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**Hope Talks: Brand/Marketing Strategy**

**Key Components:**

Description: Hope Talks are monthly recorded dialogues with industry experts and thought leaders facilitated by One Hope United President and CEO, Dr. Charles A. Montorio-Archer. Each edition of Hope Talks features one guest and a topic of conversation that fits within one of the following themes: foster care/adoption/kinship care, youth transitioning out of care, behavioral/mental health counseling.

Frequency: Monthly (?)

Kickoff: January 2021

Length: 30 minutes at most

**Purpose:** Hope Talks will aim to elevate One Hope United’s position as a thought leader in the areas of adoption, foster care, kinship care, and behavioral health counseling while building partnership across organizations, exposing the OHU brand to new audiences, and increasing impressions metrics on OHU’s own channels.

**Similar Work:**

1. [Coxtales with Deborah Cox](mailto:https://www.youtube.com/watch?v=7F7F5zjkdAE&list=PLfwuYPc6BF6z64wIW4L-AH0u3xXNOJ6cp)

Takeaways:

* Video views cannot be the only measure of success. Despite having 222K subscribers and big name guests, Deborah’s videos have about 700-900 views.
* A reoccurring intro video helps tie together the branding across videos
* Simple video conference recording style with both participants works well, but the “host” needs to remember that there is minimal editing available and guests need to stay on topic and be concise.

1. [University of Central Florida Student Interview Series](mailto:https://www.ucf.edu/online/ucf-online-student-interview-series-episode-1/)

Takeaways:

* Again, simple video conference recording style with minimal editing works, but there’s a lot of responsibility placed on the “host” to keep conversation interesting and on track.
* This series does not provide themes to the episodes and as a result all the episodes look the same. Including the theme in the title or giving the episode a name could help increase viewer interest.
* An intro video and an end card create a consistent brand across episodes.

1. [A Cup of Tea With… (The Drum)](mailto:https://www.youtube.com/watch?v=MuJmPcLyVOA)

Takeaways:

* Looking at this third example alongside the first two reveals that the intro video and end card, minimal editing style, and single guest video conference format are common across all virtual interview series.
* Picture quality in some of these episodes is very poor – checking internet connections before each interview is essential.

**Channels:**

OHU will distribute or coordinate distribution of Hope Talks across these channels:

1. YouTube

* YouTube will be the primary place these videos will live
* A new playlist called “Hope Talks” will house all new videos
* Metrics from YouTube will be used to inform some success metrics

1. OHU Social Media Channels

* Teaser clips and/or clips of the newest Hope Talks episodes will be posted on OHU’s LinkedIn, Facebook, Twitter, and Instagram accounts
* Posts will link to the full episodes on YouTube
* The length of Hope Talks is too long for native social media consumption
* Charles will share OHU’s posts about Hope Talks on his own social media channels

1. OHU Blog

* A YouTube embed of each Hope Talks episode can be posted along with a synopsis on the OHU blog.
* Each synopsis should contain strategic key words that are associated with the content of the episode
* These keywords will be shared with Non-Profit Megaphone and will be used to drive our content marketing strategy (with the goal of increasing paid search traffic and increasing monthly new visitor metrics)

1. Partner organization’s channels (KEY)

* Before each guest commits to be on Hope Talks, we should be evaluating what their digital reach is and where we can best reach their audience
  + The size of the guest’s audience and the way we can (or cannot) reach their audience should be prioritized when selecting guests; organic reach will determine the success of the majority of our success metrics
* The goal should be to have each guest commit to how they will help promote Hope Talks with their own audiences
  + The preference is that guests promote OHU’s own posts and channels
  + At the very least, guests need to be tagging and interacting with OHU’s posts across channels
* These channels will change each month and may only last for one episode
* It’s crucial we plan these partner channels even before recording the Hope Talks episode

1. New Hope Talks Email List

* We create a new monthly email announcing the new episode with a link to the blog post and summary of the episode
* At the bottom of each Hope Talks blog post and whenever possible, we must include a sign-up form for folks to opt in to receiving a Hope Talks monthly launch email
* The goal should be for this list to start to include more names from partner organizations’ audiences as Hope Talks proceeds – diversifying OHU’s own reach and creating new pools of people ready to convert into larger actions moving forward

**Audiences & Marketing Channels:**

1. State Agencies

*Who they are:* government organizations that perform administration for functions that are related to or touch on the services provided by OHU (i.e. DCFS, DCF, etc.)

*Why they care:* their work is directly discussed within the Hope Talks discussion and innovation in this sector advances their own interests. This audience may also include potential future Host Talk guests.

*How we will distribute this to them:* Identifying key communications staff members and creating relationships – making the ask for relevant Hope Talks to be distributed in newsletters, emails, social channels, or any other way they reach staff and/or constituents

*When we will market episodes to them:* These organizations should always have a vested interest in our Hope Talks content and our ask for help distributing Hope Talks should be continuous.

1. Provider agencies like One Hope United

*Who they are:* Agencies that serve children, youth, and/or families and may provide foster care, adoption, early learning, or behavioral health services

*Why they care:* their work is directly discussed within the Hope Talks discussion and innovation in this sector advances their organization’s own interests. This audience may also include potential future Host Talk guests.

