

CONGRESS
AHEAD OF THE
COURT
NOVEMBER 30, 2010



Facebook & Twitter Essentials


*"I Will Follow You Forevermore,
That's What Friends Are For"*



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Agenda



WHAT you need to know about the basics

- Social Networking – Facebook vs. Twitter


WHO represents your organization?

- Social Media Policy Guidelines

HOW to evaluate reporting tools and aggregators


- ✓Reading resources
- ✓Q & A

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Parking Lot




@afpcongress
#afpcongress
@afpihq
#afpmeet

Questions? – send them to the parking lot

- Tweet to @niccinoble
- FB msg to niccinoble

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Expectations of Social Media

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

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Who Is Online?

- Matures 6.2 m / 39m
– b. 1945
- Boomers 6.3 m / 78m
– b. 1945 – 1964
- Gen X 6.2 / 62m
– b. 1965 - 1980
- Gen Y 6.3m / 51m
– b. 1981-1991

WIKIPEDIA
The Free Encyclopedia
http://en.wikipedia.org/wiki/Demographics_of_Canada#Age_structure

CONVIO
MOVE PEOPLE™
hjc
<http://www.convio.com/files/next-gen-whitepaper.pdf>

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Canadian Population

Age Group	Male Population	Female Population
15-19	~800,000	~850,000
20-24	~900,000	~950,000
25-29	~1,000,000	~1,050,000
30-34	~1,050,000	~1,100,000
35-39	~1,000,000	~1,050,000
40-44	~950,000	~1,000,000
45-49	~900,000	~950,000
50-54	~850,000	~900,000
55-59	~800,000	~850,000
60-64	~750,000	~800,000
65-69	~700,000	~750,000
70-74	~650,000	~700,000
75-79	~600,000	~650,000
80-84	~550,000	~600,000
85-89	~500,000	~550,000
90-94	~450,000	~500,000
95+	~400,000	~450,000

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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%
 - b. 1945
- Boomers 67%
 - b. 1945 - 1964
- Gen X 58%
 - b. 1965 - 1980
- Gen Y 56%
 - b. 1981-1991



RESEARCH CONVOYO

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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.pewinternet.org/Static/Pages/Trend-Data/Whos-Online.aspx>

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Month	2007	2008	2009
January	Low	Low	Low
February	Low	Low	Low
March	Low	Low	Low
April	Low	Low	Low
May	Low	Low	High (66% growth)
June	Low	Low	Low
July	Low	Low	Low
August	Low	Low	Low
September	Low	Low	Low
October	Low	Low	Low
November	Low	Low	Low
December	Low	Low	Very High (32% growth)

•Overall web revenue grew 46%*
•December giving up 32%*
•May giving grew b 66% *

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- Facebook Species
 - Updates
- Twitter
 - Tweets

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CONGRESS 2010 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

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Facebook Species

- Causes
- Groups
- Profiles & Pages

– Integrated Membership & Giving Pages



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Facebook - Causes



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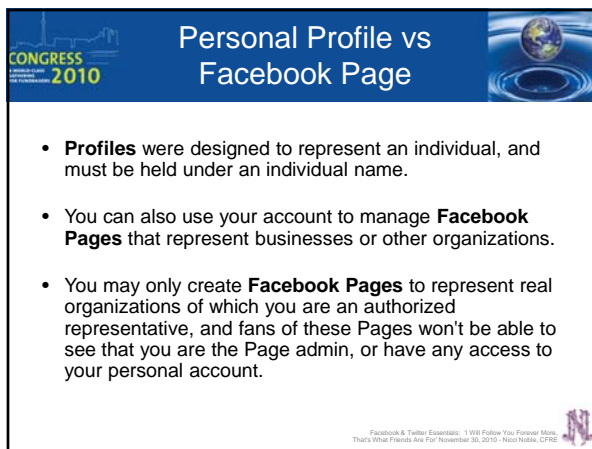
Facebook Pages vs Groups

