This workshop was held at the 2019 Equal Justice Conference in Louisville, Kentucky.

Title:

**Snaps and Posts and Tweets -- Oh My!**

**Presenters:**

Diego Cartagena, Bet Tzedek Legal Services, Los Angeles, CA

Angela Inzano, The Chicago Bar Foundation, Chicago, IL

Vidhya Ragunathan, Inner City Law Center, Los Angeles, CA

This session will highlight how legal services providers can and do use social media and online platforms to improve pro bono and volunteer programs. Panelists will discuss using such platforms to place time-sensitive cases, better understand volunteer interests, gauge availability, target larger and more diverse groups of volunteers, effectively disseminate information, and solve some of the most frequently-seen problems in volunteer engagement.
SNAPS AND POSTS
AND TWEETS — OH MY!
Vidhya Ragunathan
Inner City Law Center
Director of Pro Bono
vragunathan@innercitylaw.org

Diego Cartagena
Bet Tzedek
Vice President, Legal Programs
dcartagena@bettzedek.org

Angela Inzano
The Chicago Bar Foundation
Senior Manager of Advocacy & Engagement
ainzano@chicagobar.org
Why Use Social Media?

Think
- Educational: post news articles, graphics

Feel
- Showing the human side of the organization: success stories, photos

Do
- Calls to action: volunteer, donate, call, vote
Types of Social Media For Pro Bono and Non-Profit Sector

- Facebook
- Twitter
- LinkedIn
- Skype
- Instagram
- Homeful.LA
- Slack
- YouTube
- Bet Tzedek
- The Chicago Bar Foundation
Facebook is a social networking site that makes it easy for you to connect and share with family and friends online.

Instagram is a free photo and video sharing app. People can upload photos or videos and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram.

Twitter is an online news and social networking site where people follow each other and post or communicate in short messages (<280 characters) through direct messages/retweets/replies/likes.

YouTube is a video sharing service where users can create their own profile, upload videos, watch, like and comment on other videos.
**LinkedIn** is a social networking site designed specifically for the business community to allow registered members to establish and document networks of people they know and trust professionally.

**Skype** is software that enables the world's conversations. Millions of individuals and businesses use Skype to make free video and voice one-to-one and group calls, send instant messages and share files with other people.

**Slack** is essentially a chat room for your whole company, designed to replace email as your primary method of communication and sharing. Its workspaces allow you to organize communications by channels for group discussions and allows for private messages to share information, files, and more all in one place.
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<td>58%</td>
<td>25%</td>
<td>13%</td>
<td>17%</td>
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Source: Source: Survey conducted Jan. 3-10, 2018.
Best Times On Twitter

Twitter is a hard nut to crack, and definitely audience dependant, like Facebook. It is often treated like an RSS feed, and something to read during down times like commutes, breaks, and so on.

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Best Times On LinkedIn

LinkedIn is for professionals, and they tend to use it around work hours.

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<td>8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM</td>
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LET'S ADD BEST DAYS TO POST...

Facebook

Instagram

Twitter for B2C Companies

Twitter for B2B Companies

LinkedIn
Three-Pronged Approach for Social Media

- Communicate
  - Communication among partners or within a firm/non-profit: direct/private/group chats

- Inform
  - Informing partners or general public of your organization: posts, discussion boards

- Recruit
  - Finding people with specific expertise in services or for time-sensitive cases: search engines, group networks
TO EVERYONE THAT READS A BOOK
BESIDES FACEBOOK
Understanding Volunteers
Recognizing Key People

**BEST PART OF WORKING FOR BET TZEDEK**
Working with the clients on their cases and learning how to put his legal education to work.

**FAVORITE THING TO DO IN LA**
Trying all of the different hikes in Los Angeles.

**HOMETOWN**
Greenbrae, CA, USA

**LAW SCHOOL**
UCLA School of Law

**PRO BONO HERO**
Christina Walker

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The work of today's BlackBedsForAll hero is needed now more than ever. In a week where transgender rights have been threatened, it's good to have people like Christina Walker from Union Bank on your side. Read all about Christina's work with our Mother's Day Transgender Legal Name and Gender Marker Clinic. [Link](https://www.unionbank.com)

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At our latest free legal clinic, attorneys from Chapman and Cutler LLP and BMO Harris Bank helped young immigrants renew their temporary protections under DACA. Great work!
Recognizing Interns and Staff

ICLC welcomes students from Fordham Law, who are spending part of their spring break with ICLC working on projects designed to serve individuals experiencing homelessness.

Happy Halloween from Inner City Law Center!
Recruiting Volunteers

Bet Tzedek - The House of Justice
Published by Allison Lee on November 21, 2018

Do you know a law student or undergrad coming home for winter break who wants to do good work while doing good? A high school student interested in fulfilling community service hours? Send them to Bet Tzedek - The House of Justice. We provide training, flexible hours and meaningful work. Email volunteer@bettzedek.org or fill out the volunteer application on our website: https://www.bettzedek.org/volunteer/volunteer-application/.

Bet Tzedek Needs YOUR Help!

Intake Services Volunteers Sought

Bet Tzedek’s Intake Services volunteers conduct pre-screening assessments in order to determine the appropriate course of action for individuals who call seeking legal assistance. Our volunteers are often the first contact our community has with our organization, and we rely on our volunteers to handle a high volume of calls from a diverse population of individuals with a broad range of needs.

Gain Issue Spotting and Client Interview Experience

Under attorney supervision, volunteers develop foundational legal skills, including learning to spot legal issues, to conduct telephone interviews with potential clients dealing with challenging, stressful situations, determining what information provided by the caller is relevant, and to hone judgement of potential cases in a wide array of legal areas. Volunteering with Intake Services also provides first-hand knowledge of the landscape of legal services available in Los Angeles County and exposure to and understanding of the issues faced by the communities we serve.

Commitment: The Intake Call Center is open Monday through Friday, 9:00am-5:00pm. We ask that volunteers commit to 8-10 hours per week for a minimum of 10 weeks. All volunteer opportunities at Bet Tzedek are on a rolling basis. Spanish language skills are preferred, but not required.

To Apply: Please submit an application via our website: bettzedek.org. Email volunteer@bettzedek.org or call (323) 649-4723 or with any questions.
Raising Awareness of Key Issues

Inner City Law Center
February 5

Anaheim shelter opens as part of city efforts to settle a legal dispute. https://www.latimes.com/.../tn-wknd-et-anaheim-shelter-201902...

LATIMES.COM
224-bed homeless shelter opens in Anaheim
A 224-bed homeless shelter opened Friday in Anaheim as part of the...

Inner City Law Center
November 6, 2018

Yes on 10!
I HAVE A QUESTION

instagram@Oliviabosschick

BEFORE INSTAGRAM WHO WERE YOU?
Showing Progress and Connections

lahomelessservicesauthority We’re excited about the new #ABridgeHome site in Hollywood. Bridge housing strengthens neighborhoods by helping our homeless neighbors move off the streets and transition to permanent housing.

lahomelessservicesauthority Results of the first full year of Measure H funding are in! 7,448 homeless families and individuals secured permanent housing due specifically to Measure H funding. 13,524 people entered crisis, bridge, and interim housing funded in whole or in part by Measure H.
Telling Stories
I DON'T KNOW HOW TO USE SNAPCHAT

AND AT THIS TIME I'M AFRAID TO ASK
ONE DOES NOT SIMPLY
GET TWITTER FOLLOWERS
Thanking Volunteers

It's summer time @BetTzedek, and that means a new team of amazing summer interns! Welcome aboard team!!!!!

Bet Tzedek @BetTzedek
The summers are here! Meet our 2018 #SummerforJustice law clerks and learn more about this outstanding class of volunteers at bit.ly/2IEXbDC. @BTProBono @BTVPLegal @BetTzedekClinic

Bet Tzedek @BetTzedek
Happy Volunteer Appreciation Week from everyone at @BetTzedek! It's hard to put into words just how grateful we are for all our incredible volunteers, but we'll start with a huge THANK YOU!!! Our work wouldn't be possible without you. #WW2019 #justiceforall

You make a difference in the lives of so many
THANK YOU TO OUR VOLUNTEERS

Bet Tzedek @BetTzedek
Showing some #ValentinesDay love to all of our #legalaid attorneys & advocates, #probono volunteers, supporters, @BTProBono, @BTVPLegal, @btprez and @BetTzedekClinic. Thank you for making each and every day here possible. We love you! XOXO, @BetTzedek

I ❤️ LEGAL AID

12:30 PM - 14 Feb 2019
Recognizing Staff

ICLC’s strategic director quoted in the L.A. Times Article about “Right to Counsel” movement in Los Angeles: “The earlier that interventions happen, the more likely they are to result in stabilized housing, and to require fewer resources.”

Tenant activists want L.A. Mayor Garcetti to put $10 million into ‘right to counsel’ movement. Tenant activists are urging Los Angeles leaders to make sure that renters facing harassment or eviction can turn to a lawyer for help.

Latimes.com

Congratulations to ILC Advisory Board Member Brian Kabateck on his recent $39.5 million verdict on behalf of 31 families living in dangerous conditions at a Mobile Home Park in Long Beach.

Mobile home park residents who sued over sinking homes win $34M... The punitive damages, awarded by a Los Angeles jury to 31 residents of Friendly Village who sued, stem from a charge of elder abuse.

Lbpost.com
Thanking Pro Bono

Our great pro bono attorneys from @SheppardMullin and @DLA_Piper accepting awards based on their great work on behalf of immigrant children.

Thank you, @BetTzedek volunteers Michael Vann and Sami Jarbawi, for providing last night's Commercial Real Estate presentation at KYCC! Commercial real estate issues are at the top of our small biz owners' minds, and this presentation leaves them empowered and informed!

2:54 PM - 4 Apr 2019
Recognizing Partners and Volunteers

So proud of our @EJW_org fellow Jordan Aiken, conducting a Legal Name and Gender Change Petition training for our friends at @lathamwatkins! Looking forward to working with the team at a future @BetzdekeClinic
Initiating Dialogue to Build Buy-In and Interest

Love attending @UCLA_Law #PICD! Good luck to all the students, and stop by and learn all about @BetTzedek #summerforJustice

Shout out to @LoyolaLawSchool and their incredible students who have been volunteering at @BetTzedek Conservatorship Clinic. Only with the help of volunteers could we file 70% of all conservatorship matters in LA County!
Recruiting Volunteers and Pro Bono

Diego Cartagena
@BTVPlegal

Join us @BetTzedek during your winter break to volunteer!

Bet Tzedek @BetTzedek
Do you know a law student or undergrad coming home for winter break who wants to do good work while doing good? A high school student interested in fulfilling community service hours? We provide training, flexible hours and meaningful work. Email...
11PM: Just one more youtube video then I'll go to sleep.

3AM:
Promoting Events, Individuals, and Issues
Training Pro Bono
I DON'T KNOW WHO YOU ARE...

BUT I WILL LOOK YOU UP ON LINKEDIN AND I WILL FIND YOU
Placing Time-Sensitive Cases and Finding the Right Fit

MY WEAKNESSES?

I CARE TOO MUCH AND TRY TOO HARD.
Network Through Groups With Common Interests

Affordable Housing Network

80,800 members

Request to join

About this group

Looking to network with professionals interested in Affordable Housing. We are looking for Accountants, Appraisers, Architects, Attorneys, Bankers, Developers, Investors, Property Managers, Realtors, etc.

The Affordable Housing Network has become a leading group on LinkedIn.com. It is intended to serve the industries as stated above who are active in those industries and looking to network here.

We look forward to your active participation and furtherance of the quality of the group.
Searching for Specialists and Experts

Navneet Grewal • 3rd
Housing Attorney at Western Center On Law and Poverty
Greater Los Angeles Area
Current: Senior Housing Attorney at Western Center On Law and Poverty

Nisha Ajmani • 3rd
Housing Staff Attorney at Family Violence Law Center
United States
Past: Post-Graduate Attorney Fellow at Housing and Economic Rights Advocates

Sarah Truesdell Shipitsyn • 3rd
Housing Rights Attorney
Greater Los Angeles Area
Past: Staff Attorney at Public Counsel

Andrea E. Ringer • 3rd
Trial Attorney
Greater Los Angeles Area
Past: Attorney, Housing & Communities at Legal Aid Foundation of Los Angeles

Maleeha Rizwy • 3rd
Housing Attorney at Southern Minnesota Regional Legal Services, Inc.
Greater Minneapolis-St. Paul Area
Past: Veterans Justice Corps Attorney at Mid Minnesota Legal Aid

Shanly R. Hopkins • 3rd
Fair Housing Attorney at Kimball, Tirey & St. John

Tonya T. • 3rd
Military and Veterans Law Attorney
Greater Los Angeles Area
Current: Attorney at The Law Office of Tonya L. Todd

Lisa Holliday • 3rd
Attorney at Department of Veterans Affairs, Office of General Counsel
Greater Los Angeles Area
Past: Attorney at VA Board of Veterans Appeals

Ariana Barlas • 2nd
Staff Attorney - Inner City Law Center - Homeless Veterans Project
Greater Los Angeles Area
Current: Staff Attorney at Inner City Law Center

Brian LeMoine • 3rd
Attorney at U.S. Department of Veterans Affairs
Greater Los Angeles Area
Current: Attorney at Department of Veterans Affairs

LinkedIn Member
Attorney - Veterans Law
Greater Boston Area
YOU GET A SLACK, AND YOU GET A SLACK!

EVERYBODY GETS A SLACK!
Connect with Volunteers and Answer Questions Quickly

Channels
Organize your team conversations in open channels. Make a channel for a project, a topic, a team, or anything—everyone has a transparent view of all that's going on.

Private Channels
For sensitive information, create private channels and invite a few team members. No one else can see or join your private channels.

Direct Messages
To reach a colleague directly, send them a Direct Message. It's completely private and secure.

Drag, drop, and share your files.
Not just your messages, but all your files. Images, PDFs, documents, and spreadsheets can be dropped right into Slack and shared with anyone you want. Add comments, star for later reference, and it's all completely searchable.

If you use any services like Google Drive, Dropbox, or Box, just paste the link and that document is immediately in sync and searchable too.
# Events for May 2019

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**More Filters**

- **Month**: May
- **Day**: 1

**Event Details**

- **Family Promise of Santa Clara Valley 10**: Various events scheduled throughout the month.
- **Weekend to End Homelessness Outreach 8**: Specific dates noted for this event.
- **3rd Annual Walking Tour at Inner City Law Center**: Highlighted on the calendar.
- **Helpful Skills**: Various workshops and activities listed.
- **Family Promise of Santa Clara Valley 11**: Additional events planned.
- **Family Promise of Santa Clara Valley 12**: Continued support and activities.
- **Family Promise of Santa Clara Valley 13**: Further initiatives and support.
FAMILY PROMISE OF SANTA CLARITA VALLEY 14

MAY 19 @ 11:00 AM - 2:00 PM Free

Family Promise of Santa Clarita Valley is a transitional program (30-90 days) that serves families experiencing homelessness. While in the program, local congregations host our families. Families receive a variety of services such as case management, employment, housing, and counseling referrals, meals, hygiene supplies, and more. Volunteers, staff and interns help families become self-sufficient as well as help improve overall quality of life.

