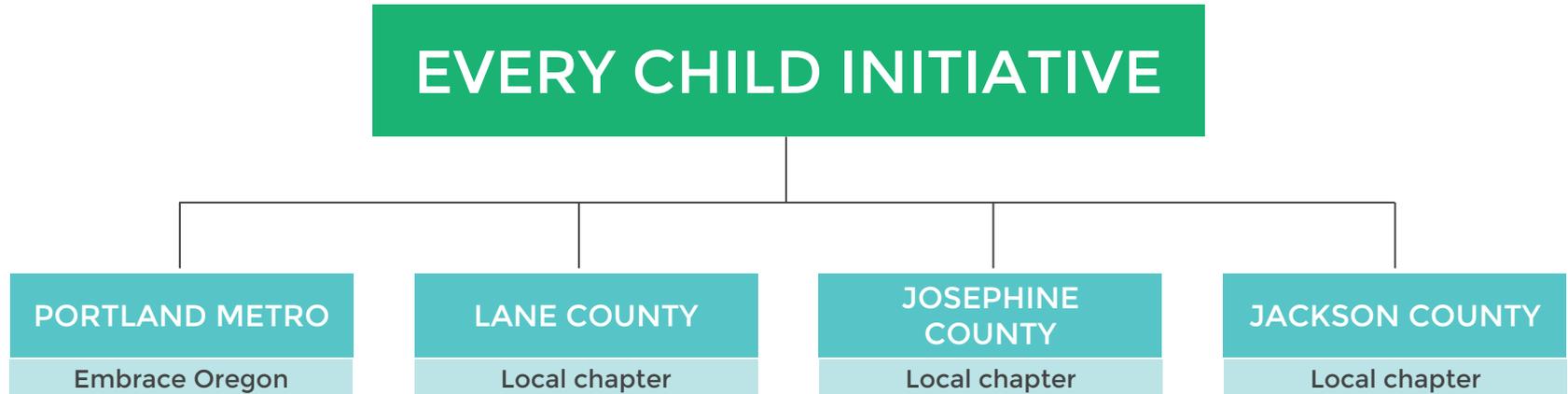
A photograph showing the lower legs and feet of two children walking away on a dirt path. The child on the left is wearing a dark sweater and light-colored jeans. The child on the right is wearing light-colored trousers and dark sneakers. The path is covered with fallen leaves, and a wire fence is visible on the right side. The entire image has a teal color overlay.

**EVERY CHILD  
GLOBAL STRATEGY**

## ORGANIZATIONAL STRUCTURE

The Every Child Initiative is a statewide effort, driven by local involvement.

Initially, Every Child will manage all email, web, and social media channels. Local chapters will send updates to Every Child, to be posted on Every Child channels.



## MANAGING EVERY CHILD CONTENT

	GLOBAL LEVEL	LOCAL LEVEL	CROSS-PROMOTE?
How to use EMAIL	Every Child manages all email communication.	Local Chapters provide content and Quarterly updates for every email that EC sends. Collected email addresses are tagged with their appropriate chapter.	Differentiate between local-only emails vs. global emails.  Create an email list or group for each chapter.
How to use SOCIAL MEDIA	Broadcast <b>initial event posts</b> to the entire Oregon network.	Target <b>event post updates</b> to attendees or those in the local region.  Use Facebook targeting tools.	Yeah! Social content should span all channels. For example, post an event on both Facebook and Twitter.  Cross-channel promoting grows your social media engagement.
How to use WEB	EveryChildOregon.org handles global content (focused on stories, vision, and services), while linking to local chapters' sites.	Give local chapters a place to post locally focused updates, events, and stories on EveryChildOregon.org.	Yeah! Local chapters should link their regional websites to EveryChildOregon.org.

## WHERE TO START

## Get Every Child Off the Ground

**1**

### Build your audience.

Message Embrace Oregon's social, web, and email audiences to launch Every Child. That's step one toward building your audience.

**2**

### Cross-promote Every Child.

After building Every Child social pages, cross-promote them on Embrace Oregon's social channels. Invite likes, shares, and conversations.

**3**

### Get help promoting Every Child.

Ask other groups, pages and organizations to help promote. Ask groups around the community to share your pages with their followers.

**4**

### Write press releases.

Find an Every Child story worth telling. Pitch it to local news media. Link to [EveryChildOregon.org](http://EveryChildOregon.org) and Every Child social platforms.

## HOW TO KEEP GROWING

## Grow Every Child Over Time

### Be determined.

Always find new places to promote Every Child. As an organization, Every Child is built to reach every person anywhere in Oregon. Don't pass up opportunities to spread the word. Find those places and people Embrace Oregon can't reach—and talk to them.

### Be collaborative...

...While holding umbrella organizations accountable for sharing content with Every Child, cross-promoting with their own channels, and creating compelling, shareable content.

