



Social Media for Non-profits

Wednesday, June 10, 2015

1. Social media is a category of internet tools that allow for social interaction and the sharing of content.
2. Social media is here to stay
 - a. Integrate at least one network or platform into your communications plan and marketing strategy
 - b. Get the word out and tell your story
 - c. Heightened awareness leads to heightened action
 - d. May translate into more attendees at a function, members for your organization, donors, volunteers, or advocates
3. Popular social web tools
 - a. Websites
 - b. Facebook
 - c. Twitter
 - d. LinkedIn
 - e. Instagram
 - f. YouTube
 - g. Pinterest
4. STARTING OUT
 - a. Be intentional: have a larger vision – if you fail to plan, you plan to fail
 - i. Develop a vision
 1. Who is your target audience
 2. Who do you want to reach
 3. What specific demographics
 4. What do you want to accomplish by using social media
 5. What are your goals
 - a. Raise awareness

- b. Better brand recognition
 - c. Get people to take action
 - d. Fundraise
 - e. Increase attendance for an event
 - f. Educate and inform about issues
 - 6. Connect with overall organizational vision and mission
 - 7. Tool to advance current work
 - 8. Time and resources to manage social media activity
 - b. Accomplish your vision with the right tools
 - i. Which social media tools are most appropriate for achieving your goals
 - ii. Start out small
 - iii. Build a foundation before expanding to other platforms
 - c. Create **SMART** objectives to
 - i. Help track and monitor progress
 - ii. Constantly evaluate your strategy's effectiveness
 - iii. Make changes as needed throughout time
 - 1. **S**pecific – what are we going to do and for whom
 - 2. **M**easurable – objectives should be quantifiable and easy to measure as a means for evaluation
 - 3. **A**ttainable – objectives should be feasibly achieved within a proposed time frame with the resources and support available
 - 4. **R**elevant – your objective, strategy and overall organizational vision and mission should align
 - 5. **T**imely – good objectives have deadlines
5. STRATEGY OVERVIEW
- a. Best practices that can strengthen your social media strategy
 - b. No one-size-fits-all formula for social media growth
 - c. Be ready to try new things and take risks
 - d. Continually adapt practices to fit organization's needs
 - i. How to listen – before you speak, listen

1. Know your organization – in and out
 - a. Meet with in-house experts
 - i. What is the vision and mission of the organization
 - ii. What is the purpose of this specific program/initiative, and how does this relate to the organization’s vision and mission
 - iii. What are the past and present goals of the program/initiative
 - iv. What are the current issues that the program/initiative is working on
 - v. What are the mainstream topics/issues that the program/initiative covers
 - vi. Who are the most influential individuals, organizations and thought leaders on this issue
2. Generate a list of buzz terms
 - a. Aids in determining what people are talking about online
3. Follow mainstream and alternative media sources – social media have become the new source for breaking news
 - a. Gives you access to news and information
 - b. Provides the opportunity to share important news related to your organization’s work and contribute to mainstream conversations
4. Determine what’s hot and what’s not
 - a. Use social media search tools to determine if something is buzzing online
- e. How to communicate on social media
 - i. KISS – keep it short and simple – invite people to join the conversation, don’t leave them out of it
 1. Most effective messages

- a. are engaging,
 - b. get straight to the point
 - c. use images for enhancement
 - 2. Use plain English
 - 3. Speak in a way that is understandable and conversational
- ii. Develop an online voice that shows your personality – social media interactions revolve around relationships
 - 1. Be yourself and showcase your organization’s personality
- iii. Tag (almost) everything
 - 1. Tagging allows organizations to build relationships and create focused conversations with others
- iv. Be responsive
 - 1. Reply promptly to any comments or replies
 - 2. Courtesy and respect are key
- v. Share good content – photos, videos and links
 - 1. Pictures speak a thousand words
- f. How to build an audience and following – the quality of your followers is more important than the quantity
 - i. Building your audience and follower base is an integral part of social media strategy
 - 1. Start with who you know
 - a. Send email asking them to like your Facebook page and Twitter account
 - b. Ask them to share the accounts with their own networks
 - 2. Follow active partner organizations and identified influencers
 - a. Continue building your base by following and identifying organizations and influencers that do similar work
 - 3. Follow back and share

- a. Like and follow accounts in return
 - 4. Listen to conversations and insert your voice
 - a. Increase visibility by inserting yourself into online conversations and start a dialogue
 - 5. Hashtag (#) all of your major events and campaigns
 - a. Create hashtags for every event that you host or attend, and for campaigns that you promote
 - b. Allows people to contribute to online conversations
- g. How to manage social media accounts
 - i. Update accounts on a regular basis
 - 1. You want to be reliable and accessible
 - ii. Use a content management tool
 - 1. Helps streamline management across social networks, collaboratively monitor, engage and measure the results of social campaigns from one secure, web-based dashboard
 - iii. Follow and like new accounts on a regular basis
 - 1. Will open up access to more shareable content and opportunities to build relationships with social media users
- h. How to generate consistent and engaging content – what you choose to share on social media helps you to determine what types of information your audience is most interested in
 - i. Aim for daily posts and activity
 - 1. Consistency is key
 - 2. Successful social media accounts are consistently posting and engaging
 - ii. Diversity types of content you share – you want to share content that will excite and engage your audience
 - iii. Develop a flexible weekly post schedule – tell stories that will excite and engage your audience
 - iv. Dedicate time each day for listening

- i. How to develop a social media policy – a good policy outlines your organization’s values and social media goals, and indicates the roles and responsibilities that staff members have
 - i. Define roles and responsibilities
 - 1. Have at least one person focused on developing and implementing your social media strategy
 - ii. Create do’s and don’ts
 - 1. Do’s give encouraging reasons for participating in social media
 - 2. Don’ts provide guidelines that everyone should follow
 - iii. Develop plans for troubleshooting and damage control – constructive criticism and respectful disagreement are healthy
 - 1. Opportunity to educate, inform and explain
 - 2. Develop conversations that forward constructive solutions rather than continue pointless arguments
 - iv. Defining the personal/professional line
 - 1. Guidelines are important
- j. How to measure effectiveness
 - i. Aiming for growth requires constant reflection and re-strategizing
 - ii. Identify objectives and goals – your goals and objectives depend on your organization’s vision and mission, which is why there is no one-size-fits-all formula for social media
 - 1. Goals outline your purpose for using social media
 - 2. Objectives specifically state what you want to accomplish to achieve your goal
 - iii. Define key performance indicators (KPIs) and metrics
 - 1. KPIs help you track your progress towards achieving your goals and objects
 - 2. Metrics are the numbers that you capture
 - iv. Collect metrics on a consistent basis
 - 1. Will provide you with a good sense of growth
 - 2. Continue tactics that seem to be effective

3. Get rid of tactics that were not effective
 - v. Create a master spreadsheet
 1. Match up your metrics to your goals and objectives
6. CONCLUSION
- a. The beauty and curse of social media is that the landscape is always changing
 - b. There is no one-size-fit-all solution to being “good” at social media
 - c. Getting good at social media will require time and risks
 - d. Embrace the inevitable changes and adapt to them

Thank you!