Our volunteers spend time with the families in the program, facilitate activities and engage with children in the program (play, games, arts & crafts, etc.), and also organize donations.

Contact: Diana Ochoa-Bustos, case manager (family.promise@vc.org), (661) 232-2808

RSVP

[RSVP Button]

DETAILS
Date: May 19
Time: 11:00 am - 2:00 pm
Cost: Free

VENUE
Location: St. Paul's Church
33495 Valley Street
Santana, CA 91380, United States - Google Map

ORGANIZER
HomeFutta
Website: www.homefutta.org
TAKE ACTION

In order to become an advocate and take action, it is important for you to know your local, city, and district representatives. If you do not know who they are, you can search for them using the link next to this text.

**WE NEED MORE AFFORDABLE HOUSING**

Sign the petition to repeal Costa Hawkins, the 1995 bill that prevents cities from establishing rent control on units built after 1995, and allows landlords to raise rents when tenants move out. Our cities need to be given the tools to protect LA residents and to increase the availability of affordable housing as we face a severe housing crisis.

- [ADVOCACY CALL SCRIPT](#)
- [SIGN OUR PETITION](#)
- [CALL YOUR REP](#)

**ADVOCATE FOR SAFE STREET PARKING**

Sign the petition to acknowledge that you support Safe Parking L.A.’s mission to coordinate Safe Parking Programs for the neighborhoods of Los Angeles where volunteers and organizations provide safe off-the-street parking for families experiencing homelessness. For more information, click here.

- [ADVOCACY CALL SCRIPT](#)
- [SIGN OUR PETITION](#)
- [CALL YOUR REP](#)

**WE NEED MORE BATHROOMS ON SKID ROW**

Each right, there are only six public toilets for the 7,777 people living on the streets of Skid Row. Skid Row is short of the United Nations Refugees Camps. It is standard by 800 to 1,000. This is a public health disaster and is inhumane. Tell the Los Angeles Mayor and City Council that we need more bathrooms.

- [ADVOCACY CALL SCRIPT](#)
- [SIGN OUR PETITION](#)
- [CALL YOUR REP](#)
BET TZEDEKEK
Attorney Resource Website

Bet Tzedek Legal Services
Immigrant Children Advocacy Projects

Legal Resources for
Guardianship & SIJS
Advocates in California

Advocating for a client who seeks Special Immigrant Juvenile Status (SIJS) findings or for individuals who desire a specific form of guardianship following parental deportations can feel daunting! This website presents resources for pro bono attorneys and legal services providers who advocate for individuals pursuing such claims. Here you can find:
Resource Examples

Manuals

**Probate Guardianship Manual**
A comprehensive manual covering the substantive law and procedure related to California Probate Guardianship proceedings. Includes step-by-step instructions on how to complete and file all necessary forms.

**Guardianship SIJS Manual**
Our California Probate Guardianship Manual, supplemented with information, samples, and practice tips related to requesting and securing SIJS findings and orders.

Sample Documents

**Memorandum of Points and Authorities**
A sample Memorandum of Points and Authorities arguing for the issuance of Special Immigrant Juvenile Status findings and orders in Probate Court proceedings.

**Sample Client Declaration**
A sample client declaration to be used in conjunction with the Memorandum of Points and Authorities.
Skype to Support In-House Volunteers

Diego Cartagena
Available
Set Your Location

Find someone

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| 8185235317 |         |               |     |
| pintadeniajoy@gmail.com | Presence unknown |               |     |

| Albrecht, Erikson | Offline 2 days - Offline Messages Only |         |     |
| Andrea Schneider | Offline - Offline Messages Only |         |     |
| BET Intake | Offline 3 days - Offline Messages Only |         |     |

BET Intake
SERVICE EMAIL ACCOUNT is offline, but they’ll still get your IMs as mi...
Sign-up.com As an Organization Tool
PALADIN
AND
THE CHICAGO BAR
FOUNDATION
Pro Bono Opportunities

Guide
IMAGINE

NO MORE PAPER FILES
Partnering with Paladin

<table>
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<th>Key ways you can help people in Chicago and throughout Illinois</th>
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<tbody>
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<td><strong>How you can help</strong></td>
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<td>📦 BANKRUPTCY &amp; DEBT</td>
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<td>📦 CIVIL RIGHTS</td>
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<tr>
<td><strong>Who you can help</strong></td>
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<tr>
<td>📦 CHILDREN &amp; FAMILIES</td>
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<td>📦 DOMESTIC VIOLENCE SURVIVORS</td>
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<tr>
<td><strong>What you can do</strong></td>
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<tr>
<td>📦 FIXED TIME COMMITMENT</td>
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<td>📦 LITIGATION</td>
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*Image: Paladin & Chicago Bar Foundation Pro Bono Opportunity Guide*
Paladin Pro Bono Opportunity Guide
## Paladin Pro Bono Opportunity Guide: Backend

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<td>Cabrini Green Legal Aid</td>
<td>June 1 - Volunteer at the 2019 Expungement &amp; Sealing Summit</td>
<td>Chicago, IL</td>
<td>Ongoing</td>
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<tr>
<td>The John Marshall Law School</td>
<td>Help Veterans Access Health Care and Public Benefits</td>
<td>Chicago, IL</td>
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<td>The John Marshall Law School</td>
<td>Help Veterans with Discharge Upgrades</td>
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<td>Chicago Bar Foundation</td>
<td>Help Veterans with Discharge Upgrades</td>
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<td>Chicago Bar Foundation</td>
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<td>Chicago Lawyers Committee for C...</td>
<td>April 2nd: Election Protection Field Opportunity</td>
<td>Chicago, IL</td>
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<td>Chicago Lawyers Committee for C...</td>
<td>Represent Clients in Housing Discrimination Cases</td>
<td>Chicago, IL</td>
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<td>Chicago Lawyers Committee for C...</td>
<td>Housing Discrimination Intake Interviewing</td>
<td>Chicago, IL</td>
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<td>Jan 24 2019</td>
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<td>Chicago Legal Clinic, Inc.</td>
<td>Parentage and Child Support Pro Se Advice Desk</td>
<td>Chicago, IL</td>
<td>Ongoing</td>
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<tr>
<td>Chicago Bar Foundation</td>
<td>Help Survivors of Domestic Violence and Sexual Assault Find Safety and Security</td>
<td>Chicago, IL</td>
<td>Ongoing</td>
<td>Dec 18 2019</td>
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Paladin Pro Bono Opportunity Guide: Adding/Editing Backend

**Edit Opportunity**

Opportunity Name:
June 1 - Volunteer at the 2019 Expungement & Sealing Summit

Description:
Volunteer attorneys are needed to review the criminal records of Expungement Summit attendees, determine whether they qualify for adult expungement or sealing, and assist with completing and filing court forms. Criminal records relief can be an important step in helping formerly incarcerated individuals in securing housing and employment.

Attorneys are strongly encouraged to attend an MCLE-approved training provided by Cabrini Green Legal Aid.

Referring Organization:
Cabrini Green Legal Aid

Contact:
Eric Zopf

**Categorize this Opportunity**

City:
Chicago

State:
IL

This opportunity is remote-work friendly

**Lastly, Recruitment Details**

Time Commitment:
The Summit will take place on Saturday, June 1, 2019. Prior to the Summit, volunteers are expected to review criminal records and attend a training session. The training will be provided by Cabrini Green Legal Aid.

Training Description:
Volunteers can choose one of four training sessions scheduled on May 1, May 8, May 15, and May 22 from 3pm-6pm. All training sessions will be held at 69 W. Washington in the Chicago Loop.
Total Clicks: 12,429
Total Opportunity Views: 5,593
Total Inquiry Submissions: 180
Top 5 Filters Most Clicked

- Family Pro Bono Opportunities
- Statewide Opportunities
- Fixed Time Commitment Opportunities
- Civil Rights Pro Bono Opportunities
- Criminal Records & Defense Pro Bono Opportunities
Top 11 Opportunities Most Clicked

• CGLA’s Representation in Legal Proceedings
• CLP’s Transactional Legal Assistance
• Access Living’s Co-Counsel Discrimination Cases
• Lawyers for the Creative Arts’ Drafting and Reviewing Contracts
• ILAO’s Livehelp Operator (Remote Opportunity)
• CVLS’ Neighborhood Legal Clinics
• CCR’s Volunteer Mediator
• NIJC’s Represent Immigrant Children
• CGLA’s Attorney and Law Student Intake Program
• CGLA’s Criminal Records Research-Evening Volunteer Opportunity
• EFE’s Voting Access Chicago: Help Make Chicago’s Polling Places Accessible for Everyone
Top 7 Opportunity Inquiry Submissions

- ILAO’s LiveHelp Operator (Remote Opportunity)
- EFE’s Develop Self-Help Materials for People with Disabilities
- CVLS’ Guardian Ad Litem for Minors
- CGLA’s Criminal Records Research-Evening Volunteer Opportunity
- Lawyers for the Creative Arts’ Small Business Counseling
- CARPLS’ Advice and Referral Hotline
- CGLA’s Attorney and Law Student Intake Program
Your skills can help people in need. Find a pro bono opportunity today.

Paladin Pro Bono Opportunity Guide

The Chicago Bar Foundation and Paladin are proud to present our next generation Pro Bono Opportunity Guide – online tools that make it easy for you to find pro bono in Chicago and throughout Illinois.
ILLINOIS LEGAL AID ONLINE

POPULAR TODAY

Getting a divorce
If a person wants to end a marriage, they can file for divorce. In a divorce, the court will end the marriage...

Filing court papers for free
Steps to file court papers for free including the forms you need and a list of the services you won’t have to pay for...

Getting an Order of Protection for domestic violence

FORM LIBRARY

Divorce with children (Easy Form)
A program to help you complete the forms to get a divorce when you and your spouse have children together.

SOCIAL MEDIA

Tomorrow is #VeteransDay. #vetsrights right. Share this website w/your

CALENDAR OF EVENTS

Calendar Of Events

ILAO EVENTS

PIL's Charleston Legal Answers Pro Bono Clinic
May 2, 2019

Why join Illinois Legal Aid Online?
It's FREE and all members can:
- Sign up for events
- Bookmark favorite pages
- Get a personal dashboard
- Post comments
- Get updates on the law

Legal aid professionals may also:
- Help improve the website
- Access ICLEF Online Library
- Participate in discussion groups

FILTER EVENTS

Event type
- Fundraiser or Networking
- Learn about the law
ONLINE GUIDE PROMOTION

VOLUNTEER OPPORTUNITIES

Your skills can help people in need. Find a pro bono opportunity today.

Paladin - Pro Bono Opportunity Guide

Looking to volunteer at our partner organizations?
ILAO is partnering with The Chicago Bar Foundation and Paladin to present Opportunity Guide for Illinois where you can learn more about pro bono Chicago and throughout Illinois.

Visit the calendar to find upcoming events and pro bono training opportunities.

Visit the resources page for information on professional response clients, and other lawyering skills to help you succeed with your opportunities.

Pro bono opportunity guide for Illinois

Civil Rights Pro Bono Opportunities

The skinny on the new online Illinois #ProBono Opportunity Guide from The Chicago Bar Foundation & Paladin #CelebrateProbono

New Online Illinois Pro Bono Opportunity Guide | 2Civility
Tips for navigating the new online Illinois Pro Bono Opportunity Guide...
OTHER WAYS CBF PROMOTES PRO BONO

The Most Wonderful Time of the Year (for Pro Bono)

It seems like every day and week is some quirky celebration these days. The first full week of March is National Procrastination Week. National Whalfie Week falls from September 24th-30th this year. September 19th is the fan-favorite International Talk Like a Pirate Day. Here at the CBF, our favorite, for the 14th year running, is Pro Bono Week, the last full week in October.

> Bono Week started right here in Chicago, fourteen years ago, thanks to the vision of then CBA President (and Justice) Michael B. Hyman and others who wanted to honor lawyers’ pro bono efforts and educate the public of the legal community about how lawyers can and do improve the lives of the less fortunate. For fourteen years since, the CBA and CBF have hosted Pro Bono Week to celebrate the pro bono work done year-round and courage attorneys and other legal professionals to do even more in the year to come.

Each Pro Bono Week has had a theme, ranging from the first year’s Hope and Justice In Action to this year’s Celebrating the Power of Pro Bono. Chaired by leaders in legal aid and the private bar, each Pro Bono Week has included unique CLE programming as well as fun social events like film screenings, trivia competitions, and, for the last three years, a Justice-themed story slam.
Other online pro bono guides all over the country: Florida, Minnesota
QUESTIONS?
ACTIVITY TIME!
THANKS!

PRO BONO IS LATIN FOR DOING GOOD AND KICKING BUTT
Something to Tweet About

How #charities & #socialenterprises can create great #socialmedia content
Preface

In late 2012, Social Misfits Media published “About that First Tweet,” a guide to help charities and social enterprises integrate social media into existing fundraising and marketing strategies. “About that First Tweet” was so well received that, one year on, we decided to release its sequel; and like all great sequels, “Something to Tweet About” builds on the successes and lessons of its predecessor.

With “Something to Tweet About” we’re helping charities, NGOs, and social enterprises think about content. More specifically, creating and distributing content that actively engages those that matter most: beneficiaries, volunteers, donors, staff, and others.

Great content doesn’t have to cost much more than time: the time to create something that people will ‘Like,’ ‘Tweet,’ and repost. This guide is designed to illuminate the possibilities of what you can create (even with little to no budget) and provide practical tips on how best to share what you’ve created.

We’re grateful to Aegis Media for their sponsorship of “Something to Tweet About” and to you, our reader, for downloading the guide. I hope you find “Something to Tweet About” inspiring and practical. Now go forth, create, and be social!

Carlos Miranda
Founder, Social Misfits Media

Since the launch of our corporate social responsibility programme, Future Proof, in 2010, Aegis Media has focused on providing support to small- and medium-sized charities. We believe local, grassroots charities are best equipped to address local needs. Effective communication is a crucial part of delivering their social mission. That’s why we launched GlobalGivingTIME, one of the first digital volunteering communities in the world, through which our people help charities, NGOs, and social enterprises around the globe improve their communication.

But the world of media, marketing, and communications is forever changing, and we need to ensure that we provide the best support to charities in this rapidly evolving world. With “Something to Tweet About” we’re providing a practical how-to guide that focuses not on how to communicate, but on what to say. Content that actively engages those who matter most is an essential element of effective communication in today’s world.

