



## PRINCIPLES OF DIGITAL COMMUNICATION

Thursday, September 8, 2016

### Key Takeaways:

- Whether you engage your audience through email or social media, building trust is essential to building an online relationship
- You can build trust by showing that you mean what you say (**Authenticity**), Tapping into what matters to your audience (**Relevance**); And demonstrating that taking action has an impact (**Efficacy**)

### CLASS REVIEW

#### Building Trust W/ Your Online Audience

A digital department has three main goals: Messaging, Mobilizing, and Money. In order to frame a message that your online audience feels compel to act upon, or donate towards, you must build a strong relationship with them. At the core of any relationship there is trust. Digital content producers build trust with their audience following three key principles of digital communication – Authenticity, Relevance, and Efficacy.

**Authenticity:** You can build trust by showing that you mean what you say. A person's inbox is a very personal space. Hence, in order for your reader to trust you, be honest, real, and legitimate. Two ways in which you can show authenticity is by portraying stories that show what you believe in, and using plain language that makes your personable.

**Relevance:** As a digital organizer, your message must inspire your audience to take action. But your audience will only take action if they feel the message is relevant to them. In other words, they are more likely to take action if they relate to the issue, and understand what is at stake. To write relevant messaging, know your audience, and understand what talks to their hearts – *How does the problem/message affect him/her?*

**Efficacy:** Your audience is more likely to listen to your message and respond to your call to action when they are convinced that taking action will impact the problem/issue. Efficacy is the capacity for beneficial change as a result of a given action – *How will taking X action help solve the issue/problem?*

### Additional Reading

#### [Your Digital Strategy Shouldn't Be About Attention](#)

What every institution needs — and what every leader needs to develop — before a “digital strategy” is a human strategy. If you want to matter to people, you must do more than merely win their fickle, fleeting, frenzied attention. You must help them develop into the people they were meant to be. When you do, maybe, just maybe, they'll reward you. With something greater than their grudging, wearied attention. **Their lasting respect, enduring trust, and undying gratitude.**