

# Connecting with Community Through Media

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# Media is a powerful tool to connect with your community.

## 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.

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

## 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.**