### And try advertising.

Experiment with paid ads if budgets allow. Facebook ads, in particular, can build an audience who might otherwise be unreachable.

## EMAIL ACQUISITION

Email addresses are an invaluable contact tool for Every Child. Launch your email acquisition strategy early (and right).

### Collect new email addresses.

1. On EveryChildOregon.org, use online forms to collect emails and contact information.
2. At events, collect emails digitally or by paper.
3. Tag your new emails to each local chapter.

### Manage your email list.

1. Respond purposefully to new email sign-ups. Keep people interested.
2. Record all your new emails in a master database.
3. Every Child should manage most email contact. Local chapters should create quarterly email updates and send periodic emails for big events like fundraisers.

## TRACKING DIGITAL PERFORMANCE

## Increase Your Digital Audience

Track your email, web, and social efforts to understand what does and doesn't work.

Turn audience trends and behaviors into actionable insights. Always remember that the goal is to increase the volume of traffic to the site.

The following pages will detail link tagging, website tracking, email tracking, and social media tracking.

WHAT TO TRACK	Audience Website traffic Social media Email
TOOLS TO TRACK PERFORMANCE	Mailchimp Google Analytics (GA) Facebook Insights Google Docs

## LINK TAGGING STRATEGY

**Link tagging** enables detailed web reporting through Google Analytics.

By using an auto-tagging spreadsheet (like you see below), you can simplify this process and gain deeper insights into campaigns, channels, and content performance.

EXAMPLE  
LINK TAG:

[http://www.embraceoregon.org/?utm\\_medium=social&utm\\_source=facebook&utm\\_campaign=tricity&utm\\_content=holiday2015&utm\\_term=date](http://www.embraceoregon.org/?utm_medium=social&utm_source=facebook&utm_campaign=tricity&utm_content=holiday2015&utm_term=date)

Complete GA Tracking::Current eROI ☆

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	C	D	E	F	G	H		
1	Note: Hover over headings for instructions and tips.						Use 6 digit date	
2	URL	Campaign Medium	Campaign Source	Campaign Name	Campaign Content	Campaign Term	Destination URL	
430	<a href="http://eroi.com/ideas/versus-an-eroi-event-where-creative-t">http://eroi.com/ideas/versus-an-eroi-event-where-creative-t</a>	social	facebook	ideas	versuspreview	110215	<a href="http://eroi.com/ideas/versus-an-eroi-event-where-creative-t">http://eroi.com/ideas/versus-an-eroi-event-where-creative-t</a>	
431	<a href="http://eroi.com/ideas/versus-an-eroi-event-where-creative-t">http://eroi.com/ideas/versus-an-eroi-event-where-creative-t</a>	social	linkedin	ideas	versuspreview	110215	<a href="http://eroi.com/ideas/versus-an-eroi-event-where-creative-t">http://eroi.com/ideas/versus-an-eroi-event-where-creative-t</a>	
432	<a href="http://eroi.com/ideas/friday-five-with-jason-brooks/">http://eroi.com/ideas/friday-five-with-jason-brooks/</a>	social	twitter	ideas	fivethingsjason	111315	<a href="http://eroi.com/ideas/friday-five-with-jason-brooks/">http://eroi.com/ideas/friday-five-with-jason-brooks/</a>	
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435	<a href="http://eroi.com/ideas/friday-five-with-karen-butler-kennedy/">http://eroi.com/ideas/friday-five-with-karen-butler-kennedy/</a>	social	twitter	ideas	fivethingskaren	110615	<a href="http://eroi.com/ideas/friday-five-with-karen-butler-kennedy/">http://eroi.com/ideas/friday-five-with-karen-butler-kennedy/</a>	

## WEBSITE TRACKING FUNDAMENTALS

## 1. Set up Analytics.

Use Google Analytics (GA) for your critical web reporting.

Set it up right. Proper implementation makes web reporting much easier!

### BEST PRACTICES

Pay close attention to what's going on with your website. Enable GA alerts to notify you when something major happens.

Use a spreadsheet to track fundamental web analytics: Unique visitors, total page views, and channel acquisition.

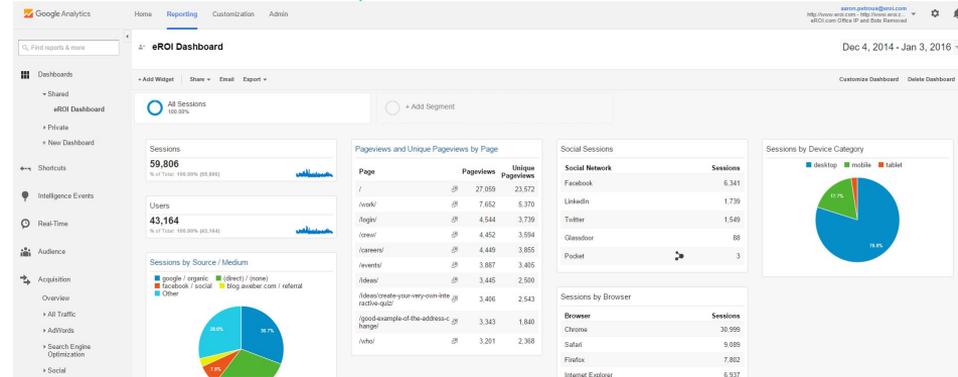
Use link tags for advanced insights into specific counties, campaigns, and channels.

