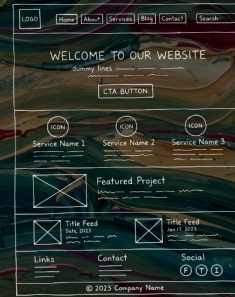
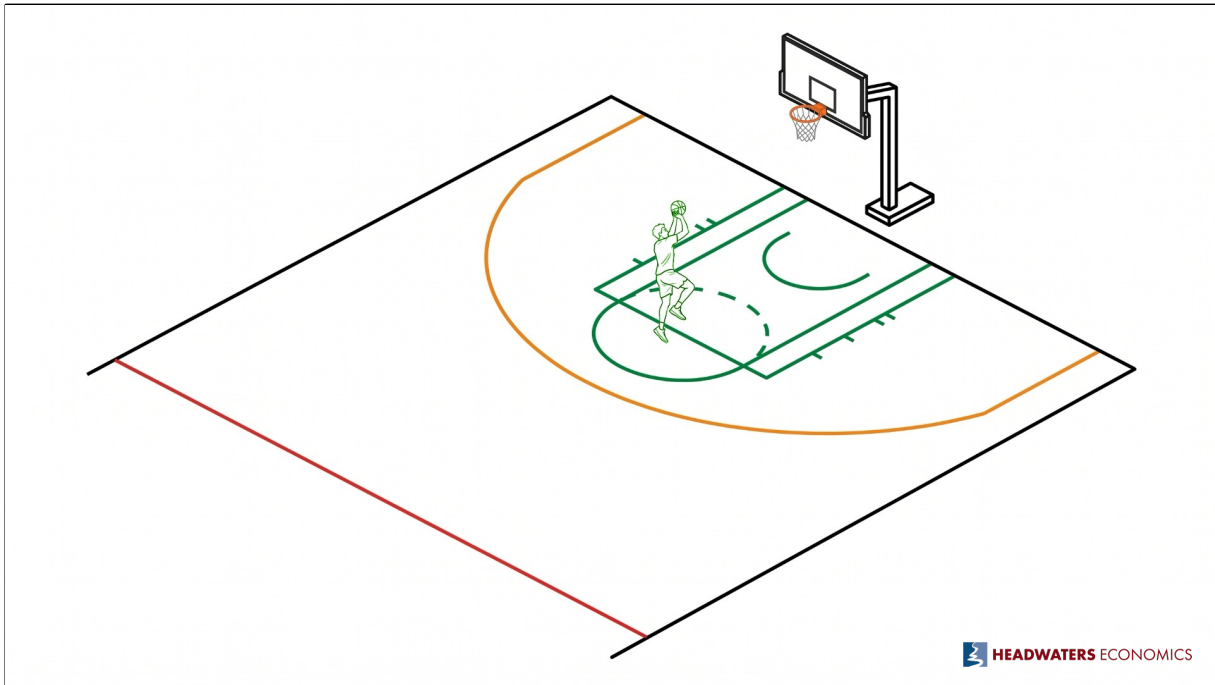