*How we will distribute this to them:* Identifying key communications staff members and creating relationships – making the ask for relevant Hope Talks to be distributed in newsletters, emails, social channels, or any other way they reach staff and/or constituents

*When we will market episodes to them:* On an individual basis we will determine whether Hope Talks content connects with an organization’s interests or if only certain themes/topics connect with their interests. Based on this determination, we will either ask each month that Hope Talks be distributed to their audiences or we will contact their organization only when the topic connects with their interests.

1. Philanthropic Institutions

*Who they are:* Current funders and funders we are hoping to engage

*Why they care:* Hope Talks demonstrate how their contribution to One Hope United can/does make an impact. This audience may also include potential future Host Talk guests.

*How we will distribute this to them:* Fund Development will need to identify applicable funders. The individual managing their relationship will be notified of new Hope Talk episodes and can send personalized emails when appropriate.

*When we will market episodes to them:* The staff member managing their relationship will determine when an episode might be of interest

1. Community Members

*Who they are:* staff members at OHU, volunteers and Ambassador Board members, and the greater OHU social community

*Why they care:* Hope Talks demonstrate how their contribution to One Hope United (whether that’s their work, financial contribution, volunteering, ect.) can or does make an impact. This audience may also include potential future Host Talk guests.

*How we will distribute this to them:* Constant Contact emails (staff member lists, ambassador member lists, the blog, and the new Hope Talks email list) and social media channels

*When we will market episodes to them:* Each episode of Hope Talk should be thematically relevant to the greater OHU community; we will attempt to engage this audience every month

1. Political Community

*Who they are:* Senators, Representatives, and Aldermen in the communities we serve

*Why they care:* Hope Talks demonstrate how One Hope United is directly impacting their own constituents and sharing our services could help connect community members with services they need. This audience may also include potential future Host Talk guests.

*How we will distribute this to them:* We will need to identify the Senators, Representatives, and Aldermen in the communities/states we serve and maintain a record of who on their staff we can contact with Hope Talks updates. We can then ask that relevant Hope Talk episodes be distributed in newsletters, emails, social channels, or any other way they reach constituents. Even if they do not share externally, we will want to make sure they are sharing with their own aides and policy team when relevant.

*When we will market episodes to them:* Whenever the topics of Hope Talks pertain to a service available to their community or the state we serve we will want to send Hope Talks to their offices. We will determine whether we ask for these episodes to be shared internally (with their office) or externally (with their constituents) on an individual basis.

*Note:* Successful implementation of distribution across all the identified audiences will mean creation and regular maintenance of a comprehensive organization tracker. Regular updates and communications will need to be sent every month by the Marketing and Communications team to ensure successful distribution to each audience.

**Success Metrics:**

1. Increased Referral Traffic

*Advances OHU’s:* healthy user acquisition and digital marketing acquisition strategy

*Measured in:* Google analytic reporting

1. Exposure to new audiences

*Advances OHU’s:* audience/brand reach and presence as a thought leader

*Measured in:* micro-conversions captured as a result of Hope Talks (newsletter sign-ups, Hope Talks email sign-ups, social media account follows/subscriptions)

1. New relationships created

*Advances OHU’s:* presence in the spaces our services touch and ability to have efficacy when it comes to building coalitions around innovation in thought leadership

*Measured in:* new individual relationships created through planning, implementation, or distribution of Hope Talks

1. New contacts captured

*Advances OHU’s:* reach and potential donor base

*Measured in:* Hope Talk email sign-ups

1. New funding opportunities secured

*Advances OHU’s:* fund development strategy

*Measured in:* number of new opportunities that occur as a result of published Hope Talks articles or relationships created with guests/partner organizations

1. Views

*Advances OHU’s:* digital reach and brand presence as a thought leader

*Measured in:* YouTube view count

**Monthly Process Outline:**

Each month the Marketing and Communications team will support Hope Talks production and distribution in the following ways:

* Send a one pager with the ways to share Hope Talks and an ask that they identify the team member managing their social channels
  + Estimated staff time: 2-3 hours
* Supervision of the monthly Hope Talk recording
  + Estimated staff time: 1 hour
* Basic editing of the virtual interview recording (adding in the intro and the end card)
  + Estimated staff time: 2 hours
* Sharing on OHU’s channels: Uploading the episode to the YouTube channel, creating a blog post, sharing on social, sending a launch email to the Hope Talks email list
  + Estimated staff time: 7-8 hours
* Sharing on partner channels: contacting applicable partner organizations with the ask to share content
  + Estimated staff time: 3-4 hours

**Things to consider:**

Lastly, in planning our Hope Talks strategy here are key takeaways to consider:

* Find episode topics that are underrepresented
* Find episode topics that are highly searchable
* Find guests that people care about
* Remember that these episodes are not set-up for social success – the episodes are too long to be shared on some channels and is far longer than typical viewers are willing to watch. Rather, our success needs to be grounded in metrics beyond viewership.
* Reaching the appropriate audiences will take consistent maintenance of contact lists, relationship building, and month-to-month evaluation.