

ENVIRONMENT WASHINGTON CONTENT STRATEGY STATEMENT

The organization

Environment Washington is a network connecting many individual Washington state environmental groups, with the goal of promoting “clean air, clean water, clean energy, wildlife and open spaces, and a livable climate.” Environment Washington is a lobbying group; donations are not tax deductible. A sister organization called Environment Washington Research and Policy Center is considered a tax-deductible 501(c)(3) organization.



Current content

Content is centralized to the website, which clearly outlines the major campaigns underway. The section Our Work gives short overviews of Environment Washington’s stance on waste/recycling, toxics, global warming, conservation, clean water and air, and energy. The section Trending gives updates on the most urgent campaigns right now. The website makes it easy to get involved by filling out a form which is emailed to a legislator. A user can also easily donate money, which supports all current campaigns.

Proposed content strategy statement

Environment Washington uses [1] online and social media channels to educate the [2] environmentally conscious public and persuade [3] elected officials to [4] take action on the most [5] critical issues affecting [6] land, air, water, and wildlife.

Statement breakdown

1. Online and social media—user research supports online strategies as the most efficient use of time and money.
2. Environmentally conscious public—these people are most likely to persuade their legislators.
3. Elected officials—depending on the campaign, this may be U.S. or state legislators who have influence and vote on bills.
4. Take action—for the public this means corresponding with your legislator or donating money to support the cause. For legislators this means voting.
5. Critical issues - only the top priorities, and regular updates to the content are required to keep the most important issues top of mind.
6. Land, air, water and wildlife - focus on issues that specifically affect the physical environment and animals in it.

Sample elevator pitch

“I’m working on a new content strategy for our Endangered Species Act (ESA) campaign. I’ve already received a bid from XYZ Consulting to perform a content audit. Their bid includes legacy content inventory, identification of gaps and usability assessment. With this data, I plan to roll out our social media strategy, with a focus on analytics. Social media will complement our legacy media and will have the same voice, though tone will vary depending on the channel. Plus, the social media strategy will help our community organizers and door-to-door canvassers to give them another tool to meet people where they are. My goal is to check site analytics every month, specifically people who click “Take Action” and “Donate.” I think this plan will help us pressure Olympia to prioritize saving the ESA.”