We hope this guide, designed as a useful, how-to publication, provides inspiration to look anew at content creation, curation and distribution, which is essential in the social media world we live in today.

Frank Krikhaar
Global CR Manager, Aegis Media
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Something to Tweet About
How #charities & #socialenterprises can create great #socialmedia content
Introduction

Whatever form it takes, content is the material that determines your success on social media. Content can be a video that calls to action or a blog that tells a story; it can be an app that breaks down science or a moustache that makes money. Effective content encourages and directs your stakeholders to take action that tangibly benefits you and your mission.

Never before in human history have we been this connected, and never before have individuals and organisations alike had the ability to engage directly with so many. People come together on social media because of a mutual interest or goal. It is in these connections where the value and potential of social media lies, and it is the content that you or your organisation share on social media that brings this potential to life.

Social Media is Here to Stay

Social media is currently the number one reason people all over the world use the internet; it dominates online activity. Twenty seven percent of time online is spent on social media¹ - that’s more than email, online shopping, or any other type of activity. And it is not a fad. Individual platforms may come and go (Myspace anyone?), but the hyper-connectivity common to all popular platforms will be with us for the foreseeable future.

Charities, NGOs, and social enterprises across all causes, irrespective of size and budget, are embracing - or at the very least using - social media. If you’re reading this, you probably are too. Social media is changing the way organisations cultivate, acknowledge, report to, and solicit donors. With online giving growing year-on-year (the average online donation to UK charities has increased by 21% over the past three years²) the role social media plays in fundraising and marketing will only increase. Social media is already one of the primary ways in which people find out about a cause or organisation, with 47% of Americans learning about a particular cause via social media or some online channel.³ Trevor Neilson of the Global Philanthropy Group states, “in the next two years, social media will

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Something to Tweet About

How #charities & #socialenterprises can create great #socialmedia content
Something to Tweet About
How #charities & #socialenterprises can create great #socialmedia content

become the primary way that Americans give money to charity.”

While social media has fast become a crucial element of any marketing or fundraising strategy (and it’s only becoming more pervasive), we’re not here to make a case for why your organisation should have a strategic social media presence; for that, let us point you in the direction of our first publication, “About that First Tweet.” We’re here to talk about what happens next; what happens after you embrace the power and potential of social media and integrate it, effectively, into your existing fundraising and communications tactics.

This guide is about what comes after you have a Facebook page, a Twitter feed, a YouTube channel, or a Google+ page. What do you do with them? What do you share with your networks that will be of interest to them and inspire them to take a specific action? In other words, what makes for great social media content?

Let’s Talk About Content

Great social media content is something that gets people to engage with you or your organisation. Content can be an opinionated blog post about a new piece of legislation, a photo album dedicated to your beneficiaries, an infographic, a video, or even a mobile app. It doesn’t matter if it is professionally produced or created by an amateur. What really matters is that your stakeholders – donors, beneficiaries, staff, leadership, and volunteers – see your content and interact with it in a way that is tangibly beneficial to you, both online and offline.

There is no secret formula to creating engaging content. In our research, we’ve seen all sorts of images, videos, apps, blogs and other types of content help organisations reach more people and inspire action. But what the best examples of content do have in common are two key elements: the content is original and it has been distributed in the right way to the right people.

This is why “Something to Tweet About” exists: to help organisations of all types and sizes, and with different budgets, think about the kind of unique content they can create and how to share that content in a thoughtful and deliberate manner.

Common Misconceptions

You probably already know how important good content is to making an impact with social media. But for many individuals and organisations, restrictions on time and money, as well as pressure for grand results, can make an investment in creating and sharing original content seem daunting. Here we’ll look at three of the most common misconceptions we hear regularly about content creation and how they can be overcome:

1. “Creating compelling content requires a big budget.”

We’ve interviewed representatives from Facebook, YouTube, Google+, JustGiving, and the Dogs Trust who explain that great content is anything that inspires interaction from your audience and stakeholders. Charities and social enterprises can create great content even on a shoestring budget because authenticity and storytelling are the key ingredients for engaging content, regardless of how the content is produced. Later on we’ll look at some case studies of organisations that have been extremely successful without having lots to spend on creating content and we’ll give you tips for how to keep costs down when planning your own content strategy.

2. “I don’t have the time or staff resources to concentrate on content.”

There aren’t many charities, NGOs, or social enterprises that could tell you they have enough time and resources to accomplish everything they’d like to. With tight budgets, busy staff members, and important problems to solve, it can seem that creating new content is a luxury your organisation can’t afford. But creating content and sharing it through social media does not have to be too time consuming. After all, you’re surrounded by content material. Be it articles on your website, volunteers in action, or the stories of people you have helped, there are many ways you can repurpose this content for social media.

Similarly, creating a posting plan doesn’t have to be perfect from the start. Karla Geci of Facebook advises, “start with intuition, then tweak your content as you go.” Keep an eye on what works with your audience and what doesn’t, and go from there.

“Social media is currently the number one reason people all over the world use the internet. It dominates online activity; 27% of time online is spent on social media - that’s more than email, online shopping, or any other type of activity.”

“Charities and social enterprises can create great content even on a shoestring budget because authenticity and storytelling are the key ingredients for engaging content, regardless of how the content is produced.”

“Something to Tweet About” exists: to help organisations of all types and sizes, and with different budgets, think about the kind of unique content they can create and how to share that content in a thoughtful and deliberate manner.
3. “If it doesn’t go viral, it hasn’t been successful.”

It’s true that great content cannot be great unless it reaches the right people – sharing and disseminating content well is crucial to your social media success. However, one of the biggest misconceptions around content is that it must reach millions of people in order to make an impact. Let’s make this perfectly clear: content doesn’t have to go viral to be successful. As Jessica Mason from YouTube points out, “you’re going to be better off with 1,000 people signing on to take action in a campaign than if you have millions of views but only 100 people that actually participate.”

Good content is not about numbers, it’s about engagement – and we’ll talk plenty more about this in the pages to come.

What’s Inside?

- **Great Content** – We highlight four different pieces of content (a blog, videos, pictures, and an app) created by four very different organisations. While not all of these types of content may be appropriate for you, they do serve to illuminate what can be done and how best to think about content creation.
- **Top Tips** – Representatives from Facebook, YouTube, Google+, JustGiving, and the Dogs Trust give insights and practical advice on how best to share your content in a meaningful and strategic fashion.
- **On a Budget** – Most social impact organisations have budget constraints. Here we highlight how you can create original content on a shoestring (or even no) budget.
- **Resources** – Further reading on how to create original content and how best to share that content across various social media platforms.

1. Experian Marketing Services: goo.gl/HxVxmT
2. Institute of Fundraising: goo.gl/M6n944
3. Nonprofit Tech for Good: goo.gl/t0lxNY
4. Huffington Post: goo.gl/Ke7wKa

Happy Reading

Something to Tweet About
How #charities & #socialenterprises can create great #socialmedia content
Great Content
Great Content

AfriKids’ Blog

A

ward-winning charity AfriKids created a blog to better engage their supporters and friends with their work in Northern Ghana. AfriKids’ activities range from running foster homes, schools, and a hospital, to tackling complex cultural issues like child labour and trafficking.

The Blog

AfriKids launched their blog earlier this year because, according to AfriKids’ Founder, Georgie Fienberg, “setting up a blog was a way to give everyone in the organisation a voice and a chance to share their views and experiences as and when they happen. With over 170 staff across 17 projects in one country, working alongside 12 staff on the other side of the world, the stories come flowing thick and fast. Trying to cram the news from the organisation into a monthly newsletter meant that so much was lost.”

The AfriKids team, in both London and Ghana, update the blog several times a week with a mix of human-interest and opinion posts; they also include plenty of pictures and links. Their posts range from celebrating the achievements of AfriKids’ beneficiaries to commentary on the UN’s plans for post-2015 development goals.

The blog’s primary objectives are to keep existing supporters informed with what’s going on at AfriKids and show new donors and visitors what they do, how they do it, and their impact. “We use the blog’s content to drive new audiences to our website with a view to spreading the word and generating interest in what we do.” Georgie says. “This ultimately leads to new partners and donors – the lifeblood of our organisation.”

Spreading the Word

AfriKids knows that updating their blog isn’t the only step - it won’t directly lead to people reading it. Liam Nolan, AfriKid’s Fundraising and Communications Manager, explains how analytics have helped hone when they post and how they use social media to raise awareness:

“Using analytics (Facebook Insights, Twitonomy, and Google Analytics) we’ve been able to look back and see what posts get the most interest from different sources. Our more light-hearted and ‘fluffy’ posts such as events news, beneficiary case studies and letters from supporters, generate more interest from Facebook than from Twitter. Facebook can be more informal and personal and people use it in their own time, so we target our posts in this way. While people use Twitter in different ways, it’s easy for us to find the right people to target our more serious thought pieces at. In the past we’ve used hashtags to enter into debates, such as recent conversations about charity efficiency and the ‘overhead myth’. We’ve also written

“AfriKids supporters are generally most active on Facebook in the afternoons and early evening so we’ll promote posts towards the end of the working day.”

Liam Nolan
Fundraising and Communications Manager, AfriKids

Something to Tweet About

How #charities & #socialenterprises can create great #socialmedia content
blog posts in response to newspaper articles and tweeted our posts directly at the journalists who’ve written them. Their audience for a particular piece is exactly the same as ours so we can amplify our reach by engaging with them and getting them to share.”

“With regard to when we post, there are many online infographics that give a general indicator of when traffic is highest on various social media. AfriKids supporters are generally most active on Facebook in the afternoons and early evenings so we’ll promote posts towards the end of the working day. On Twitter, many people use it professionally and so within office hours is a good time to promote. Using various third party tools you can also time your posts to be Tweeted or posted at certain times.”

**Why It Works**

“The AfriKids blog is insightful and beautiful to look at,” states Carlos Miranda, Founder of Social Misfits Media. “The blog works because it brings AfriKids to life through the words and passion of their people.”

“The blog gives a human and personal touch to the organisation that really helps to differentiate it from other charities. They do a great job of involving different people from across their organisation. Everyone from their Founder, to beneficiaries, and both their London and Ghana based staff write for the blog – you really get the sense that the blog, and by extension their work, is a team effort. Remember that blogging at the organisational level, should be just that: a team effort. You want to engage key stakeholders - from staff to beneficiaries, to donors, and volunteers - like AfriKids has done, in blogging. This conveniently is also a great way to spread the responsibility so the burden of regular updates does not fall on one person, as that is the easiest way to stray from regular postings.”

Other ways that the AfriKids blog works so well:

- The blog directly engages their donors. “Blogging is a great way to publically recognise donors,” Georgie says, “show them their money at work, and regularly provide them with content.”
- Due to its quality content, the blog has raised AfriKids’ profile. “We used to send out an e-newsletter which was hosted on a third-party site,” Liam notes. “When we looked at the metrics, we discovered that just 1.5% of recipients actually engaged with the newsletter for any significant amount of time. While this was disheartening, we found that in just two months of having the blog, we had a 1,000% increase in the number of people who read our posts. Of these, around 40% then go on our website. In fact, since the blog, we’ve been asked to contribute to other blogs, give interviews and have our name promoted to a far wider audience than ever before.”
- It’s inexpensive. Liam adds that “apart from a relatively cheap photograph plug in, we’ve integrated free WordPress software into our website so really the only expenditure we have is in staff time.”
- Different posts target different audiences. If you read the blog carefully, you’ll notice that it directly engages with a wide variety of readers. “Each post can appeal to a different audience,” says Liam. “One day we may use the blog to put up messages of thanks for those who have taken part in challenge events, for example, but the next day may want to use it as a forum to share our organisational standpoint on a particular issue. As long as we’re consistent in tone and voice and introducing guest bloggers, it’s a great way to be many things to many people.”
- One voice. While posts are meant for different audiences, the blog successfully manages to have a coherent and consistent voice.

“The AfriKids blog,” says Carlos, “is an excellent example of a charity, spending very little, yet creating a dynamic platform, full of original posts and media, that actively interacts with key internal and external stakeholders. Any charity or social enterprise wishing to start blogging, or even just up their game, should model their work after what AfriKids is doing.”

**Takeaways**

- **Post with regularity** – Update your blog on a regular basis. Getting multiple people involved with blogging is the best way to ensure constant updates.
- **Integrate** – Promote all blog posts across your organisation’s and staff’s social media accounts. Be sure to use relevant hashtags and directly engage those who you think will be interested in what you’re posting.
- **Analytics are key** – Use your analytics to constantly track and refine what and when you post.
- **Be social** – Treat your blog like a social gathering; have plenty of media and links, ask people questions, talk to people directly, take a stand on certain issues, etc. The more social and engaging you are, the more people will come back to your blog.

**Connect with AfriKids**

- [afrikids.org](http://afrikids.org)
- [afrikids.org/blog](http://afrikids.org/blog)
- [facebook.com/afrikids](http://facebook.com/afrikids)
- [@AfriKids](http://twitter.com/AfriKids)
- [youtube.com/user/afrikids](http://youtube.com/user/afrikids)

**Something to Tweet About**

How #charities & #socialenterprises can create great #socialmedia content
Great Content
Movember's Mo Spaces

In November 2012, 1.1 million people in 21 different countries took part in Movember and raised $147 million USD for men's health causes. Since its launch in 2003, Movember has successfully built a movement, one that raises money, inspires action and has fun along the way. Movember is ranked in the top 100 best NGOs in the world by the Global Journal.

The Pictures
From mid-September each year, men and women (known as Mo Bros and Mo Sistas) sign up on Movember.com to start their moustache-growing (or in the case of Mo Sistas, moustache-supporting) efforts on 1 November. Throughout the month of November the Mo (Australian slang for moustache) is ubiquitous in major cities around the world, and the men growing them become walking, talking billboards raising money and awareness about the critical issue of men's health.

Movember began as an idea brewed by some friends in an Australian pub, who thought it would be fun to bring back the outdated fashion trend of the moustache. It started in 2003 with no link to charity, but in 2004, four of the original members came together to make their Mo-growing an annual, official charitable endeavour by adding an important cause – prostate cancer.

The topic of prostate cancer and other men's health issues are not particularly easy to talk about. Conversations about prostate cancer are often difficult, serious, or upsetting – whereas the choice to use the moustache as a focal point for this campaign is really quite humorous. Adam Garone, Movember’s CEO and one of the original Co-Founders, notes that “Movember has never, and will never, use negative or scare tactics as part of our marketing or fundraising approach. Both online and offline, we want to inspire people to take action and be a positive force in the fight for men’s health.”

Movember has managed to maintain the delicate balance between the serious and the funny by creating social media content around the inherently entertaining moustache, such as the 'Moustache Hall of Fame' photo gallery, videos, and research information about men's health. Both types of content effectively promote their cause and provide them with a host of user-generated content, complementing the fun of taking part in Movember with the important impact that participating makes.

