SOCIAL MEDIA & NON PROFITS
Tips and tricks for success.
WHAT IS SOCIAL MEDIA?

Social media is people using tools (like blogs, pictures and videos) and sites (like Facebook and Twitter) to share content and have conversations online.
KEY SOCIAL PLATFORMS

- Blogging
- Micro Blogging
- RSS
- Widgets
- Social Networking
- Chat Rooms
- Message Boards
- Podcasts
- Video Sharing
- Photo Sharing
WHY SHOULD WE CARE?

In 2005, 5% of all adults over 30 in the United States had a profile on a social networking site. Today, that number is nearly 55%.
SHOULD I USE SOCIAL MEDIA?

- Social Media can be a time suck
- Social Media may require new skill sets
- Social Media may make you scream in pain
- Social Media requires consistent attention
- Social Media requires you to be a part of the conversation taking place about you

- Get over any insecurities you may have
- Social Media is the future, and it is here!
- Social Media is a great tool to communicate with your best brand advocates
REAL ESTATE VALUE

Social Media is a virtual real estate tool. Think of it as a brand asset.

With the advent of declining availability of usernames on certain sites it is important to grab your Social Media real estate as soon as possible.

Populating your real estate with valuable content and nurturing your virtual neighborhood is a sustainable and important business practice.
BENEFITS OF SOCIAL MEDIA

- Increased brand awareness
- Increased customer engagement
- Crafts positive brand experiences
- Builds trust with consumers
- Increases sales and donations
- Reputation management
- Creates new avenues to connect with supporters in real time
- Helps with SEO
RISKS OF SOCIAL MEDIA

• Fools Gold:
  – Jumping into Social Media with too much enthusiasm and then slacking off.
  – Creates an initial spamming and a promise of abundant community engagement.
  – Not maintaining your page(s) regularly can create disappointment and cynicism toward your brand.

• Puppet Show:
  – Far too many companies have been “outed” for creating false identities to promote, review, defend and otherwise represent their brands. The damage that can be caused in the online community if revealed is immense.

• Reactionary Implosion:
  – Responding to negative comments directed at your brand with impolite, rude or unprofessional behavior backfires most of the time. The online community may recoil from you or your brand or feel threatened by you.
IS SOCIAL MEDIA ACTUALLY RIGHT FOR YOU?

First ask yourself: Are you alive?

Next ask yourself: Are you in business?

Unless it is forbidden for your organization, yes it is right for you!

Realize that sustainable gains will not be immediately realized. Plan for a minimum of six to twelve months of investment and consistent effort to start realizing an ROI on social media.
In 2012 it is estimated that 1.43 billion people will be using social media across the globe. This is a 19.2% increase over 2011 figures.

Over 65% of internet users in the United States used social networking sites in 2012, a 61% increase from the 2011.

61% of adults under 30 report using social networking sites at least once per day.

Daily social media use by internet users aged 50-64 rose from 20% to 32% from 2011 to 2012.
FACEBOOK BY THE NUMBERS

- More than 850 million people across the world have an active account
- 250 million photos are uploaded every day
- 20% of all page views on the internet are on Facebook
- 425 million users are using Facebook via a mobile handset
- 100 billion Facebook friendships exist
- There are 2.7 billion likes and comments made daily
- Facebook is the most popular social networking site in all but six countries in the world
TWITTER BY THE NUMBERS

- Over 465 million active accounts exist globally
- There are over 175 million tweets sent per day
- 450,000 new accounts are added to Twitter in an average day
- Twitter is the go-to platform to break news in real time
- Twitter allows users to search for content by theme rather than through personal connections, like friendship or workplace.
- 40% of Twitter users have a household income of over $100,000 per year (in US Dollars).
INSTAGRAM BY THE NUMBERS

- In two years since being founded in March 2010, this photo sharing app has attracted 30 million active users.
- In the same time period over 1 billion photos have been shared.
- Initially only built for iPhone, when Instagram was released for the Android platform over 1 million users downloaded it in a day!
“If you are online, you are using social media.” – Universal McCain Study
73% of active online users read blogs.
57% of all Americans have joined a social network.
55% of all social media users upload photos.
22% of all social media users upload videos.
YOUR DONORS ARE ONLINE...

In 2011, total online giving to charities and non-profits in the United States reached over $50 billion – a 500% increase from 2010.

