

SOCIAL MEDIA

for nonprofit organizations

PRINCIPLES

for using social media at a nonprofit

- Commit
- Set Goals
- Plan Your Voice
- Good Content
- Respond
- Listen
- Excel
- Maximize Efforts

THE IMPORTANCE OF FEEDBACK AND RESPONDING

- o Improvement doesn't happen overnight.
- o Create a policy for any and all feedback and **STICK TO IT!**
- o Ignoring feedback suggests that you don't care what they think.
- o Feedback, at it's core, is engagement.
- o What can you do to get more shares? **Ask.**
- o Listen to what they **SAY & DON'T SAY!**
- o **ALWAYS RESPOND; ALWAYS RESPOND KINDLY.**

CREATING A SOCIAL MEDIA STRATEGY

- **SET A GOAL:** What is the message?
- **Who else is participating?**
- **What is your campaign project description?**
- **What day is best to post?**
- **What platforms are you using?**

sunday

3

SUNDAY EVENING IS BEST

WEEKDAY EVENINGS ARE OK

FRI/SAT EVENINGS ARE WORST

SOCIAL MEDIA CAMPAIGN

- ◇ DELIVERABLES
- ◇ ASSETS
- ◇ CHANNELS
- ◇ CONTENT ALIGNMENT
- ◇ PROTOCOL

- o what platforms does your organization have?
- o do you need to improve any of them?
- o evaluate your paid strategy.
- o who will create and populate any new platforms?
- o do you have access to all of your channels?
- o what is your social media budget?

CORE: Contains your main organizational message
FILLER: Meant to entertain or inform on other topics

PROOFREAD | TEST | PROMOTE | RELEVANCE | #HASHTAG | LINK

social media shortcuts
are a **short** term solution
that is not sustainable

notes:

- **TAKE YOUR TIME:** Develop S.M.A.R.T. campaigns
- *Look at the platforms you already use and prefer.*
- Think about the kinds of posts YOU like.
- **KEEP YOUR EYES OUT** for social media updates that can affect your accounts.

REMEMBER: FEEDBACK IS IMPORTANT AND SHOULD NEVER BE IGNORED

MARKETING YOUR PROGRAMS AND ORGANIZATIONS

MARKETING STRATEGY

- develop business goals & marketing goals
- identify your target audience
- conduct detailed market research/analysis
- review products through product profile
- develop messages for target audience
- examine the tools and tactics needed to market your products
- determine the resources needed for marketing strategy
- evaluate the effectiveness of your marketing strategy using analytics and metrics you have for lead tracking

BUSINESS GOALS

MARKETING OBJECTIVES

DIFFERENTIATE between the two

DISTINGUISH strong objectives & weak ones

Business Goals:
what results do you want?

Marketing Objectives:
how will you get them?

STRONG MARKETING OBJECTIVES

MARKETING OBJECTIVES SHOULD ALWAYS INCLUDE (a)UDIENCE, (o)UTCOME, (n)UMBERS, AND (t)IME DUE

WEAK: IMPROVE OUR VOLUNTEER PROGRAM

a: ? o: improve volunteer program

n: ? t: ?

STRONG: RECEIVE 5 NOMINATIONS FROM 3 TARGET TARGET COMMUNITIES BY AUGUST 15TH

a: 3 target communities o: nominations

n: 5 t: aug 15th

MARKETING TAKES TIME,

PLANNING AND COMMITMENT,

IT MUST BE STRATEGIC.

- NOT OVERWHELMING -

BUILDING the FOUNDATIONS of your marketing strategy

HOW DO YOUR PROGRAMS DIFFER?

WHO IS YOUR TARGET AUDIENCE?