Spreading the Word
Much of Movember’s content strategy hinges on a sense of community among its supporters and participants. When men and women register on Movember.com, they obtain a Mo Space page (also known as a fundraising page), where participants can go head-to-head in their fundraising efforts. They challenge each other on leadership boards, earn badges and create teams with their fellow Mo Bros and Mo Sistas. Mo Space pages feature a photograph of the participant as well as the amount of money he or she has raised. Through Movember.com and across their entire social media landscape, Movember creates a close network of people who are joined together in the same movement.

Through a multi-layered social media approach – which focuses on Facebook, Twitter, Instagram, and LinkedIn – Adam and his crew encourage participants to share their efforts and engage in the movement. Participants are asked to submit pictures of themselves (and their Mos) to Movember.com and then asked to share their
progress, along with pre-packaged information on men’s health, with their social media networks. Adam notes that, “on average, due to social media, each one of our participants shares or creates a conversation with more than 2,400 people during the month of Movember.”

To keep things fresh and encourage repeat participation, Movember creates a new campaign theme each year. Everything from the logo, to the website, to their font and colours changes annually. 2013’s rock ‘n’ roll inspired theme, Generation Moustache, is very different from last year’s vintage, “Movember and Sons: purveyors of knowledge and fine moustaches,” branding.

Movember’s originality and social media focus also appeals to large institutional donors who are keen to get involved. Deodorant brand Speedstick, for one, created a series of YouTube videos featuring the misadventures of a clumsy man with a ‘Mo.’ In 2012, Mr. Clean – Proctor & Gamble’s mascot who has his own Facebook and Twitter profiles – featured a moustache in his profile picture that grew with every ‘like’ it received. Every retweet of his picture on Twitter generated a $1 donation to Movember. For these companies, raising awareness of Movember’s cause increased the popularity of their own social media presence at a fast pace and a low cost. Meanwhile Movember benefits by having a presence on these channels which both generates new donations and maximises their exposure.

Why It Works

Movember is an inspiring campaign in many ways and a strong example of great, original content that has been distributed effectively. “Movember works because it’s not about ramming a public health message down people’s throats,” observes Ross McCulloch, Founder of Third Sector Lab. “Seeing more and more guys growing their facial fuzz throughout November, online and offline, is a constant, subtle reminder of various men’s health issues and it gets people to openly talk about things like prostate check-ups. The campaign’s fundraising total speaks for itself.”

Ross also notes how Movember:

• Is naturally viral. Growing a moustache isn’t difficult - almost every man can do it, so the barrier to entry is low. This simple, clear ask - different to bungee jumping or running a marathon - is a big part of Movember’s runaway success. That ever-developing moustache is social media gold, giving men ready-made visual content for their Facebook, Twitter, Blog, Instagram, and Vine accounts. The fact that moustaches are incredibly fashionable and equally humorous undoubtedly helps the viral nature of the campaign.
• The target demographic are heavy social media users. Movember’s key demographic is young and social media savvy. Movember does not have the same struggle that other causes do getting men to share their experiences online. This young, male, tech-savvy demographic has attracted big brand partners, such as Gillette, ensuring a much wider reach for Movember year after year.

• It gives men a sense of community. Movember filled a massive niche. Men didn’t have a ‘Breast Cancer Awareness Month’ equivalent until Movember came along. This incredible sense of community amongst Mo Bros and Mo Sistas, driven largely by social media channels, is a big part of Movember’s success. This sense of competition and support amongst men taking part in Movember has led the campaign to come top of the 2013 Third Sector Charity Brand Index - it’s now one of the most talked about brands in the third sector. Incredible given that it only runs one month per year.

Born of a creative idea and launched with virtually no budget, Movember began as a fun competition between friends and is now a worldwide fundraiser for men’s health that continues to grow. It exemplifies how an idea can spread initially through engaging social media networks.

Takeaways

• Make it fun - Don’t be afraid to find the light in tough subject matter. Fun and inspiring can go a long way.
• Be different – When creating new content, give any and all ideas a chance. See how they might fit with your goals and don’t be afraid to try something new.
• Challenge – People like to achieve their goals, and they like to push themselves for a good cause. By setting goals for your stakeholders that are within reach, and within a given time period, they are likely to find it easier and more fun to participate.

Connect with Movember

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Something to Tweet About
How #charities & #socialenterprises can create great #socialmedia content
Great Content

Breakthrough’s Bell Bajao Videos

Human rights organisation Breakthrough seeks to eradicate all forms of violence against women. Its successful campaign Bell Bajao (“Ring the Bell”) encourages men in India, and around the world, to take a stand and do just that. Five years from its original launch date, the campaign is still going strong in India and has since spread to China, Vietnam, Nepal, and Pakistan.

The Videos

Bell Bajao was designed to be both an online and offline action-orientated campaign. Central to the campaign is a series of videos that encourage a simple action: if you hear domestic violence, go and ring the doorbell. All key campaign videos depict men overhearing a woman being abused behind closed doors. In turn, these men actively intervene by simply ringing the doorbell of the home where the violence is occurring.

Mallika Dutt, President and CEO of Breakthrough, explains that “to reach as wide and diverse an audience as possible, we decided to use video. Video reaches people where they are. Our hope is that by reaching newer and younger audiences in the spaces where they already communicate and engage, we will awaken a sense of interest and shared responsibility around issues critical to their lives, and their futures.”

“Bell Bajao’s message – “ring the bell” – is simple, and simplicity can be powerful,” continues Mallika. “A key reason why Bell Bajao has been successful in India, and has now spread to other countries, is that the campaign is inviting. It calls on everyday people to become part of something larger than themselves: a movement to create safe, violence-free relationships, homes and communities. The message connects with people in a deeply personal way, and I think that is really the heart of any successful ‘cause’ video.”

Spreading the Word

Since launching the campaign in 2008, Breakthrough has created a dozen official campaign videos. These videos, with their emotional subject matter and direct call to action, are the very heart of the Bell Bajao campaign. Breakthrough commissioned production companies to produce and edit their 12 main videos. While they work with professionals to make the official videos, Breakthrough also creates simpler videos themselves to ensure that they are keeping content fresh and giving their stakeholders reasons to keep engaging with their website and their YouTube channel. In fact, Breakthrough gives equal focus to the production and the distribution of all their videos – all of which are designed to amplify the campaign’s messages and encourage action.

“As social media took off, we began using Twitter and Facebook to take that community conversation even further. Our blog and social media presence are pioneering examples of the digital revolution in India – we opened up a space for visible and accessible discussions over the ‘private matter’ of domestic violence in an unprecedented way.”

Mallika Dutt
CEO, Breakthrough

Something to Tweet About

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Mallika adds: “The Bell Bajao website was built to enhance the community experience of the campaign. We wanted to create a space to connect, to share stories and, critically, to find resources if you or someone you know is experiencing violence. The Bell Bajao online community developed very organically through the campaign and has been going strong since 2008. As social media took off, we began using Twitter and Facebook to take that community conversation even further. Our blog and social media presence are pioneering examples of the digital revolution in India – we opened up a space for visible and accessible discussions over the ‘private matter’ of domestic violence in an unprecedented way.”

“Finally,” Mallika concludes, “having a robust and vibrant web presence really enabled us to connect with people outside of India. Very shortly after the blog took off, we began receiving stories of people ‘ringing the bell’ in Saudi Arabia, in Pakistan, in Vietnam – we began to hear that the campaign was taking off in places on the other side of the world! It was the beginning of Bell Bajao coming to life as a truly global campaign. The global reach really drove the message home that violence against women cuts across culture and geography.”

**Why They Work**

The Bell Bajao videos and accompanying website successfully highlight the effects and signs of domestic violence. They also very clearly suggest what can be done if you encounter domestic violence as either a victim or a bystander. The straightforward and very visual, direct call to action and instructions are crucial to the effectiveness of the campaign.

Flora Williams, Broadcast Manager at Carat, Europe’s largest media network, says that the “use of video really helps Bell Bajao make an impact, allowing the viewer to connect personally with the message whilst demonstrating the importance of the larger campaign. The combination of information delivered on the website and video content for an emotional reaction is enough to stimulate viewers into action. The fact that the video content is short keeps the viewer interested; we know that viewers tend drop off the longer a video is and a short length works as the main message is at the end. Also, the use of subtitles and sound allows the video to reach both native speakers and an international audience – even just the tone of the voices brings out the general message effectively, whether or not you are a Hindi speaker.”

The videos are constantly being shared through a variety of social media channels in large part because:

- True stories. Even though the campaign was initially launched in India, the content is (sadly) universal. Domestic violence happens all over the world and across socio-economic spheres. You may be watching a video meant for an Indian or Chinese audience, but the problem and suggested actions are universal. This encourages sharing across borders.
- Call to action. The campaign empowers individuals by suggesting a very simple and direct action that anyone can understand and do either by themselves or in a group: ringing the bell.

Bell Bajao very successfully highlights a problem that is not always easy to talk about and, just as important, suggests a course of action that anyone can take to help curb violence against women. The campaign was designed to be holistic and it is in this comprehensive approach, elevated by its engaging content, where its success – from a social media perspective – truly lies.

**Takeaways**

- **Keep it tight** – Pay close attention to the length of every video you produce. Long videos are not necessarily bad; just remember that the longer it is, the greater chance of drop-off. Ask yourself if everything in the video needs to be there.
- **Be prescriptive** – Ensure that every video you produce has a clear and easy proscribed action. In other words, always have “an ask”. Even if the ask is as simple as ‘subscribe to our YouTube channel.’ You have a captive audience, take advantage of it.
- **Coordinate content** – Mirror the themes, messages, and asks in your videos across your website and social media presence.

**Connect with Breakthrough**

- [breakthrough.tv](https://breakthrough.tv)
- [bellbajao.org](https://bellbajao.org)
- [facebook.com/LetsBreakthrough](https://facebook.com/LetsBreakthrough)
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**Something to Tweet About**

How #charities & #socialenterprises can create great #socialmedia content
Great Content

The American Red Cross

Hurricane App

Founded in 1863, the Red Cross/Red Crescent global network is one of the world’s most recognized humanitarian movements. The 189 Red Cross and Red Crescent Societies work together to meet the needs of the world’s most vulnerable communities. The American Red Cross was founded in 1881.

The App

Fully understanding the power and potential of mobile technologies, the American Red Cross has developed a range of apps that give people information in times of need, teach basic health and safety, and provide guidance during emergencies. With almost one million downloads since its launch in August 2012, the American Red Cross “Hurricane App” is among the most popular emergency preparedness and response apps available for both iOS and Android devices. Matt Goldfeder, Senior Director of Mobile Product Development with the American Red Cross, and his team designed the app “to provide users with instant access to lifesaving information on what to do before, during, and after a hurricane or tropical storm. This information is meant to help users make critical decisions.”

Among the app’s key features are:

- Priorities for what to do before, during, and after an event;
- Location based weather alerts that users can share on social networks;
- Maps showing current projected paths of storms and hurricanes;
- Personalised weather alerts for locations where family and friends reside;
- One touch “I’m safe” messaging to family and friends;
- Toolkit with flashlight, strobe light and audible alarm; and
- The locations of Red Cross shelters.

“The target audience for the Hurricane App,” highlights Matt, “is everyone who lives in hurricane-prone regions of the U.S. and those who live elsewhere but have family and friends in these areas. The content is available in English and Spanish based on the user’s language settings.”

Spreading the Word

With significant resources and reach, the American Red Cross is pro-actively encouraging its networks to talk, share, and download the app. Matt describes how “the ‘Download the App’ call-to-action is now a part of our organisation’s DNA. We promote all of our apps nationally and through our network of more than 500 individual chapters across the country. Our social media strategy actively engages the entire organisation, our partners, and the public. All of these entities are encouraged to not only talk about the app, but to also share critical safety information with the public and participate in broader online conversations related to disaster safety and response.”

The Red Cross’ analytics reveal that the app is being downloaded almost equally by men and women of all ages with the majority of downloads coming from the East Coast of the U.S. Matt notes how their “analytics tell us that app usage and downloads are most prevalent during “grey skies” (when disasters are actually occurring). We
consider the event at hand and tailor our messaging to address current concerns and information needs. This helps us turn people’s attention to the apps at times when it is most relevant.”

The Red Cross’ investment in the app has had great impact on both the organisation and its beneficiaries. “Our apps are now on more than 3.6 million mobile devices across the country,” Matt says. “People aren’t just downloading the apps, they are definitely using them. More than 400,000 people downloaded our Hurricane App during Superstorm Sandy (in October 2012). Right before and during Sandy, users spent the most time reading the preparedness information, tracking the storm, and reading and then sharing alerts through social media. Immediately after the storm, people used the app to locate Red Cross Shelters and to let loved ones know that they were safe. Real-time recovery information was added to the app so users could find locations of Red Cross food and bulk distribution sites, locations of FEMA disaster recovery centres and open gas stations to help those affected by the storm.”

Why It Works

Patricia McDonald, Chief Strategy Officer at global digital marketing agency Isobar, notes that the “app works because it directly leverages the native functionality of the phone. This is an area where apps command a huge advantage over the mobile web experience and something all too few applications really capitalise on. As well as thinking hard about all the different aspects of native mobile functionality the app can leverage, the Red Cross has also thought hard about the user journey and the app’s many different uses, enabling users to choose to access the app in different ways before, during and after a storm. This means the app can accommodate significant amounts of useful information at the planning and preparation stage without getting in the way of the user who needs essential information during a storm.”

“Even the more information-heavy sections of the app,” Patricia continues, “are designed to nudge the user into action with quizzes, checklists and toolkits to break content down into bite-sized, actionable chunks. There are some useful learnings here for anyone developing a mobile application, not only those within the charity sector.” Chief among these are:

• Make it unique. A mobile app should not simply offer a user-friendly version of your web experience. A mobile app can do anything a phone can. An app knows where the user is, it can access their contacts and social networks, it can detect motion and sound and capture images. A mobile app that does not leverage these native functions is missing a trick.
• Mobile vs. desktop. Think about how users consume content on mobile versus desktop; think about how you can make it as simple and action-orientated as possible.
• Simplicity. While not every application will be used in a crisis, mobile users across a range of sectors do need to be able to complete tasks as quickly and effortlessly as possible. Think carefully about the most important and time sensitive use cases for your app (this might be payment, booking or registration) and ensure they are both effortless (pre-populate forms, partner with seamless mobile payment solutions) and quickly and easily discoverable.

The Red Cross Hurricane app is an excellent example of an application that strategically uses everything mobile has to offer. The app also serves as an extension of the mission and activities of the Red Cross.

