



Social Media Guide

All social media is a conversation not a monologue.

ENGAGE AND LISTEN.

Blog

Ten Tips for Writing a Blog Post (Courtesy of Copyblogger)

1. Make your opinion known

People like blogs, they like blogs because they are written by people and not corporations. People want to know what people think, crazy as it sounds they want to know what you think. Tell them exactly what you think using the least amount of words possible.

2. Link like crazy.

Support your post with links to other web pages that are contextual to your post.

3. Write Less

Give the maximum amount of information with the least amount of words. Time is finite and people are infinitely busy. Blast your knowledge into the reader at the speed of sound.

4. 250 is enough

A long post is easier to forget and harder to get into. A short post is the opposite.

5. Make Headlines snappy

Contain your whole argument in your headline. Check out National newspapers to see how they do it.

6. Include bullet point lists

We all love lists, it structures the info in an easily digestible format.

7. Make your posts easy to scan

Every few paragraphs insert a sub heading. Make sentences and headlines short and to the point.

8. Be consistent with your style

People like to know what to expect, once you have settled on a style for your audience stick to it.

9. Litter the post with Keywords.

Think about what keywords people would use to search for your post and include them in the body text and headers. Make sure the keyword placement is natural and does not seem out of place.

10. Edit your post

Good writing is in the editing. Before you hit the submit button, re-read your post and cut out the stuff that you don't need.

Twitter

Twitter Do's:

DO see what other nonprofits are doing on Twitter: @acs @asco @komenforthe cure @livestrong

DO use Twitter search engines for keyword searches around brands, products and topics of interest.

DO follow Twitterers with similar interests to establish a brand presence within conversation.

DO use Twitter to start a conversation

"Talk to people about THEIR interests, too. I know this doesn't sell more widgets, but it shows us you're human." - Chris Brogan

DO respond to other tweets and re-tweet other useful messages. The interaction will encourage other users to spread company tweets as well.

DO be dedicated to Twitter and ensure an ongoing presence.

DO ask questions and get feedback from your followers

DO engage followers in co-creation and get constructive insights for future organizational outreach efforts, campaigns or publications.

DO be transparent in your *raison d'Tweet* (Let your followers know what you're about)

DO respect other Twitterers (Know when to participate and when to listen)

DO think before you direct message (Will your direct message be seen as helpful or intrusive?)

DO make sure your message directly relates to those you are reaching out to

DO provide value to your followers (Something that gives you credibility and reiterates the value you see in your followers)

DO spread the word about your participation on Twitter - include your Twitter handle in your email signature, send out your Twitter URL, <http://twitter.com/preventcancer>, to co-workers, peers, advocates, donors, and constituents.

Twitter Don'ts:

DON'T use Twitter as a One-Way Tool. Nonprofits find the most success from Twitter when they actively communicate with their networks and build meaningful relationships with followers.

DON'T get discouraged from a slow start. Twitter takes a serious, daily commitment. Follow others. Engage with others. As the network grows, so will the awareness.

DON'T overdo the @ tweets.

DON'T tweet multiple times in a row. If you see your organization's logo all over your Twitter page, you're doing it wrong.

DON'T follow more people/organizations than you can handle.

Facebook

Nonprofit Best Practices (Courtesy of Beth's Blog: How Nonprofit Organizations Can Use Social Media to Power Social Networks for Change)

- Don't rely on groups in Facebook, have a Fan page to take advantage of Facebook's viralness.
- Be a little less "formal" and try a few fun updates and other content that sparks conversations. Having a personality is an asset.
- Use video. Groups that post video on their fan pages are typically able to create more personal messages. And those messages are more likely to be shared with others.
- Tag liberally. Take pictures at events and post them on your Facebook pages. When you post the images, you should tag the people in the photos — a process that notifies those who are friends of the people that they have been tagged in a photo on your page. Those notifications draw more traffic and, in turn, more supporters, to your page.
- Incorporate Facebook into your events. If you have a special event, make sure you invite your Facebook fans to the party, too. You'll probably attract more people — and Facebook will tell all of their friends that they are coming to an organization's event.

YouTube

YouTube Best Practices

- Video people in action! Not just standing and talking.
- Use search engine optimization best practices when titling and describing uploaded videos. (add tags Prevent Cancer Foundation, pcf, plus your own descriptors to all videos)
- Share links and the embed code for your videos with supporters so they can help get the word out.
- Keep videos short. 1 – 2 minutes is the best time frame; definitely under 5 minutes. Longer videos must have a very compelling content to keep audience attention. (YouTube only allows videos that are no longer than 10 minutes long or 1 GB in size)
- Have the last frame of the video contain the Foundation's name and web address.
- Have the first frame of the video contain a title, Foundation's name and web address.
- Select a dynamic image as the still frame image to attract viewers.
- Embed the videos in Facebook and other social networks to provide access to as wide of an audience as possible.

Nonprofit Social Media Resources:

The Accidental Marketer theaccidentalmarketer.blogspot.com

Alltop alltop.com

Beth's Blog beth.typepad.com

Chris Brogan chrisbrogan.com

Have Fun Do Good havefundogood.blogspot.com

Katya's Nonprofit Marketing Blog www.nonprofitmarketingblog.com

Joanne Fritz, Ph.D Nonprofit Blogs nonprofit.about.com/b/

Mashable www.mashable.com

Problogger www.problogger.net

Socialfish www.socialfish.org