Using Social Media as a Non-Profit

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Hi, I'm Nick.

I'm not a social media expert

Social Media

- Customer Service
- Brand Management/Strategy
- Marketing
- Sales
- Content Strategy
- Internet Culture
- …

What is Social Media?

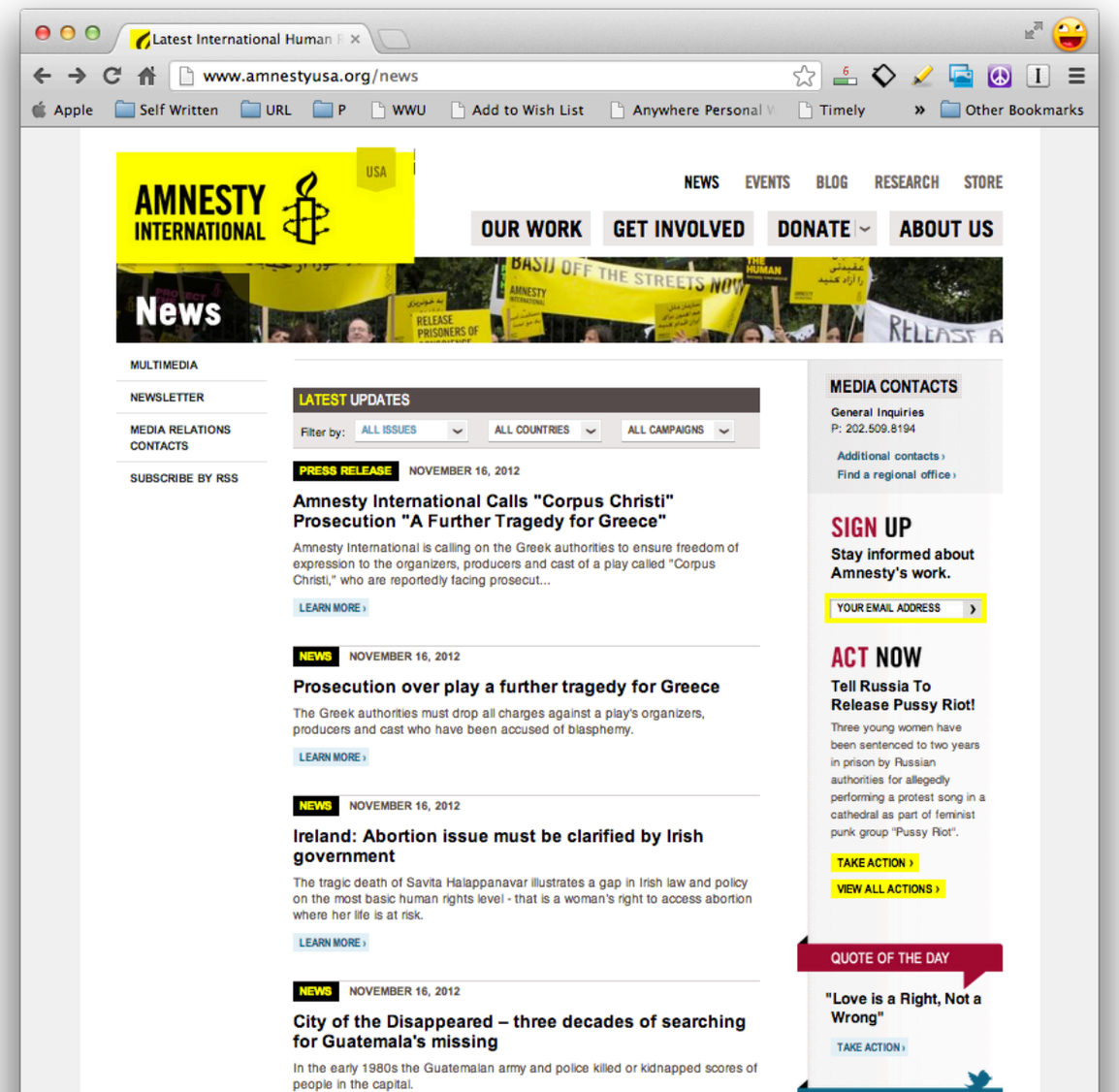
Why Use Social Media?

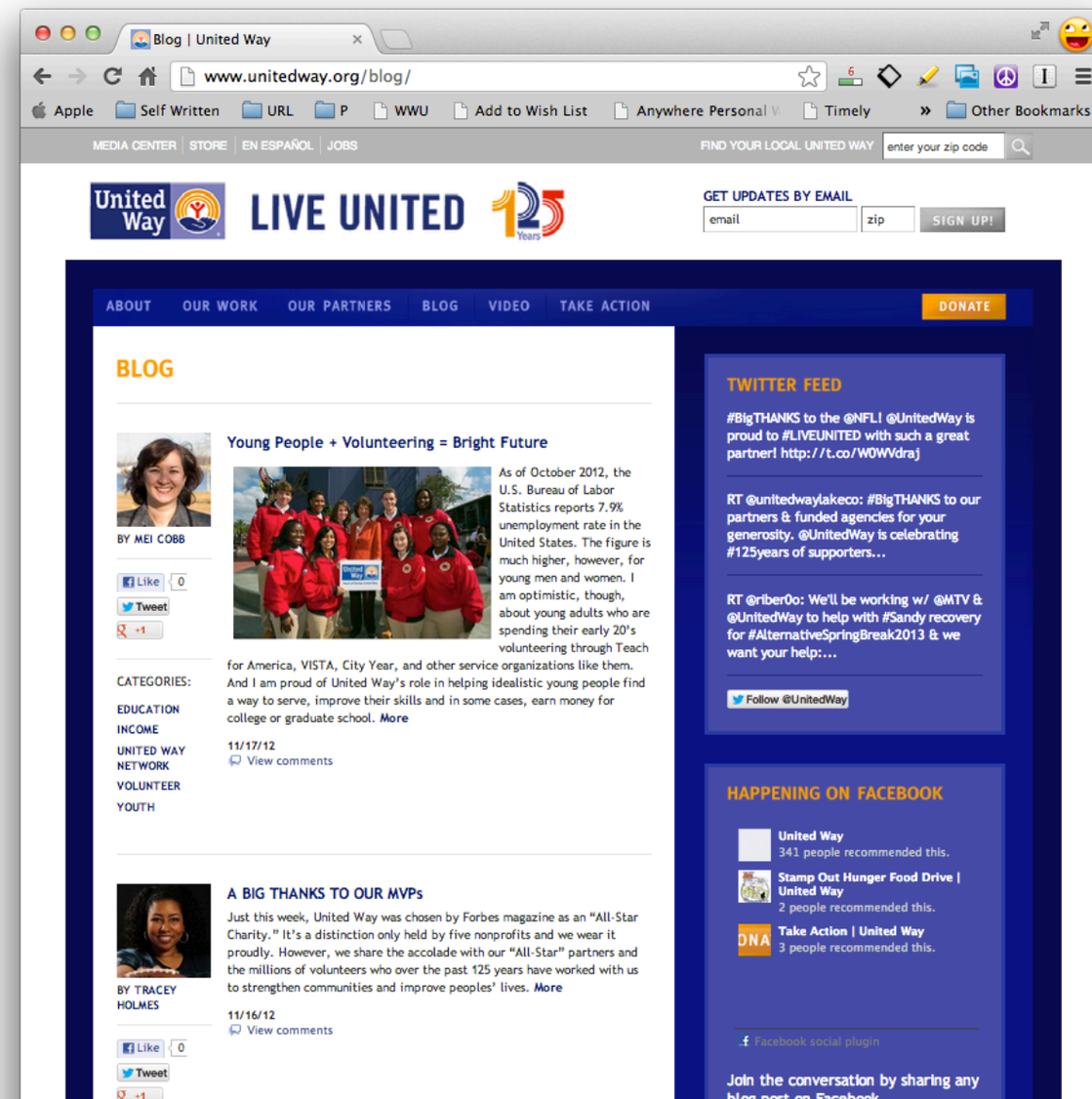
- Direct line to your constituents
- Gets your word out there
- Turns people to advocates
- Drives traffic to things you've done
- *You kinda have to.*

