



Digital Engagement- Reading and Resource List

Compiled by Fig + Sass, April 2023

Fig & Sass Editorial Calendar Template. [📅 Editorial Calendar Template - Distribution Plan](#)

Fig & Sass Digital Campaign Plan Template. [📅 Digital Campaign Plan Template](#)

Fig & Sass Audience Profile Template. [📅 Audience Profile Template](#)

Finding your Brand Voice. An overview of how to create your organization's brand voice.
<https://socialmediaexplorer.com/content-sections/tools-and-tips/finding-your-brand-voice/>

Lightbox Collaborative Evergreen Editorial Calendar Tool.
<http://bit.ly/EvergreenCalendarWorksheet>

M+ R Benchmarks. An annual online report of key benchmark data related to communications, marketing and fundraising for nonprofits. <https://www.mrbenchmarks.com/>

Pew Teens and Social Media 2022 study.
<https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/>

Social Movement Technologies. They offer a ton of training opportunities, including free recorded trainings on their website, and have tools about how to win campaigns in the digital age. <https://socialmovementtechnologies.org/>

Speak Out or Step Back. Checklist for deciding whether or not to respond to breaking news. Created by Forthright Consulting.
https://static1.squarespace.com/static/5ce400d312290e0001d5a4c8/t/62dab6aea9ff3c04a115c09d/1658500783503/SpeakOutOrStepBack_Worksheet.pdf

Rapid Response Map. The first question in crisis communications.
<https://www.lightboxcollaborative.com/2019/07/26/question-crisis-communications/>

Free Training: how to decide and respond to crises by Lightbox Collaborative.
<https://www.lightboxcollaborative.com/2021/10/29/is-this-a-crisis-how-to-decide-and-respond-free-training/>

Tips on when to make a statement in response to events from Lightbox Collaborative.
<https://www.lightboxcollaborative.com/2021/08/30/should-we-make-a-statement/>

We Make the Future Digital Toolkit. An example of how you can create a toolkit that includes sample social media posts to amplify your content and work with partners.
<https://www.wemakethefuture.us/resources-docs/digital-toolkit-we-keep-us-safe>