

The POSE Framework

A Tool for Distribution



The Voices
for Economic
Opportunity
Incubator

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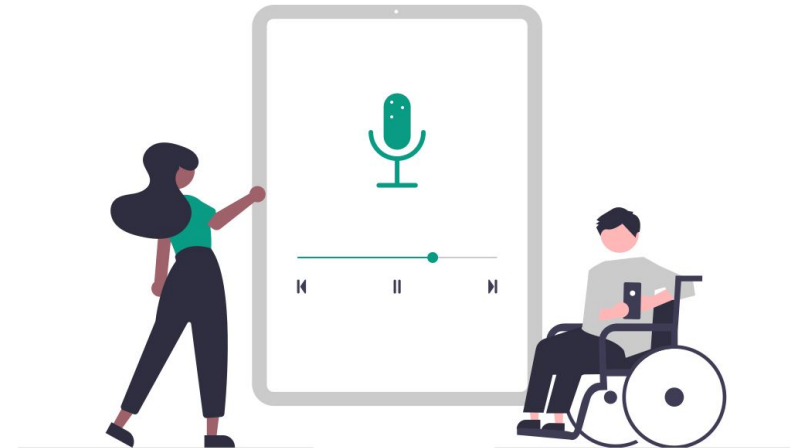


What's the POSE Framework?

Put simply, distribution is how you'll share your project with the world. In this stage your work "goes live," and your content is delivered to your audience. It's important to note that your distribution plan should meet your audience on the channels, also called media placements, that they frequent and prefer. Does your audience view TikTok videos, listen to the radio on their commute, or tweet on Twitter? Distribution is key to ensuring the content you make sees the light of day.

Consider: where will your content live? What physical and digital platforms do you have access to? What physical and digital platforms does your target audience engage with?

The following framework is a tool for determining the best way to distribute and promote your content.





POSE is an acronym for paid, owned, shared, and earned media—the different ways you might promote your project.

There are benefits and drawbacks to each promotion type, so it's about finding the right fit for your unique plan. If you're on a tight budget, focus on earned and shared media. Paid media is expensive, building an audience to share owned media with takes time, and going viral is rare. Focus your efforts on developing content that partners and platforms can't ignore. If you can't rely on the blunt force of a large advertising campaign to reach your audience, your best bet is to leverage other strengths you bring—the emotions your project stirs, the cleverness of your campaign, your sense of humor, or the urgency of your work. All of these ingredients are very helpful in garnering attention.

See below for examples of each media category.

Paid media is best for those with an advertising budget.

This includes:

- social media ads
- boosted content
- other paid digital ads: banners, programmatic ads
- TV ads: broadcast, cable, streaming
- radio ads
- out-of-home ads: billboards, transit ads

Owned media is best for those with an existing audience or supporter base.

This includes:

- email marketing
- website content
- content marketing: community stories, contests, quizzes
- webinars, events, and trainings
- publications: reports, articles, blog posts

Shared media is best for those with a small budget or those interested in community engagement.

This includes:

- organic social media: Facebook, Twitter, Instagram, TikTok, LinkedIn, YouTube
- engagement from devoted audiences: critics, loyalists, advocates
- user- and community-generated content

Earned media is best for those without a large advertising budget.

This includes:

- media relations (public relations, or PR)
- influencer relations, including micro-influencers
- public appearances: festivals, events, panels, keynotes
- partnerships: co-branding, barter
- word-of-mouth



Evaluating POSE Options for Narrative Change Practitioners:

	Benefits	Drawbacks	Takeaways
Paid	Most communications platforms optimize for this – if you can pay, at scale, you can dial in on your precise audience and make them pay attention.	Advertising at scale is very expensive! A seasonal advertising campaign for a major brand in one country can cost tens or even hundreds of millions of dollars.	Paid media can augment shared, but unless you have a lot of resources it's probably shouldn't be a core strategy.
Owned	Once you've built an owned audience (for example, an email list), it's very low-cost to reach and you can reach folks many times, over time	It takes time and a consistent investment of resources to build an owned audience. And your owned audience may not always be the audience you wish to target.	In the long term, owned audiences are an important part of narrative infrastructure, and they are absolutely worth leveraging. But this isn't a strategy that you can execute on for a particular campaign.
Shared	"Going viral" is free, and you get the added benefit of the sharer's validation.	"Going viral" is very hard by design (platforms would rather you pay them), requires luck, and generally requires short, emotional, irresistibly entertaining or riveting content.	Absolutely worth considering, but don't put all of your chips on "going viral."
Earned	A great way to reach large groups with low cost	You may lose some control over how your story is framed, and you have to make the story conform to the interests of the sharer.	A strong place to invest for social change communicators.



How to get earned media:

As mentioned, earned Media is a great way to grab attention for your work without needing a large budget. Earned media is a transaction. You give the platform or broadcaster something they need, and they give you access to their audience. Doing it well requires an understanding of their incentives and goals. Here are three common tactics for earned media success:

Strategy	How it leverages the distributor's interests	Challenges
Make content for them such as placing an op-ed in a newspaper	They want cheap, engaging content to run ads next to.	Making professional-quality content is time-consuming and can be expensive.
Be a story their audience wants to hear such as saying or doing something dramatic or compelling that helps visualize the message	They're looking for engaging stories, ideally ones with some tension.	Journalists can be fickle and easily distracted.
Borrow a peer's audience such as appearing on an ally's channel, perhaps in exchange for a guest spot on yours	If it's uni-directional it doesn't – but "cross-marketing" is effective because it allows two parties to exchange exposure to each others' audiences.	You'll need either alignment on goals or a good exchange of value.



POSE Template:

	Channels/Platforms you'll use	Content to be placed on channels/platforms	Contacts/Partnerships needed
Paid			
Owned			
Shared			
Earned			