? Posting Decisions

Posting Decisions

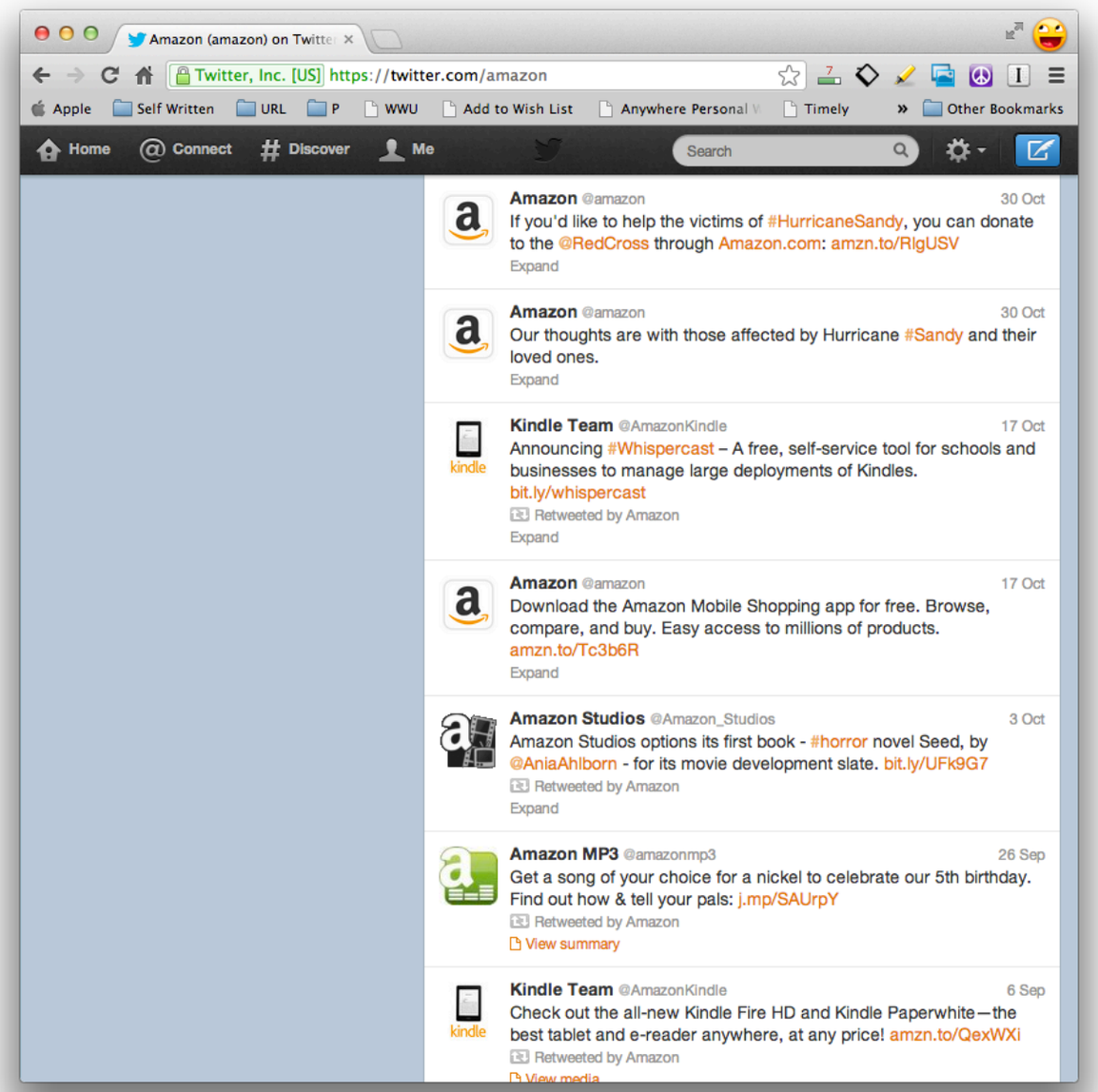
What will be posted?