Takeaways

• Have a business case – Just because you can build an app, doesn’t mean that you should. Have a proper business case and understand what value the app will add to your organisation.
• Differentiate – If you decide to build an app, make sure that it has unique features that will differentiate it from other apps. Get creative; give people a reason to download it.
• Audience – Understand exactly who your users will be. Seek feedback during the development process and constantly refine it.
• Coordinate – Actively work with your networks to spread information about your app and use your analytics to see where and when you’re getting the most engagement.

Connect with the American Red Cross

redcross.org
redcross.org/mobile-apps
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youtube.com/AmRedCross
plus.google.com/+redcross

—with Matt Goldfeder, Senior Director of Mobile Product Development, American Red Cross

“Something to Tweet About

How #charities & #socialenterprises can create great #socialmedia content
Something to Tweet About
How #charities & #socialenterprises can create great #socialmedia content
As Facebook UK’s Head of Media Partnerships, Karla Geci helps a variety of content creators and publishers maximize their use of the Facebook platform. She took time out to share some tips on how you too can get the most out of your Facebook presence.

What constitutes good content on Facebook?

Good content is anything that encourages people to interact and share. Large photos tend to get high engagement, but also pages with great banter, insightful analysis, and interesting questions drive a lot of interaction with their fans. It’s about figuring out what works for your audience and tailoring your publishing strategy.

What are the most effective ways you’ve seen an organisation use Facebook?

I have three great examples: to mark their 100-year anniversary, Oreo set out to celebrate ‘the culture of the day’ for 100 days in 2012. Each morning, trending news stories were given a playful Oreo twist and shared on Facebook using simple page posting. This won them the Cyber Grand Prix award at the Cannes International Festival of Creativity.

Chase Bank worked with JustGiving to allow their Facebook fans to tell them which charities they should be donating to. By listening to their customers, they drove meaningful engagement and conversation on their Facebook Page.

And last but not least, the music station Classic FM used Facebook to drive traffic to a cheeky photo gallery containing the best insults ever heard in classical music. This resulted in more than 50,000 likes on the Classic FM website!

In your opinion, given the design of the platform, what is the most Facebook-friendly content that one can create and why?

Photos are some of the most clicked on pieces of content and this is true on both desktop and mobile. Images that are 600x600 pixels or larger are optimal. Also, get creative with your images - the Downton Abbey Facebook Page, for instance, uses images to share popular quotes from the show and engage users with simple and fun word search games.

Try experimenting with different types of content. Avoid simply going through the motions and doing what you’ve always done. And finally, remember to think about how the story will look and feel on mobile devices.

Does Facebook content have to be Facebook specific? In other words is putting out the same content across multiple platforms a good idea?

I encourage you to think about your users entire social media universe and the ways they engage with your brand on different platforms. Facebook is a powerful distribution and discovery platform – which aims to help users connect with the people and things they care about. Instagram, for example, is a great way to create beautiful images and videos that can then be shared widely on Facebook. The most important thing to do is to find out how to drive engagement with your content. The answer may be a coordinated publishing strategy that leverages the synergies between Facebook and Instagram for instance.
If I’m a small – to medium – sized organisation with a Facebook page, how often should I be posting content?

Again, first figure out how to drive meaningful engagement with your content. Prior engagement with stories influences the distribution and reach of future stories. Start with what you’d like to achieve with your Page and some intuition regarding the type of content to post and create a publishing plan. Use Facebook Page Insights to compare how one type of post does against another to determine what works with your audience and then adjust your plan.

Is it all about the numbers? Can you be successful on Facebook with a modest number of likes?

You have to remember that what’s important is the engagement, not just the number of likes. Ask how your audience is incentivized to like and engage with your page. Does your page post content that delights users, is it content they would be proud to share, is it interactive, does it reward fans? Facebook is a two-way communication platform so it’s important to ask questions and also respond. Many pages regularly host live Q&A’s using the comment reply feature. This is a great way to involve public figures associated with your brand.

Additionally, think about where you put the Facebook share buttons on your website – are you making your content easily sharable to Facebook? Some great sites that really highlight and encourage sharing are Buzzfeed, Slate, and Upworthy.

What does Instagram add to the Facebook experience?

Instagram is exciting because people are using it to tell stories through photos and you certainly don’t have to be a professional photographer to create engaging content on Instagram. There are many great examples of companies who are telling stories in new ways via their Instagram account. General Electric, which is probably not the first brand you’d think to search for on Instagram, posts amazing photos that highlight their research, technology and sustainability efforts. They publish powerful imagery, which doubles as great content for Facebook. A CNN journalist used Instagram in the field to share a unique perspective of North Korea, and the list goes on.

I think it doesn’t matter what type of organisation you are, there’s a way to connect with your audience on Instagram. Say why you’re there and share related content. All of my favourite Instagram accounts have personality and purpose and that’s why I like to follow them.

What features or capabilities does Facebook have that you wished more charities and social enterprises would take advantage of?

Our Insight dashboards for Pages, Websites and Apps. If you’re a Facebook admin, this is the best way to find out what’s working with your audience.

Hashtags and Graph Search are great tools for filtering your News Feed by keyword, such as #charitywater. It’s now possible to click on a hashtag and search by hashtag to filter for all public posts containing that hashtag. So when you include a hashtag in your post, that’s a call to action for users to join the conversation.
Top Tips
Jessica Mason

Jessica Mason, Lead at YouTube for Good, spends her days helping charities, nonprofits, and social enterprises learn how to get the most out of YouTube. Here she explains what makes polished YouTube content that’s guaranteed to engage your audience.

What makes a great YouTube video?
A great YouTube video is a video that tells a story. I tell nonprofits not to sit their CEOs down and let them talk at a camera. Nobody is going to watch that. To make a great video you need things that are action-packed and original. A great video can be so many different things as long as it sticks to that framework of: you’re telling a great story, you’re showing action, you’re informing your viewers. That’s the recipe for a successful video.

Does it matter if videos are professionally done or more on the amateur side?
Professional videos are wonderful and it’s great if you have the budget to make them. But that shouldn’t keep you from making videos. On YouTube we find that authenticity and storytelling tend to be more important than the quality of the video. That’s because YouTube is a broader community of people sitting in front of their cameras, talking, and sharing stories. People on YouTube crave authenticity.

One of the examples I love to use of this is Invisible People. I often pull up one of their videos. It has several hundred thousand views and he’s just interviewing a homeless person underneath a bridge. The sound quality of the video is awful, but it’s such a compelling story, it’s compelling footage, and it’s someone sharing a real, difficult experience.

How can someone format a video to make it YouTube friendly?
Length doesn’t matter much. But if you’re worried about length you can go into your YouTube analytics and find out how long people are watching your videos for and at what point they’re dropping off. So it depends on your audience and what they find interesting, which you can find out through your analytics. In terms of format, there are two things - first, the thumbnail image needs to be very compelling. So you don’t want a zoomed out, fuzzy image to be your thumbnail. Use an image of action, something closer up. You want to think about making something people want to click on with that thumbnail. The other thing is your metadata, or the words you use to tag your videos.

Also, titles matters - if you have a video around International Women’s Day, make sure you put that in the title of the video, that you tag the video with keywords that people are searching for that are related to your video. This also helps with both Google and YouTube search.

How can organisations make videos that inspire people to offline action?
Every video should tell people what you want them to do, even if its ‘subscribe to our channel to find out more about what’s going on’. If you’re fundraising you have to

“On YouTube we find that authenticity and storytelling tend to be more important than the quality of the video.”
Jessica Mason
Lead at YouTube for Good

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tell people ‘click here to donate.’ We try to give nonprofits special tools to create a call to action. If you go to YouTube.com/nonprofit, you can enroll in our nonprofit program and that gives you tools like a call-to-action button you can use in your videos - it will tell people where to click and it can take them to your website, or to where to donate. You want to make it simple, and something you can do. For example, the Rainforest Alliance video ‘Follow the Frog’ ends with a very easy call-to-action for its viewers.

I’ve posted a video on my YouTube channel, now what?

Don’t stop posting. I think the biggest thing that can be daunting and intimidating is when organisations put a video up and they just expect views to come. The thing to do is start spreading the video to your audience, for example through email, but you have to keep posting. Some people post every day, some people post once a week. If you’re just starting out I’d say post once a month or once every two weeks. The more you post on your YouTube channel, the more likely you are to come up in search results, and you’ll grow a following. You’ll have subscribers, people who know they can come to your channel for fresh content regularly. No one wants to visit a channel to see the same video they’ve already seen, so it’s important to keep posting. We know that people who subscribe to a channel watch a lot more videos then those who don’t.

You also want to be using YouTube as your hub and then spreading what you do on YouTube out onto other platforms. For example, 700 YouTube videos are shared on Twitter every minute. So one of the things you’re doing, if you’re a curator, you should be posting your playlists on Facebook, on Google+, on Twitter and making people aware of them.

How important is original content versus sharing someone else’s content?

It depends what you want. One of the great things about YouTube is you have the ability to create playlists and curate content. If you’re strapped for cash, you can still run a great YouTube channel where you make a few videos on your own, but you’re also regularly creating playlists around your cause. For example, ‘Here’s everything you need to know about the oil spill off the coast.’ You can make your YouTube channel a hub for people to go to just by being a curator.

Is it all about the number of views?

The number of views doesn’t necessarily mean success. You can have a big international hit and get millions of views, but that isn’t necessarily what every organisation wants or needs. What matters is getting the right content to the right people and making your channel a hub for information.

Another way of measuring success is how many people are doing what you want them to – how many are donating or clicking through to your website? Then compare that with the number of views that you got. Everyone wants to have a viral campaign – but you’re going to be better off with 1,000 people signing on to take action in a campaign than if you have millions of views but only 100 people that actually participate.

What features does YouTube have that you wished more charities and social enterprises would take advantage of?

Our Donate button! Only 10% of nonprofit channels have implemented the Donate button. You can have a button right there within your videos, or next to your videos, or wherever you want on your channel, that makes it really easy for people to donate. I just donated to CARE through their YouTube channel and it’s so easy to click through, you even get a tax receipt emailed to you straightaway.

What are the top pieces of advice you would give organisations that are looking to spread a message on YouTube?

Start by setting goals. A lot of nonprofits think ‘we should do a video’ without thinking through the goals of what they want out of this video. Once you figure out your goal(s), do two things:

1. Really commit and post regularly. Think of your YouTube channel as a TV station; you want to have constant programming available.
2. Make sure you’re doing everything you can to distribute your content on your Facebook profile, your website, your Twitter feed, Google+, and whatever other platforms you’re using.

Anything that you would like to add?

A lot of nonprofits shy away from video because they think of it as a lot of work. And it is – it’s harder than just writing something in 140 characters or writing a Facebook post – it’s time consuming. But video packs an emotional, powerful punch that text will never be able to accomplish. So if you can commit to video, do so, as it often turns out to be a worthwhile investment.

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**Top Tips**

**Ramya Raghavan**

The newest of the major social media networks, Google+ boasts some really unique and exciting features. Ramya Raghavan, Head of Politics and Causes for Google+, ensures that charities and nonprofits take full advantage of everything Google+ has to offer. She shares with us some practical tips on how to make Google+ work for you and your organisation.

Google+ is more of a new kid on the block than some of the other social media platforms. What are some of your unique features that charities can take advantage of?

You can think of Google+ as your identity across Google. And it has definitely been built to tie into other Google products. I think two features of Google+ that might be interesting to nonprofits are Hangouts on Air and Communities.

Hangouts on Air are video chats where up to ten people can participate. With the click of a button, you can broadcast this conversation live on YouTube for the world to see. After the Hangout on Air is completed, it can be uploaded to YouTube so you can continue to share the content with your audience. Hangouts on Air are a great way to hold meetings, town-hall events, press roundtables, debates, and more.

Google+ Communities gives people a venue to talk on Google+ about their shared interests. For example, the Crohn's Colitis Effect created a Community where people can discuss their personal experience with the disease, while the World Wildlife Fund uses their Community to encourage wildlife enthusiasts to share beautiful imagery.

Given its design, what is the best type of content that one can create and share on Google+?

Google+ is a really visual platform so posts with photos, GIFs (graphics interchange format) and videos tend to perform really well. High-resolution photos and videos show up larger in your Google+ stream, giving them even more prominence. The United Nations has used this strategy to attract over 1.5 million followers on their Google+ page. In addition, there is no character limit on text posts on Google+ and we often find that longer text posts spark more meaningful conversations on the platform.

Is there a big difference between creating and sharing content for Google+ for the desktop versus mobile?

When you’re creating and sharing content, it’s important to consider where your audience will be when they consume it. For example, it’s easy to flick through photos or text posts when you’re on the go with the Google+ mobile app. However, if you’re programming a Hangout on Air, you may want to consider doing it at a time when your audience may be at their laptop or smart TV so they can really immerse themselves in the content and watch for a longer period of time.

**Something to Tweet About**

How #charities & #socialenterprises can create great #socialmedia content
How can I make sure that I’m using Google+ to take advantage of all the different products in the Google ecosystem?

Practically, it’s important to use the same login and password when setting up your Google account so that you can make the most of how Google+ ties into other products. This way, when you stream a Hangout on Air on YouTube, the archived version will go on your YouTube page. And soon Google+ will help power YouTube comments so that viewers are seeing the most relevant comments.

You should also be linking with Google for Nonprofits, which provides a whole suite of tools specifically for nonprofit organisations, like free ad grants, which can help you market your work without a large budget.

What features does Google+ have that you wish more people would take advantage of?

Google+ is integrated into Google search. If you’re on Google+, your organisation can show up on our ‘nonprofit knowledge panels’ when people are doing searches on Google. When you search for a nonprofit organisation, like Kiva, on Google.com, you will see information to the right side of the search results that highlights the nonprofit’s financials, cause, and recent Google+ posts. You can start following the organisation on Google+ directly from the panel by clicking the Follow button. To learn more about related nonprofits, click on one of the organisations under “People also search for” and a carousel of similar organisations will appear at the top of the search results.

What are some of the most creative ways you’ve seen nonprofits use Google+?

We love seeing how organisations innovate with our platform and engage the community. We recently saw Camfed launch a #GirlsEdu fundraising campaign to send thirty African girls to school, with the help of the Google+ community. They also integrated Google+ Sign-In on their website to allow people to easily share their donation with their Google+ Circles.

Connect with Google+ & Ramya

- google.com/nonprofits
- plus.google.com/+RamyaRaghavan
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- youtube.com/googleplus
- @Ramya

The Monterey Aquarium is a local organisation in Northern California but they’ve used Google+ to reach a global audience. They consistently post exciting images and videos of the creatures that inhabit the aquarium, giving people who can’t visit a vivid glimpse of what’s happening. In addition, they regularly host Hangouts on Air so that the public can ask questions of the aquarium’s experts about different exhibits.

What are your top three tips for organisations wishing to strategically use Google+?

