

*Sloane Dell'Orto,
Streamline*

HOW TO TELL YOUR STORY

Week 6



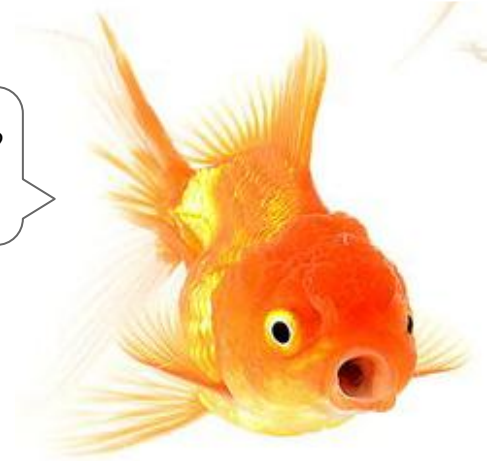
WEEK 6:
LEVERAGING YOUR WEBSITE AND EMAIL
CAMPAIGNS TO
TELL YOUR STORY



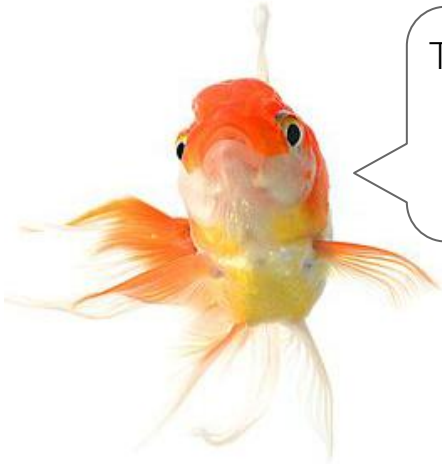
Humans think
we have an
attention span
of 9 seconds.



Wait, what?
That's BS.



Their attention span is
less than 8 seconds,
no wonder they're
confused.



**Awww.
Poor
humans.**



WEBSITE STATS

- 8 seconds to grab attention
- 5x more people read the headline than body content
- People read ~ 20% of the text

READING ON SCREEN IS COMPLETELY DIFFERENT FROM
READING WORDS PRINTED IN BOOKS OR NEWSPAPERS.

- *People do not read in a linear, down-the-page way.*
- *They scan to see what grabs their attention, then skim the content that specifically interests them.*

-oxforddictionaries.com

EXAMPLE

Nearly 46,000 people shared
this post, many quite earnestly:

[News](#)

Study: 70% of Facebook users only read the headline of science stories before commenting

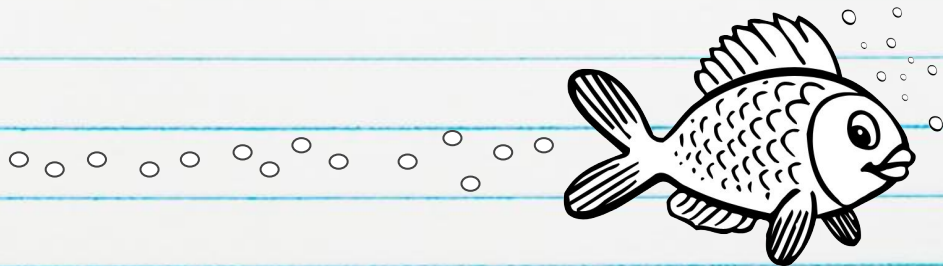
By [SP Team](#) on March 5, 2018



NEW YORK, NY – A recent study showed that 70% of people actually never read more than the headline of a science article before commenting and sharing. Most simply see a headline they like and click share and make a comment.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam consectetur ipsum sit amet sem vestibulum eleifend. Donec sed metus nisi. Quisque ultricies nulla a risus facilisis vestibulum. Ut luctus feugiat nisi, eget molestie magna faucibus vitae. Morbi luctus orci eget semper fringilla.

