Navigating the Noise: Mastering Communication in the Digital Age

What is communications?

- Messaging
- Informing
- Storytelling
- Raising visibility

External audiences: connecting your League to the community

- Inform voters
- Advocate to decision-makers
- Recruit members & volunteers
- Build support with the public

Internal audiences: connecting your League to its people power

- Engage existing members
- Coordinate with partners

Digital Communications: Website

- Your organization's main digital "home"
- Think about audiences: community members, League members, press, elected officials, partners
- Important elements:
  - Join
  - Contact
  - Voting info (VOTE411)
  - Events
  - Advocacy (priorities + action)
  - News
  - Donate

Digital Communications: Email

- Communicating with supporters
- Communicating with members
- Fundraising
- Action alerts / advocacy
- Get-out-the-vote & action

Digital Communications: Social Media

- Main channels: Facebook, Instagram, Bluesky, X(Twitter), LinkedIn, TikTok
- Use a scheduler! Don't overwhelm yourself
- Graphics, photos, sample posts available from LWVUS
- Message topics: activities, announcements, actions
- Raise up partner posts, fellow League posts