

The Strategy of Social Media

*Texas State of the Arts Conference
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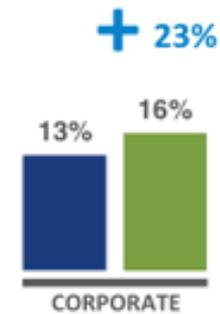
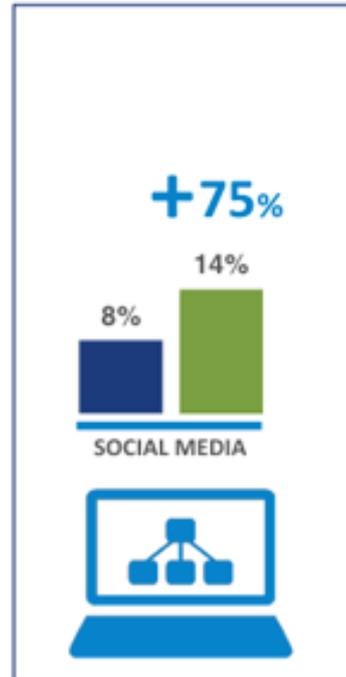
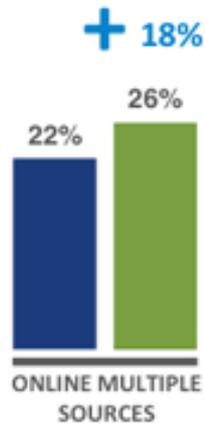
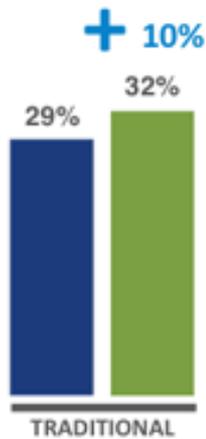
Why is social media important to nonprofits?

People trust social media

Diversification of Media

TRUST IN INFORMATION SOURCES

■ 2011 Informed Public
■ 2012 Informed Public



Keys to building a thriving community

1) Observe your audience

Track what they are doing, what trends are arising

2) Keep a regular schedule

Don't post content once a day and disappear. Develop a schedule of interaction.

3) Be valuable

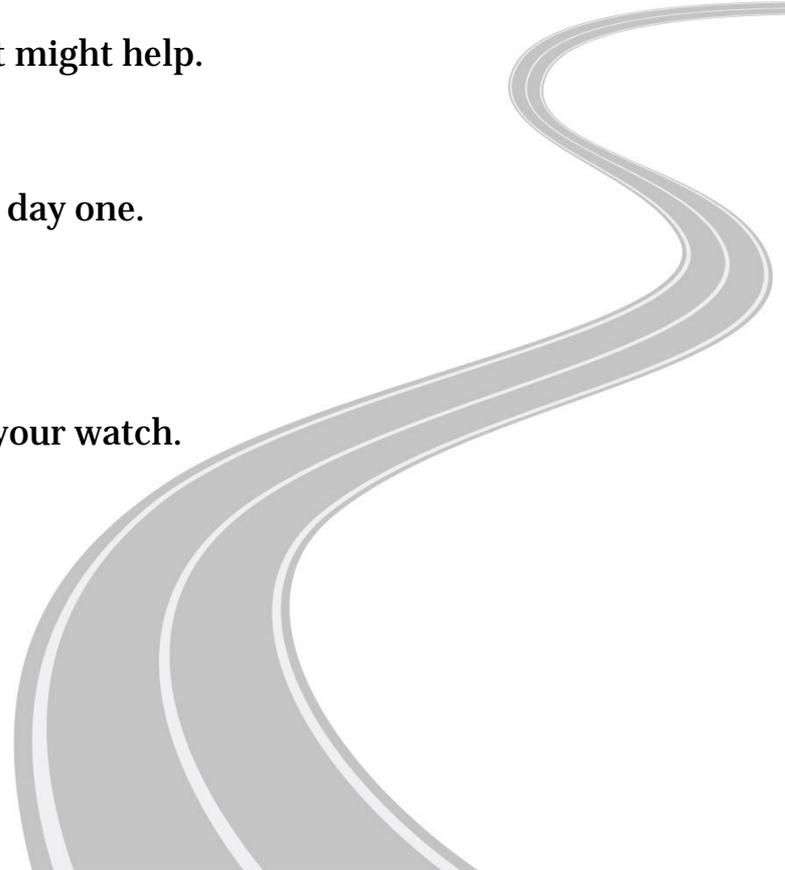
Post interesting content, reply to users, posts links to threads that might help.

