



***“Tweet with a Little Help from My Friends”:***  
Facebook & Twitter Essentials  
January 18, 2011


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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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## Expectations of Social Media

- Connecting with an always growing pool of prospects
- Getting your message out
- Providing unprecedented opportunities for interactive engagement and cultivation

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**The Web: Where People Are**

buying things  
amazon.com eBay

learning more  
msn go

staying in touch  
skype

staying current  
Google CNN.com Wikipedia Facebook Twitter

expressing themselves  
LinkedIn MySpace.com

going places  
Expedia.com YouTube iTunes Flickr

sharing music/pictures  
iPhoto iMovie

finding others  
Match.com

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**American Demographics**

- Matures 39m  
b. 1945
- Boomers 78m  
b. 1945 – 1964
- Gen X 62m  
b. 1965 - 1980
- Gen Y 51m  
b. 1981-1991

http://en.wikipedia.org/wiki/American\_Demographics

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**Can You Hear Them?**

Race / Ethnicity	
Caucasian	80%
Hispanic	82%
Black	71%

Age	
18-29	95%
30-49	87%
50-64	78%
65+	42%

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 They're Talking About Your Organization

- What are they saying?
- What are you saying?
- What needs to be said?

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 Really? It's True!



**Old People**  
It's funny when they think they are 'hip'.

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 Gone to the Dogs?

- Matures 79%
- Boomers 67%
- Gen X 58%
- Gen Y 56%



RESEARCH CONVIQ

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### Why Invest in Online?



Household income	
Less than \$30,000/yr	63%
\$30,000-\$49,999	84%
\$50,000-\$74,999	89%
\$75,000 +	95%

Educational attainment	
Less than High School	52%
High School	67%
Some College	90%
College +	96%

Source: Pew Internet & American Life Project, May 2010  
<http://www.gowirenet.org/Static/Pages/Trend-Data/Whos-Online.aspx>

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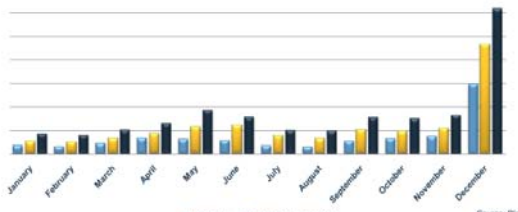
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### Seasonal Trends

Source: Blackboard

- Overall web revenue grew 46%\*
- December giving up 32%\*
- May giving grew by 66%\*

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### Interactions & Transactions



	GEN Y	GEN X	BOOMERS	MATURES
Checkout Donation	52%	48%	57%	52%
Check by Mail	49%	26%	43%	54%
Gift Shop	32%	28%	35%	32%
Website	31%	29%	35%	31%
Fundraising Event	27%	22%	28%	28%
Honor/Tribute Gift	26%	22%	22%	27%
Third Party Vendor	20%	25%	27%	17%
Phone	14%	8%	10%	16%
Monthly Debit	14%	11%	17%	14%
Mobile/Text	8%	14%	13%	4%
Social Networking Site	5%	9%	6%	4%

Source: Blackboard

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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 an open party line or conference calls

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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 Social Network Factsoids**

- Facebook\*** is used 86% of nonprofits ↑ 16%
- LinkedIn** and **YouTube** hold steady
- Twitter** had the most growth ↑ 38%
- MySpace**, suffered the largest decrease ↓ 45%

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**House Social Networks**

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

**AFP2P**  
Connecting People to Professionals to Peers to Philanthropists

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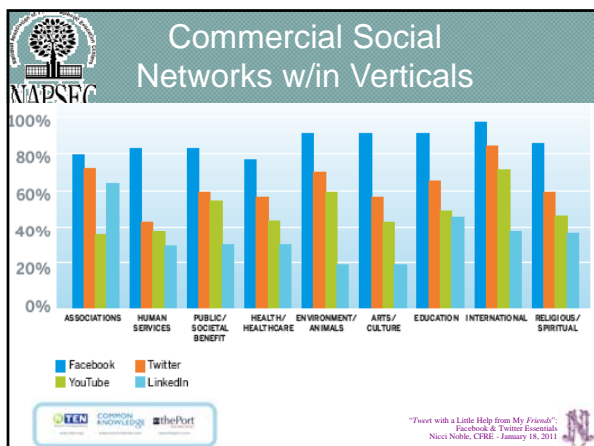
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**Social Networking**

- Facebook Species
  - Updates
- Twitter
  - Tweets

Logos: NAPSEC, facebook, twitter

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**Leverage these Online Fundraising Best Practices**

- Compelling call to action to cultivate and convert constituents into donors
- Test & refine registration programs, list chaperoning, viral campaigns and your boards to build large online email files
- Treat Social Media like you would any other communication or solicitation; use compelling content, test timing of delivery, segment & test, personalize & test and then test that again

