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.

11. **Share your post via social media**
    Spread the word using Twitter, Facebook, Digg, LinkedIn, Pinterest, and many other social networks. These networks are the fastest and most effective way to share great content on the web.

12. **Measure the success of your blog**
    Solicit feedback and take corrective action to support your organization's goals and adds value to your next posts.

22 Ways to Create Compelling Content
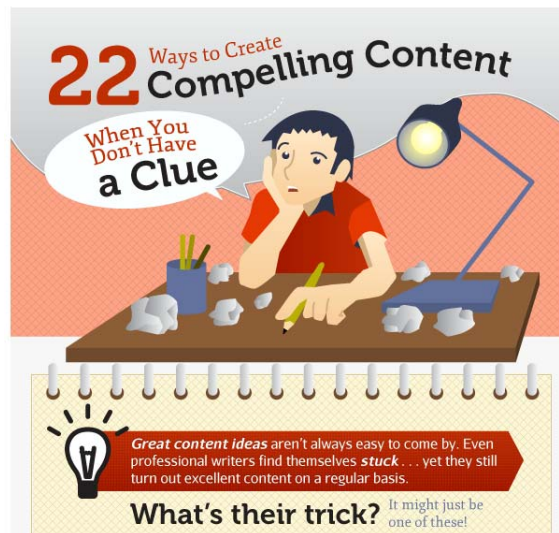
1. **Curation** – Compile a list of 10 favorite blog posts from other blogs
2. **Group brainstorming** – Ask some friends for ideas
3. **Ask Your Readers** – Ask what they would like to read about
4. **Interview Someone** – Writing a few questions for someone else to answer is easier than turning out a whole post
5. **Let a Guest Write** – Guest posts can add content effortlessly to your blog
6. **Best-Case Studies** – Pick a company, product, etc. and do a best-case study on their method and success
7. **Worst-Case Studies** - Pick a company, product, etc. and do a best-case study on their method and failure
8. **Review Something** – Pick a produce or service and write what you like and dislike
9. **Share You Success** – Show people step by step how you got to where you are today
10. **Share Your Failures** – Write about your biggest challenges and what you learn
11. **Relive the Memories** – Pick some of your most useful older posts and share them for new readers
12. **Movies** – Popular movies are a great place to get ideas
13. **Television** – Choose television shows that our audience would be likely to watch
14. **Books** – Use the author's name or the book title
15. **Comics** – Superheroes make for great blog post themes
16. **Top Trends** – Check Google Trends to see what's hot right now
17. **Celebrities** – From musician to acto to popular writer or speaker.
18. **Take a Walk** – Breaking up the routine can help restart your brain
19. **Watch a Play** – The atmosphere of a theater can be very stimulating
20. **Expand Your Cultural Horizons** – Hit up a new ethnic restaurant and make it a real experience
21. **Get Personal** – Tell a personal story on your blog
22. **Recycle** – This infographic is the perfect example of how you can recycle old posts into something completely new

Visit CopyBlogger for the full infographic:
http://www.copyblogger.com/create-content-infographic/

Twitter

@johnmerritt
John Merritt

Follow back! Twitter is about making connections and building community.
#TwitterTips

Twitter Do's and Don'ts

Twitter Do's:

DO see what other nonprofits are doing on Twitter: @acs @asco @komenforthecure @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 the Prevent Cancer Foundation logo all over our Twitter page, you're doing it wrong.
DON'T follow more people than you can handle**.**

Facebook

How to Plan and Implement Facebook's Timeline

Facebook will be switching its brand pages to the timeline format. Here are some tips on how to prepare for such changes:

1. **Strategy and Work Flow**
   Understand how the format changes how people see your page; understand how the format changes impacts your strategy; understand how the format might impact your measurement strategy

2. **Take the Tour**
   Go through the overview guide published by Facebook to understand the new format (http://ads.ak.facebook.com/ads/FacebookAds/Pages_Product_Guide_022712.pdf)

3. **Default Landing Tabs Gone**
   Instead of landing tabs, there is a new feature called "Pinned Posts" that allows posts to remain at the top of the timeline for a maximum of 7 days

4. **Profile and Cover Images**
   There are templates you can follow to produce a creative and attractive banner. (http://www.bethkanter.org/fb-cover-images/)
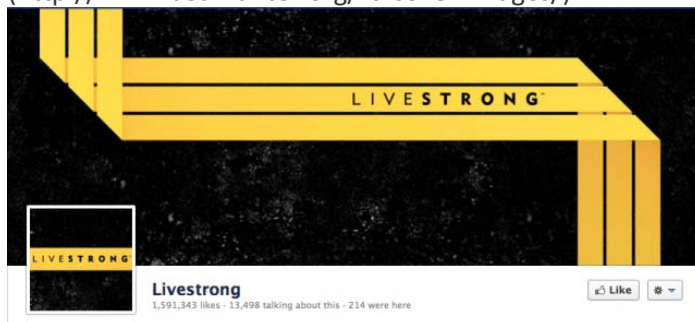
5. **Administrative Dashboard**
   There is now an administrative dashboard to track metrics and fan activity on a simple screen.