4) Have rules

Post the guardrails and rules of the road for you community from day one.

5) Lead from the back

Provide inspirational leadership. You don't have to be the first to post on every topic. Let your community spread it's wings under your watch.



Keys to a successful Community Content Plan

1) When it comes to content formats, mix it up

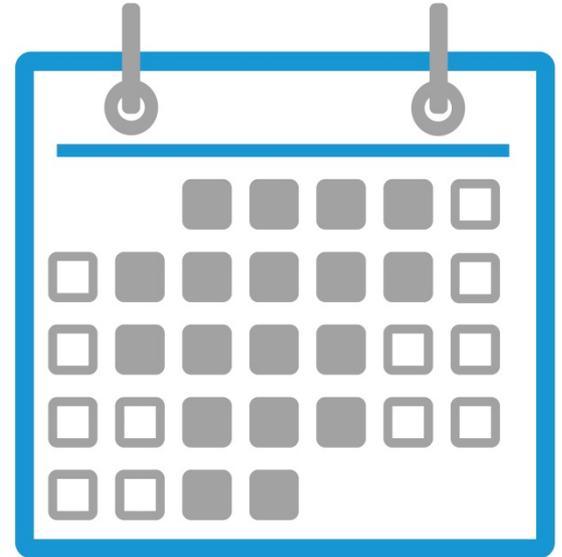
Multimedia content tends to engage community members longer but is harder to search against

2) Create content in “bite-sized” chunks

Be careful not to recreate longer form annual reports or volunteer recruitment brochures as is, break it up into easy to search for items.

3) Encourage User-Generated Content

Community participation is key and getting users to share their stories or volunteer experiences as content for others in the community creates ownership and collaboration on a global basis. Put regular calls for content out to the community. Make it fun!



Drivers of Social Community Success

Organizational Factors

- Supportive and encouraging environment to participate
- Easy to navigate community structure (sometimes hard to control)
- Valuable content that improves productivity
- SME (Subject Matter Expert) and peer engagement

Community Member Factors

- Online social comfort
- Cultural context of community participation
- Motivation to participate

What are some best practices for social channels?

Twitter Best Practices

1. Twitter doesn't rest on the weekends

Neither should you. Engagement rates on Twitter are 17% higher on Saturday and Sunday than during the week.

2. Keep it even shorter than you think

Shorter posts typically receive higher engagement levels. Tweets with fewer than 100 characters have 17% more engagement than longer tweets.

3. Identify and target your audience

Find your audience and keep your tone authentic. Use Twitter's search function and other tools to find keywords in #hashtags, bios and names that are relevant to what your nonprofit is talking about and follow them.

4. Don't get ahead of yourself

Twitter is all about hot topics. Use the weeks prior to a campaign to build your community strategy and content calendar.

5. #Hashtags are here to stay

Choose #hashtags that are relevant, and content that is appropriate to your campaign or your nonprofit overall. Get behind a single #hashtag to monitor who is responding and engaging with your content.

Twitter nonprofit program



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At Twitter, one thing that drives us is our desire to make a lasting impact as a company. Being a force for good is at the heart of that mission. Looking outside the walls of Twitter HQ we see lots of good stuff happening all the time, which invokes an incredible sense of hope that keeps us going.

The open exchange of information is just beginning to become an everyday part of how the world communicates. As folks like you spread positive knowledge through the platform, we'll be collecting it and highlighting good social movements that you might want to get involved in. So drop in every once in a while to see what's happening.

