



**Social Media and Marketing:  
What Today's Non-Profits Need to Know**

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The next 45 minutes...

- Social Media Matters
- Overview of Key Programs
- Social Marketing Tips
- Next Steps

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**SOCIAL MEDIA MATTERS**  
Raising friends to raise awareness!

- ✓ Make time for it.
- ✓ Personal vs. professional focus
- ✓ Who you are online is who you are.
- ✓ You define what is online.
- ✓ Be a connector not a networker.
- ✓ Give your org a personality!



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**Social Media Tools**

**Top 4**  
Facebook, LinkedIn, Twitter, Instagram

**Others**  
Youtube, Pinterest, Snapchat, G+, Yelp, Meetup, Constant Contact, Mailchimp, Vertical Response, Wordpress, Hootsuite, Tweetdeck

**Donation Platforms**  
Crowdrise, Razoo, Network4Good, and many crowdsourcing platforms!

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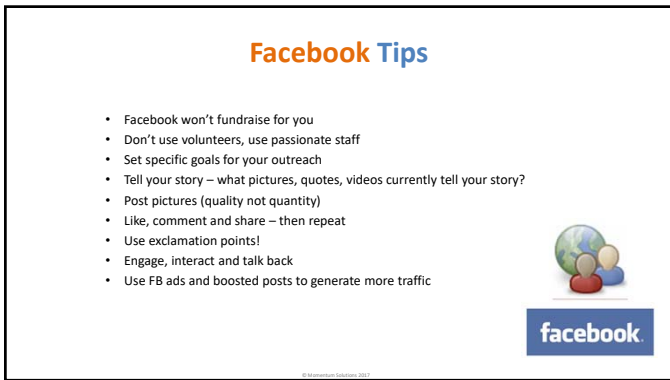
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**Facebook Tips**

- Facebook won't fundraise for you
- Don't use volunteers, use passionate staff
- Set specific goals for your outreach
- Tell your story – what pictures, quotes, videos currently tell your story?
- Post pictures (quality not quantity)
- Like, comment and share – then repeat
- Use exclamation points!
- Engage, interact and talk back
- Use FB ads and boosted posts to generate more traffic



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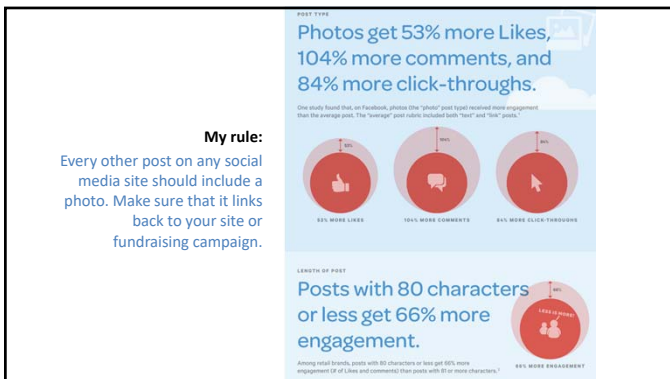
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**My rule:**  
Every other post on any social media site should include a photo. Make sure that it links back to your site or fundraising campaign.

**POST TYPE**  
Photos get 53% more Likes, 104% more comments, and 84% more click-throughs.  
One study found that, on Facebook, photos (the "photo" post type) received more engagement than the average post. The "average" post rubric included both "text" and "link" posts.

- 84% MORE CLICK-THROUGH
- 104% MORE COMMENTS
- 53% MORE LIKES

**LENGTH OF POST**  
Posts with 80 characters or less get 66% more engagement.  
Among retail brands, posts with 80 characters or less get 66% more engagement (of all Likes and comments) than posts with 81 or more characters.

84% MORE ENGAGEMENT

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## Twitter Tips

- Quick and not too formal – 140 characters
- Sharing links and information
- Use Hootsuite or Tweetdeck to schedule tweets
- Strategically follow your funders, competitors and people you respect
- Simple way to build your brand and expand network
- Establish yourself online as a thought leader and industry expert
- Learn the language. RT, FF, #, @, DM, etc....
- Promote others and they'll promote you

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**#GIVINGTUESDAY**  
December 3, 2013

Online giving on #GivingTuesday 2013 was up **90%** compared to 2012.  
\*Stat released by Blackbaud

The average online gift on #GivingTuesday 2013 was **\$142.05**  
which was significantly up from \$109.60 in 2012.

There's a 40% year-over-year increase in average gift size. The transaction volume increased 20% compared to last year and large giving amounts helped the overall growth in online giving. Additionally, Network For Good has publicly said their average online processed gift yesterday was "about \$171, a substantial increase" over 2012.

**#GivingTuesday on Social Media**

**My #Hashtag Rules:**  
Facebook – 1 or none  
LinkedIn – 1 or none  
Twitter – 2-3  
Instagram – 4-6

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## LinkedIn Tips



- Important because you represent your organization
- If Facebook is your personal side, LinkedIn is your professional side
- Claim and then build out your organizations business page
- If relevant start a LinkedIn group page, facilitated by your org
- Personal network – weekly share an update
- Nonprofit page – monthly post major updates
- Join relevant groups and interact with them
- Each week add every professional contact you meet to LinkedIn
- Establish yourself online as a thought leader and industry expert
- Promote others

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### Instagram Tips

- Be prepared to post daily!
- Like, comment, share posts
- Follow key hashtags, find the influencers in your network
- Create 10-20 hashtags to rotate and use
- Use at least 5 hashtags per post
- Everywhere you go – take photos!
- Use more than one account on your phone
- Be consistent in what and how you are posting
- Think about your audience, what do they want to see?

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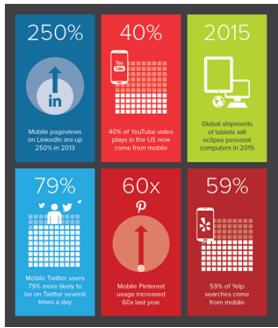
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### Target Audience Tips

- Each network has a different audience – what are your primary, then secondary audiences?
- Videos are a fabulous way to speaking to your audience. They don't need to live on YouTube, but you should have one. Under 30 seconds is key to audience engagement.
- Pinterest, Snapchat, Yelp and YouTube are other major social networks – but only necessary if that is where your audience is.
- Make sure your website is mobile friendly!

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I like donuts. They help explain social media.



- Twitter**  
I'm eating a #Donut
- Kickstarter**  
Help me fund a movie about eating Donuts
- Facebook**  
I like Donuts
- Pandora**  
Now listening to my Donut mix
- Yelp**  
This is where I eat Donuts
- Instagram**  
Here's a hip vintage photo of my Donut! #DonutMadness
- Google**  
Let's call a hangout and eat Donuts
- LinkedIn**  
Here's a great article about eating Donuts
- YouTube**  
Here's a video of me eating a Donut
- Pinterest**  
Here's an awesome Donut recipe

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### Others Tools

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### Donation Focused Platforms

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### Next step: Take it offline!

1. With your team, define your next steps
2. Create a plan, figure out which networks you will focus your energy on
3. Stick to those steps and re-evaluate them after 6 months
4. Strategize how to develop an online comment into a coffee meeting – turning them into a sustainable supporter

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**Connect.**



[twitter.com/momentumsteam](https://twitter.com/momentumsteam)  
[Instagram.com/momentumsteam](https://www.instagram.com/momentumsteam)  
[linkedin.com/in/dakietz](https://www.linkedin.com/in/dakietz)  
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