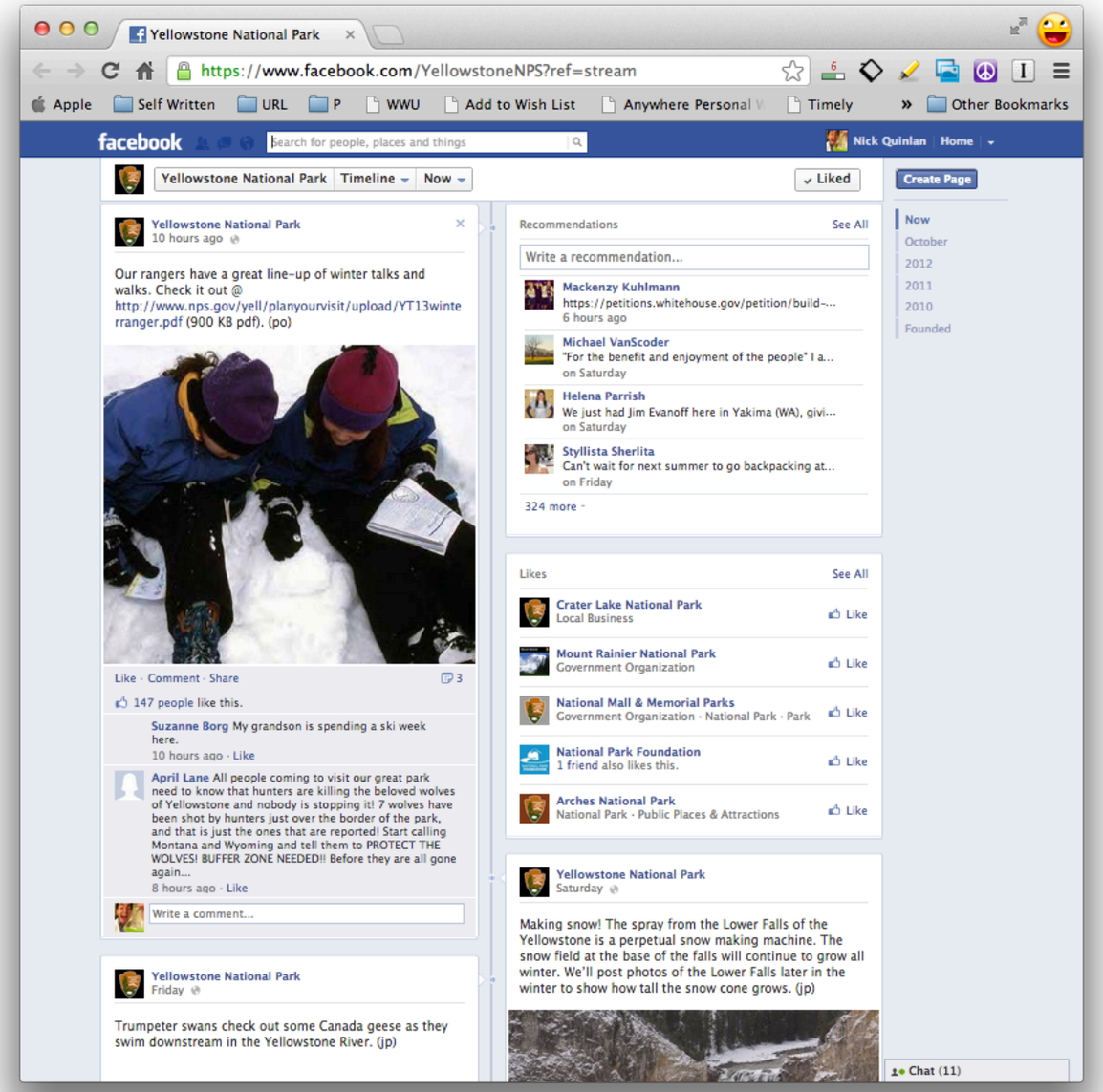
Posting Decisions

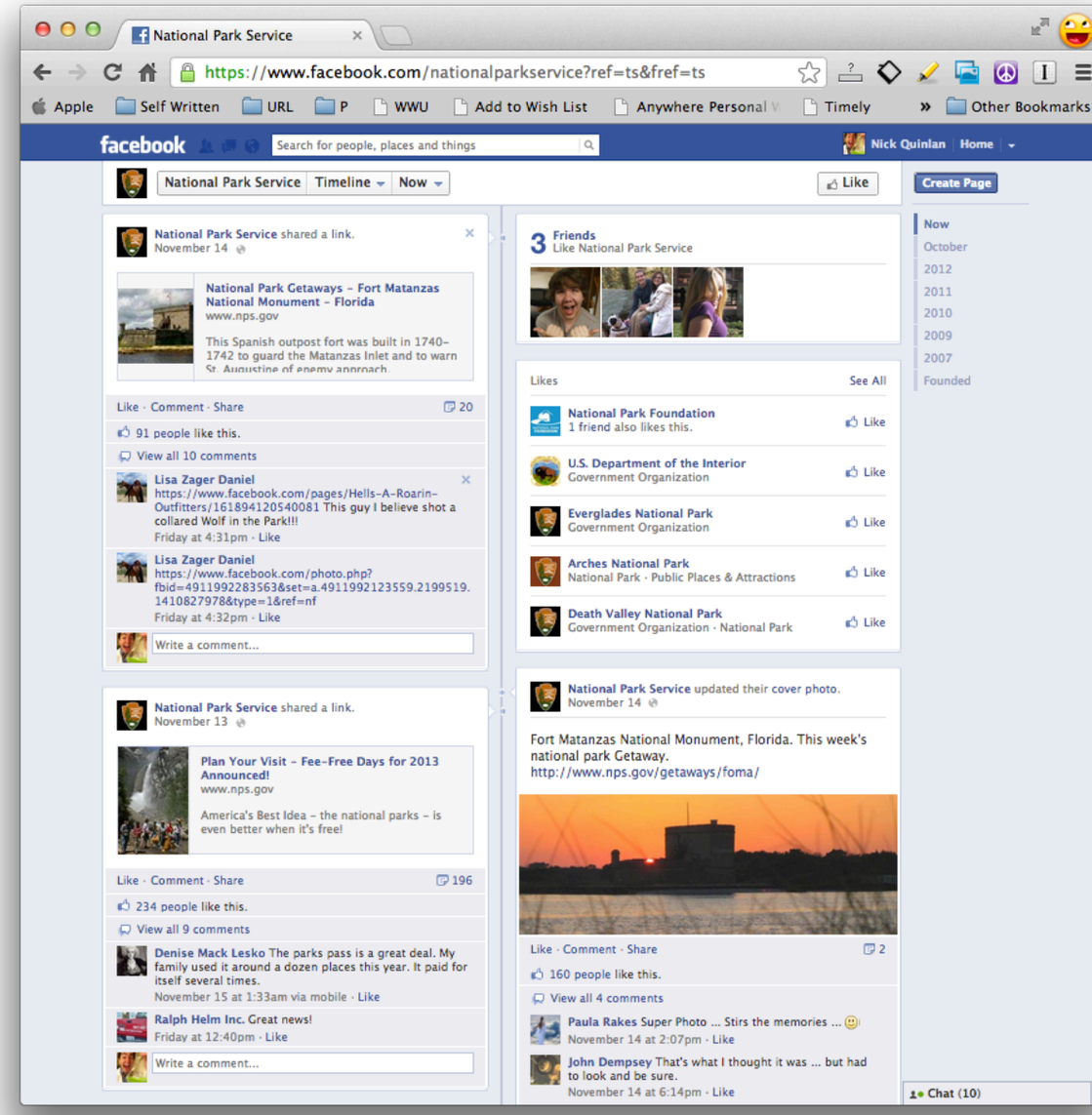
How often will we post?



Posting Decisions

Who will be posting?





General Guidelines

It’s Public

Think Before You Post

- Is this post okay?
- Am I sure?
- Are there any errors?

Case Study:

Hurricane Sandy

Case Study:

Hurricane Sandy

Content Length

Digestibility

10th

Grade

Reading Level

5th

Grade

Reading Level

Digestibility

Frequency

What Social Media Should We Use?

