

Social Networking

Goals

- Brief overview on why social media use is... useful
- How to build your social media strategy
- Quick tools and tips for using Facebook, Twitter, WSCFConnect
- If extra time a WSCF Website walk-through

There is a LOT out there

- Facebook
- Twitter
- Flickr
- YouTube
- WSCFConnect (Nings)
- LinkedIn
- StumbleUpon, Reddit, MySpace, etc, etc,

Why Use It?

- Engage with your community in a **two** way dialogue
- Advance your goals
- Tell your story in all kinds of ways (video, pictures, links etc)
- Keep up with partner organisations

What it isn't

- It isn't the end-all solution
 - Continue to use old techniques of engaging with people
- A noun... It's a verb, an action.
 - You can't just create a page and expect people to engage.

You need a reason to use social media!

- Don't join because everyone is "doing it"!
- It takes time and energy to keep your profiles active...
- You need to have a achievable goal!
 - Connecting to students
 - Promoting resources, events, campaigns
 - Dialogue with partners
 - Etc.

Your Social Marketing Strategy

- How will your outreach fit into your whole communication strategy?

8 steps

1. Define your goals
2. Know your audience
3. Create a Communication Strategy
4. Find a Strategic role for Social Media
5. Weigh the Pros and Cons of platforms
6. Educate yourself
7. Content development
8. Monitor, Evaluate, Re-Evaluate

1. Clearly Define Your Goals

- What is your Mission?
 - More volunteers?
 - Get people to attend Events?
 - Show that you are an EXPERTs in the field of ecumenism, student life, etc?
 - Drive support for a campaign?
 - Find funds?
- Be SMART (Specific, Measurable, Actionable, Relevant, Time-Based).
- Don't think about social media yet!!!

2. Know your audience

- Identify who you are trying to reach:
 - Who does your SCM serve?
 - Who is your perfect donor, volunteer, student?
 - Where do they live?
 - How do they spend their time online?
 - What newspaper/books do they read?
 - What is their name?
- Explain who this person is!
 - Have that person in mind

3. Create a Communications Strategy

- How do you reach your audience? What ways platforms?
 - Traditional media (press releases, etc)
 - Internal Communication (newsletters, blogs, websites)
 - Social Networks (Facebook, Youtube, Twitter, Flickr, etc)
 - In person!

4. Find a Strategic Role for Social Media

- What platform does your target market use the most?
 - THIS IS WHERE YOU NEED TO BE!
 - You are part of their community!
 - Research each platform and find out where you need to be.
 - For most of us we are going to be on Facebook, Twitter, and maybe will be using Youtube or Flickr to supplement these
 - Linked in might be a good place to find professionals who can help make your events.

5. Weigh the Pros and Cons of Social Media Platforms

- Human Resource demands
 - Staff need to update/monitor
- The Learning Curve
 - It takes trial and error to learn
- Time
 - It takes a lot of time to figure out how to use the system
- Ease of Measurement
 - How do you know if social media is helping you meet your goal?
- Confidentiality and Ethical Issues
 - There is a grey area here. We need to be aware of confidentiality.

6. Educate Yourself

- Do you actually know how Facebook, Twitter, etc work?
 - Learn all you can
 - Share photos, respond to comments, etc
 - Watch youtube walkthroughs, read blogs, etc

7. Content Development

- Develop your voice/tone
 - Your content should be in line with your “brand”
- Create an Editorial Calendar
 - Find a way to space out the information you are sharing
 - Make sure it fits with your schedule
- Grow your community
 - Engage with your target market
 - Your content should be sharable
 - Social-media is about a two way dialogue
 - See what other organisations are sharing... See what their followers find engaging

8. Monitor, Evaluate and Reevaluate

- Social Media content strategy is evolutionary NOT linear
- Always be listening
- Assess Strengths and Weaknesses and reevaluate strategy as needed
- Check in with your goals and “brand voice”
- The medium is always changing so use that to your advantage – think fluidly.
- Do things because they fit a real need – not because it just fits your schedule

Small Groups

- What are your goals?
- Who is your audience?
- How will you reach them?
- How can social media be used?

In small groups come up with 1-3 concrete and obtainable goals. Define your audience:

- Who does your SCM serve?
- Who is your perfect donor, volunteer, student?
- Where do they live?
- How do they spend their time online?
- What newspaper/books do they read?
- What is their name?
- Draw a picture of them! Give them a name!

Come up with ways that you will reach you that person... and how part of this plan will be using social media.

Facebook

Facebook **Pages** vs. Facebook **Groups**

For Orgs

For People

Represents an organization

Customizable Tabs

Apps galore!

Customized user experience

Target Updates

Received as "updates"

Wall

Users share many media types

FanBox

All public and searchable

Represents a cause or idea

No customization

No apps

All groups look alike

Limited messaging

Received as "message"

Wall

Users share many media types

No widgets

Some private, some public

What to do on your page?

- Tell your story in a unique voice
 - Know your story, voice and audience
- Share RICH content
 - Photos, videos, links, etc
- Create Dialogue
 - Let people engage with what you are sharing
- Amplify your impact
 - Spread the word about the work you are doing
- Measure
 - The Facebook insights let's you see results and successful “clicks”

- Find a voice
 - Speak in first person – followers want to hear from you
 - Have personality!
 - Share candid and personal stories (like member updates)
- Create a conversation
 - Ask questions and get people talking (on questions, on links, etc)
 - Respond personally to people who comment! LISTEN
 - Repost things people have shared with you – thank them by name!
- Offer a rich experience
 - Photos, videos, visuals are more compelling than text!
 - Create events
 - Share breaking news and issues that you care about as an organisation
 - Celebrate milestones (fundraising goals, “likes”, etc)
 - Share exclusive content only found on your Facebook page

Twitter

- Communicate through QUICK messages about “what you are doing”
 - Drive traffic to your website
 - Connect with partners
 - Get information (quick) about what’s going on in the non-profit world
 - Get new ideas/skills
 - Find out pressing news
 - Share your enthusiasm about causes you care about and want others to be enthusiastic about

How to Twitter

- Stick with it!
 - Read guides, practice, have fun, experiment
- Stay professional
 - Use your logo, make sure your moniker makes sense, represent yourself properly so people will follow you
- FOLLOW LOTS OF PEOPLE
 - They will follow you back
- Balance professionalism and personality
- Retweet!
 - Don't just promote yourself, join the community and people will respond
 - Thank people with private messages or publicly (there are people behind the computers!)
- Don't Tweet a bunch of times all at once
 - Space them out – make sure they are all valuable!
- Promote yourself
 - But make sure that it's only a moderate percentage of your content... If you are retweeted with specific themes – then stick to that! Keeps you relevant!
- Block spammers
- Help newcomers
 - Thank them for following, retweet them, follow them back
- Check out trending topics and if they suit your themes use #hashtags!

WSCFConnects

- It's a no-cost social network
- The organisation isn't limited to the confines of other social networks but can monitor and develop all their own content
- It creates a strong sense of connection as everyone that is part of WSCFConnects is there for that reason alone

Links

- [Twitter Tips for Nonprofit Tweeple ... People by Joanne Fritz](#)
- [The Complete Facebook Guide for Small Non-Profits by John Haydon](#)
 - *Note that by the end of March 2012 Facebook Pages will be changed to timeline*
- [Introduction to Social Media for Non-Profits](#)
- [Social Media Strategies for Non-Profits](#)