One would be to think about your goals first and apply the right social tactic to meet those goals. For example, if your goal is to connect with press from around the world, you might consider doing a press conference via Hangout, to connect with reporters that you couldn’t otherwise. If your goal is to rally your volunteers, you might want to create a Google+ Community for those volunteers so they can connect and share best practices.

Two, use hashtags. Hashtags are becoming an important discovery mechanism on Google+ and in Google search. For example, now, when people search a particular hashtag on Google (say, #environment) they may see a cluster of Google+ posts that feature that hashtag on the right side of the search results page. Adding relevant hashtags is a great way to get your content discovered in the wider Google ecosystem.

And last but not least, lighten up. Some of the most interesting posts we’ve seen in the nonprofit space feature animated GIFs that help bring a cause to life. For example, fashion designer Marc Jacobs created a fun Google+ GIF to celebrate marriage equality. You can create your own GIFs easily with Google+’s “Auto-Awesome” tool, just shoot a series of photos in “burst mode” on your phone or camera and upload to Google+. Google+ will automatically turn them into a GIF!

Something to Tweet About

How #charities & #socialenterprises can create great #socialmedia content
Every year, more and more money is raised online for charitable causes. Social media has and will continue to play a big role in the growth of online fundraising; it is quickly becoming the dominant way people find out about causes and how to support them. JustGiving has been on the forefront of online fundraising since its launch in 2001 – the platform has helped organisations raise more than £1.5 billion. We asked Jonathan Waddingham, JustGiving’s Social and Labs Product Manager, how best to marry your social media presence and your online fundraising activities.

How does JustGiving fit into the social media space – is it more than just a mechanism for online donations?

The site has always been social to a certain extent, as it’s mainly people giving to other people, but social media has given us a new and powerful way to amplify that behaviour and reach more people. Facebook and Twitter have become incredibly effective channels for fundraising – in the past we used to rely on people emailing their contacts. Now those contacts are primarily found on social media websites. So whilst the fundamental behaviour of telling people about fundraising hasn’t changed, the tools and mechanics have.

How can an organisation best integrate JustGiving into their website and their social media profiles?

It depends on the size of organisation and their technical proficiency. At the basic end, an organisation can use our embeddable buttons to easily link to fundraising and donating on JustGiving from their website, so their supporters have a simple journey on a trusted platform. Charities active on Facebook can add our app to take donations on Facebook. The more advanced can create bespoke experiences and tightly integrate fundraising and donations by using our range of APIs (Application Programming Interfaces), which are basically a way of taking all the functionality you have on JustGiving, and integrating it into your charity’s own website.

Does JustGiving lend itself better to one social media platform over another?

Nearly 50% of our traffic comes from various social media platforms, but we see most traffic, almost 40%, come from Facebook sources.

“’We’re getting close to the time when 50% of our traffic comes from various social media platforms, but we see most traffic, almost 40%, come from Facebook sources.’”

Jonathan Waddingham
Social and Labs Product Manager, JustGiving
closer network and those people might be more inclined to support your fundraising activities. Given the depth of integration we can do with Facebook around apps, sharing and Timeline, we also allow our users to connect and share on Facebook in a way that isn’t possible with any other network at the moment.

"We know about 10% of people share their donation to a fundraising page, and we know each Facebook share is worth an average of £5, so we could help charities raise even more if even more people shared their stories.”
Jonathan Waddingham
Social and Labs Product Manager, JustGiving

In your opinion, given JustGiving’s design, what is the best type of content that one can create for a JustGiving page?

Having a good photo and clear story are important on the page (for example, runners with a picture on their JustGiving page raise a third more on average than those without) but content around the ‘ask’ is just as important. Crafting your 140 character message or Facebook share to drive people to your page in the first place is key. And that’s about distilling your campaign to answer the simple question of ‘what are you doing’ and ‘why’ in as few words as possible.

What features does JustGiving have that you wish more people would take advantage of?

I wish more people shared their donations. We know about 10% of people share their donation to a fundraising page, and we know each Facebook share is worth an average of £5, so we could help charities raise even more if more people shared their stories. Obviously we’re trying plenty of different ways to do this, so watch this space.

What are your top tips for organisations wishing to strategically share their JustGiving activities across their social media platforms?

1. Keep a look out for supporters who are sharing their fundraising activities and amplify them. For example, listen out on Twitter for people raising money for you, and talk to them and retweet them to your audience.

2. Don’t forget mobile. Facebook mobile is now the second biggest source of traffic to JustGiving, bringing more people than Facebook desktop, so we’ve seen a huge shift in mobile usage - from 4% in Jan 2010 to 46% mobile and tablet visitors in Jan 2013. The rise of social media use on mobile is the main driver of this mobile growth, so it’s vitally important that charities bear that in mind when sharing content on social networks.

What are some good examples of charities using JustGiving creatively and strategically?

Last year Cancer Research UK trialed a new fundraising event called Dryathlon, where the aim was to encourage (primarily) men to give up alcohol for January and raise money at the same time. The reason it was so creative was that CRUK thought about this event with social at its core - they provided lots of content for their fundraisers to share, and encouraged them with badges to reward them for being a dryathlete. Not only was this creative, it was massively effective. Participants who received badges raised up to 40% more than those who didn’t, and the overall event was a huge success, raising over £4 million in the first year.

On the more strategic front, Tree of Hope (a UK charity focused on supporting sick children and their families) invests in helping their supporters raise more money - for example, they follow-up with everyone that sets up a JustGiving page for them and encourage them to use our free text giving service as well. So far this year they’ve raised an extra £8,000 in text donations – all on top of their online fundraising.

Connect with JustGiving & Jonathan
justgiving.com
blog.justgiving.com
facebook.com/justgiving
@JustGiving
@Jon_Bedford

Something to Tweet About
How #charities & #socialenterprises can create great #socialmedia content
Top Tips
Jacqui O’Beirne

For our last interview, we thought we’d turn it over to someone in the thick of it. Jacqui O’Beirne, Head of Digital Marketing at the Dogs Trust, develops and executes the Dogs Trust’s social media strategy. Founded in 1891, the Dogs Trust is the largest dog welfare charity in the UK. Jacqui shares her social media experiences, learnings, and some top tips.

On which platforms is the Dogs Trust most active?
We are currently most active on Facebook and Twitter, though we are dipping our toes into Google+, Tumblr, Pinterest, Instagram, and Vine. We like to be early adopters but we are also aware of what our core activity is and we can’t spend a lot of time creating content that only a few hundred people are going to see. We treat each audience as the individuals they are and try to create content that they will like.

How did you build your social media audience?
At first we spent a lot of time talking to ourselves – as you do on any new platform – and started to wonder why we were there. But we then decided to tap into our large email database by sending them emails about our social media profiles to make them aware of where we were. We also decided to automatically email every new person that joined our database with the info. It took a long time and was a very slow burn, but watching the numbers go up (back then it was numbers game!) was amazing. When we got to 10,000 we were ecstatic; to reach 100,000 was only ever a dream but now we are pushing 600,000 on Facebook and over 100,000 on Twitter.

What kind of original content does the Dogs Trust create?
We are lucky to have a subject matter that is very easy on the eye so it’s easy for us to create original content and to get it shared far and wide. We work hard to make sure each photo or video conveys the right message. I have also been lucky over the years to always have great team that can see an image and be creative with it, whether it’s finding a celebrity look-alike or putting a great caption to what otherwise would be just another dog photo.

What content creation advice would you give organisations whose content is not “as easy on the eye” as dogs and puppies?
Use your assets. If your subject matter is a little unusual or difficult, use the people of your organisation, or those that have benefited from your charity or service; a happy smiling face can do wonders. One popular post we have done in the past was a simple ‘thank you’ to all the mothers out there for Mothers Day: we used an image of a person rather than a dog, but as it was a message that was relevant to everyone it was shared quite a lot.

Something to Tweet About
How #charities & #socialenterprises can create great #socialmedia content
I also think it’s important to look at what your competitors are doing. Never be afraid to do the same or improve on what they do - we all learn from each other and in the end it’s the cause that benefits by getting our messages and brands out there.

**Do you encourage your social media audience to create and share content on your behalf?**

We always encourage people to share pictures of their dogs with us, we love to see those happy faces and hear their stories. We celebrate all dogs and are happy to see any dog on our feed. And we are currently launching our new #presspaws campaign which will be asking all our supporters and followers to help us create a tumblr blog full of user generated content (www.presspaws.org.uk). The blog is a feed of pictures of people ‘pressing paws’ with their dogs – and many look like they’re high-fiving or holding hands! The idea is to raise awareness of our Christmas campaign, about taking time to think if you really have the time to care for a dog for the rest of its life.

**When it comes to sharing your original content, how do you guarantee engagement while staying true to your strategy?**

We made a decision about 18 months ago to brand all our imagery, as we were aware that it was being shared and the message was getting lost. Now everything will have the logo and a call to action within the image so when it shows up elsewhere it’s still clear its ours.

We have our core organisational objectives in the back of our minds with everything we do. But we also have to be aware what our supporters want - though we do a lot of serious campaigns, we have to do them in a way that engages people (often this means enhancing serious messages with nice imagery so that the posts will be shared).

**What kind of content do you share on Twitter and why?**

We share our dogs for rehoming, for obvious reasons! The day is drawing nearer that all dogs must be microchipped, so we retweet a lot of microchipping events because we want to be shown as a leader on this. We share fundraising pages of our supporters, and highlight events we are taking part in such as the recent Animals in War service for Remembrance day. We try and have an image with every tweet we broadcast to ensure a retweet or two!

**What top three pieces of advice would you share with a small – to – medium sized charity or social enterprise with no capacity devoted to social media?**

Do It - find the one network where your supporters are hanging out in and concentrate on that.

Schedule – If you have limited time, spend a short time once a week scheduling your posts or tweets for the week. Even if you post just once a day people will look out for it and a loyal following will do a lot of the hard sharing work for you.

Brand everything – in a world of sharing once your image is out there it’s no longer your own but make sure people know where it came from, wherever it ends up.

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“**Big numbers don’t mean big engagement. We rehomed our first dog with very few followers.”**

Jacqui O’Beirne
Head of Digital Marketing, Dogs Trust

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**Something to Tweet About**

How #charities & #socialenterprises can create great #socialmedia content
On a Budget
Creating great content with limited funds

This guide features some great pieces of content from organisations with widely different budgets and resources. Given that most charities and social enterprises don’t have much income to invest in content creation, we wanted to explain how, even with a limited budget, anyone could create any of the four types of content we highlight.

Blogs
Blogging is one of the cheapest ways to generate and distribute original content. There may be some costs associated with building a blog into your existing website, but these should be minimal. Nowadays, backend blog management and analytics software, like WordPress and Google Analytics, is either free or cheap (not to mention, easy to use). For those smaller organisations with no website or absolutely no budget, creating a bespoke blog on a site like Tumblr is free. In fact, the only real cost associated with blogging is time: the time to write and distribute a post and the time to manage and learn from your analytics.

Pictures
Sharing photos is an easy way to incorporate engaging, user-generated content into your campaigns or daily social media activity. Nearly every type of mobile device (e.g. phones, tablets, etc.) now comes with a camera, and the popularity of photo sharing apps such as Instagram means you can instantly share unique images that reach audiences across several platforms. Taking a picture of something as simple as one of your volunteers in action can be compelling for the right audiences. Additionally, pro-actively asking your followers to share their photos with you on social media includes them in your activities and gives you a bank of original content at no real cost (other than time).

Videos
Though a bigger budget may help you produce a more polished video, the most important aspects of a successful video are actually authenticity and storytelling. You can tell an interesting and original story by filming from any smartphone, digital camera or an inexpensive flipcam. Nearly all computers now come with basic video editing software; and even easier to use is YouTube Editor, which, though quite basic, has the tools to help you create a succinct and compelling video. Creating one or a series of videos using these tools keeps your YouTube channel updated with fresh, engaging content and provides great material for your website, blog, and other social media channels.

Apps
Apps often require some budget to produce. However, there are ways to reduce the costs. When designing an app, create a roadmap for it and develop it in phases. Ensure that you know what you want your app to do and that you understand who your users will be. You also want to make sure that the app will have some unique features in order to set it apart from the thousands of apps already available. The first build should be the app in its most basic form, this will help keep costs down and allow you to test how users respond. Sites that offer free services, like “Mobile by Conduit,” can help you get started. Based on your users, develop for only one platform at the beginning (e.g. iOS, Android). Plan to add additional features later as feedback comes in. Once you’re happy with the basic build, shop around to see who out there can build on what you’ve already done for the best price.

Something to Tweet About
How #charities & #socialenterprises can create great #socialmedia content
Below is a list of online resources to further help and inspire you to create and share great social media content. Under each of the platforms featured in this guide, we list their official publications and webpages dedicated to charities, social enterprises, and nonprofits. We then list some of the websites and blogs that excite and inspire us.

### From the Platforms

**Facebook**
- Facebook Pages: A Guide for Causes and Nonprofits [goo.gl/q1yp6i](https://goo.gl/q1yp6i)
- Facebook for Business [goo.gl/U1rbkN](https://goo.gl/U1rbkN)

**Twitter**
- Twitter Success Stories: Nonprofits [goo.gl/84kWFH](https://goo.gl/84kWFH)
- The Twitter for Good Blog [goo.gl/UFzvxu](https://goo.gl/UFzvxu)

**YouTube**
- YouTube Nonprofit Program [goo.gl/nFFRti](https://goo.gl/nFFRti)
- YouTube's Playbook for Good [goo.gl/Rxlxw9](https://goo.gl/Rxlxw9)

**Google+**
- Google+: Best Practices for Nonprofits [goo.gl/M34jQt](https://goo.gl/M34jQt)
- Google for Nonprofits Blog [goo.gl/z5pOZn](https://goo.gl/z5pOZn)

**JustGiving**
- We Make Giving Social - JustGiving's Blog [goo.gl/dKWtGD](https://goo.gl/dKWtGD)
- JustGiving Charity Support [goo.gl/kHLMxT](https://goo.gl/kHLMxT)

### From Around the Web

- Mashable [mashable.com](https://mashable.com)
- Nonprofit Tech for Good [nptechforgood.com](https://nptechforgood.com)
- Social Media Week [socialmediaweek.org](https://socialmediaweek.org)
- Venturneer [ventureneer.com](https://ventureneer.com)
- UK Fundraising [fundraising.co.uk](https://fundraising.co.uk)
- HuffPost Impact [huffingtonpost.com/impact](https://huffingtonpost.com/impact)
- Sofii [sofii.org](https://sofii.org)
- Claire Diaz Ortiz’s Blog [clairediazortiz.com](https://clairediazortiz.com)
- Zoe Amar’s Blog [zoeamar.com](https://zoeamar.com)

Something to Tweet About

How #charities & #socialenterprises can create great #socialmedia content
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About Social Misfits Media
Social media and mobile apps have changed how we do good in the world. At Social Misfits Media our mission is to further this tech-based revolution. That’s why we help charities and socially conscious businesses use social media and mobile apps to better interact with the people critical to their success. Our work focuses on developing dynamic social media strategies and mobile apps for marketing, campaigning, and fundraising purposes.

