

CONGRESS 2010




Measuring Social Media

ROI: Return on Investment
vs.
Risk of Ignorance




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Who Are You?

- Who you are?
- Where you work?
- What you do?
- How many are part of the team?



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Agenda

WHAT you need to know about the basics

- Social Networking – Commercial vs. House
- Social Media metrics tracking tools

WHY you should to build/grow your online community


- Benchmarking studies

WHO represents your organization?

- Social Media Policy Guidelines

HOW to map tools to your organizations resources and schedules.

- ✓ Reading resources
- ✓ Q & A



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Risks You Don't Have to Take

- Be consistent in brand representation
- Provide an easy way for users to respond to your call to action; sign up, donate, like, follow, etc.
- Stay on message no matter the channel of communication
- Be where your constituents are

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How & Where to Create an Open Dialogue

Different channels have different capabilities in terms of dialogue

- Email is like a walkie-talkie – one way
- Social Networks are conference calls or an open party line

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Open Dialogue

Leverage Social Networks to create a dialogue vs. monologue with your online community

Strengthening relationships via every channel

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Commercial Social Networks

- Facebook
- Twitter
- LinkedIn
- YouTube
- Ammodo

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Commercial Factoids

- **Facebook** is used 86% of nonprofits, more than any other commercial Social Network (16% increase)
- **LinkedIn** and **YouTube** hold steady
- **MySpace**, suffered the largest decrease (45%) in popularity
- **Twitter** had the most growth (38% increase)

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Who's Where?

Network	Percentage
Facebook	85.7%
Twitter	59.7%
YouTube	48.1%
LinkedIn	33.1%
Flickr	25.3%
MySpace	14.4%

www.nonprofitsocialnetworksurvey.com

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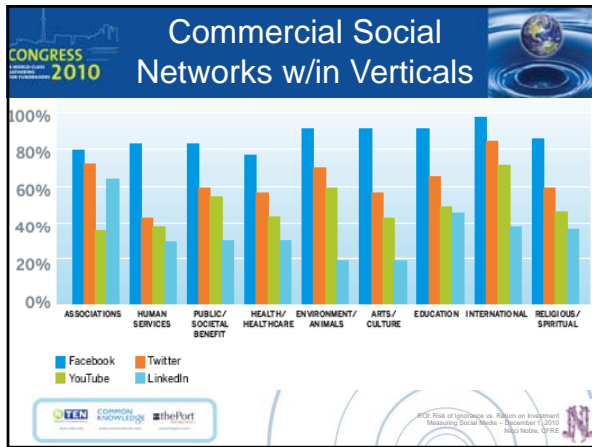
CONGRESS 2010 **House Social Networks**

Social Networks created and developed internally or on 3rd party vendor software by nonprofits and maintained "in house", as opposed to on Commercial Social Networking sites

thePort **NING**

AFP2P
Connecting People to Professionals to Peers to Philanthropists

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- FB Insights
- Twitalyzer
- Bit.ly
- Hootsuite
- Tweetdeck
- Flowtown

facebook Insights **TWITALYZER** **bit.ly** **TweetDeck** **Flowtown**

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- **Interactions:** Total number of comments, Wall posts, and likes.
- **Interactions Per Post:** Average number of comments, Wall posts, and likes generated by each piece of content you post.
- **Post Quality:** Score measuring how engaging your content is to Facebook users. A higher Post Quality indicates material that better engages users.
- **Posts:** Number of posts your Page has made either on the Wall or in video.

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The Salvation Army USA - Users

Monthly Active Users: **11,301** \uparrow 0.10%
 Daily New Likes: **62** \uparrow 22%
 Total Likes: **18,509** \uparrow 0.29%

Daily Active Users¹

Key Sources²

- 129 Page Visitors
- 40 Liked a Post
- 11 Commented on a Post
- 1 Post Viewers

New Likes³

New Likes Unlikes

Like Sources⁴

- 30 Fan Page
- 3 Search
- 3 Suggested
- 1 User Profile Page

WWW: Wonderful, Wacky World of Internet Fundraising
Jennifer Byrd & Nicci Noble, CFRE
APP: DC Chapter / ASAE - Wednesday, September 15, 2010

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Demographics

Gender and Age

Female	Male
64%	36%
17%	83%
12%	88%
10%	90%
12%	88%
17%	83%
22%	78%

Countries

Countries	Cities	Language
16,748 United States	459 Chicago	14,747 English (US)
626	549 Seattle	569 English (UK)
280 Colombia	323 Atlanta	354 Indonesian
222 Canada	286 New York	287 Spanish
184 United Kingdom	286 Los Angeles	55 Spanish (Spain)
89 South Korea	282 Tokyo	48 French (France)
87 Philippines	212 Phoenix	33 German
None	None	None

Activity

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- **Page Views:** Number of times your Page has been viewed by Facebook users.
- **Media Consumption:** This graph tracks how many photo views, audio plays, and video plays your content have received.
- **Discussion Posts:** Total number of discussion posts written by fans.
- **Reviews:** Number of times your Page has been rated in the Reviews application.

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CONGRESS 2010 **Same Rules Apply in All Mediums**

- Have policies that foster ethical community building
- Adhere to brand and style guidelines
- Use appropriate tools for your audience
- Thoughtful cultivation of relationships
- Volunteer engagement opportunities
- Investments yield returns $\geq \frac{1}{4}$ FTE

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1. Follow Appropriate Industry Laws and Guidelines
2. Be Informed and Interesting – and Listen
3. Always Be Respectful, and Be Polite When Disagreeing
4. Make Sure You Properly Attribute All Content
5. Be Responsive
6. Use Discretion At All Times
7. Transparency, Honesty, and Integrity Are Paramount
8. Don't Mix Worlds – Know the Line Between Professional and Personal
9. Be Authorized and Official
10. Respond to Violations of Standards

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Print Reading Resources



People to People Fundraising: Social Networking and Web 2.0 for Charities by [Ted Hart](#), [James M. Greenfield](#), and [Sheeraz D. Haji](#)



The Networked Nonprofit: Connecting with Social Media to Drive Change by [Beth Kanter](#) and [Alison Fine](#)

Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications by [Sarah Durham](#)

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Thank You!

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