Leveraging Social Networks and Social Media

Day Without a Bag Summit

Heal the Bay

Photo: Robert Holmes
Understanding Social Media’s Role in Your Nonprofit

Why
What
When
How…

Does Social Media Fit?
Social Media ≠ Strategy
Mission

Fundamental Pillars of Strategic Communication Campaigns

- Advertising/PSAs
- Social Media
- Press Coverage
Why: Reasons to Adopt Social Media

• What is the strategic goal?
  • Branding/Awareness
  • Affinity Marketing
  • Education
  • Engagement
  • Advocacy
  • Cultivation
  • Fundraising
  • Loyalty
**What:** Which Social Media Networks to Adopt

- Who are your target audience(s)?
- What action do you want your target audience(s) to take?
- What message(s) will move your audience(s) to act?
- What vehicle(s) will best reach your audience(s)?
- What partners can help spread your message(s)?
There's no time like now.
How: Steps to Adopt Social Media

- Secure organizational support
- Set measurable (and reasonable) goals
- Start small, but be sure to align/integrate
- “Crowd source” internally
- Create and follow a schedule
- Learn by doing/do by learning
- Outsource to interns and/or volunteers
- Post, rinse and repeat
How: Social Media Best Practices

- Find heroes and villains
- Highlight progress
- Provide solutions
- Be credible
- Be accessible
- Offer value
- Everybody Loves a FREE lunch…
i. Twitter
   a. Twirl
   b. Twittercounter
   c. Bit.ly

ii. Facebook
    a. Causes
    b. Fan Pages

iii. Blogs
     a. WordPress
     b. Blogger

iv. General
    a. Convio
    b. Network for Good
    c. Care2
Media Strategy: Find a Hook

- A gift from Green Santa
- ... and the Bag Monster
Media Strategy: Find Heroes

- From a Compton student...
- … to a Republican political leader
**Media Strategy:** Communicate Hope

- Mention the negative …
- But focus on the positive!
Media Strategy: Find the Humor