Social Misfits Media was founded by the team behind I.G. Advisors. I.G. is a consultancy working with individuals and institutions to create and implement effective philanthropy, CSR, and fundraising strategies.

About Aegis Media
With consumers more connected, through a range of devices, than ever before, the era of media convergence is presenting many opportunities as well as a new, complex media eco-system. From identifying who the consumers are, to how they make their decisions, Aegis Media helps clients build consumer relationships by communicating their products and brands effectively.

Through our brand businesses of Carat, Isobar, iProspect, Posterscope and Vizeum make the best use of today's media mix to bring to life the right communication strategy and deliver the best results for clients. Our services include communications strategy through digital creative execution, media planning and buying, mobile applications, SEO, brand tracking and marketing analytics.
GOING SOCIAL
Tapping into Social Media for Nonprofit Success

THIS GUIDE INCLUDES:

• Social Media Fundamentals—Where to Start
• An Overview of Social Platforms, Strategies and Tactics
• Tips for Adding Social Media to Your Communications and Marketing Programs
• Case Studies Highlighting Successful Social Media Strategies
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ABOUT THIS GUIDE

This guide was created by the Social Media Group within the Convio Services Team. Convio Services, a team of experienced interactive professionals passionate about charitable change, has worked with more than 1,400 nonprofit organizations in the United States and Canada on Internet projects. This guide was designed specifically for nonprofit professionals as a means to discover and deploy successful social media programs that further your mission.

💡 For more detailed best practices about social media for nonprofits, refer to the Additional Resources section at the end of this guide, or visit http://www.convio.com/social-media.
INTRODUCTION: WHY SOCIAL MEDIA IS IMPORTANT FOR NONPROFITS

With its growth in popularity, social media has become one of the hottest topics in the nonprofit sector for organizations of all sizes and across verticals. What started out as a way to reconnect with friends and family has grown into a means for nonprofit organizations to spread awareness about key issues, mobilize supporters, raise funds and create online advocacy movements.

Despite its wide-spread adoption, many organizations still have questions about how to use social media to further their missions and how the tools can benefit programs. Common obstacles nonprofits face when adding social elements to their communications and marketing efforts include: resourcing, understanding best practices, learning the nuances of specific tools, and measuring ROI.

As with any new technology, familiarity builds confidence. Additionally, having clear objectives simplifies planning and execution. Social media need not be overwhelming or difficult. It is a supplemental communication channel that can add tremendous value to your supporters and organization.
Social media is a low-cost, effective marketing channel that allows you to empower your supporters to share your organization’s mission and achievements. It also makes it easier for potential supporters to discover you. Some of the benefits for utilizing social media include:

• Building awareness of your mission by driving traffic to your website and social media properties.
• Growing your organization’s influence by cost-effectively acquiring new supporters, donors and volunteers.
• Harnessing the passion of your most active supporters by empowering them to promote your organization’s various programs.

Every day, social media’s influence grows and becomes woven into everyday life. This phenomenon is validated by the rapid adoption of social media technologies. Even more critical for nonprofits is the fact that social media usage is not limited to any one demographic. As of July 2010:

• **Facebook has 500 million users** and 50% of these people log on daily. ([http://www.facebook.com](http://www.facebook.com))
• **Twitter users send out 65 million tweets per day.** ([http://www.twitter.com](http://www.twitter.com))
• **YouTube exceeds 2 billion views a day** with the average user spending 15 minutes on the site. ([http://www.website-monitoring.com](http://www.website-monitoring.com))
• **More than 126 million blogs are on the Internet.** ([http://www.blogpulse.com](http://www.blogpulse.com))

To be successful in social media, you need a basic understanding of social platforms and technologies, their benefits, and how to construct a plan that ensures you’re putting the right tools to work for your organization. In this guide, we’ll uncover the advantages of various strategies and tactics so you may begin to develop a plan for incorporating the right social media techniques that support your marketing and communications objectives.
SOCIAL MEDIA’S IMPACT ON NONPROFIT COMMUNICATIONS

The last decade has seen a massive shift in how people consume and interact with information. The Internet’s communication channels, in conjunction with the advent of social media and social networking technologies, have forever changed how people interact with each other and brands.

For nonprofits to capitalize on the opportunities in social media requires them to embrace that technology now allows supporters to engage with your organization unlike ever before. Communication has shifted from a monologue, where you broadcasted your nonprofit’s mission, to a dialogue where more and more your organization’s branding and positioning is controlled by your supporters and detractors. Competence in social media is becoming a critical component to every activity a nonprofit pursues in order to make an impact.

What is social media? Social media refers to online communication channels that facilitate interaction and media distribution between people. Unlike more traditional online channels, social media allows for participation, engagement and real-time feedback on the part of supporters and constituents.

In the past, organizations could only broadcast messages with the use of email or a website. Now, online channels have opened and permit anyone to create content through blogs, hold real-time conversations on micro-blogging platforms, and develop a network of both personal and professional contacts. In other words, social media is creating a fundamental shift in the way people communicate online—changing your interactions to be more of a conversation with supporters.

Why does this matter to nonprofits? **At the core of social media are the social elements it enables. In short, it’s all about connections.** To nonprofits, this is crucial as these tools help build relationships by relating to the personal interests and emotions of supporters, thus building stronger bonds.

Successful social media programs add a multiplier effect to your existing communications. Social media provides the tools to empower supporters to distribute information to their personal and professional networks, effectively amplifying your message to individuals with shared values and interests.
Your constituents are exercising their voices online now more than ever before. With the increased capacity to communicate comes the capability to simply and inexpensively reach people online. Every supporter, advocate and donor can consume information being shared about your organization in social channels, as well as share information on your behalf. How well you influence the conversation online and empower supporters to spread your message will ultimately determine the success of your social media programs and online communications.

Who is using social media? Everyone.
All generations are adopting new social behaviors, taking advantage of social technologies online to interact in unprecedented ways. Debunking the myth that social media is used exclusively by younger generations, The Next Generation of American Giving study highlighted that not only is there a true cross section of age groups regularly using social tools, but also that these tools are seen as an appropriate channel for solicitation. That means each generation of your supporters is active in social spaces, and consider social media on par with email when it comes to engaging with them and soliciting their help.
Changing Communication Preferences & Broadening Scope

In an increasingly wired world, supporters are deciding how they want to communicate and receive messages in accordance to their personal preferences. While email, direct mail and traditional websites will continue to play an important role in marketing, social media is now a preferred channel of communication for many people. *By “fishing where the fish are,” nonprofit organizations can reach their audience through their preferred means of communication.*

Multi-channel marketing is not a new concept, but as fundraisers and advocacy organizations are now witnessing, limiting the scope of communication activities to traditional channels is becoming increasingly risky. In addition to the changing preferences of current supporters, new supporters will be more challenging to reach if social media is left out of the marketing mix. By incorporating social elements into communication plans, a broader audience can be reached, thus impacting the awareness of your organization and opportunities for involvement.

Social media isn’t a silver bullet that can instantly make your nonprofit’s communications more effective, but it does provide nonprofits with the ability to extend the reach of those communications. Below are ten key benefits that social media offers to nonprofits.

**➤ Ten Key Benefits of Social Media for Nonprofits**

1. *Learn what your supporters are saying* and sharing about your organization.
2. *Drive traffic* to your various web properties—website, blog, Facebook, etc.
3. *Improve results* on search engine result pages with keyword rich content.
4. *Drive visitors to online donation pages.*
5. *Enable supporters to distribute messages* about your organization through their social web presence.
6. *Empower your most passionate and influential supporters* to promote your organization.
7. *Enable grassroots movements* in real-time and rapidly respond to unforeseen events.
8. *Humanize your organization* by not limiting communications to traditional methods or messages.
9. *Acquire new contacts* and build your email housefile.
10. *Increase trust and loyalty from your supporters* by allowing them to share their voice through feedback forums.
SOCIAL MEDIA PRIMER FOR NONPROFITS

Before diving into creating your social media plan and identifying the appropriate tactics, it’s helpful for nonprofits to get acquainted with the basic social media elements and become familiar with the most widely used tools and platforms.

Social Media Tools

A seemingly endless number of technologies are available to publish and distribute content through social channels. Every year there seems to be a new popular social media application that is a can’t miss communication tool. One shouldn’t get stuck trying to determine how your organization should use each social media tool; rather, spend your time trying to ascertain what tools will help support your organization’s communications strategy. Instead of asking, “What’s our Facebook strategy?” it would be more useful to ask, “How can Facebook further our communications and marketing programs?”

The top types of social media tools and the most common platforms within each category include:

**Social Networks:** Facebook™, MySpace™, LinkedIn™

Social networks are websites that focus on building and reflecting social relationships among people. Typically these online services allow users to setup profiles and communicate with each other by sharing information about the user and anything they choose to share with “connections” such as information, pictures, videos, webpages, etc. Boosting interactions amongst users is the capability to comment on and re-distribute information to connections in either a one-to-one personal communication or sharing information with a group of users or connections.

**Blogs:** Wordpress, Typepad, Blogger, Convio Content Management System

Blogs are websites that allow users to easily publish information and share content, often in the format similar to a personal journal. Blogs can be used to share factual news, advice, best practices, personal opinions and personal interests. Blogs often describe real experiences and insights and provide a forum for feedback that empowers readers to share information and engage with the site beyond simply reading content.

**Microblogs:** Twitter™, Tumblr, Plurk™

Microblogs are a shorter form of blogs that allow users to post short messages—typically 140 characters or less. Microblogs are used to share news, articles and links to web pages that may be of interest to the individual’s network. They are also popular for holding interest-driven, collaborative conversations in real-time. Unlike social networks, following users does not have to be reciprocal so users can “follow” as many people as they like. Also, because most users create public accounts, these conversations can be seen by anyone, providing an opportunity to monitor communications taking place publicly.

**Video Sharing Sites:** YouTube™, Vimeo™, Blip.tv™

Video sharing websites allow online users to post and distribute video content for others to watch and share. Videos can be embedded easily on other websites and shared with
contacts by passing along the web address or URL to a video. Some websites, such as YouTube, offer special features at no cost to nonprofit organizations.

**Photosharing:** Flickr™, Picasa, PhotoBucket™
Photosharing websites create a virtual place where a person or organization can publicly share pictures. Pictures can be posted that others can be directed toward or that can be found through the site’s online search. Keyword tagging capabilities in each picture helps to ensure searchers can find relevant content.

**Online Communities:** Ning™, BuddyPress™, Jive, Chatter
Online communities are social networks focused on a specific audience or topic. Often referred to as “white label” social networks, communities help bring people together to create groups, start discussions, upload media, and include feeds of relevant information. Information in online communities usually focuses on specific topics, interests or segments of people.

**Social Bookmarking:** Digg™, Delicious™, StumbleUpon™
Social bookmarking websites make it easy for your organization and its supporters to collect web pages on topics of interest and share them with your respective network of friends. Bookmarking content makes it easier to keep up to date with the latest information by “crowdsourcing,” tapping the collective intelligence of your social network to find the latest and most relevant information. Social bookmarking sites help create an easily discovered and easily shared repository of content.

**Geolocation Location Based Services:** Foursquare, Gowalla, Whrrl
Geolocation applications on Internet-enabled personal devices allow users to share their whereabouts with friends. These applications utilize GPS technology to help users find friends and discover new places. Sharing of tips and pictures of venues is allowed and incentives such as status badges are offered to encourage continued participation.

➤ **Five Things To Do Before You Get Started**

Before you dive in, review these five tips every individual should do before implementing social media at the organizational level.

1. **Start using the tools yourself**—there is no substitute for real world experience.
2. **Teach stakeholders how to use the tools**, explaining the benefits and problems they can solve for your organization.
3. **Listen to what your constituents are talking about** on social channels.
4. **Sign up for alerts** of your brand with tools like Google Alerts or Social Mention.
5. **Follow thought leaders** to gain insight into trends and topics of interest.
GETTING STRATEGIC WITH SOCIAL MEDIA: START PLANNING

As with any other medium used in communication, every nonprofit should first create a plan before embarking on the use of social media. A good plan involves assessing your organization as a whole, defining what it wants to accomplish, and identifying the right approach to ensure you are well-positioned to achieve your goals. By evaluating these areas, a well-planned strategy can be created to develop social media programs that suit your organization.

Identify Your Objectives

The first step in creating your strategy is identifying the desired outcome and defining what success will look like. Depending on the type of nonprofit organization and the stage of social media use, objectives may vary widely from one organization to another.

To prevent the risk of launching on an unrealistic plan, start small by addressing one to three objectives, and then add to your goals after you’ve achieved preliminary success. Below are examples of different objectives a nonprofit may define at varying stages of a social media strategy. *If one of these examples meets your organization’s needs, feel free to plug them directly into your plan.*

**Objective #1: Building Awareness**

- Gain a better understanding of the perception of your organization among supporters and detractors.
- Be more responsive to your supporters on a regional, local, or individual level.
- Build a more meaningful relationship with constituents by providing them with useful information online.
- Establish your organization as an expert resource and information provider.

**Objective #2: Driving Action**

- Empower supporters to create content for your organization.
- Drive traffic to your organization’s various web properties—website, blog, social media instances, etc.
- Raise more funds online by leveraging the peer-to-peer nature of social media.
- Grow your email list by driving people through social media to online pledge sign-ups.

**Objective #3: Advancing Engagement**

- Enable your most passionate supporters to distribute information on your behalf and amplify the impact of your marketing efforts.
- Leverage influential users online to drive action around timely campaigns. Passionate people want to contribute to your organization’s success.
- Mobilize supporters to take a specified action in times of crisis or timely issues.
- Organize volunteer efforts in emergency situations.
Evaluate Your Objectives
It goes without saying that social media, like any other channel, should not be viewed as an outlier in the marketing mix and thus should complement what your organization is planning to achieve. **After outlining your social media goals, confirm that these objectives align with your organization’s overall goals,** and that the goals will be viewed as keys to success by your organizational stakeholders. Additionally, ensure that success can be recognized from the objectives defined so that you can prove they were met—both quantitatively and qualitatively.

If one of your social media objectives is to “mobilize supporters to take a specified action in times of crisis or timely issues,” then ensure that this correlates with your overall objectives and that mobilizing supporters to take action is in fact a goal that is supported by your entire organization. If you decide this is an important goal, then outline what elements can be analyzed to track success such as names added to your email list or advocacy alerts completed.

Evaluate Your Audience
To reach your target audience effectively, you know how and where to find them. As with defining your objectives, there is no “one size fits all” audience segment or location online.