6. **Private Message to Administrator**
   The page administrators will be able to communicate privately with fans using the page identity. This will assist in managing the fan page community.
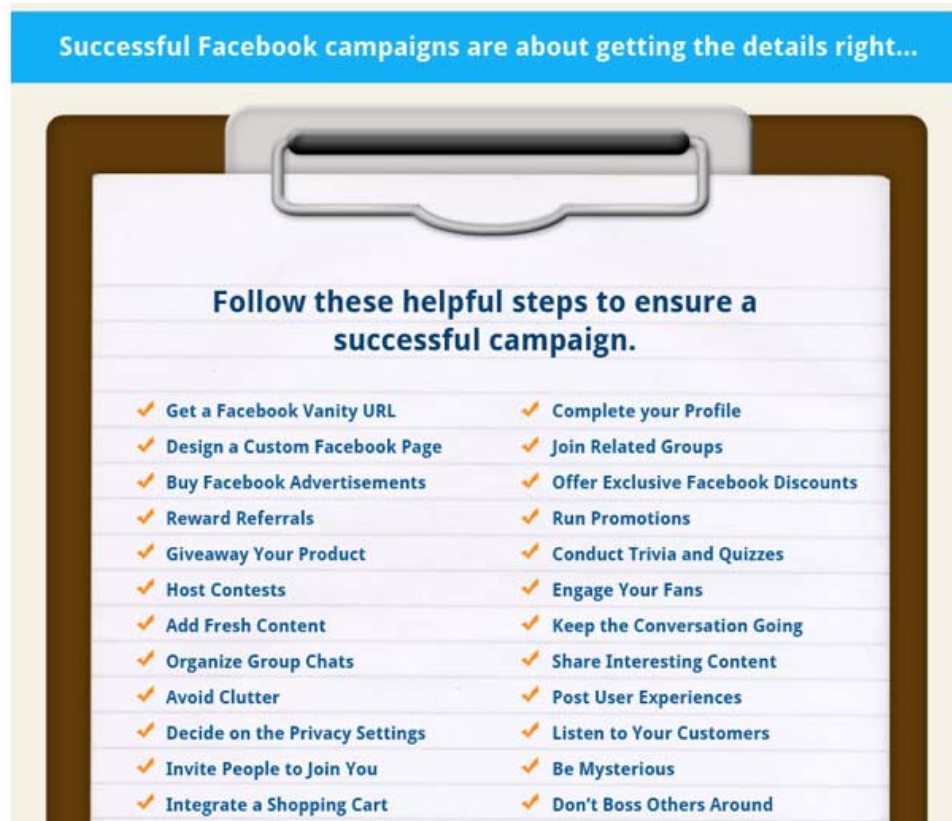
7. **Prepare for Launch**
   Plan the approach on launching your organization's brand to your fans before Facebook makes its changes.

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.

Anatomy of a Killer Facebook Ad Campaign

Successful Facebook campaigns are about getting the details right...

Follow these helpful steps to ensure a successful campaign.

✔ Get a Facebook Vanity URL	✔ Complete your Profile
✔ Design a Custom Facebook Page	✔ Join Related Groups
✔ Buy Facebook Advertisements	✔ Offer Exclusive Facebook Discounts
✔ Reward Referrals	✔ Run Promotions
✔ Giveaway Your Product	✔ Conduct Trivia and Quizzes
✔ Host Contests	✔ Engage Your Fans
✔ Add Fresh Content	✔ Keep the Conversation Going
✔ Organize Group Chats	✔ Share Interesting Content
✔ Avoid Clutter	✔ Post User Experiences
✔ Decide on the Privacy Settings	✔ Listen to Your Customers
✔ Invite People to Join You	✔ Be Mysterious
✔ Integrate a Shopping Cart	✔ Don't Boss Others Around

Visit AES Connect to see the full infographic:
http://www.aesconnect.com/anatomy-of-a-killer-facebook-ad-campaign-for-social-media-succes/

YouTube

8 Ways YouTube is Helping Nonprofits

(Courtesy of SocialBrite.org and YouTube Blog)

Join the YouTube Nonprofit Program. Tell your organization's story through videos on YouTube to connect with supporters, volunteers, and donors. Applying for a designated "Nonprofit" channel through the YouTube Nonprofit Program will help deliver your message to the world's largest online video community.

1. **YouTube Insight** is a self-service analytics and reporting tool that enables anyone with a YouTube account to view detailed statistics about the audience for the videos that they upload to the site. See who's watching your videos, their age, location, gender, number of views, and what spot in the video a person has stopped watching.