51% of wealthy donors in the United States prefer to give online.
AND THEY USE SOCIAL MEDIA

52% of these “wired wealthy” donors use YouTube.

45% use Facebook
27% use Twitter
14% use MySpace
12% use Flickr
11% use Instagram
SOCIAL MEDIA + NON PROFITS

Making the connection.
NON PROFITS ON FACEBOOK

- The Humane Society of the United States
- Amnesty International
- American Red Cross
- National Wildlife Federation
- Easter Seals Disability Services
- NothingButNets.net
- Oxfam International
NON PROFITS ON YOUTUBE
NON PROFITS ON FLICKR

National Wildlife Federation
American Red Cross
The Humane Society of the United States
Smithsonian
Amnesty International
Oxfam International
March of Dimes
Saving babies, together
NON PROFITS ON TWITTER

- Oxfam International
- The Humane Society of the United States
- National Wildlife Federation
- Smithsonian
- American Red Cross
- Amnesty International
- GlobalGiving
NON PROFITS ON CHANGE.ORG
51% of social network users (both people and companies) have at least 2 online networks developed and in regular use.

Savvy non profits are on more than one social media site.
“The real value of social media is that it exponentially leverages word-of-mouth.” - John Haydon
WHICH SOCIAL NETWORKS SHOULD YOU BE USING?

The top social networks you should consider using are the following:

- Facebook: The biggest social networking site in the world
- Twitter: Micro blogging and social networking site
- YouTube: Video sharing website
- Google+: Deeply integrated social networking & identity site
- LinkedIn: Professional oriented social networking site
OTHER SOCIAL NETWORKS THAT MAY BE OF VALUE

Regardless of whether you are a non profit or not, other sites of interest include:

- Pinterest: Virtual pinboard to share your brand style and preferences

- Flickr: Image & video hosting website & online community

- Instagram: Photo sharing and social networking mobile site

- Yelp: Location based user review and social networking site

- Change.org: Next generation social change platform
DEVELOPING A VOICE

A critical part of the Social Media puzzle is determining your brand voice. Strive to be authentic, true to your brand story and your values. What sort of lifestyle are you hoping to communicate to your supporters?

LISTENING

You may want to take some time to listen to the activity happening around you once you join a new network. Figure out who the key players are, the general language, tone and how people interact.
DEVELOP A SOCIAL MEDIA OPTIMIZATION PLAN (SMO)

Before you dive in headfirst you should develop a SMO plan that is respectful of your organizations operational plans and your marketing goals including:

- Editorial calendar
- Content schedule
- Established social media sites to use
- Branded profiles
- Search Engine Optimization
- Metric analysis tools and strategies
- Quantitative and qualitative milestones
FACEBOOK PAGES

- The #1 rule of Facebook business pages is to make sure you are setting your non profit up as a brand page, not a personal page!
- Make sure your page is populated and branded with content consistent with your organization! Consider custom landing pages.
- Add lots of high quality content before launching your outreach efforts.
- Like up and visit business pages in your community and industry in addition to working to garner fans.
EFFECTIVE FACEBOOK PAGES

- Amnesty International
- charity: water
- Goodwill Industries
- Greenpeace International
- Mercy Housing
- No Kid Hungry
- Oxfam International
- American Red Cross
- Human Rights Campaign
GOOGLE+ PAGES

- While Google+ is lacking in the interaction department it does have some unique tie ins to Google’s search engine, which dominates searches in the United States.

- Simply having a page that is well built, is congruent with your brand and is updated with regularity will help immensely with search engine results. This is an easy way to take advantage of algorithms.
TWITTER PROFILES

- Twitter is unique in that this micro blogging site links users by interests and topics rather than common friends, educational networks, work networks and location.
- This Social Media site allows businesses to share real time information about what they are doing and gather what is being said about them (whether they are being directly tagged by users or not) which can be very valuable to any business. It is also allows for easy introductions to potential new customers, brand advocates and media.
- Video (both LoFi and professional) is a great tool with which to engage the public.
- Non profits can easily create and skin their YouTube Channel to correspond with their branding and post regular video including commercials, vlogs, quick clips of things happening at the office and more.
- When posting be sure to add as many relevant keyword tags as you can think of.
- Keep the videos short and sweet and let them percolate within search engines.
Social Media allows you the opportunity to visit your supporters and the general public virtually to learn more about who your community is and what they are interested in. You are able to build real-time relationships and participate in a two-way conversation that is not taking place in your office or at events you attend or take part in. Seek out relationships with the influencers first and wait for others to start and see your conversations and join in on them.
DEVELOP DYNAMIC CONTENT

Creating content that is compelling with a call to action is both art and science.

