Your audience is already texting 📲

Join the conversation + listen in 👋

@GroundSource

LinkedIn GroundSource
GroundSource makes strong connections within local communities through text messaging.

Source stories
Send news updates
Collect stories
Drive engagement
Build loyalty
Fundraise
Convert subscribers

Listen.
Listening makes you agile.

- Chalkbeat launched a text-in line for families to find nearby meals for their kids when schools closed
- Spanish and English language
- Privacy and intimacy of one-on-one texting made people feel comfortable asking personal questions.
  - “Can I bring a baby?”
  - “Do I have to bring an ID to get food?”
  - “Do I have to speak English to pick up meals?”

“We had to get creative about how we got information out to them.”

-Caroline Bauman, Community Engagement Strategist, Chalkbeat
Listening makes your audience loyal.

- KPCC asked their listeners what questions they had about Covid-19
- Hundreds of people responded
  - Audience-centered approach
  - Urgent questions answered in real time
- Listeners started texting in asking for specific KPCC team members by name.
  - Now that’s audience loyalty.

“We became LA’s help desk.”

-Ashley Alvarado
Director of Community Engagement, KPCC
“Texting can really connect with, grow and diversify our audience.”

-Lauchlin Fields
Web & Engagement Editor
Mississippi Today

Listening makes you more diverse and inclusive.

- Urgent Covid-19 updates, protests and changing the Mississippi state flag
- Diversity = people who don’t sit at a laptop all day.
  - Texting reaches a wider demographic
  - Expands information accessibility
- Insights from audience responses and uncovering additional sources has lead to more reporting on a wider range of topics.
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