- **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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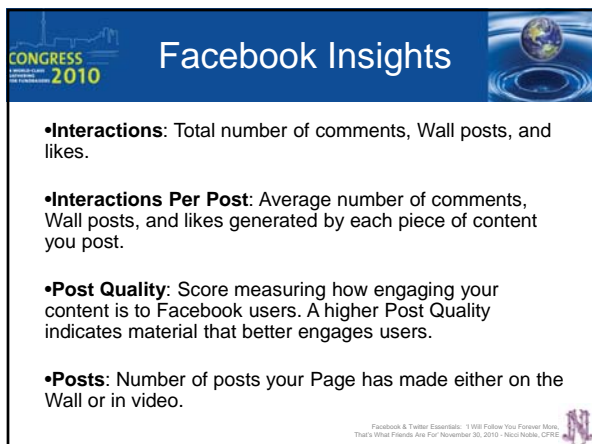


- A public figure, business, or brand can create a **Facebook Page** to share information, interact with their fans, and create a highly engaging presence on Facebook.
- Pages are distinct presences that are optimized to represent a business, and are separate from user profiles.







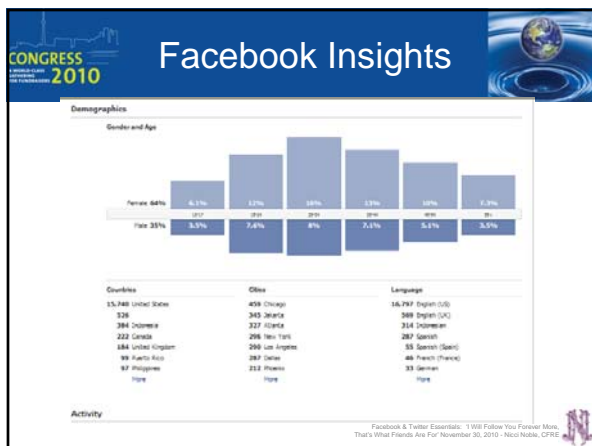




Facebook Insights

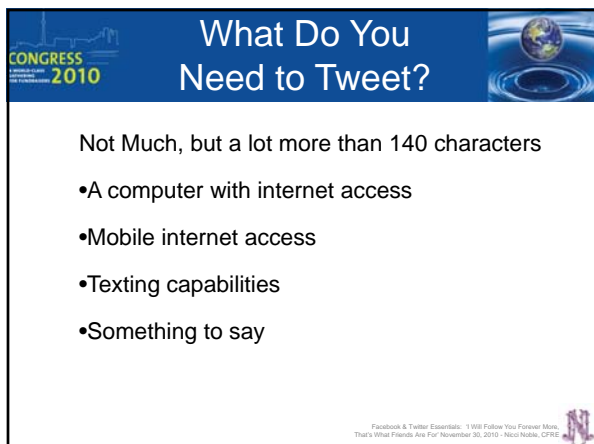
- Page Views:** Number of times your Page has been viewed by Facebook users.
- Media Consumption:** This graph tracks how many photo views, audio plays, and video plays your content have received.
- Discussion Posts:** Total number of discussion posts written by fans.
- Reviews:** Number of times your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

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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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If you don't have time to do it right, when will you have time to do it

Platform	Percentage
Facebook	85.7%
Twitter	60.7%
YouTube	48.3%
LinkedIn	33.3%
Flickr	20.3%
MySpace	14.4%

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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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The Web: Where People Are

buying things: amazon.com, eBay, msn.com, skype

learning more: Wikipedia, CNN.com, Google, Yahoo!, AOL, msn.com, skype

staying in touch: Facebook, Twitter, LinkedIn, MySpace.com

staying current: Google, Yahoo!, AOL, msn.com, skype

expressing themselves: Facebook, Twitter, LinkedIn, MySpace.com

going places: Expedia.com, YouTube, iTunes, flickr

sharing music/pictures: iTunes, flickr, MySpace.com

finding others: MySpace.com

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Suggested Web Reading

Your Communication Goals
www.donorspeak.com/articles/bulk_email_advertisers_communication_goals.php

Beth's Blog: How Nonprofits Can Use Social Media
www.donorspeak.com/donor_power_blog

Weiner, Robert: Online Fundraising Tools Checklist
www.rfwagner.com/cf/online_donations_checklist.pdf

Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors
http://conference.afnet.org/handouts/1186_452/panel_Video_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.commonknowledge.com/files/white-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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