THE 8 STEPS OF MARKETING

STEP 1: BUSINESS GOALS

STEP 2: TARGET AUDIENCE

STEP 3: RESEARCH & ANALYSIS

STEP 4: PRODUCT PROFILE

STEP 5: MESSAGES

STEP 6: TOOLS & TACTICS

STEP 7: IMPLEMENTATION

STEP 8: EVALUATION

**business goals are not the same as marketing objectives*

business goal: increase # of first-time homebuyers

objective: attract 50 new potential homebuyers to homebuyer education workshops resulting in 20 homebuyers in next calendar year

a: potential homebuyers

o: 20 new homeowners

n: 50

t: new calendar year

IDENTIFYING YOUR TARGET AUDIENCE

- EXISTING CUSTOMERS
- RESIDENTS
- COMMUNITY LEADERS
- GOVERNMENT OFFICIALS
- POTENTIAL VOLUNTEERS
- BUSINESSES
- CIVIC ORGANIZATIONS
- INFLUENCERS
- DONORS

1. WHO IS OUR CUSTOMER/CLIENT BASE?
2. WHO DOESN'T KNOW WHAT WE OFFER?
3. WHO NEEDS TO BE INVOLVED?
4. WHOSE SUPPORT CAN WE USE?
5. WHO WILL BE AFFECTED? GAIN? LOSE?

who are they?

Age, Gender, Race, Ethnicity, Income, Marital Status, Employment History & Status, Credit Score, Family Size,

where can they be found?

Work, School, Church, Neighborhood, Local Stores, Community Events, Network

how many of them are there?

The Number Of People That Will Fall In Your Area Can Be Found On The Census Survey.

where do they obtain information?

Religious Or Cultural Institutions, Radio, Television, Printed Publications, Online, Community Centers, Word-of-mouth, Flyers,

what do they want?

Wants And Needs Will Vary From Group To Group And Organization To Organization.

what can I offer?

This Is Where The Profiles Of Your Products And Services Will Come In.

how do I get information on the audience? |||||

organization records | focus groups | existing research | surveys and interviews

REMEMBER: products are not limited to loans, residential spaces, etc.- they are whatever your targets want from you. this could be good customer service, an approval process that's fast, a good neighborhood location, space for all of their family members, or other amenities.

product profile

COMPARE THE PRODUCTS YOU HAVE WITH THE NEEDS OF YOUR TARGET AUDIENCE

A PRODUCT PROFILE HAS TWO PURPOSES

- Determines the extent to which your products and services match the needs and wants of your target audience.
- Helps you determine what changes need to be made to current offerings to meet need/fill the wants.

- DO YOU HAVE WHAT YOUR AUDIENCE NEEDS?
- ARE YOUR PRODUCTS PRICED COMPETITIVELY?
- CAN YOUR AUDIENCES QUALIFY FOR YOUR PROGRAMS?
- ADJUST PRODUCTS AND SERVICES TO MATCH NEEDS.

MESSAGES

MESSAGE ELEMENTS...

- ... explain who you are and what your product can do for your potential customers.
- ... make you stand out from others who offer similar services or products.
- ... specific, consistent, and coordinated with facts and delivery.

STRATEGY:

LONG-TERM PLANS FOR ACHIEVING YOUR GOALS

TOOLS & TACTICS:

ITEMS USED TO EXECUTE THE OVERALL PLAN

Common Measurement Tools

*benchmarking • logs • surveys
inquires • sales*

IMPLEMENTATION

- TRAIN THE TEAM

1. identify team members
2. identify training
3. identify materials needed
4. schedule/conduct training

- BUILD THE TIMETABLE

1. ensure everyone understands their roles and expectations.
2. build a timetable that outlines roles and expectations.

- DEVELOP THE BUDGET

1. look into revising strategy.
2. volunteer help/coop advertising.

EVALUATION

In order to determine if your campaign is a success, you must evaluate its effectiveness. This evaluation is based on your original marketing objectives.

creating an effective SOCIAL MEDIA STRATEGY

what is
social
media?

websites and applications that enable users to create and share content or to participate in social networks.