Blog

What’s a Blog

- Long form posts
- Canonical resource
- Permanent
- Text centric

Who’s My Blog’s Audience?

What Do I Post?

- Event Announcements
- Organizational News
- Donation Requests

What Should My Blog Look Like?

by Nick Quinlan

Comment

Facebook

What’s a Facebook Page

- Page for users to like
- One of the most universal web actions
- Content goes out to *(part of)* your network
- Varied content

Who’s My Page’s Audience?

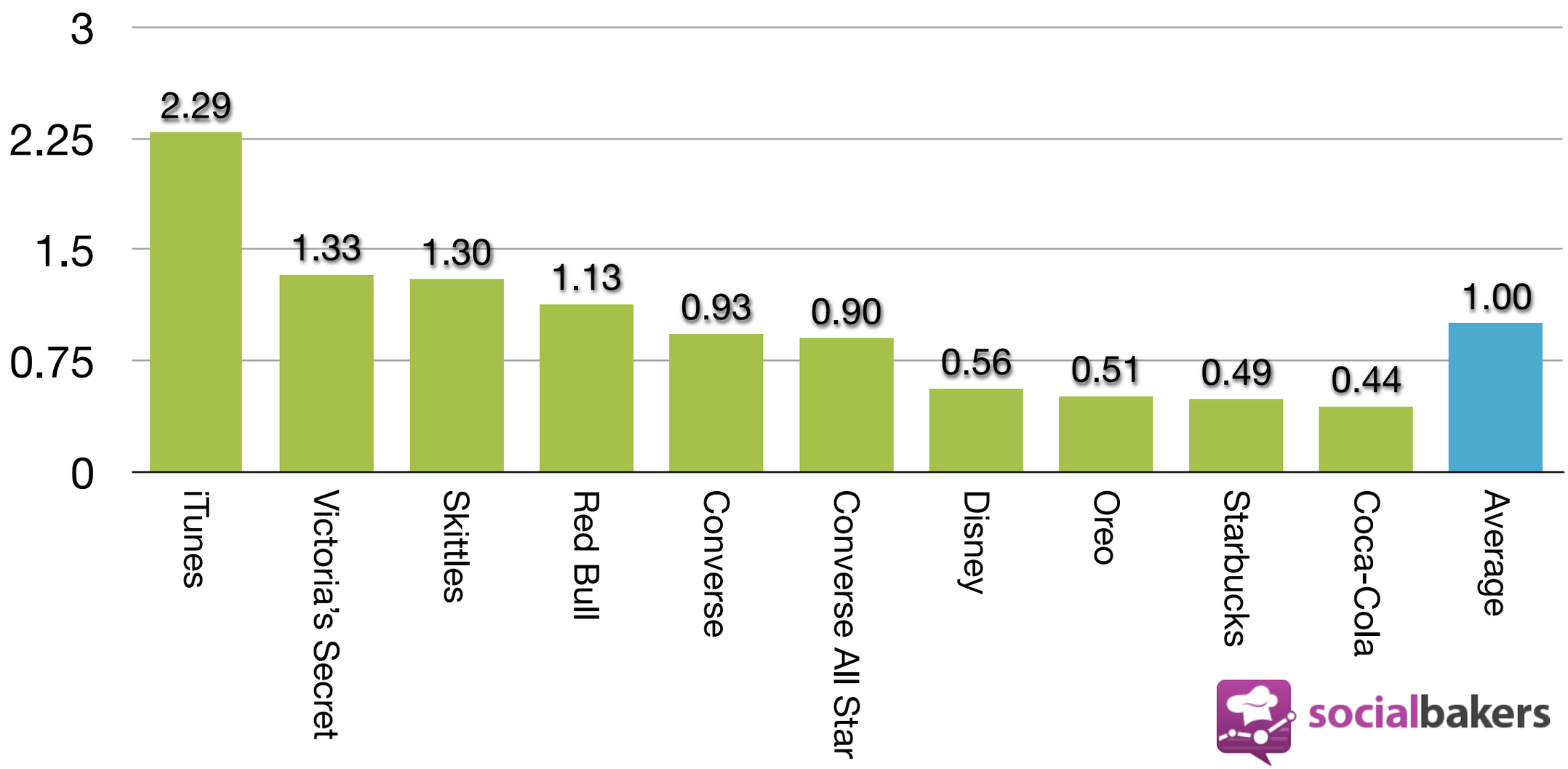
What do I Post?

- Links
- Pictures
- Videos
- Status Updates
- Events

http://on.mash.to/LvLadE

How Often Do I Post?