Logos: NAPSEC

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 Facebook Species

- Causes
- Groups
- Profiles & Pages

– Integrated Membership & Giving Pages



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 Facebook - Causes



The screenshot shows the Facebook Causes interface. At the top, there's a navigation bar with 'facebook', 'Home', 'Profile', 'Friends', 'Info', and 'Log Out'. Below that, a banner for 'GMC' asks 'Who's your go-to for...? We have a better idea.' The main content area features a 'Cause of the Week' for 'Tina Little born a birthday wish' with a 'Make Donation' button. Other sections include 'How Your Friends Are Helping', 'Your Suggested' causes, and 'Your Featured Cause'.

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 Facebook Pages vs Groups

**Pages** can only be created to represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity. Pages can be customized with rich media and interactive applications to engage Page visitors. Applications can't be added to groups.

**Groups** can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject.

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## Facebook Insights

**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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## Facebook Insights

**The Salvation Army USA - Users**  
View Page · View Old Page Insights

Monthly Active Users	Daily New Likes	Total Likes
11,301 <span style="color: red;">▲ 0.10%</span>	62 <span style="color: green;">◆ 0.21%</span>	18,509 <span style="color: green;">◆ 0.20%</span>

**Daily Active Users\***



**Key Sources\***

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

**New Likes\***

New Likes  Unlikes



**Like Sources\***

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

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## Facebook Insights

- **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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## What Do You Need to Tweet?

- Not Much, but a lot more than 140 characters
- A computer with internet access
- Mobile internet access
- Texting capabilities
- Something to say

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## Tweeting: How to Get Started

- Sign up & create an account
- Broadcast info, solicit feedback, inform followers
- Find & Follow – details, universal mail or email
- 2 way street – privacy & list improvements
- @directmessaging
- Multilanguage features & support

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## Twitter – Organizational



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### Tracking Tools

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

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- If you don't have time to do it right, when will you have time to do it over?
- Post the right message, at the right time, to the right people
  - Ongoing communication with Members, Fans, Followers are key, **but don't overload them**
  - Focus on specific actions and desired results
  - Make sure your message suits the audience you're addressing
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It's not just about fundraising...  
it's about creating online  
communities of interest

- "People give to People", Hank Rosso
  - This holds true no matter what the medium or channel.

This type of fundraising campaign is about 'meeting' new individuals.

- Real world communities are built over time, the same holds true for web based communities

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AFP Social Media  
Policy Guidelines

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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Public Social Media  
Policy Guidelines

1. Post material that the Organization or Affiliate Organization determines is threatening, harassing, illegal, obscene, defamatory, libelous, or hostile towards any individual or entity.
2. Post phone numbers or email addresses of yourself or any other individual or entity in the body of your comments.
3. Post material that infringes on the rights of the Organization or any individual or entity, including privacy, intellectual property or publication rights. This includes the improper use of (but is not limited to) images, logos, videos, content, documents, white papers, etc.
4. Post material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization.
5. Post chain letters, post the same comment multiple times, or otherwise distribute SPAM.
6. Allow any other individual or entity to use your identification for posting or viewing comments.
7. Post comments under multiple names or using another person's name.

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## 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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## The Web: Where People Are



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## Suggested Web Reading

**Your Communication Goals**  
[www.ideafarm.org/articles/bulk\\_email\\_advertis\\_communication\\_goals.php](http://www.ideafarm.org/articles/bulk_email_advertis_communication_goals.php)

**Beth's Blog: How Nonprofits Can Use Social Media**  
[www.donorpowerblog.com/donor\\_power\\_blog](http://www.donorpowerblog.com/donor_power_blog)

**Weiner, Robert: Online Fundraising Tools Checklist**  
[www.rfwagner.com/cif/online\\_donations\\_checklist.pdf](http://www.rfwagner.com/cif/online_donations_checklist.pdf)

**Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors**  
[http://conference.afnet.org/handouts/1186\\_45278angel\\_Vinay\\_131811\\_Feb16\\_2009\\_Time\\_045402PM.pdf](http://conference.afnet.org/handouts/1186_45278angel_Vinay_131811_Feb16_2009_Time_045402PM.pdf)

**The Next Generation of American Giving**  
<http://www.convo.com/files/next-gen-philpaper.pdf>

**Nonprofit Social Network Benchmark Report**  
<http://www.commonknow.com/files/papers/BenchmarkSocialNetworkSurveyReport.pdf>

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 **Print Reading Resources**

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

 **The Mercifully Brief, Real World Guide to Raising Thousands (If Not Tens of Thousands) of Dollars With Email** by [Madeline Stanonis](#)

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

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 **Thank You!**



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