DIGITAL COMMUNICATION **AUTHORITY & AUTHENTICITY**



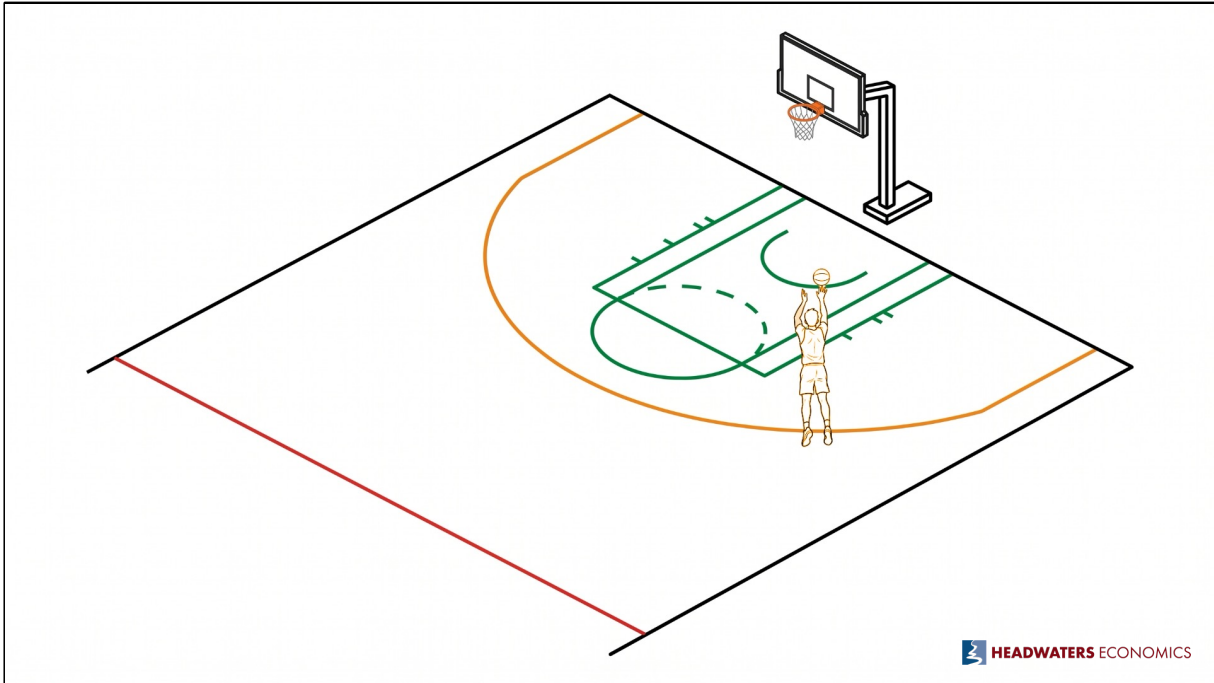
Brent Powell
Web & Media Producer





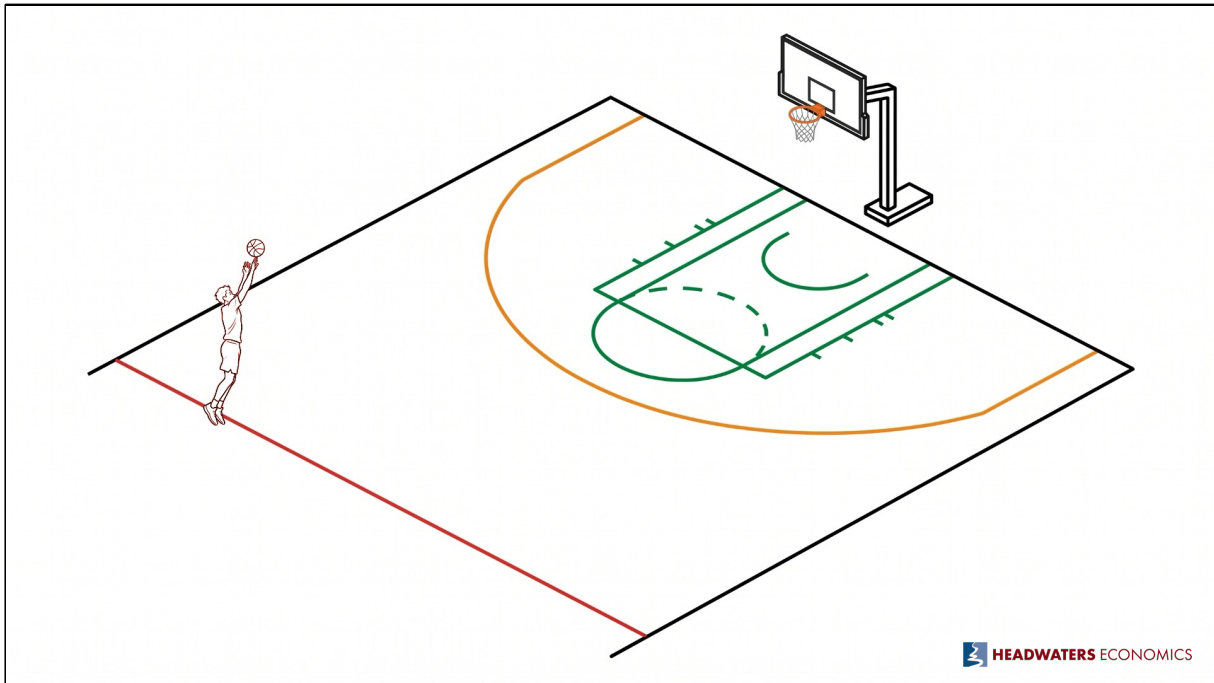
How many of you have ever played basketball?

Imagine you've never played basketball. Someone hands you the ball at the free throw line. Maybe you get lucky — but probably not. Back up to the three-point line. Now half court.



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That's what it feels like to communicate during a disaster if you haven't practiced. The moment is high-stakes, the pressure is real, and it's not the time to be figuring out your form.



Independent Nonpartisan Research



My name is Brent Powell and I'm the web and media producer at Headwaters Economics. We are based in Montana and we help communities all over the country, some of them places like yours, equipping them with research, data tools, and community assistance. I feel pretty fortunate that for nearly 7 years, I've been able to support all the amazing web and media productions that we craft. This is also my third year helping support this event.