TL;DR



SPREADIN' THE WORD: ENSURING YOUR WEBSITE IS YOUR VOICE

- Make your website the authority (even if you use social media heavily)
- Keep your site updated and make sure content is posted there before sharing via social or email
- SEO matters - you can only control the conversation if people can find your site
- Methods for being "found" - search engine friendly, submit your site to the search engines, have an XML sitemap




MAKE LONG CONTENT EASY TO CONSUME

- Text width: 10-15 words per line
- Break it up: headings, icons, quotes
- Use infographics for data-heavy content
- Use images to orient
- Scrolling: no longer taboo*

*but 5% still won't scroll

MAKE LONG CONTENT EASY TO CONSUME



Contact Us | Learn more at Google


Home | What We Do - | Who We Are - | Updates - | Contact Us

WHAT WE DO

- FAQS
- MISSION
- PROJECTS
- SERVICES
- TRANSPARENCY


Projects

We don't just put out fires, we also provide ambulance services and fire and safety training to our community.




Fire prevention training

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed felis lacus, pellentesque a semper vitae, condimentum quis quam. Maecenas viverra, mauris scelerisque congue lacinia, mi diam facilisis augue, ut interdum diam felis vel nisl.




Ambulance services

Aliquam id orci ac mauris dignissim semper ac in enim. Nam pharetra libero sed velit posuere sodales. Aliquam sed viverra turpis. Nulla facilisi. Cras ut volutpat leo. Duis elementum rhoncus eros commodo interdum.



Safety training

Aenean varius, diam ac tempus dapibus, odio nisl consectetur risus, volutpat facilisis velit neque vitae augue. Praesent leo libero, convallis non fermentum at, dictum vitae purus. Duis viverra sodales congue. Aliquam volutpat sem eu lacus feugiat, accumsan ultricies nibh dignissim. Sed non interdum nisi.



CONTACT US

The Acme Fire District is always happy to hear from you.

[CONTACT US TODAY! »](#)

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MAKE LONG CONTENT EASY TO CONSUME

One thing we've been focused on over the last year is fully developing out the relationships we have with our public employers. We have been doing work with our actuaries, doing WebEx presentations on how they can pay down unfunded actuarial liability.

One thing we cannot do is focus on divestments. We need broad access to the markets to get close to our 7 percent return target, so these divestment ideas are not helpful. In the future, they might be fine ... But today these are the numbers that we have to live by.

So the employers have been really helpful in staving divestment issues away. They need us to focus on returns. The governor and the Legislature also recently gave us \$6 billion, which put the system into positive cash flow. That means we can invest every single asset in the market and we're not holding a level of liquidity that works against us. We're not going to get 7 percent out of holding cash.

One thing we cannot do is focus on divestments. We need broad access to the markets to get close to our 7 percent return target.

SPREADIN' THE WORD:
USING EMAIL



WRITING EMAILS

- Clarity of purpose
- Short, simple, and to the point
- Subject line: 6 - 10 words

SPREADIN' THE WORD: TIPS FOR WRITING EMAIL SUBJECT LINES

- Write the subject line first.
- Keep it short, simple and focused.
- Place the most important words at the beginning.
- Eliminate filler words.
- Be clear and specific about the topic of the email.
- Use logical keywords for search and filtering.
- Communicate deadline(s).
- Don't start a sentence in the subject and finish it in the email's body.



100 EMAIL SUBJECT

LINES WE ACTUALLY

CLICKED

WRITING EMAILS

Know your audience

- Boss, government official - more formal
- Coworker, CSDA staff, Sloane - less formal

Know your goal

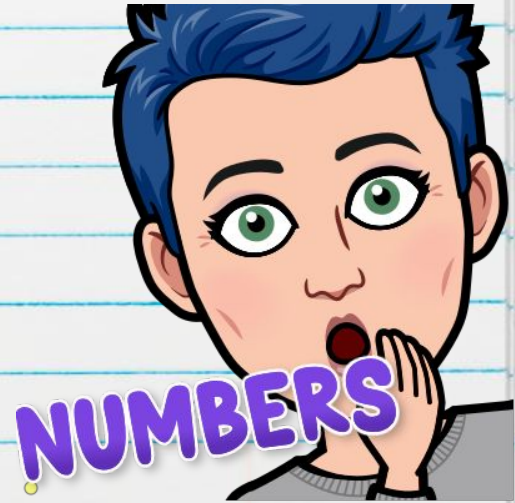
- Do you need them to take action? (If yes, make it easy)