Thanks, @ev & @biz



Causes We Support

Facebook Best Practices

1. Pin graphically impactful content

In Facebook Timeline, you can highlight posts in the chronological content river that is your page. When you highlight posts on your wall by selecting the star icon in the top right corner of your posts, it displays the content across the width of your page

2. Post 1-2 times per day if you can

Nonprofits that post 1-2 times per day see 19% higher interactive rates than those that post 3+ times a day. The Facebook news feed optimization algorithm often penalizes those that post too many times a day.

3. Be aware of your brick wall

Remember the 80-character brick wall. Posts around 80 characters receive 23% higher interactions than longer posts.

4. Vary your content

Facebook Timeline makes photos a significant driver of engagement. Photo posts have 39% higher interaction than text posts and significantly higher with video/links

5. Have a call to action

Don't expect people to guess at the action they are to take. End most of your posts with a call to action, such as: Answer this question, post x type of content or share this with your friends.

Facebook nonprofit program

Non-Profits on Facebook
933,661 likes · 3,796 talking about this

Cause
A connected Page working to bring more social good to a connected world.

About Photos Likes Facebook Talks LIVE Resources

Highlights

97 Friends

YouTube best practices

1. Customize your channel

Update your YouTube channel based on your overall nonprofit or a specific campaign promotion. As a nonprofit, you are allowed to add a channel banner with an image map to link to specific web content.

2. Add your channel to Google Analytics

By adding a channel to your Google analytics account, you may track generic user actions on your channel page, traffic referral data, languages and more. Include YouTube channel performance (including subscriptions and views) in your monthly performance metrics reports.

3. Include a call to action

When designing creative or writing the script for a video, include a clear call to action. What is the video driving the viewer to do? Is it to visit a web site? Recruit volunteers? Enter a contest?

4. Remember the tags

Much like using #hashtags on Twitter, or SEO techniques on your web page, tagging on YouTube helps people find your video. When people type in keywords in the YouTube search bar, the platform algorithm will use your tags to find videos to match that search.

5. Add links

Always add a link to your web site or campaign in the first two sentences of your video description. This is a commonly overlooked action.

YouTube nonprofit program

YouTube Nonprofit Program

Tell your organization's story through videos on YouTube

United States



Join now

- 1 **Create a YouTube channel** for your nonprofit.
- 2 **Apply to Google for Nonprofits.**
- 3 **Enroll in the YT nonprofit program** by following the instructions in your Google for Nonprofits acceptance email.

[Apply to Google for Nonprofits](#)

Benefits of joining



Donate button

Viewers can use your channel's Donate button to contribute to your cause online right from your YouTube videos.



Channel branding

Access premium branding benefits like custom thumbnails and logo avatars to match your brand's look and feel.



Video annotations

Use annotations on your videos to encourage users to subscribe to your channel or click to visit your website.



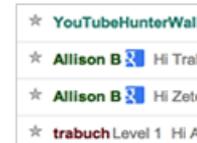
Live streaming

Stream video footage live onto your YouTube channel; great for events, conferences, and reporting.



Call-to-action overlays

Place a Call to Action on your videos, which viewers can click to visit your website, donate, or learn more.



Community forum

Connect with fellow nonprofits and get advice from pros on the free [YouTube Nonprofits Forum](#).

Instagram best practices

1. Showcase your nonprofit culture

Instagram is the perfect photo driven window into your nonprofits's culture. Use it to showcase what's going on inside your nonprofit, volunteer activities or event meetings and events.

2. Use photo contests

Contingent on legal approval, Instagram is good for a photo or caption contest. Instagram followers can submit photos using your brand campaign #hashtag.

3. Encourage the lifestyle

Post about your nonprofit's lifestyle. What does your perfect constituent, volunteer or donor do on the weekends? What types of entertainment are they interested in?

4. Post consistently

As a new social channel for your nonprofit, there is a tendency to create a presence, post photos and then fade away. If you choose to use Instagram, be dedicated to it.

5. Take advantage of a web profile

Instagram has web profiles for nonprofits. It allows for home pages on Instagram with your most current collection of photos. It includes room for a short bio with current number of photos, followers and who you are following.

Pinterest best practices

1. Showcase the lifestyle

Use pins to highlight photos that represent things that normally don't come to mind when people consider your nonprofit.