DESIRED OUTCOMES

- building brand awareness
- program marketing
- social media advertising
- effective messaging
- social media fundraising
- cooperative networking
- information dissemination
- effective social content

CURRENT CHALLENGES

- **TIME:** TO MANAGE, TEST, LEARN
- GENERATING USER CONTENT
- CONSISTENCY
- MULTIPLE AUDIENCES
- MANAGING CONTENT CREATION
- CURATING CONTENT
- TOO MANY PEOPLE POSTING

social media

IS NOT:

- + FREE
- + A SILVER BULLET FOR FUNDRAISING
- + A WAY TO CONTROL THE MESSAGE
- + AN OPPORTUNITY TO TELL OTHERS WHAT'S COOL
- + AN ALTERNATIVE TO CLEAR MISSION

CAN BE:

- + FAIRLY LOW COST, COMPARITIVELY
- + CONSTANTLY EVOLVING
- + A WAY TO REACH & CONNECT WITH YOUR CONSTITUENTS
- + AN OPPORTUNITY FOR CONVERSATION
- + A COMPLIMENT AND REINFORCER FOR YOUR MESSAGE



specific, measurable, achievable, relevant, time-bound

ORGANIZATIONAL PRIORITIES

- RAISING MONEY
- REACHING NEW AUDIENCES
- EDUCATING PEOPLE
- SIGN PEOPLE UP FOR SERVICES
- ACQUIRE CONTACTS/LIST BUILD
- ENGAGE EXISTING AUDIENCE
- TAKE OTHER ACTION

digital touchpoints

TOUCHPOINTS ARE EVERY POINT OF CONTACT THAT YOU HAVE WITH A POTENTIAL CUSTOMER/CLIENT.

DIGITALLY, THIS CAN BE YOUR SOCIAL MEDIA ACCOUNTS, EMAIL MARKETING, WEBSITE, ONLINE ADVERTISING, ONLINE SEARCH RESULTS, OTHER ORGANIZATION'S BLOG POSTS, ETC.

THINK ABOUT ALL OF THESE POINTS IN TERMS OF BEING THE FIRST INTERACTION FOR YOUR TARGET AUDIENCE, WHAT WOULD THEY GET FROM THAT INTERACTION IF THEY KNOW NOTHING ABOUT YOUR ORGANIZATION?

DIGITAL MEDIA

* ANYTHING ONLINE IS DIGITAL MEDIA.

* SOCIAL NETWORKS - AMONG OTHER CHANNELS - ARE THE MOST EFFECTIVE AT REACHING NEW PEOPLE, ENGAGING EXISTING COMMUNITIES, AND DRIVING PEOPLE TO TAKE MEANINGFUL ACTION.

EFFECTIVE DIGITAL NONPROFITS

1. Have clear goals & objectives.
2. Understand who "they" are
3. Evaluate which channels will be best for reaching existing constituents and new audiences.
4. Provide constituents opportunities to be communicated with easily on channels they use.
5. Take risks and experiment
6. Review data, adjust tactics, and evolve.
7. PLAN.

TRADITIONAL COMM vs SOCIAL MEDIA

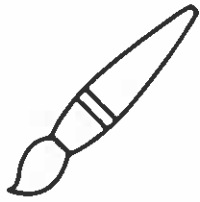
TRADITIONAL

- Brand in control
- One way message
- Repeat the message
- Focused on the brand
- Educating
- Content creation

SOCIAL MEDIA

- Audience in control
- Two way conversation
- Adapt the message
- Focused on audience
- Influencing/Involving
- User created content/generated

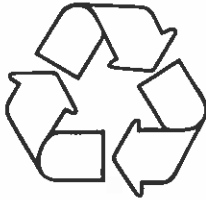
content categories



CREATED



CURATED



REPURPOSED



INSPIRED

Above all else, the most important takeaway is that content without planning is like shouting random info in the street.

EVERGREEN MARKETING CAMPAIGNS

- SEASONAL TRENDS
- RECURRING PROGRAMS
- AWARENESS & EDUCATION
- ISSUE BASED ACQUISITION
- VOLUNTEER RECRUITMENT

what is content?