(way)



EMAIL STATISTICS

- 64% open based on who it's from
- 47% open based upon subject line
- Your first line of text is often as far as the reader gets



SPREADIN' THE WORD: MAKE YOUR EMAILS EASY TO PARSE

We're expecting twice the number of attendees at our annual chili cookoff as previous years, and we're hoping you'll be an event sponsor again!

- Saturday, July 5, 10am until 6pm
- Sponsorship cost: \$100
- We still have your banner for display
- Just reply to this email to sponsor

If you have any questions or want to send new a new banner, I'm happy to chat, and thanks in advance for your support! Once we get your reply we'll send an invoice.

Sincerely, Sloane

SPREADIN' THE WORD: MAKE YOUR EMAILS EASY TO PARSE

We're expecting twice the number of attendees at our annual chili cookoff as previous years, and we're hoping you'll be an event sponsor again!

Date, time and location

Saturday, July 5, 10am until 6pm.

Begins at Sutter Park with a parade that winds around to the library for the cookoff.

Sponsorship information

Sponsorship costs \$100 and includes display of your banner, as well as one complimentary chili tasting. We still have your banner from last year, so if you don't need any changes we'll just hang that.

To sponsor all you have to do is reply with "yes" and we'll mail you an invoice.

Sincerely, Sloane

Fall 2020 Acme MUD Newsletter

acmemud.specialdistrict.org/fall-2020-acme-mud-newsletter

Apps Personal DD Stuff Media Streamline demos STR HubSpot Zoom Tech tools

ACME MUNICIPAL UTILITY DISTRICT

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THIS ITEM APPEARS ON

- WATER CONSERVATION AND THE ENVIRONMENT
- NEWSLETTERS
- HOMEPAGE

Fall 2020 Acme MUD Newsletter

Things are hopping at the Acme MUD this summer! You might think COVID has us all sheltering in place, but that's not true. We have worked hard to keep our employees and the public safe, and still allow the enjoyment of our parks and open spaces.

And of course we still spend every day making sure you have clean water and sewer service, too. Check out all the important happenings below!

We wish everyone a safe and healthy fall!

ACME CSD: Parks Re-Opening Notice

We are pleased to announce that our parks are now partially open to the public, with specific guidance. All barbeque, table, and community gathering...

[READ MORE >](#)

Fishing derby contest

Since we can't meet in person this year, we're taking our derby virtual! Check out all the fish and vote for your favorite below! Voting closes at 5pm on some big day.

[READ MORE >](#)

NOTICE: BOARD MEETING RESCHEDULED

ACME Board of Directors will no longer be meeting on October 22, 2020. The meeting has been rescheduled for October 27, 2020.

[READ MORE >](#)

javascript:void

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Email Page



List

News and Updates (11 recipients)

Subject (based on your page title - [edit page](#))

Fall 2020 Acme MUD Newsletter

Email Preview ([open in a new window](#))



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[ACME CSD: Parks Re-Opening Notice](#)

Send me a preview

Email page to News and Updates (11 recipients)

BOARD MEETING SCHEDULED

Board of Directors will be meeting on October 22, 2020. The meeting has been scheduled for October 27.

[MORE >](#)



#SpecialDistrictStories

WHAT YOU DO IS IMPORTANT.
TELL YOUR STORY.



Resources:

- TED talks on storytelling
- Start with Why - the book, and the online class
- Storytelling books, articles, tutorials and more
- The Before I Die project
- Extra social media resources (including policies)
- 100 Best email subject lines

engage.getstreamline.com/story

Questions or comments?
sloane@getstreamline.com

Additional webinars:
getstreamline.com/webinars