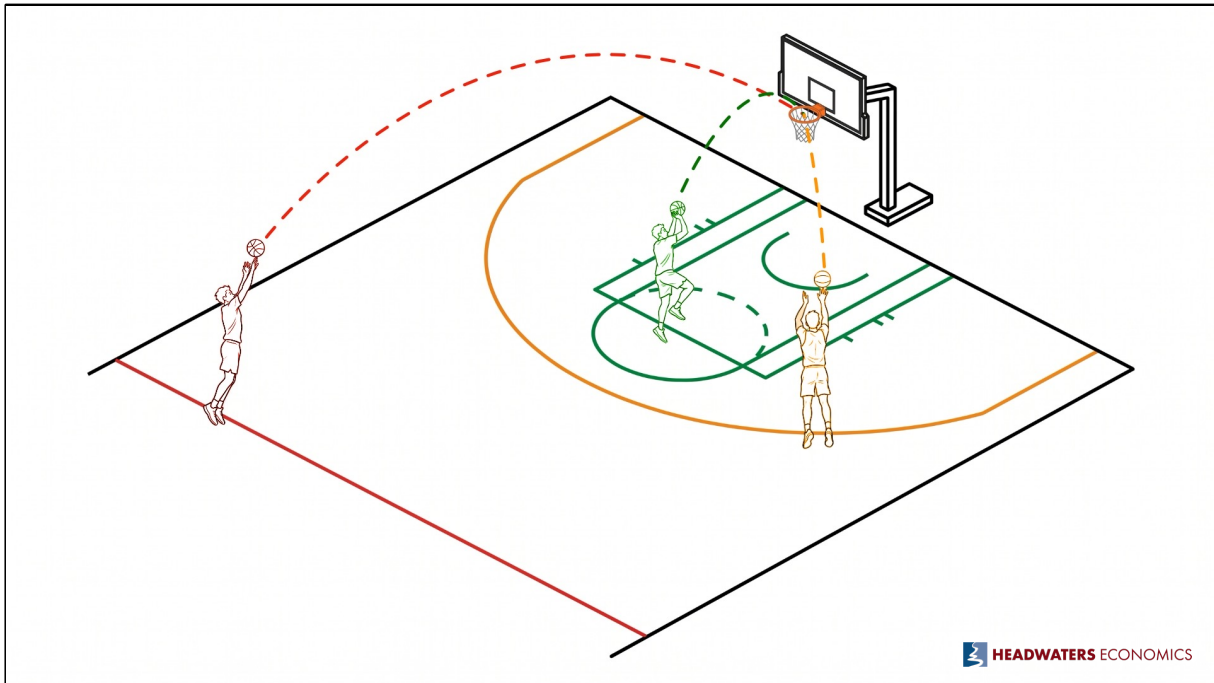
I am assisted today by two of my colleagues, Patty Hernandez (Exec. Director and part-time potter) as

well as Scott Story (Data Engineer and avid Birder).



So I've seen and heard of the work that many of you do and you wear many hats, and adding media/content creation can feel like yet another one to add to the stack.

This workshop will provide you with a place to start that works towards leveling up your skills as a community leader, building on your authority and adding authenticity to what you do.



The solution: Practice, Practice, Practice

You don't suddenly become great at that 3-point shot, you need to level-up.

*Get teammates or **Practice the basics***

Applied practice

Applied practice

- What do you need/want to communicate effectively
- What will you need to practice for the future (i.e. Interviews)
- You don't have to share your first attempt, but don't wait to be perfect
You get better faster when you start receiving feedback

PRACTICE • Something that needs to be done

PRACTICE • Something that will happen

PRACTICE • Something public so you get feedback



You already know where people are, but the real question is where people's attention is.

If you don't know, ask

- Community leaders

- Ask your audience

Social media

- General population

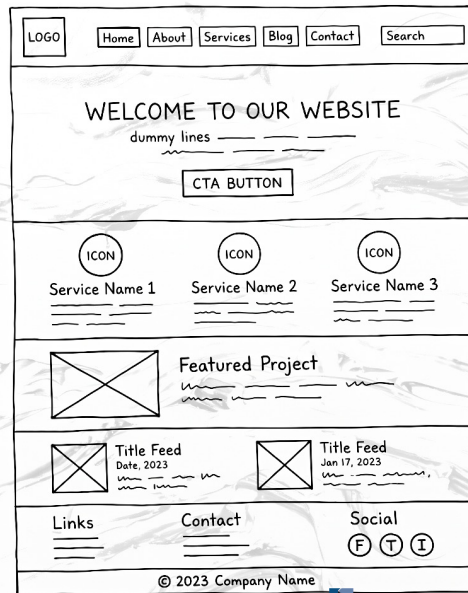
 - 80% on Facebook, might be a good place to start

 - IG/TikTok skews teen to young adult (16-34)



