

Outreach/Awareness: Cater Your Story Per Channel

You have a kickass story to tell, but how the heck do you get it out there? Fortunately, there are tons of channels to help you spread the word. But just as important as using these tools is making sure your message is in tip-top shape. Use this worksheet to identify the different channels to share your message, and how to best utilize them.

Owned Social Media Channels

Social media is a powerful tool for raising awareness and building a community (It's also great for cat memes). There's the OG channels -- Facebook, Twitter, Instagram, etc. -- and there's the new kids on the block -- TikTok, Snapchat, etc. Social media can be overwhelming, but you've got this! You're a 21st-century human! Start with the channels you consistently post on and where you think your message will make the most impact.

1. Think through what messages you might use to cater to the audience you aim to reach.

What are you looking to do?	Build community	Thought leadership	Serve your community	Brand storytelling
	Twitter Facebook Instagram TikTok Snapchat	LinkedIn Twitter	Twitter Facebook	Pinterest Instagram Twitter TikTok Snapchat
Diversify your message. Here are a few messages we use across our platforms.	We're a group of revolutionaries taking simple action to find ALS cures and beyond. Join us and help change the world.	When patients lead, more immediate progress can be found. Here's a few examples why.	We want to hear from you. Comment below on some of the biggest challenges you run into when you're researching clinical trials.	We started from a simple idea that the future can be a world without ALS. Then we got to work figuring out how to help the ALS community get it done. Follow our journey to cures.
Your turn. Try writing out a few messages				

2. Which two social media channels do you think are best for your organization?

1.
2.

3. Why did you pick those two? Intention is everything. Make sure the reason you picked them aligns with what they can do!

2. Owned email and texting

Building new audiences is great and all, but what do you do to keep them coming back for more? That's where email and/or texting comes in! Find an email marketing platform that will help you build your most engaged group of supporters. Plan what you're going to use email for:

- Who do you want to sign up to receive emails from you?

- What will prompt you to send an email?

- What are you going to tell them?

- How often?

- What do you want them to do once they receive that email?

Earned media

Build your influencer arsenal! Make a list of influencers who speak to the audience you want to reach.

Use hashtags to your advantage. See someone using the hashtag that applies to your cause? Check them out. Do they have more than 1K, 5K, 10K followers? Definitely reach out. Influencers can be super helpful in spreading the word.

Build your list of influencers below:

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Here is a draft message you can send to get them on board:

Hi, Ady! Kathleen here from I AM ALS. We are a patient-led movement revolutionizing how we cure the incurable with our sights set squarely on ALS. Having a partner like you in this movement would make an incredible impact on bringing awareness to those suffering from a disease like ALS. Did you know anyone can get ALS, and on average it gives people 2-5 years to live? If you would be open to sharing a post in our upcoming campaign, this community would be so grateful. If you have additional ideas on how we can collaborate, I'd love to hear! Gratefully, Kathleen

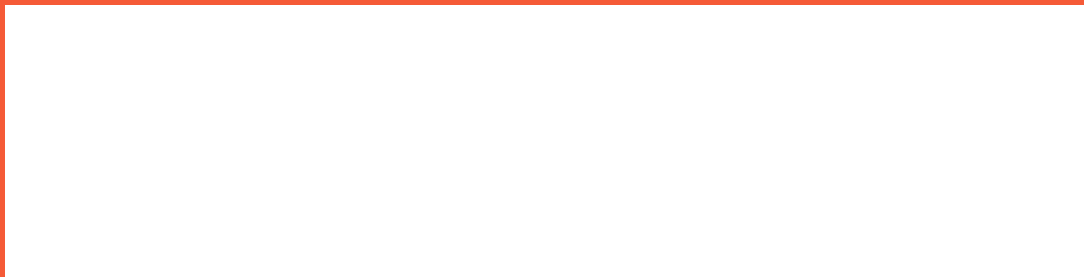
Have a big campaign coming up that you want an influencer to boost?

Write a draft message you'll send to influencers here:

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Get publications to talk about you:

- Build a media list of those who've talked about your disease or a similar disease. Not sure how to find that info? Type the disease into Google with quotations and click on the "news" tab. Pitch a story to those reporters about what you're bringing that's new to the community. Ex. [Here's what pops up for ALS.](#)
- Do a survey of what's dominating the news cycle. Is there anything you're doing that can tie into it? Type below a topic that publications are currently covering and what you're doing that is related and newsworthy. If you're feeling stuck, [here's a helpful article on what makes a good pitch.](#)



- It's a marathon not a sprint. Share your progress with them as big moments come up. They may not pick up your first accomplishment, but after your tenth they might!

Paid media

Ads, ads, ads. They're everywhere and for good reason. The days of buying a billboard on the side of the street are definitely not gone, but there may be a more effective and targeted way to get your message out. This comes in the form of digital ads. They can be created for social media, TV, paid search or across web pages. If you don't have the expertise in-house to set up some of these ads, reach out to a freelancer or marketing firm to design and run them for you. On the next page are a few things they'll need to know from you:

- What is your goal? More video views or clicks to get to a page on your website? Likes on a social post or follows?

- Who are you trying to reach?

- How old are they?

- Where do they live?

- Any pages they might follow on social media or channels they might watch?

- What's the message you want to share?

- What's your call to action? What are you asking people who see it to do? Be clear and concise.

Phew! That was a lot of work, but you're well on your way to getting your message in front of fellow advocates and revolutionaries!