


Northwest
Planned
Giving
Roundtable

Member of the Partnership
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*"I Will Follow You Forevermore,
That's What Friends Are For"*

Facebook & Twitter Essentials

Northwest Planned Giving Roundtable
January 21, 2011



Nicci Noble, CFRE
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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/mission out
- Providing unprecedented opportunities for interactive engagement

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The Web: Where People Are

buying things
learning more
staying in touch
staying current
expressing themselves
going places
sharing music/pictures
finding others

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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

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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 CONVOY

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<http://www.convo.com/files/evnt-gen-whitepaper.pdf>

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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 Factoids

- **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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Social Networking

- Facebook Species
- Updates
- Twitter
- Tweets

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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

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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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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: **11,301** $\uparrow 0.10\%$ Daily New Likes: **62** $\uparrow 22\%$ Total Likes: **18,609** $\uparrow 0.20\%$

Daily Active Users¹

Key Sources²

- 128% Page Visitors
- 40% Likes a Post
- 14% Commented on a Post
- 1% Post Viewers

New Likes³

New Likes Unlikes

Like Sources⁴

- 30 Fan Page
- 3 Search
- 3 Invites
- 1 Like Profile Page

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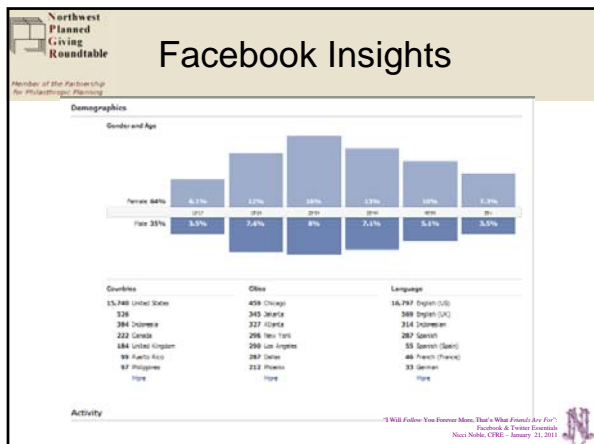
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Facebook Insights

- 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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Twitter

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Welcome!

Welcome to Twitter Support Use our [Help Resources](#) to find answers to questions, or go back to [Twitter!](#)

¿Hablas español? Aquí se encuentra servicio de ayuda en español! ¡Que te la pases bien Twitteando!

Bienvenue à l'Assistance Twitter Consultez notre [documentation d'aide](#) pour trouver des réponses à vos questions.

"Twitter is about approach, transparency, and immediacy"

– Jack Dorsey, Twitter Co-Founder

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

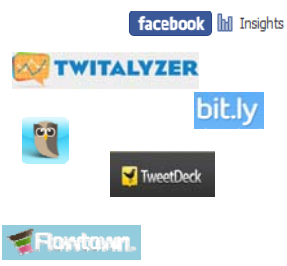
- Post the right message, at the right time, to the right people
- Ongoing communication with Members, Fans, Followers are key, but don't overload them
- Focus on specific actions and desired results
- Make sure your message suits the audience you're addressing

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Tracking Tools

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



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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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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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http://www.afp.org/NetContent/Documents/SocialMediaGuidelines_OutPage.pdf

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Thank You!



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