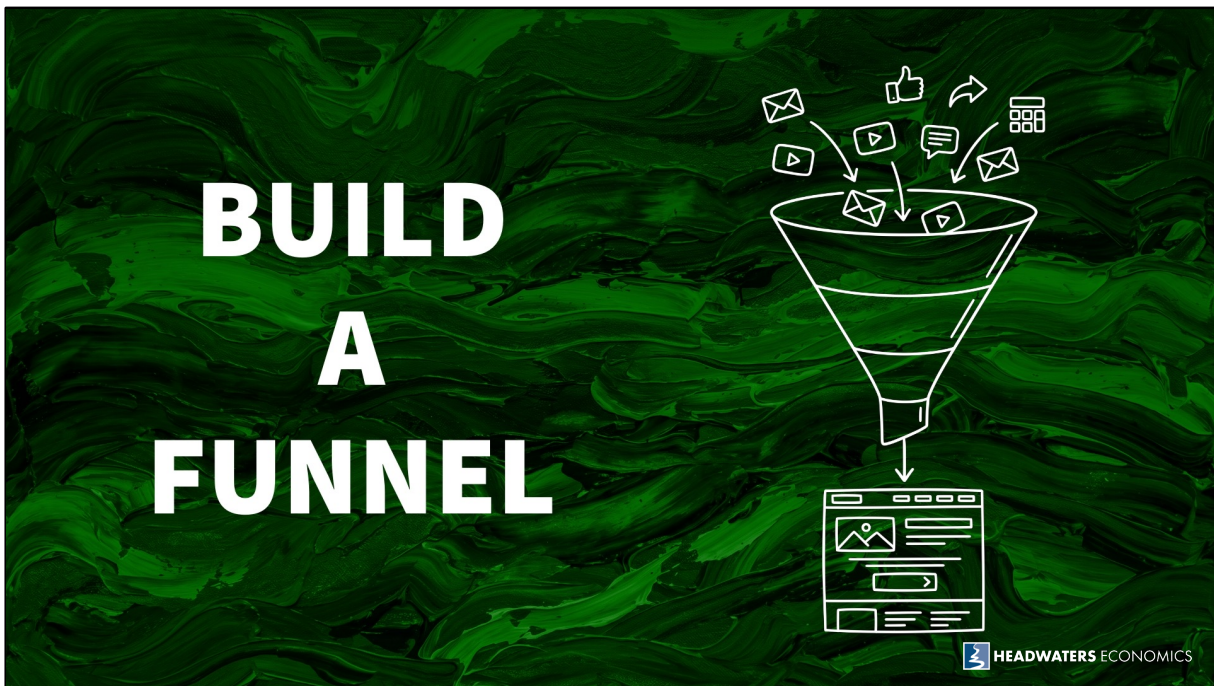
A quick note on social media: Most, if not all, of these platforms are what I like to call “User Engagement Platforms” as they are incentivized to keep users on platform to see as many ads as possible and collect user data. I think it’s fair to say that they are not neutral places, but they can still be used for good. They want people to stay on platform, so give them something sticky. Use it as a tool, don’t become the product.

MAKE A WEBSITE



PSA: Make a website

- You control it, no algorithms
- You can point everything toward it
- It changes when you change it



Point everything to one place where people can go to find your information

Funnel points

- Website

- Profile

- Newsletter signup

Share a piece on social media and the rest on your website

Content that is valuable (i.e. people look at it for a long time)

- Guides on how to make a go bag or emergency kit.

If you regularly get a “How do I???” question, make content around it.

Two buckets

- Graphics content (Pictures, Carousels, Posters)


- Video content (Interviews, how-to’s, montage, vlogs)

DIGITAL COMMUNICATION **AUTHORITY & AUTHENTICITY**

**SOUND
BETTER**

**LOOK
BETTER**

**WORK
BETTER**

 **HEADWATERS ECONOMICS**

So let's get into some smaller groups and get to work



DIGITAL COMMUNICATION **AUTHORITY & AUTHENTICITY**



WORK BETTER

Tools I Recommend

- Video Editing
 - Davinci Resolve (works on all platforms) \$0+
 - iMovie (works on Apple devices) Free
 - CapCut (works on all platforms/ByteDance owned) \$0+
 - Descript (Transcription based editing, Audio cleanup) (np) \$0+
- Multimedia Suites
 - Canva - Free to \$144/yr (np)
 - Apple Creator Studio (Mac/Apple users only) - \$129/yr
- Meta Business Suite
 - Lets you schedule out posts and engage with your content without needing to use FB, IG, or Whatsapp

Making a website

Having your own website comes with the opportunity to own your messaging platform

- Wix (free tier)
- Squarespace (\$\$)
- WordPress.com (free tier)

Email

Having an email at a custom domain signals authority

- Google (non profit licensing available)
- Microsoft (non profit licensing available)
- [Hosting.com](#)
- Proton Mail