2. **YouTube GoodWork**. Nonprofits that don't think they have the capability to create a video can apply to this program, a partner with Cannes Advertising Festival, asking ad creatives to make ads for nonprofits, for free. The top five entrants will be flown to Cannes, France, to participate in a nonprofit showcase.

3. **YouTube Direct** is an open source uploading platform that you can embed on your website, allowing your supporters to upload a video directly to your YouTube channel, which you can approve or disallow through your moderation pane.

4. **YouTube Moderator** allows any YouTube user to collect commentary, questions or ideas on your YouTube channel and watch the best ones rise to the top. Bring a group of people together on a topic of your choice and leverage their collective wisdom to vote on the best video and text submissions.

5. **Call to Action** overlays is one of the most powerful YouTube tools, letting nonprofits create a text call to action that's superimposed over their video, asking supporters to make a donation, text a text2give number or visit a url.

6. **YouTube Annotations** is a new way for you to add interactive commentary to your videos. You can use it to add background information about a video, create stories with multiple story threads or link to related videos or search results from within a video.

7. **YouTube Live Stream.** Nonprofits, from small to large, will now be able to engage live audiences in charity concerts, conferences, and other special events to raise awareness about their causes and drive donations in real-time.

8. **YouTube Next Cause** is designed to help organizations that are already changing the world better use online video to drive action. At a one-day summit in San Francisco on April 2, selected participants will get access to everything from training in YouTube fundamentals, to promotion and community engagement tips, to one-on-one consulting sessions to grow their YouTube presence.

YouTube Best Practices for Nonprofit Organizations

1. Reserve a YouTube.com URL to match your website
2. Use your organization's logo as your channel's profile picture
3. Limit the description of your channel to your mission statement or one paragraph
4. Use the colors of your logo to design your YouTube channel
5. Add keyword "Tags" to your YouTube Channel
6. Apply to the YouTube Nonprofit Program
7. Post comments on the "Nonprofit Organizations" YouTube Channel
8. Subscribe to Agent Change: The YouTube Vlog for Nonprofit Organizations
9. Get subscribers by subscribing to other channels
10. Allow others to post comments on your videos
11. Thank your "Subscribers" with Wall Comments.
12. Post your YouTube videos as "Links" on your Facebook Page.
13. Upload a "Channel Banner" to your YouTube Channel that links to your homepage of "Donate Now" page

Tips on Producing YouTube Videos

- 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.

Pinterest

12 Tips to Pinterest Your Nonprofit's Interest

(Courtesy of John Haydon's Blog)

1. Create Pinterest boards with a specific purpose in mind. Example: Humane Society of New York Woof – Adopt A Dog.
2. Follow Pinterest users with similar interests with quality pins on their boards, like, Nonprofit Organizations, National Wildlife Federation, Water.org, Jokolna Foundation. You can follow all boards or specific boards, such as Jennifer Windrum's SMAC! Sock Monkeys Against Cancer, Sylwia Presley's Nonprofits and Social Media, Miranda Carter's Cause, Jenn Howard's Sayings or Sevenly's Get Inspired.
3. Follow back influential people who follow you. The trick is to click "Follow All" on the individual's profile, then unfollow specific boards that aren't of interests to you.
4. "Like" pins or repin items that appeals to you. This action will show up on the user's sidebar. It will also send an email notification to the user (if turned on).
5. Use the pin comments section to engage in conversation and leave your mark.
6. Collaborate with co-workers or team members to help build your Pinterest board by using the board edit feature "Me + Contributors." Let's say your organization has a project to build a house. You can call the board "The House That Love Built" and invite team leaders to post photos of tools needed, progress of the build, and volunteers.
7. Use eye-catching images to get people's attention and repins. The more repins, the more chances you'll have people clicking to the source website.
8. Create an online fundraising catalog. Add "$" symbol and the amount of an item in the pin description, i.e., $7.95 or $5.00. A grey banner with the price will be displayed on the upper left corner. Your pin will automatically go into the gifts tab located at the top of the homepage.
9. Use the search box by typing in topics, people's names, businesses, etc. Then filter search by clicking pins, boards, or people.
10. Use the @ feature in the comment box to tag specific people (like other social networks).
11. Use keywords to name your Pinterest boards, board descriptions, and pin descriptions for search engine optimization (SEO).
12. Add a Pinterest share button to your website and URL on your business cards.

Social Media Resources

Beth's Blog beth.typepad.com
Brian Solis www.briansolis.com
Case Foundation www.casefoundation.org
Chris Brogan chrisbrogan.com
Have Fun Do Good havefundogood.blogspot.com
John Haydon www.johnhaydon.com
Katya's Nonprofit Marketing Blog www.nonprofitmarketingblog.com
Mashable www.mashable.com
Nonprofit Technology Network (NTEN) www.nten.org
Nonprofit Tech 2.0: A Social Media Guide for Nonprofits nonprofitorgs.wordpress.com/
Problogger www.problogger.net
Seth's Blog sethgodin.typepad.com
Socialfish www.socialfish.org