

Connecting with Community Through Media

—
Christie Pierce, Digital Media Strategist



Media is a powerful tool to connect with your community.

There are various forms of media. News media, entertainment media, print media, social media, and more.

How do you decide where to focus your media time and energy?

How people consume media helps us understand where, when, and how to reach them effectively.

- Messaging helps deliver your goal and objectives.
- Frequency helps reinforce it.

The most common platforms include Facebook and Google, combined they are able to reach over 95% of online users.

- *Facebook and Google are the leading media platforms, combined reaching over 90% of all online users.*
- [Facebook](#)
- [Google](#)

What does this mean for you?

- With online consumption growing, organizations need to be quick and nimble.
- Organizations need to be responsive and actionable - ready to engage with their audiences.
- Be curious and cautious - test and learn as new technologies arise.

How can I use Facebook to reach more of my audience online?

- If it's \$10 or \$1,000 Facebook advertising will help you communicate to your community, keeping them engaged and aware of new information from your organization.
- Pro tip: Boost a post and target people who've already interacted or followed your Facebook page. This helps ensure your most dedicated fans and followers are in-the-know.
- Not sure what type of content to put out? Find out what your friends are doing using the free [Facebook Ad Library](#).

How to use Google's free tools to empower your organizational goals.

- Love it or hate it, Google provides a crucial role in our education, communication, and daily transportation. [Google Trends](#) will help you understand what's happening online everyday and provide more inspiration to help you stay relevant and in-the-know with your community.
- **There's a world of opportunity to connect with your community. Our [media kit](#) will help you visualize it.**