2. Engage on Pinterest

Although major brands are posting on Pinterest, most lack engagement. Pinterest is an online community. Comment on others' pins and reply to users leaving comments.

3. Respect others' work

Give credit where it's due by acknowledging the source of an image. Do this by using the @ symbol and their Pinterest name.

4. The brand belongs to everyone

While it is your social network, involve others. Pinterest is about re-pinning great images from other users — a major pillar of Pinterest.

5. Don't vomit on your audience

Different audiences are interested in different campaigns (and images) from your nonprofit. Don't unload all your content at once!

Google+ for nonprofits

Google for nonprofits

461k

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Sign in or Join the program

You are changing the world.
We want to help.

Google for Nonprofits offers organizations like yours access to highly discounted or free products. These tools can help you find new donors and volunteers, work efficiently, and get supporters to take action.

Join the program

WaterAid/Layton Thompson



WaterAid uses Google Analytics to understand how people are getting to their website and see what's working on their site. See how they and other nonprofits are increasing their impact with Google tools. [View case studies »](#)

LinkedIn nonprofit program

LinkedIn  for Nonprofits



The connections you
need to change the
world are here.

Let us help you find them



**New! LinkedIn Board Member Connect
for nonprofit organizations**

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How can you plan your social media strategy?

The Social Engagement Journey: Where are you?



Stage 1 Traditional

Traditional command and control business operations use one-way communication to drive business outcomes.

Stage 2 Experimental

Dabbling in social engagement occurs but is disconnected to business operations. Fractured tools, siloed efforts and disparate measures reign.

Stage 3 Operational

Social engagement more embedded in business operations. Internal training, channel alignment and campaign integration begin to deliver tangible results.

Stage 4 Measurable

Social engagement drives real business results, with systems and tools fully optimized to support confident and competent employees and to more fully harness online relationships.

Stage 5 Fully engaged

Social engagement and customer experience is part of the organization's DNA. Breakthrough business results—increased revenue and loyalty are realized.

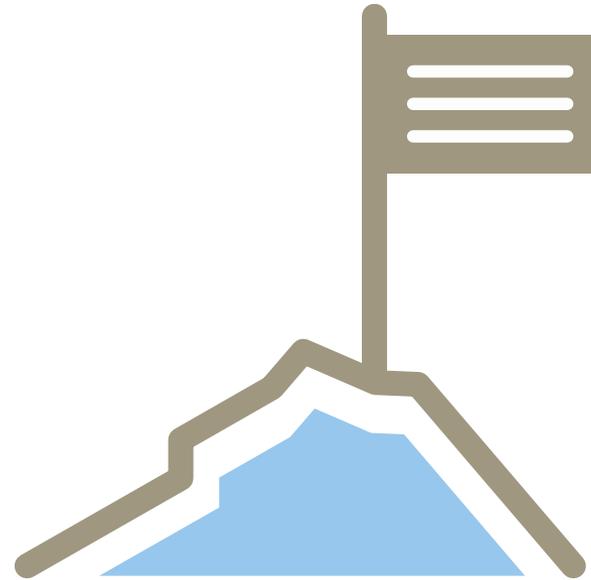
What are your goals? – Exercise

- What are some of your offline 2013 goals for your nonprofit?
- Now that you know what stage of the journey you are in, how can you accomplish these goals using social media?
- What can't social media help you with?
- Time 5 minutes

What is an OGST?

Top five reasons for nonprofits to use an OGST format:

- Coordinates day to day execution with higher order objectives.
- Clarifies gaps and opportunities in processes.
- Fosters greater collaboration throughout the team.
- Defines key measurements for success.
- Documented “plan on a page” to utilize throughout the year.



Example objective:
I will scale Mt. Everest.