REVIEWS
LIVE BROADCAST
CHECKLISTS
PICTURES
CASE STUDIES
RESOURCES
NEWS
LIVE CHAT
VIDEO

INFOGRAPHICS
WEBINARS
PRESS RELEASES
RESEARCH
GAMES
BLOG POST
POLLS
BOOKS
EVENTS

QUICK TIPS
GIFS/MEMES
STAFF EXPERTISES
ACTIONS
MUSIC
NEWSLETTER
PODCAST
SURVEY
INTERVIEW

IN ORDER FOR OUR SOCIAL MEDIA TO BE MOST EFFECTIVE, THE CONTENT WE UTILIZE MUST BE TIED TO OUR GOALS, AUDIENCE, AND AVAILABLE RESOURCES.

metrics for success:

key performance indicators (KPIs) are the road signs along our journey by which we can measure how far we have to go and review results to create better roadmaps for future trips

WHICH METRICS HELP US MEASURE OUR OBJECTIVES?

awareness: impressions, reach, views, web traffic sources

engagement: social engagement rates, link click throughs

action: form completions, event attendance, account creation, volunteerism

ORGANIZATIONAL OPTION

resources

what money, info, or talent can support this strategy?
what strengths does our organization have?
what resources do we need that we don't currently have?

opportunities

what opportunities does your organization have?
what threats does your organization face?

brand

how does your organization want to be seen online?
what tactics would be inline with our brand- which would be opposed to it?

definitions & terminology

call-to-action

instruction to your audience to provoke a response

bounce rate

a percentage of visitors who arrive at your site but left after visiting only one page

click-through rate

how many clicks were received in relation to the amount of impressions

seo (search engine optimization)

impacts all search engine's organic placement of your organization's website.

reach

the number of individual accounts that see your post

insights

Facebook's version of analytics

conversion rate

the percentage of visitors who entered into an experience (like your website) and completed the goal (like setting up an account)

tracking pixel

a 1x1 pixel image that tracks conversions, website visits, and ad views

cost per acquisition

how much does it cost per goal completion

lifetime value

"NET PROFIT OF CUSTOMER RELATIONSHIP" prediction

return on investment

what did you get in exchange for the time, money, effort, etc. that you put in

key performance indicators

a quantifiable measure a company uses to determine how well it's meeting it's operational and strategic goals.

remember:

SOCIAL MEDIA IS NOT A SET IT AND FORGET IT KIND OF COMMUNICATION. IF YOU AREN'T USING A SOCIAL NETWORK, THEN ITS NOT HELPING YOU. SLIM DOWN TO THE ACCOUNTS YOU USE.

maintenance vs campaigns

- monitoring mentions, comments, shares, and industry

- curating relevant news or partner resources

- marketing of evergreen or seasonal resources and products

- acquisition and retargetting

- marketing events

- giving days, like GIVING TUESDAY

- End of Year giving

- program launches

- major announcements

- paid advertising

- acquisition, re-engagement, retargetting

ORGANIZATIONAL CONSIDERATIONS

a. resources

b. brand

c. opportunities

** understanding what we have to support our strategy and what challenges and opportunities we might face guides the way we approach any marketing opportunities.*

how do we move people to take a greater interest on our issues?

AWARENESS - ENGAGEMENT - ACTION

Primary Goal

what does your organization want to achieve by using social media?

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Measurable Objectives & Related Metrics

how will you determine success?

Objective with KPI	Related Metrics
Example: Acquire 1,000 new contacts interested in first time homeownership.	- # of signup form views - Signup for visit sources

Key Audiences

who are the key audiences you want to reach on social media?

Audiences	How will you reach them?

Resources

what money, info, or talent could support our work this year?

Money, Info, or Talent	Describe usefulness (eg: a matching gift for a fundraising campaigns or an expert to write a blog)

S.W.O.T. *what strengths, weaknesses, opportunities, and threats do we need to address?*

Opportunities	How could this opportunity be realized? What threats does this solve for?

Strategy *one paragraph describing how we will go about achieving our goals.*

Tactics *what content tactics will best help you reach audiences to achieve objectives?*

Description	Audiences	Desired Outputs