The busiest Social Media sites have established complex algorithms that feed your content into the newsfeeds of users based upon many different factors. The virality of your posts is a big factor in determining whether you show up in news feeds or not. By posting interesting content you are more likely to be seen by your followers and friends. It is common knowledge that posts with photos and videos are looked at, liked and commented on nearly 80% more than content featuring text only. You should always be aware of being generous in your support of others as well. Remember the Golden Rule!
SET UP GOOGLE ALERTS

Lets get started with Google Alerts. These are extra simple to set up. We suggest setting alerts for the name of your non profit or other business, products or services you offer, your national organization, your city, organizations you are members of, employee names, events you participate in and more.

You can set them to come to your email inbox in real time, daily or weekly. These alerts are a quick and easy way to monitor the conversations about you, mentions of you and any expected (or unexpected) press! It is also a great way to keep on top of what is going on in your marketplace, with your competitors and may help you generate new Social Media content for your profiles or other e-communications.
START SHARING!

Based upon your desired communications schedule it is time to engage.

At a minimum, plan to share at least one message per day per major social network. On platforms such as Twitter you may share many times per day. With YouTube a once weekly post may be appropriate. Be generous with sharing news about your friends, co-marketing partners, community groups and others that compliment your brand. We recommend only about 1/3 of the content you post be directly about your products and services and the remainder reinforce the lifestyle surrounding your brand. At a minimum plan to have 10-20 generic posts in your queue to post whenever you haven’t got a timely post for the day. If you can commit 30 minutes per day to your social media efforts you should start to see success and build your brand in an effective manner.
OTHER RESOURCES & TACTICS

- QR Codes for packaging, collateral and guerilla campaigns
- Geolocation apps such as FourSquare and Gowalla
- Promotional tools such as PromoBomb and Wildfire
- Mobile marketing tools to increase supporter penetration and engagement
- Build promotions to encourage supporters to check in at your location
- Add social media buttons to your website to encourage click-throughs
- Invest in multiple phone numbers or microsites that direct consumers from different outreach touches to you to allow for better tracking of the success or weakness of campaigns.
- Participate in Tweet Ups and other brand building events.
THE 5 RULES OF SOCIAL MEDIA

(for non profits and everyone else!)
THE 5 RULES OF SOCIAL MEDIA

1. Listen. Social Media is not all about you. It is about people’s relationship with you. Listen before you speak.
THE 5 RULES OF SOCIAL MEDIA

2. Get Involved. Social Media is about conversations and building relationships. It takes effort. Don’t just talk about yourself. Ask questions, engage people and link. Most of all, be inspiring!
3. Give up control. You can’t control the conversation. If you want people to spread your message, you have to trust them.

THE 5 RULES OF SOCIAL MEDIA

4. Be honest. You can’t spin the truth with Social Media. Be open, honest and authentic in everything you say and do.
5. Think long term. Don’t expect immediate, easily measurable results. It takes time to build trust and make connections.
TWITTER SUCCESS STORY

Epic Change used Twitter to raise over $11,000 in just 48 hours to help build a classroom in Tanzania. Over 98% of their donors had never donated to Epic Change in the past.
WHY IT WORKED

- Clear, achievable but audacious goal
- Short deadline that gave a sense of urgency
- Easy to understand, easy to give
- Fun, positive focus
- Leveraged existing networks
- Recognized top donors.
FACEBOOK SUCCESS STORY

The “Dollars for Darfur” Group on Facebook had over 15,000 high school student members and raised nearly $150,000 in 2008 to help stop genocide in Sudan.
WHY IT WORKED

- Harnessed the power of young people
- Used the right Social Media networks
- Easy to get involved
- Incentives for top fundraisers were built in
Oxfam America created a photo petition campaign on Flickr to put pressure on Starbucks to give poor coffee farmers in Ethiopia a chance to earn profits. The campaign was an overwhelming success.
WHY IT WORKED

- Simple, clear message
- Easy to get involved
- Leveraged existing supporters
- Frequent updates
- Public relations push
- Integrated campaign across multiple social media sites
SOCIAL MEDIA AS A SALES TOOL
Tips and tricks for success.