An example OGST

Objectives



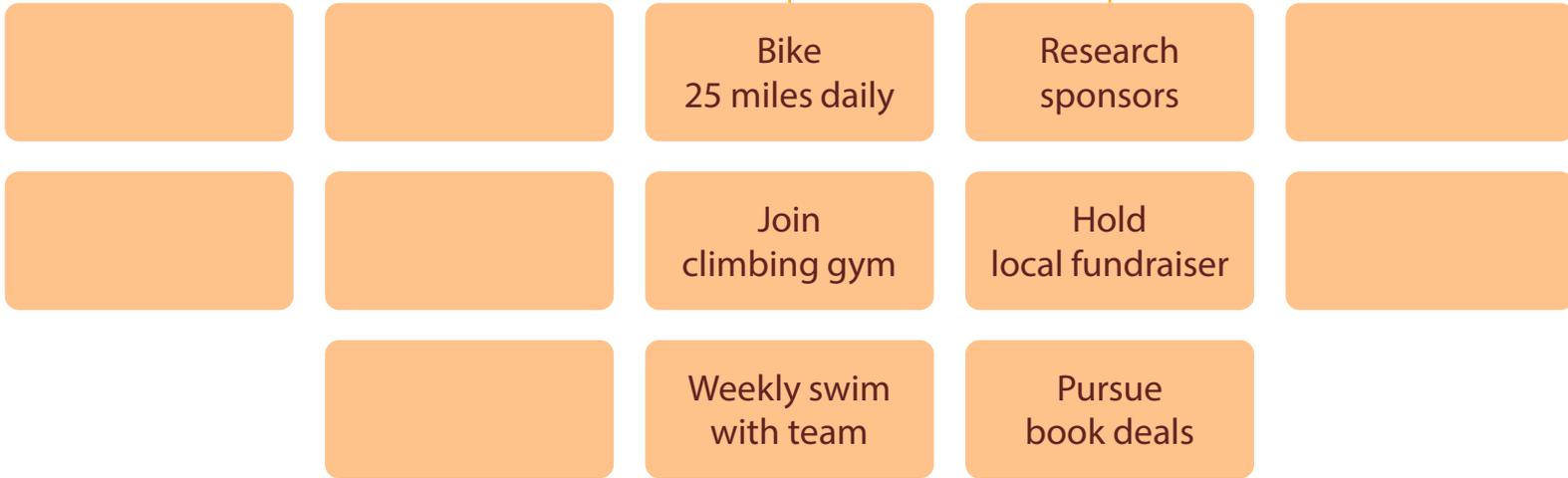
Goals



Strategies



Tactics



What's your OGST? – Table Project

Objectives

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Goals

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Strategies

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Tactics

What's the future look like? How should my nonprofit prepare?

Attend Events - Offline

Read Thought Leadership - Online

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Beth's Blog

How Networked Nonprofits Leverage Networks and Data for Social Change

04 FEB 2013

1 Comment

0 Likes

28 Views

5 Favorites

Share

Measurement Wisdom for Nonprofits by Bill Gates

MEASUREMENT

Chris Menzel

Earlier Sounds like Bill Gates read your book on "Measuring the Networked Non-Profit": bit.ly/14w04GA

Last week, Bill Gates' 2013 *Annual Letter* highlighted the power of data and measurement to help lift the world's most needy up from poverty. I heard about it from several tweets asking me if he had read "Measuring the Networked Nonprofit" and colleague, Marlen Conway, wrote a *great summary of the letter* which was also available in an *interactive format* on the web... [Read More](#)

Hi, I'm Beth. Welcome!



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Love this blog post & Chris Menzel's tweet!

Stephanie Rudek on *Measurement Wisdom for Nonprofits* from *Bill Gates*

04 JAN 2013

3 Comments

16 Likes

56 Views

9 Favorites

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Liberating Nonprofit Data for Greater Impact

MEASUREMENT

Information for Impact: Liberating Nonprofit Sector Data

By Beth Menzel, Network and Center, LLC



communityorganizer2.0

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CORPORATE SOCIAL MEDIA, SOCIAL ORGANIZATION

GLOBAL CEO REPORT: PRIORITIZING SOCIAL MEDIA AND COLLABORATION

How are they engaging with social media today? And how will that change in the future?

16% of CEOs say they use social media today, a 50% rise in 18 months.

