



Digital Communications Strategy

## overview

This document outlines the communications strategy for the camping department within JCC Association. It identifies several key genres and platforms that the program can and must utilize to effectively communicate with the community.

## objective: build and maintain community

The primary goal of the JCC Camps communication is to engage the community, including staff (full time and part time) of JCC day and overnight camps, camp attendees, parents, and alumni, and create a consciousness of the JCC movement. For external audiences, communication should draw them to read the JCC Camps website, search for local camps, and participate in the Jewish camp conversation. For staff, it should make them aware that they are a part of a movement and invite them to participate, be it by sharing our content with other staff or their parents/attendees or by engaging in conversation with JCC Association's camping department.

## engagement

### Listening

The most critical method for building and maintaining a relationship with the JCC Camps is to pay attention to them. Regardless of how members are asked to contribute, the best way to learn what people are saying and doing is to actively listen to the things they're saying in the places where these exchanges already occur. This may include:

- **Public Communications** – pay attention to the press releases and social media accounts of current JCC Camps. When these conversations are public, this information can be shared within our own channels.
  - Set up google alerts for JCC Camps, for regular updates.
  - Follow a Twitter search of "JCC Camp" and "JCC Camps" to see what public conversations are being had about JCC Camps. This practice is just for listening, not for engagement, to see the sentiment about our camps.
- **"The Backchannel"** – listservs and visits to JCC Camps by JCC Association's staff. This is an opportunity to ask JCC staff what they're doing at their camp, and ask for permission to share.

While privacy and confidentiality must always be respected, it is essential that JCC Association be aware of and listening to what JCC Camps and participants are saying publicly. This not only utilizes a wealth of information already being generated by members, but also has the potential to foster a sense of community amongst camps (one of our primary goals).

### Writing to Talk Back/Engage

All writing done in service of JCC Camps communication objectives should be designed, in one form or another depending on the genre and venue, to engage. Facebook, Twitter, and our other social networks can be utilized to ask questions or engage the community in conversation.

It is essential that writing never talk AT the community, but rather seek to begin a dialogue or call them to participate in some form.

## content strategy: principles and guidelines

While there are may be exceptions, the following information should generally be true about all content produced in service of the JCC Camps communication strategy.

### Purposes and Contexts

- To engage the public with excitement for JCC summer camp, day and overnight.
- To provide an opportunity to promote JCC Camps to a new, continental audience.
- To demonstrate the talent and expertise of JCC camp professionals.
- To bring attention to the good programs and exciting news from local JCC camps as well as movement wide.
- To encourage JCC staff to make their work and more visible throughout the year, instead of just during the summer.

### Tone

- The tone should follow the conventions of the JCC Brand: funny, smart, well-informed, etc. See the JCC Brand guidelines.
- Regardless of the venue or audience, the tone should be as engaging as possible. The audience should be drawn in and eager to learn more or to take action; in some cases this might mean drawing readers to the JCC Camps website, while in others it might be asking users to respond to re-share information.

### Topics and Types

Content types can be divided into two categories, “Jabs” and “Hooks”

- “Jabs” – This content is lighthearted, fun and engaging information. Examples of this type of content are trivia contests, quotes, trends (such as Throwback Thursday), etc. This should make up 80% of the content shared via JCC Camps social media.
- “Hooks” – This content is need-action from members of the community. Examples of this type of content include sign up forms, registration, calls to donate, etc. This should make up 20% of the content shared via JCC Camps social media.

### Channels and Distribution

- Website – the JCC Camps website is the hub for important static content as well as individual profiles for JCC Camps. It should also be the hub of all other JCC Camps information on other platforms (social networks and various services, like Twitter or YouTube).
- Facebook – the biggest platform for engaging on social media, as it’s where most of the JCC Camps already are.
- Twitter – microblogging platform for short messages, used to tease news articles or engage in live conversation. Best for engaging questions and informal conversation.
- Instagram – For sharing photos within the community, a vehicle for sharing on Facebook or Twitter.

## **Maintenance**

- Static content – Static content on the website should be reviewed on a semi-annual basis and updated as needed; pre-camp season and post-camp season, as well as during the winter holidays are important times for evaluation.
- Camp Blog – the blog should be maintained regularly. Posts should be added routinely, even if the post is shorter; the blog must appear fresh even if there is no major news to report.
- Social Media – posts to social media services should be much more frequent. Users must perceive that there is an active presence in these spaces. This can take the form of engaging users in conversations or re-posting interesting items by program members.

## supporting, educating, & soliciting content from camps

### **Soliciting content for social pages.**

- We will ask for any important artifacts (papers, links, images, web pages, etc.)
- Encourage inclusion of an image, representation
  - Create an organized file storage, labeling each image with the camp, year received, and any other meta-data available
  - Request images in high-resolution, accept nothing with dimensions less than 400 pixels wide, 400 pixels high
- Encourage links to any relevant descriptive info such as background, contextual, social media connections, etc
- We will request JCC Camps share re-share their content on their social networks, thus cross-promoting our profiles.

It's the obligation of the creators of content to get campers/parental consent. At JCC Association, we have to trust that photos shared with us from JCC Camps are photos we have the full right to use and share on social media as well as on our website. That same trust goes for testimonials.