Top Brands Facebook Posts Per Day



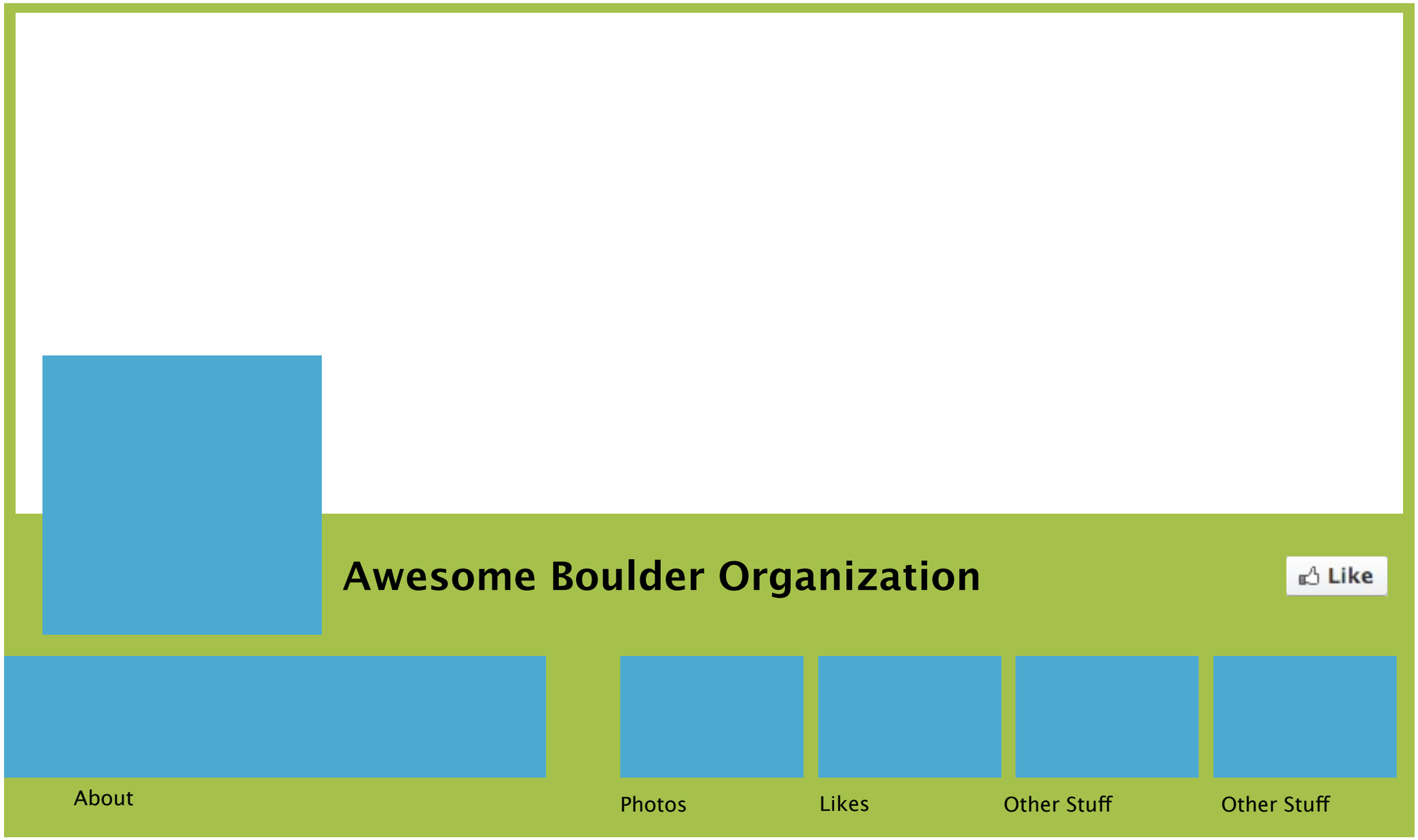
http://bit.ly/Pp4jTk

Your Turn:

Profile Setup

Your Turn:

Profile Setup



Your Turn:

Profile Setup

Your Turn:

Profile Setup

Awesome Boulder Organization

Like

About

We strive to promote awesomeness in the Boulder Community.

Mission
Feeling and being awesome promotes wellbeing in the community and by promoting this we can make Boulder, CO even better.

Description
We promote awesomeness by sponsoring events throughout Boulder, posting sticky notes, and making peoples days better.

General Information
We share news of Boulderites being awesome, what we're doing and how you can help.

Basic Info

Founded April 1, 2012

Contact Info

Phone (303) YAY-LIFE
Email hi@boulderawesomeproj,org
Website http://boulderawesomeproj,org

History

2012
Community Foundation Grant
First Annual Awesome Picnic
Founded

Twitter

What’s a Twitter Profile

- Place to tweet
- Users to get updates
- Fast paced micro-blogging
- Content goes out to your entire network

Who’s My Twitter’s Audience?

What do I post?

- Short current, updates
- Don’t be afraid to interact
- Retweets
- FAQ’s

How Often Do I Post?

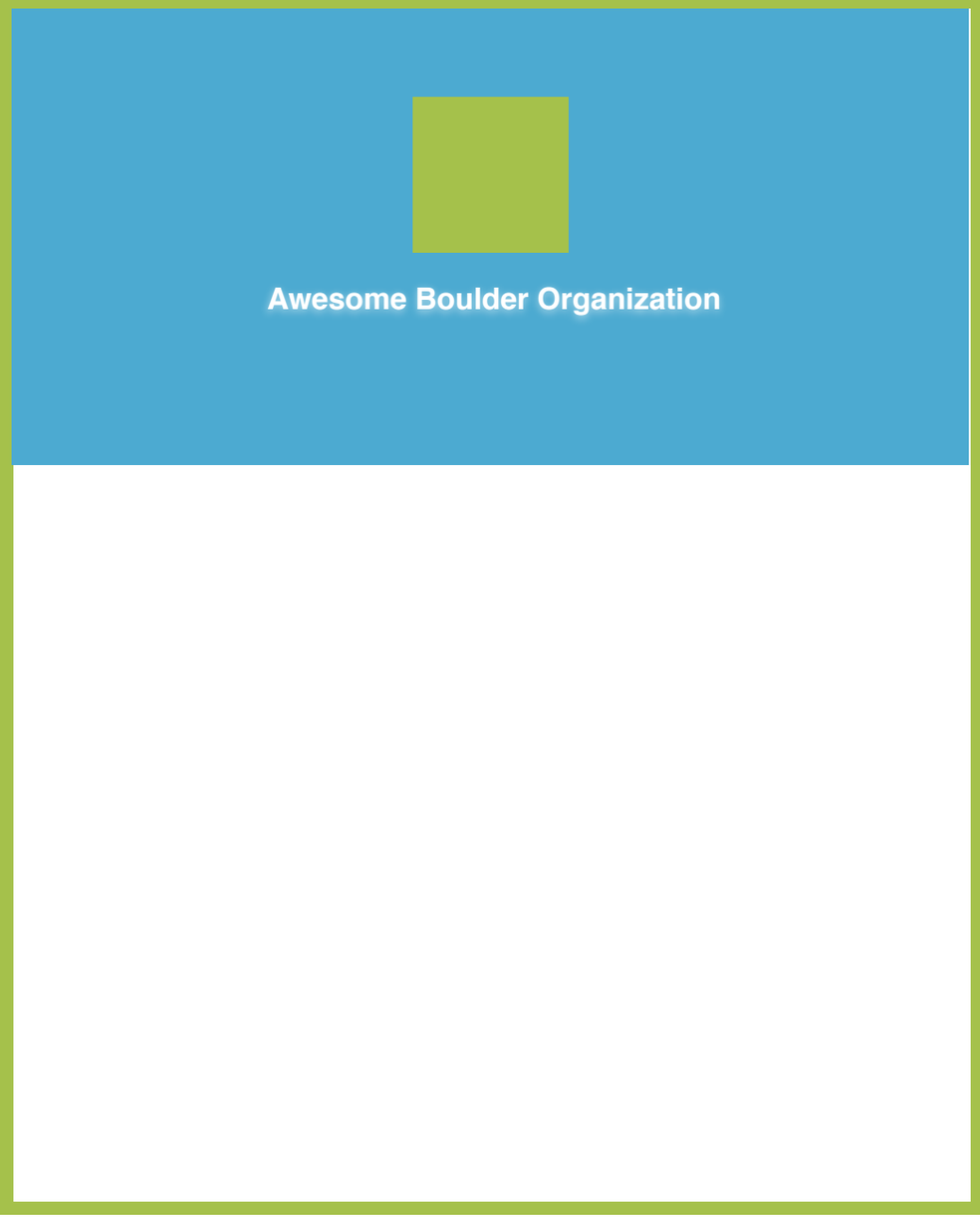
Frequently

Your Turn:

Profile Setup

Your Turn:

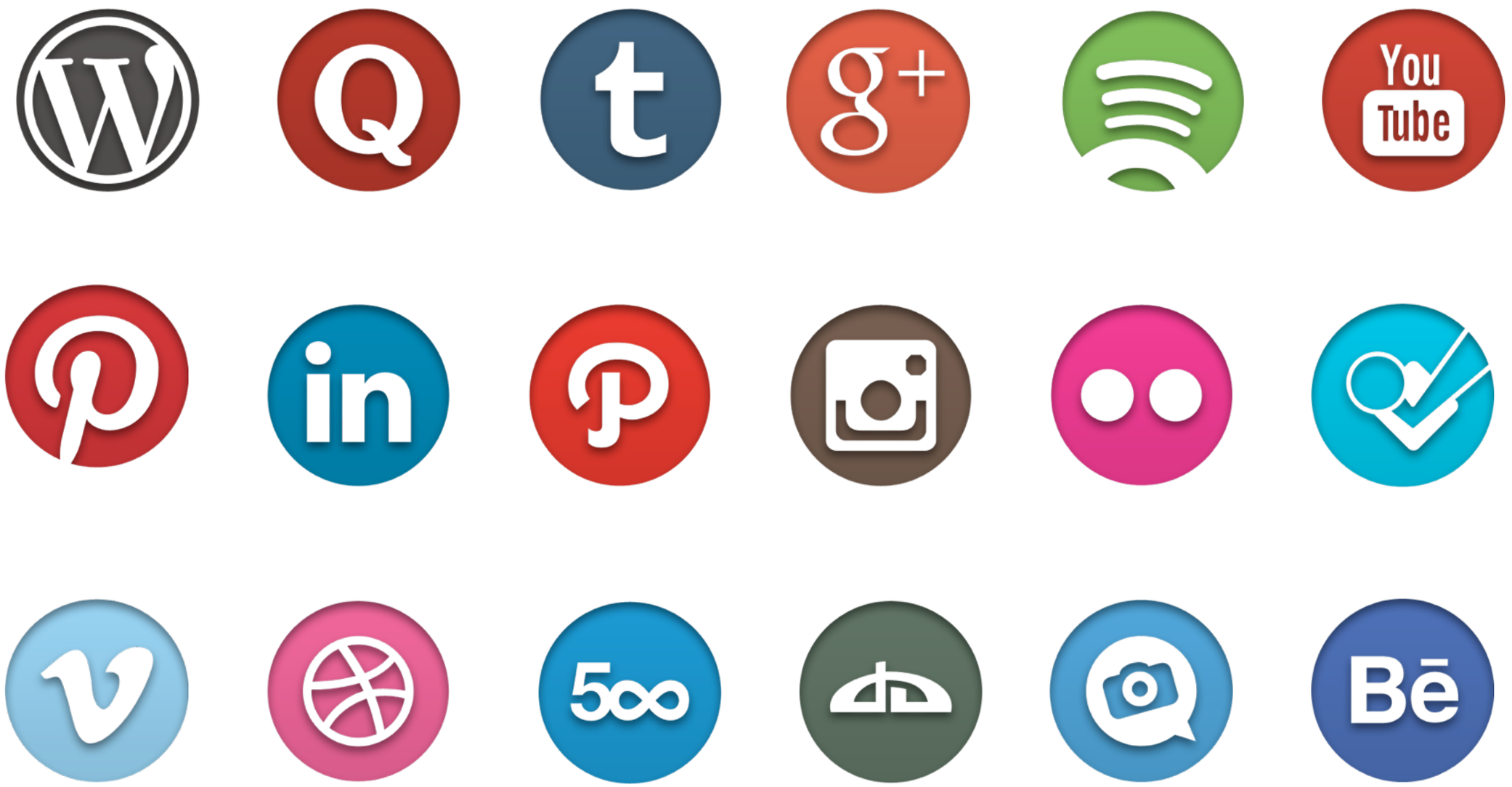
Profile Setup



Your Turn:

Profile Setup

Other Networks



Examples

Event

19

Announcement 19

Announcement 19

We're hosting an forum on Tuesday, July 20. This forum will discuss ways to make Boulder more awesome…

Awesome Forum
July 20

Just announced our Forum on Awesome. It'll be July 20th. Find out more here: bit.ly/July20AwesomeForum

Reminder

19

We're having our #AwesomeForum on the 20th, check it out! bit.ly/8puU1n

Just a reminder, you may want to check out our Awesome Forum event that's coming up.

Our #AwesomeForum is just around the corner! bit.ly/Uhca5X

During the Event 19

Setting up for #AwesomeForum!
instagram.com/193903a5q8k82910

John Awesome: “Awesomeness makes the world better.” #AwesomeForum

After the Event

19

- Awesome Forum went great check out some of our pictures.

Awesome Forum was a spectacular event, several world renowned speakers came and…

Read our wrap-up from Awesome Forum.

Miss awesome forum? Take a look back!
bit.ly/VTTmpA

Fundraising Drive

Process

We’re looking to make $10,000 to make 100 people’s lives more awesome.

Check it out! We want to make life more awesome!

We’re making life more awesome in our annual funding drive.
bit.ly/Uhca5X

Guidelines

We're holding our annual fundraiser. Our goal is $10,000. Can you help us make that happen?

We provide very useful services. Please donate.

Please donate.