In the latter half of 2011, IBM met face to face with 1,709 CEOs and senior public sector leaders to better understand how the increasingly connected economy is affecting their outlook, plans, and presenting challenges. Reading IBM's 2012 Global CEO Study, we are the outside observer, noting the slow but steady shift towards networked organizations year over year, and rejoice in the proof of "outperformance" from these social organizations.

Continue Reading

1 Comment 01 February 2013

GETTING STARTED, SOCIAL ORGANIZATION

BORN TRANSPARENTLY DIGITAL AND NETWORKED: THE LITTLEBIGFUND

the LittleBigFund

Small actions. Big impact.

There's a way to build a movement, and it begins with personal engagement. Carter Gibson, one of the most personal, most social, most transparent Google Plus users, announced the launch of his new nonprofit, LittleBigFund yesterday. I vehemently believe that, in order for nonprofit organizations to thrive on social media channels, they have to be personal. That starts from the top (Executive Directors must use social media personally), and continues through messaging that connects personally with supporters, and finishes with real engagement between stakeholders and the organization. New organizations take time to grow and thrive, but I'd bet money that LittleBigFund understands how to be personal, and is ready to soar right out of the gate. The reason is Carter Gibson.

Continue Reading

1 Comment 28 January 2013

ABOUT

Debra Anderson is an experienced digital strategist, non-profit executive, and community organizer. Community Organizer 2.0 works with businesses and nonprofits to develop actionable and measurable digital media strategies that meet organizational goals.

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July 19, 2012

HOME ABOUT CONTACT US THE NEW BOOK

501derful.org

A Blog about the Future of Social Media, PR and Technology in Non Profits.

Do not go where the path may lead, go instead where there is no path and leave a trail! - Ralph Waldo Emerson

What is the Future of Fundraising?

02/2 2012

POSTED IN FUND RAISING & NPFS NPFO TECH 0 COMMENTS

A special guest just from our friend Ethan Fox was @helpnetx.

Last month we took some time to plot the history of social media fundraising and summarized our findings into 10 hard-earned lessons of raising money on social networks. It's relatively new, with highlights, but looking into the past, but what about the future? What might happen in 2012, or 2015, as more organizations look to their online communities for additional support?

It was tough not to use the 60-second "teaser" content in the headline, but this is a very important, and not well understood, part of online campaigns, what *Adam Kuchner* donated \$1 per *MySpace*...

Posted in PNAS 0 comments

01/14 2013

Calling all Filmmakers!

The City of Austin wants to see what inspires you!

If you read this blog you know there's just something about Austin that fuels creativity. From the music in the air, to the people on the street, to the landscape that surrounds us, inspiration is everywhere. Since 2006, Faces of Austin has showcased short films by local filmmakers, reflecting the diverse faces, voices, and experiences of our city. The City of Austin now invites all Austin-area filmmakers to submit their work to Faces of Austin 2013. The films selected for Faces of Austin 2013 will have a premiere screening during the SXSW Film Conference Community Screenings in March 2013. The films will be shown at Austin City Hall, on Channel 4, or the City website, and at special screenings throughout the year. And as an added bonus this year, local film luminary Elizabeth Avielan (Producer-Spy Kids, Sin City, Machete) will select one film as the Judge's Choice!

Be sure to hurry and submit your work. Deadline is January 15th. That's tamen, kids!

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What should you do when you get home?

- 1) **Perform a mini audit:** What social channels are you participating on? Who's running those channels? Who is your audience? What are your goals? What is your audience talking about?
- 2) **Schedule an all staff meeting:** Present what you found out from step 1, this training and ask for other staff's input. What are their goals in 2013? Who are their audiences? Collect and document this input.
- 3) **Draft up your org's OGST:** What's important? What are your objectives, goals, strategies and tactics. How do they look across the organization's? Do they match up?
- 4) **Share this document:** Ask your colleagues for input on this process. Share this document with your board of directors, what is their high level input?
- 5) **Finalize your OGST for 2014:** Have early buy in for your plan before ever setting foot on a new social channel.

Q&A

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***The Book for Sale: “The Future of Nonprofits:
Innovate and Thrive in the Digital Age” – Wiley,
New York***

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