## 2. Measure what matters.

Where do site visitors come from? What do they click on? How long do they stay?

## 3. Use dashboards.

GA dashboards enable automated, high-level reporting that's easily customizable and shared.



## EMAIL TRACKING FUNDAMENTALS

## 1. Tag links.

Tag your links to differentiate email traffic from other site traffic behavior.

## 2. Measure/analyze performance.

Use MailChimp to measure your email KPIs. You can find valuable information from email activity.

## 3. Optimize.

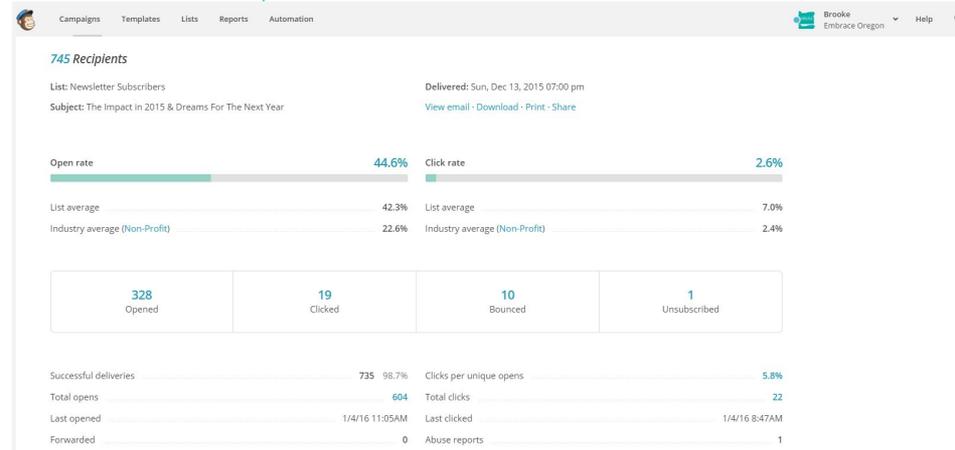
Use what you learn to boost your site performance. Aim to increase opens and clicks with every send.

### BEST PRACTICES

Use MailChimp's campaign reports to measure your email performance. Monitor email opens, clicks, unsubscribes, and new subscribes.

Click maps let you see what and where people click throughout your email.

Compare your email traffic website behavior (like page views or time on page) to that of the entire site using GA.



## SOCIAL MEDIA TRACKING FUNDAMENTALS

## 1. Tag links.

Know what channels are driving the most social traffic to your site.

## 2. Measure/analyze performance.

Facebook Insights provides valuable engagement metrics to help you determine what is and isn't working.

## 3. Optimize.

Let your findings drive social strategy. Use this knowledge to determine when to post your most important content on each channel.

### BEST PRACTICES

Measure engagement by what really matters: clicks, shares, and comments.

Use Facebook Insights to measure peak activity times and what content is driving the most clicks.

Compare your social traffic website behavior (like page views or time on page) to that of the entire site using GA.

The screenshot shows the Facebook Insights dashboard for the page 'eROI'. The 'Overview' tab is selected, displaying 'Your 5 Most Recent Posts'. A legend indicates that orange bars represent Reach (Organic/Paid), blue bars represent Post Clicks, and pink bars represent Likes, Comments & Shares. The table below summarizes the data for these five posts.

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/18/2015 9:59 am	For the 2015 holiday season, eROI decided to make gifts that wer			661	60 23	
12/14/2015 11:24 am	ON THE BLOG: How to Talk Good at Work – Episode 2: Surviving			1.5K	50 17	
12/11/2015 8:57 am	ON THE BLOG: Visual designer Brent Schumacher shows us thro			461	26 13	
12/08/2015 12:17 pm	ON THE BLOG: For all sorts of no t-so-accidental reasons, people i			1.3K	24 19	
12/04/2015	ON THE BLOG: Just in time for th			573	48 22	

A photograph of two young children standing on a paved path. The child on the left has curly hair and is wearing a dark jacket. The child on the right has long hair and is wearing a light-colored trench coat with a white collar and a small bag. The background features a stone wall and a blurred outdoor setting. The entire image has a light blue/teal color overlay.

THANK YOU