

Lens on Atlanta Content/Engagement Strategy

LENS MISSION:

The Lens mission is to create a robust, interactive, user-driven community about all things of interest and relevance to Atlanta (all of metro Atlanta) that fosters citizenship and culture, inspires the joy of learning and celebrates the power of diverse perspectives.

Short: “To create an on-line, representative Atlanta community for learning, sharing and citizenship.”

LENS ON ATLANTA ENGAGEMENT MISSION

The purpose of this document is to outline the steps, procedures, and process to help drive conversations on Lens on Atlanta. This document is expected to be fluid, and will change over time. The main purpose is to lay a solid foundation for the community that is based on compelling, entertaining content, that will encourage visitors and members to not only join Lens on Atlanta, but remain engaged, and come back on a weekly or daily basis.

Short: “Help build and engaged community that is focused on regularly discussing issues that results in change.”

Primary Goals:

1. To establish Lens on Atlanta as the premier hyper-local social network for education, the arts, and civic engagement.
2. Identify niche communities that will serve as the cornerstone of the community.
3. To seed Lens on Atlanta with thoughtful, compelling, and engaging content.
4. Facilitate thoughtful conversations through blogs, forums, and groups.
5. Increase traffic to the Lens on Atlanta site.
6. To help metro Atlantant’s have a strong voice that affects change in the community.

The overall goal will be achieved if the Lens on Atlanta staff is able to develop the site into a comprehensive hyper-local destination for everything that’s related to what the greater community is interested in talking about. The site must easy to navigate, have a comprehensive search process; a method that allows members to easily get content that they are interested in delivered to them, and facilitates communication and interesting conversations.

The Lens on Atlanta team will work to engage and identify key communities that will serve as the foundation of Lens on Atlanta. This may include the green/sustainable community, nonprofits, NPU's. This engagement strategy will include meeting with key groups to promote Lens on Atlanta, seeding the site with conversations around key issues, and encouraging participation.

A primary goal is to inform the greater public and encourage people to start using Lens on Atlanta.

Here are several strategies to engage the community:

- A Question of the Day/or Question of the week forum topic. This can include a general questions posted on a Forum to get people to share thoughts and ideas. For example. When was the last time you volunteered your time and why did you do it? Or Are you involved in your neighborhood association? Why or why not? The Lens on Atlanta team can come up with these weekly questions collectively, and even discuss or vote on the best questions. It may be helpful to tie the questions into a newsworthy event, or make them timely. The community manager can pose the questions to the Lens on Atlanta membership via the e-blast tool on the admin site, and blast the question out via Twitter and Facebook. It may be interesting to Re-tweet interesting responses.
- The Lens on Atlanta team will make it a priority to feature strategic partner, community ambassador, or Lens community Member in a weekly Question and Answer post that will be produced by the Lens on Atlanta staff. The initial focus of this will be the Lens on Atlanta strategic partners, and as it continues it will shift to the ambassadors and community members. The strategy could be to reward members who are the most active on the site with a feature article.
- To increase traffic on Lens on Atlanta, the LOA team can engage in the following strategies. Twitter & Facebook outreach. Communicate, Re-tweet, and link to content that is focused on the arts, education, and civic engagement. Guerilla marketing: Leave comments that link back to Lens on Atlanta's homepage, or specific content that is relevant to conversations occurring in the metro Atlanta blogosphere. Look for existing message boards and forums that generate community conversations and leave comments, and links back to Lens on Atlanta.

- It is also strongly suggested that Lens on Atlanta is search engine optimized so that people who may be searching for key words such as Atlanta Arts, education, nonprofit, fundraising, Atlanta events, can find Lens on Atlanta in search engines.
- If all of these steps are successfully followed, Lens on Atlanta can naturally become a place where people in Atlanta have a strong community voice.

Critical Success Factors – What we must do to be successful?

Short Term (2009/10)

Seed site with engaging content.

Facilitate the publishing and sharing of daily content.

Lens on Atlanta/AtlantaPlanit Team daily content updates

Lens on Atlanta Members: BWallace, Pastor Paul, Zayra, (Identify 5-10 content contributors/ambassadors)

Weekly newsletter – Amani Channel

Identify 5 public officials who will join and contribute to conversations.
Kwanza Hall,

Identify 5 (“celebrity”/WABE/PBA staff to contribute to conversations, blogs, forum discussions)
Mr. Clipper/News department staff

Develop workflow for WABE newsroom content.

Engage a key community and build membership around constituency.

Possible groups: Green businesses, NPU members, school media departments, arts community.
Green Business Outreach Amani Channel/J Gocken
NPU
Schools/Media Orgs
Arts Community

Build membership to a moderate level (1-thousand/Feb 2010).

Word of mouth, social media/Twitter/FB/PBA publicity

Identify and nurture relationships with community ambassadors.

Technological enhancements