

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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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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Interactions & Transactions

	GEN Y	GEN X	BOOMERS	MATURES
Checkout Donation	52%	48%	57%	52%
Check by Mail	49%	26%	43%	77%
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%

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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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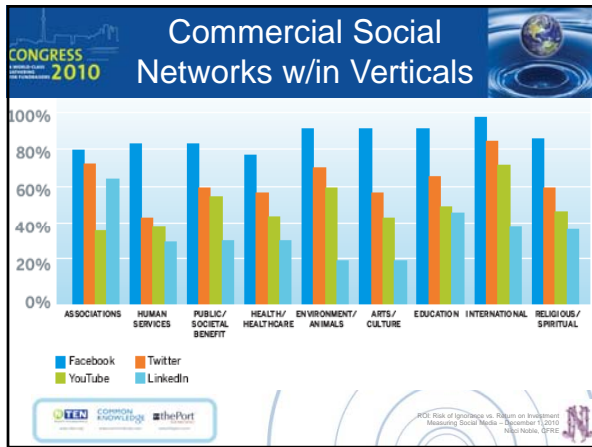
CONGRESS 2010 **House Social Networks**

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

Gender	Age Group	Percentage
Female	65+	0.1%
Male	65+	0.1%
Female	55+	0.5%
Male	55+	0.5%
Female	45+	1.0%
Male	45+	1.0%
Female	35+	1.5%
Male	35+	1.5%
Female	25+	2.0%
Male	25+	2.0%
Female	18-24	2.2%
Male	18-24	2.2%

Countries

Country	Cities	Language
US, 748 United States	458 Chicago	14,747 English (US)
626	545 Seattle	549 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 Canada West	282 Tampa	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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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.

AFP
http://www.afpnet.com/Files/Content/Documents/SocialMediaGuidelines_OnePage.pdf

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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

AFP
http://www.afpnet.com/Files/Content/Documents/SocialMediaGuidelines_OnePage.pdf

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Suggested Web Reading

AFP Social Media Guidelines: Ethical, Safe and Effective Practical Standards
http://www.afpnet.com/Files/Content/Documents/SocialMediaGuidelines_OnePage.pdf

Beth's Blog: *How Nonprofits Can Use Social Media*
www.donorspowerblog.com/donors-power-blog/

Weiner, Robert: *Online Fundraising Tools Checklist*
www.fweiner.com/Content/donations_checklist.pdf

Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors
http://conference.afanet.org/handouts/1186_MG7Bhaesi_Vinay_131931_Feb16_2009_Time_045402PM.pdf


The Next Generation of American Giving
<http://www.commodknow.com/files/next-gen-affiliates.pdf>


Nonprofit Social Network Benchmark Report
<http://www.commodknow.com/files/white-papers/NonprofitSocialNetworkSurveyReport.pdf>


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Jennifer Wright & Nichi Hobbes, CFRE
Wednesday, December 15, 2010


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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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