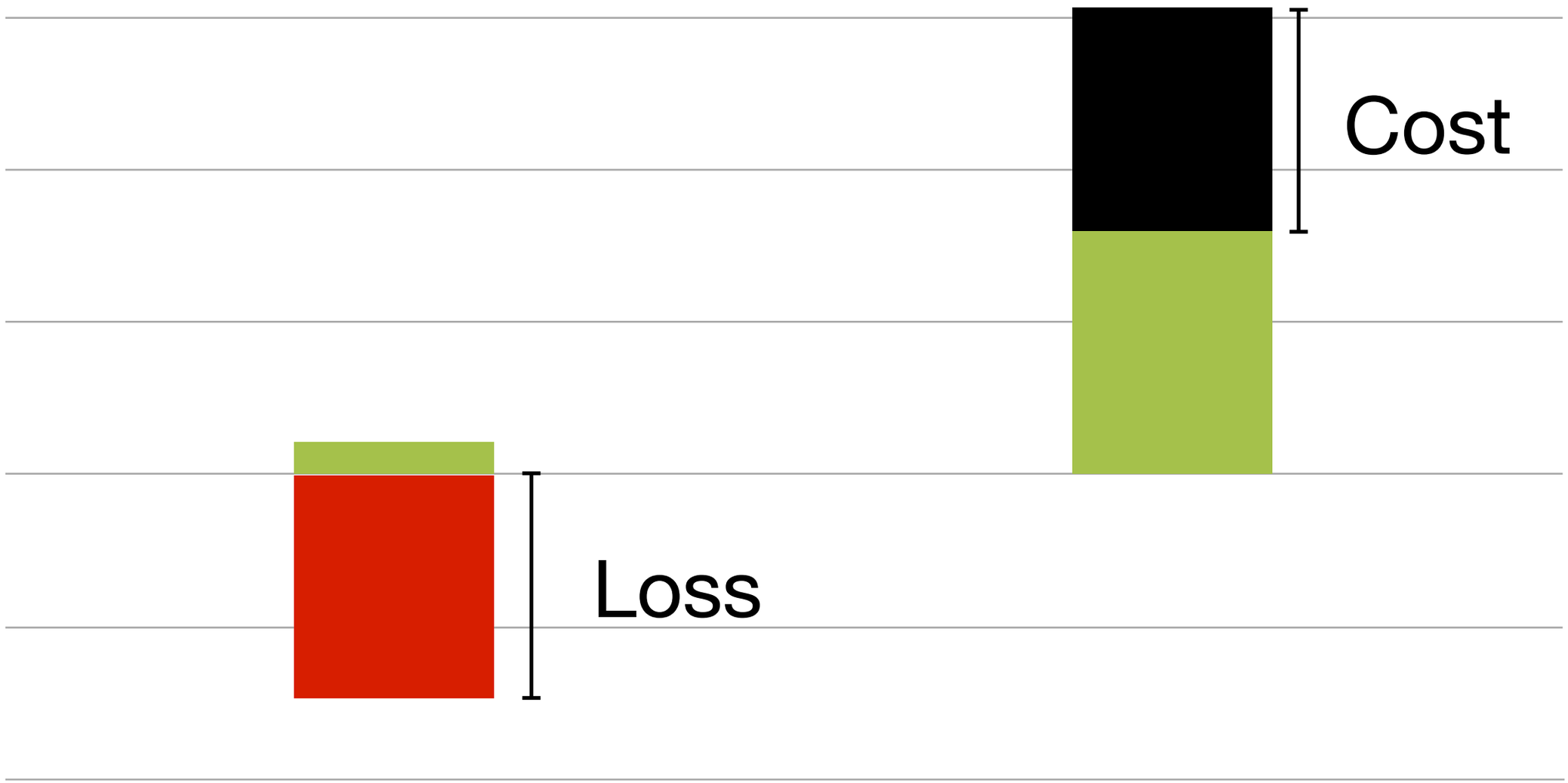
We can't do this without you.

Our services help real people. But we need your money to do so.

Hey, It's me again. I'm a little drunk. I was hoping you'd donate.

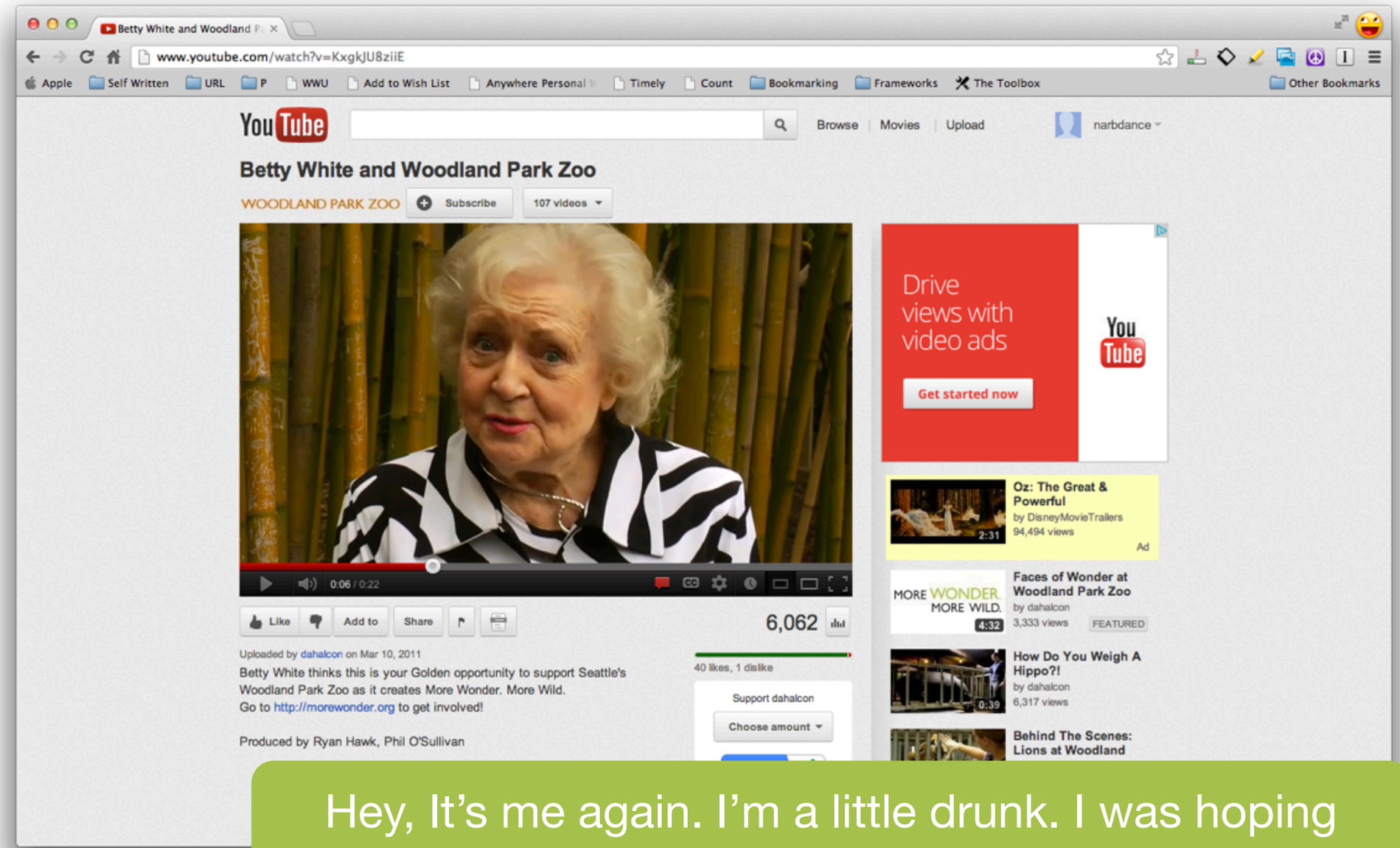
Case Study:

ROI in Fundraising



Case Study:

Woodland Park Zoo



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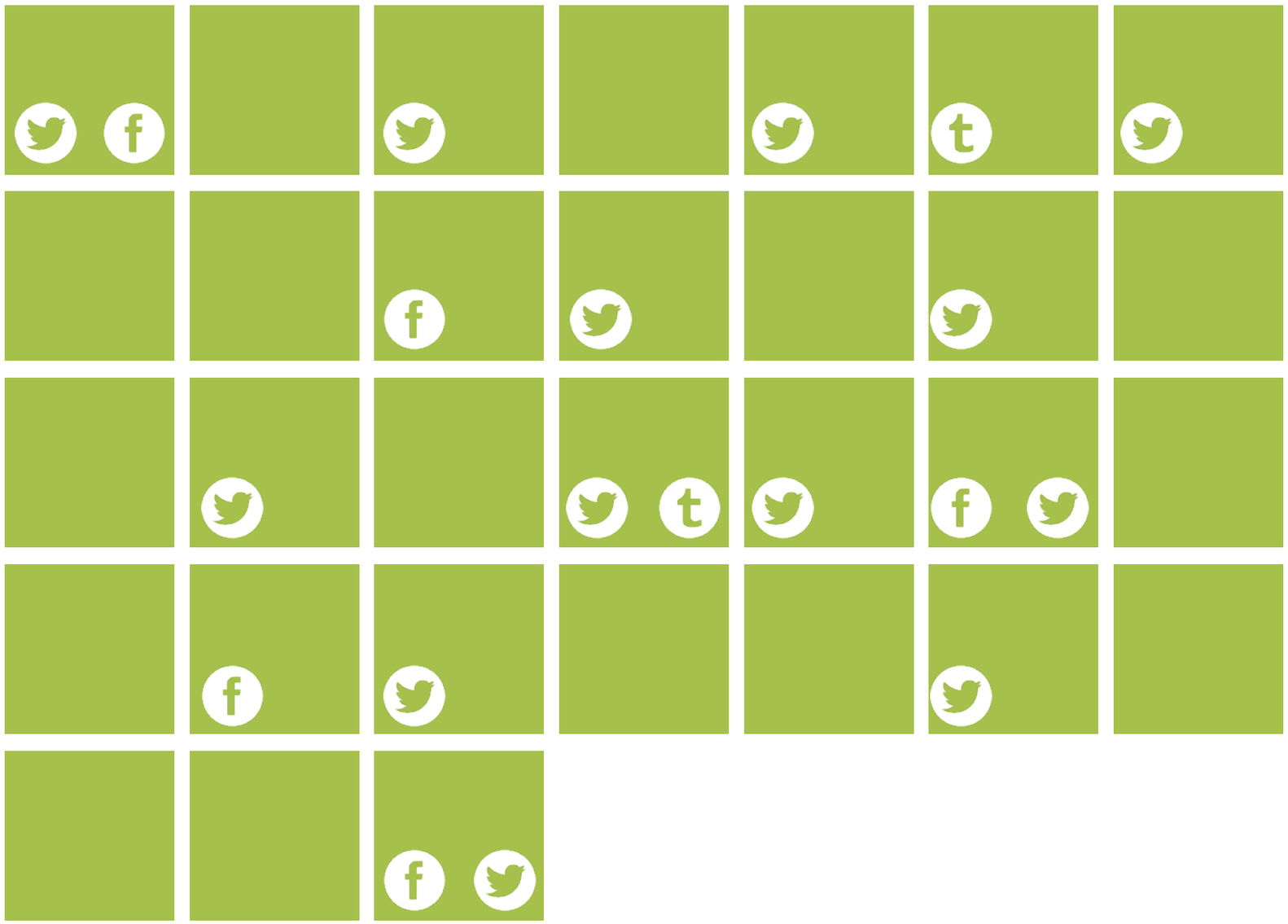
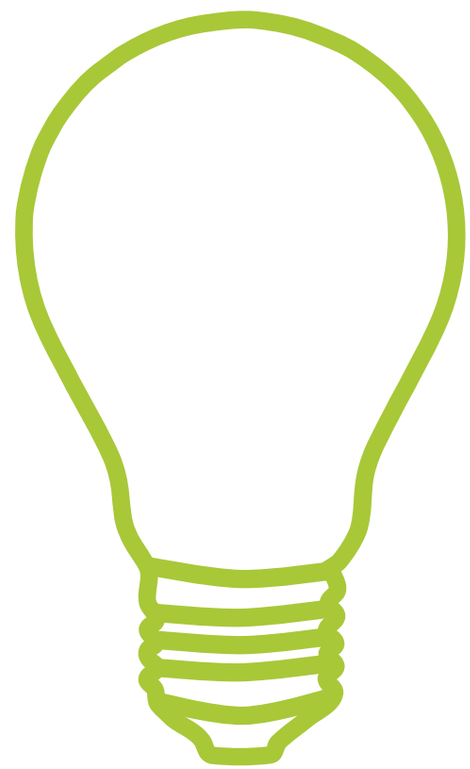
Tools

Schedule



Topics



Experimenting

Tracking

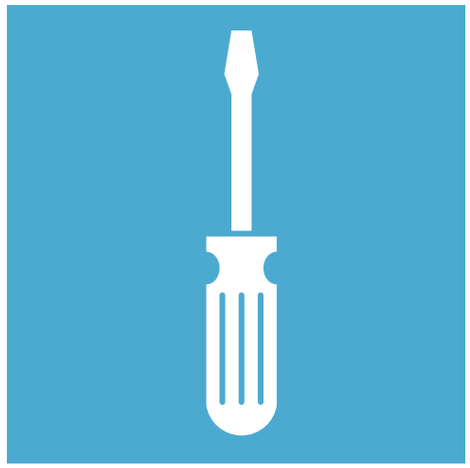
- Response Rates
- Click Through
- Actions
- Conversions

Commercial

Products / Tools

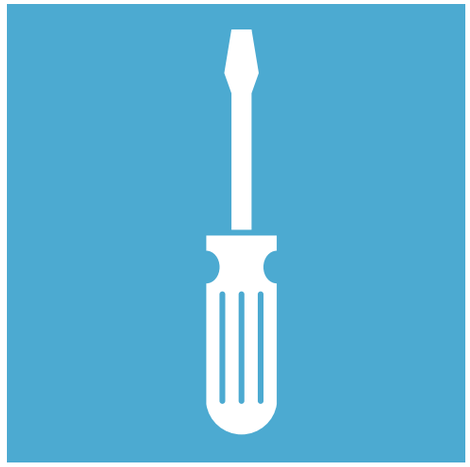
News Sources

- Social Bakers
- Mashable.com
- TheNextWeb.com
- SEOmoz.com
- Inbound.org



Managing

- HootSuite
- Google Alerts
- RSS Feeds
- ifttt
- Tweetbot



Tracking / Experimenting

- FollowerWonk
- Klout (with caution)
- Facebook Insights

- bit.ly
- Google Analytics

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Thanks To: Noun Project & Glyph for Images