## publishing venues for content

JCC Camps maintains presences in a number of digital spaces and it is important that each be used effectively depending on the desired outcomes of the communication.

### **Camp Email Listservs**

The department maintains a listserv where JCC professionals have the opportunity to ask questions and share news with other Day and Overnight Camps.

It is important not only to listen to conversations that happen here, but also to utilize them for distributing important content. This venue is the one with the greatest reach, as not all JCC Professionals will have social media profiles or be engaging with us in social spaces, so it should be utilized when messages must reach the entire JCC Camps staff community.

### **JCC Camps Website** – static page

Static pages on the JCC Camps website (<http://www.jcccamps.org>) are ideal for

communicating messages of lasting importance; pages that make up more of a permanent hierarchy than transient information like news or announcements. They are most appropriate for information about JCC Camps such as the mission statement, connection to Israel, contact information, etc. JCC Association is the author of these pages.

### **JCC Camps Website** – blog post

The blog is a feature for JCC Camp directors to show their expertise, answering questions about camp. This is a feature that will be fleshed out in the future. Structurally, blog posts should meet the following guidelines:

- Images are *highly* encouraged, but not required
  - images included in posts not only make the post itself more interesting, but make repurposing the blog post in venues like Facebook more attractive
- Length: max 600 words, min 200 words
- Image galleries are optional
- Include all relevant metadata (see “Tags, Hashes, and Essential Metadata”)

### **JCC Camps Website** – Profiles

The JCC Camp profiles are intended to be a venue for every affiliated camp to exist as a directory listing, giving camps the opportunity to have a fleshed out web presence. Specifically, the Profiles are intended to display:

- Vital contact information such as location, website, phone, email address, etc.
- Camp description – long form bio about the camp including an opportunity to discuss internal programs, activities, and camp life. Length is 600 words maximum.
- Photos to show off the camp grounds and campers enjoying various activities.
- Profiles of camp leadership – name, picture, and bio of the directors of camp.
- Featured Activity Tags – Activities that are sought after and may be unique to certain camps. These interlink across the profile sections in order to provide the opportunities for users to find similar camps.
- Camp Logo – featuring either the specific logo for the camp or the logo of the JCC.
- Extra Links – opportunity for camps to share their various other social profiles.

### **Facebook**

JCC Camps’ Facebook Page is should be used for making announcements, posting links, posting photos, and for sharing events.

### **Twitter**

Twitter should be the platform used most frequently to push all kinds of announcements, questions, reminders, retweets, etc to the community. Twitter should be regarded as part of the “backchannel” - much of the content posted here comes without the direct authorization of JCC Camps, unlike the blog and static pages.

## hashtags and essential metadata

- Primary hashtag
  - #jccamps – for creating conversation instead of directing users to JCC Camps as a twitter user. Always encourage use of this hashtag.

- Secondary hashtags
  - #jewishcamp – non-official, but a place to keep engaging where users already live.
  - #jcccampers - for campers to participate in what they love about JCC Camps, and share their stories.
  - #jcccampstaff – for full-time and part-time staff to engage in conversations with one another as well as JCC Association.
- @jcccamps is officially endorsed content
  - “we’re listening – use this to get our attention”

## routine content management activities

### Daily Activities

Actively monitor discussions of JCC Camps, their staff, camp related organizations (such as FJC, ACA, etc), and campers, wherever they are occurring (in analog or digital spaces)

- Monitor user lists in social networks.
- Observe use of “official” camp hashtags across services.
- “Share” or “retweet” (or whatever means of recirculating content in a given network) interesting news or posts that don’t need further explanation.
- Reach out to camp professionals for more information about news that might be worth developing into full blog posts, or creating content campaigns on our social networks.

### Regular Activities

- Where relevant or interesting, initiate conversations in social spaces.
- Follow up on requests for information in our various social spaces.
- Take photos of camp or camp related events and have camp professionals submit photos.

### Publishing Content

- Select all appropriate venues for the content to live.
  - Include any relevant links when sharing said content.
- Instagram & Vine are other venues to publish, but use the hashtag #jcccamps to help connect content.
- Be sure to specify to whom the information is directed. Remember, the entire community can see it! If it’s for staff, mention staff. If it’s for the community at large, extra framing isn’t needed.

### Maintain Static Web Content Calendar

- Get any necessary documents from JCC Association’s camp staff and marketing department.
- Check for out-of-date information and makes appropriate updates.
- Check that all links are still active.
- Ask questions and give reminders regarding editorial calendar

### Maintain Camp Lists on Twitter

Be sure to add and maintain the following Twitter lists:

- JCC Camps
- JCC Day Camps

- JCC Overnight Camps

## ethical use of social media and good judgement

Because JCC Camps is a public page, practice the following:

- Recirculate what is learned from personal profiles with caution (or better yet, with permission).
  - The exception to this rule is re-sharing URLs to articles that have been publically published. This does not include personal commentary.
- Personal info should never be recirculated, such as campers full names or contact information.
- When in doubt, contact the source and ask permission.
- Blog posts by JCC professionals must be vetted by those stakeholders. They have ownership over their content and may request to make edits within the timeframe that the post goes live.

### **Intellectual Property**

- Follow the guidelines for Fair Use.
- Always cite any material taken from outside sources.