



## The Megaphone Effect

Have you ever needed to make an important announcement but felt the audience you are reaching is just too limited? As an organization, you could spend hundreds or even thousands of dollars on boosted social media posts or Google ads, but unless you are extremely careful about how you define the audience, you could be wasting money by reaching people who just don't care. As an organization, Lancaster Clean Water Partners has the collective potential to reach a very specific large-scale conservation audience with the Megaphone Effect.

### WHAT IS THE MEGAPHONE EFFECT?

A megaphone or bullhorn is a cone-shaped portable handheld device used to amplify a person's voice or sound and direct it in a given direction.

Authors Edward F. McQuarrie, Jessica Miller and Barbara J. Phillips define the Megaphone Effect as "The fact that the web makes a mass audience potentially available to ordinary customers." Although the authors are referring to the effect of the internet alone, the general concept is the same.

The Megaphone Effect, as it relates to Lancaster Clean Water Partners, is using the combined might of all partners' digital voices via social media, websites, digital mailing lists and even podcasts to reach a huge audience. As the definition states, it gives each of us the opportunity to amplify our voice and point it in the direction of an audience that has the interest and motivation to act. Almost all partner organizations have a Facebook, Instagram and/or LinkedIn account. We have each built an audience that wants to hear the clean water message. Each of us has the potential to potentially reach a collective audience of over 2.5 million.

With Facebook's constantly changing algorithms, it is becoming more and more difficult for companies and organizations to get substantial reach for their messages. As a collective partnership, we are in a unique position to help each other reach a larger audience.

### REQUEST

**When each organization signed on as a partner, one of the expectations as stated in the Rules of Conduct and Commitments document says "Share information disseminated by the Partners with their respective members or peers as appropriate." We are asking that, if you are not already doing it, and you see that a partner organization has posted content on a social media platform that is applicable to our shared goal, please like, share and comment on that post, which will increase the post's reach to a larger audience.**