*To properly learn about the audience(s) you hope to reach, start by asking the right questions about this group.* Your aim is to gain insight into what tactics will be most effective. These questions will help you create the right strategy and tactics to meet your objectives.

**Engagement**
- How engaged is your target audience with your organization?
- Would they be willing to engage at a greater level through social media?
- How high is their level of awareness and interest?
- Do they have the capability and desire to become online advocates?

**Activities**
- How does your target audience currently use social media?
- What types of people, brands and nonprofits are they engaging with? Is there a pattern in the type of content they prefer?
- What benefit are they getting from the activities in which they participate?

**Tools**
- Which social media tools does your target audience use today?
- Are they using different tools for different activities?
- How proficient are they with the social media tools they use?
Evaluate Your Organization

Defining goals and developing a profile of your supporters are tasks that are fairly easy to complete. However, evaluating your organization requires a higher level of objectivity and acceptance. In order to make social media truly successful, an organization must be committed to achieving the goals it set out to achieve. To ensure this is the case, culture and capacity must be reviewed dispassionately.

Culture

Many organizations are apprehensive of social media due to its unstructured, open nature. Fear of losing control of the message, receiving negative feedback from supporters, being overwhelmed by feedback, and making mistakes in a public forum are very common. In evaluating culture, the organization has to acknowledge these fears and risks, and accept that the things they fear will happen. What you and your organization can control is how you plan to respond when these moments arise.

Tips for evaluating your organization’s culture:

• Talk with stakeholders in your organization before investing in your social media initiative.
• Make a list of everyone’s concerns and discuss how they could impact the organization.
• Put together an agreed upon response protocol when confronted with these concerns.
• Share examples of how other organizations have addressed similar situations.

Capacity

While most social media tools are free to use, the time your staff members spend using those tools is not. Allocating appropriate time to managing your social media efforts is necessary and varies depending on your objectives. While there are no rules on resource allocation, you can expect two things—you probably won’t get everything right the first time, and it may take time to gain support.

Tips for measuring your organization’s capacity:

• Plan on experimenting with the tools, the tone of voice you use, and the frequency of your communications.
• Assign a small group to do most of the work until you refine your policies and procedures.

Five Tips To “Sell” Your Social Media Strategy to Management

Once you have the elements of your strategy defined, you need to get approval. Here are five proven ways to show the value of social media to management.

1. Focus on the alignment between your organization’s goals and social media objectives, highlighting that social media can be a tool that helps your organization get to where management aspires it to be.

2. Detail the level of thought that went into the proposal, highlighting how your strategic planning goes beyond just using new tools.

3. Highlight measurable objectives, and define how success can be proven and measured.

4. Show examples of similar organizations having success with social media.

5. Accentuate the benefits of having a deeper relationship with supporters, and discuss how social media can develop this in an ongoing manner.
• Find internal advocates and social media enthusiasts to join the group and harness their passion to help your organization succeed.

• Dedicate an allotted time each day/week exclusively for social media activities. Developing a routine makes managing programs easier.

Advanced Techniques with Social Strategy

If you currently have some social media presence, and you’re looking to increase the impact of your campaigns, here are considerations that can help make your programs more effective.

Incorporate Social Media Into Your Overall Communications or Marketing Plan

Rather than creating a separate plan, integrate social media into the next marketing plan you draft so that it becomes one of the fundamental elements.

From the beginning, your organization can ensure that all objectives across the plan align with what the organization needs to achieve. Email, direct mail, events and social media can work in harmony—helping one another to be stronger and integrated in how they each reach target audiences, achieve key objectives, and correspond to the unique needs of your organization’s culture.

Graduate from the Basics and Create Social Media-Specific Campaigns

Once social media has proven itself as a viable communication channel for your organization, the next step is to get creative with the campaigns you develop, making sure you maximize the potential of social media.

This is a chance to experiment and use creative ways to leverage the social nature of the new tools. From asking supporters to change their avatars on social networks to reflect your campaign to empowering social sharing of personal stories and experiences, the potential for campaigns that stand out are endless.

Get started by asking a few key questions:

• What new audiences could you reach with social activities? What activities are they drawn to most?

• Are there current goals that could be achieved sooner with social media platforms, and how can you create or enhance campaigns that help achieve those goals?

• How can you leverage your organization’s current culture and established voice to build a vibrant social presence that creates memorable experiences for constituents?
PUTTING THE TOOLS TO USE: THE TACTICS

After a core strategy has been outlined, the accompanying tactics can be set in motion. The key for success is ensuring the tactics you put into place support your social media goals and objectives.

There are many ways to organize tactics. They can be approached by the type of activity you are trying to achieve, the level of experience you have with social media, or even by social media platform or channel. Regardless of how you decide to approach implementing tactics, it’s important to remember that not all tactics are right for every organization. The best way to decide on which tactics are appropriate is by mapping your plan—what you want to achieve and who your audience is—directly to potential tactics.

Below are five tactical areas of focus designed specifically for nonprofits. Use these categories as your “tactical to-do list” to choose the right tasks to execute based on your personalized strategy.

LISTENING

Listening is the one tactic appropriate for every organization, regardless of mission, size or vertical. The truth is, someone, somewhere is talking about you online and with a few simple searches you can find these conversations. This exercise can help educate your staff, respond to misperceptions or—even better—help someone with an issue and in turn create a loyal supporter.

By listening, you’ll learn a great deal about the people interested in your mission, your constituents, and your organization. You’ll be in a better position to respond, provide better services, and plan for the future.

Basic Listening Tips

- Set up listening tools, such as Google Alerts, for terms or keywords you associate with your mission and organization, URLs and public-facing figures.
- Use free social media monitoring tools, such as Google Alerts or Social Mention, to track keywords associated with your organization and mission.
- Sign up for the major social networks as an individual, and join all of the discussion or fan groups associated with your cause and organization.
- Monitor the mood of comments on the social media properties where you see activity and note how trends correspond to your organization’s activities.
- Follow or add to your list of friends: advocates, influencers, bloggers and mainstream media. Use segmentation tools to create a feed or list on Twitter or Facebook to monitor their activity for collaboration opportunities.

Advanced Listening Tips

- Go deeper on the keywords you monitor by adding brand terms, campaign-specific terms, and names of key staff members, public figures or competitors.
- Monitor real-time conversations through hashtags on Twitter that you have created and/or that are pertinent to your mission.
One of the main reasons so many people have flocked to social media and made it their primary online activity is that they seek out information and find value in what they find shared in social channels from friends and colleagues. As a nonprofit, to be successful in your efforts, never forget that value has to be at the root of the content you share.

Basic Content-Sharing Tips

☐ Create a branded Twitter account and start sharing updates about your organization or cause through at least two tweets a day.

☐ Begin a branded blog and create at least two relevant posts a month with links back to your website and action pages, such as online petitions or donations.

☐ Expand your footprint to third party communities by posting to causes on Change.org and Care2 that have a pre-existing base of supporters on relevant topics.

☐ Distribute newsworthy links on your organization’s Facebook page as timely events occur.

☐ Share relevant images from your organization’s events, functions and supporters on photosharing sites such as Flickr.

Advanced Content-Sharing Tips

☐ Enable social sharing on your website to make it easier for supporters to distributed information upon your behalf.

☐ Create a branded YouTube account, leveraging video on your blog and website(s) in various capacities.

☐ Make it easy to stay in touch with your blog updates by offering an email sign-up option and RSS integration with newsreaders.
Help blog visitors connect with your social media properties by integrating feeds of various social media entities into your main blog via widgets and RSS feeds.

Cover your organization’s live events in real-time using social media tools with updates and news.

3 ENGAGING WITH SUPPORTERS

Once you are comfortable with the toolsets at your disposal and understand where your constituents are active online, you can begin to interact with them to build relationships, create awareness of your organization, and initiate an ongoing dialogue that will help you continuously engage constituents with your brand and mission.

Basic Tips for Engaging with Supporters

- Respond to and retweet Twitter updates that support your mission or communication objectives.
- Post photos from past years’ events on Facebook to better market the event and share experiences with users.
- Comment on blogs, forums and online communities to build awareness of your organization’s cause and social media presence. Share links to your website(s) within your comment.
- Add “Connect with Us” links on your organization’s website(s) to build awareness of your social media presence. In order for people to join your social media properties, they must be aware that they exist! Do your best to always be promoting your social presence online.
- Interact with event and conference attendees in person at events and encourage them to spread news about your activities within their network.

Advanced Tips for Engaging with Supporters

- Add Facebook’s “like” feature on your organization’s website(s) to allow wider range of social sharing capabilities and thus increase engagement across the Web.
- Initiate Twitter conversations by listening and responding to relevant brand or cause mentions.
- Reach out to key community leaders and bloggers who are interested in the type of campaign you are running and the mission of your organization, and encourage them to share information with their contacts on an ongoing basis.
- Create a meme using hashtags that are relevant to your supporters, allowing them to engage with you and your organization in an ongoing, fun manner.
- Encourage supporters to share video and images to use for marketing purposes.

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**DRIVING ACTION / BUILDING YOUR EMAIL LIST**

One of the most important things nonprofits can do to drive success is to build a file of supporter information—namely email addresses for online communication—to then use in stewardship efforts. Social channels are an ideal place to ask for new supporters to take action by signing a pledge or providing information about themselves. The information acquired can then be used in future outreach efforts to turn these contacts into donors or activists.

**Basic Tips for Driving Action**

- Add your organization’s events and campaigns to your Facebook page to drive registration and encourage involvement.
- Tweet your fundraising event details to raise awareness and increase sign-ups.

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“Share Hope With Others” offers supporters a webpage that outlines ways to share content and the mission of the organization using social media.

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Project Hope
http://www.projecthope.org

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Email Facebook “fans” through your branded Facebook page and invite them to your organization’s events.

Promote offline events with blog posts that contain event information and incorporate multimedia from past years’ events.

Create a hashtag, and encourage people to use it to raise awareness and interest in online campaigns.

Provide content for supporters to share and post on their own social networks.

**Advanced Tips for Driving Action**

- Schedule tweets to run during live events to help communicate live opportunities and reminders.
- Create custom landing pages on your Facebook page to inspire fans to support advocacy campaigns.
- Use Facebook as an email acquisition tool by integrating a Convio email sign up form on your Facebook page.
- Set up events in Facebook to give participants the ability to RSVP for your event online.
- Track the effectiveness of your social media campaign by including Convio source code on all action webpages.
- Create an advocacy widget that can be embedded on blogging platforms, your Facebook page, and your organization’s website. These widgets will help keep web visitors tied to your social properties and vice versa. Widgets also make it easy for your followers to share content on your behalf.

**How Convio Can Help You Get More Out of Facebook**

- **National Trust for Historic Preservation**
  

  The National Trust Historic Preservation Trust collects supporter information from its Facebook page and empowers users to share the page with friends.

- **Rancho Coastal Humane Society**
  
  [http://www.facebook.com/rchumane](http://www.facebook.com/rchumane)

  The Rancho Coastal Humane Society allows users to sign up for the organization’s email newsletter directly within Facebook through integration with Convio, collecting preferences of animal interests simultaneously.
Facebook Landing Experience

Youth Villages
http://www.facebook.com/youthvillages
To help build the organization’s email list, Youth Villages created a Facebook landing experience that asks browsers to “Like” the page and share their contact information.

Facebook / Convio Integrated Advocacy Alerts

PETA
http://www.facebook.com/officialpeta
PETA provides calls to action to its online supporters using Convio-integrated advocacy alerts on its Facebook page.

Children’s Defense Fund
http://www.facebook.com/childrensdefensedfund
Children’s Defense Fund leverages Convio-integrated advocacy alerts on its Facebook page to drive action and gather supporters’ information for ongoing cultivation.
RAISING FUNDS

The goal for many nonprofit organizations is to raise money. And while social media is still a very new channel for raising funds compared to email marketing, direct mail and offline events, it has helped organizations reach new donors and thus successfully increase their fundraising. Moving beyond traditional channels to leverage social media’s capabilities, embracing a multi-channel approach has proven to be very effective.

Basic Tips for Raising Funds

- Create blog posts to share information about fundraising campaigns and solicit donations.
- Tweet messages throughout the duration of your campaigns to inspire action and create awareness for your cause and campaign.
- Integrate a Convio campaign donation form on your Facebook page.
- Develop content in advance for supporters to share and post on their own social networks to help drive donations around seasonal campaigns and help raise money on your behalf.

Advanced Tips for Raising Funds

- Create a Facebook Cause, providing compelling information that can be shared with users to donate and take action on your behalf.
- Create a fundraising widget that can be embedded on blogging platforms, your Facebook page, and your organization’s website. These widgets will help keep web visitors tied to your social properties and vice versa. Widgets also make it easy for your followers to share content on your behalf.
- Create a custom Facebook application that integrates with your donation system and allows for evergreen donation opportunities.

American Lung Association
http://www.facebook.com/lungusa

The American Lung Association accepts donations directly within Facebook by integrating through Convio for secure donations on the third party site.

Brady Campaign to Prevent Gun Violence:
http://www.facebook.com/bradycampaign

The Brady Campaign to Prevent Gun Violence raises money for its mission on Facebook by providing a clear navigation tab and integrating with Convio donation processing.
Advanced Techniques and Tactics

Expand the proficiency of your social media campaigns by considering the following tips for getting more advanced with the tools and platforms you employ.

1. **Create a customized listening dashboard** using iGoogle. Pull in RSS feeds of Twitter mentions, blog searches and vertical specific news. Use this as your homepage for monitoring your online brand and supporter activity.

2. **Develop a communications calendar** and create assignments or owners who can commit to activities/content creation.

3. **Provide as much pre-defined content as possible** for users (or bloggers) to share on their own including tweets, Facebook posts, and details around an event.

4. **Allot time during a campaign to respond to online conversations** and inquiries, and to acknowledge participants.

5. **Designate volunteers and employees to “cover” live events** and conferences they can monitor and engage with supporters who are sharing insights about their experiences.

6. **Tap into your influencers.** Personally reach out to and start a relationship with highly influential online users and the media. Ask them for help with programs and outreach when you need it most.
PROVING SUCCESS: MEASURING ROI

Communications and marketing efforts should always be accompanied by proper reporting and metrics that gauge effectiveness and help practitioners learn how to improve future efforts. Social media tactics are vast and ever growing, but it is possible to show a return on investment, or possibly better stated, a return on engagement. Although there are many ways and various tools to track these metrics, this should not be seen as a daunting task. Rather, use reporting as an opportunity to highlight success to your management team and understand how to better your programs.

It’s important to note that the metrics you track and the reports you run should be based on your organization’s initiatives. However, a number of core elements should be evaluated when beginning your pursuit to measure your return on investment.

ABCs of Social Media ROI

Here’s a simple way to remember how to measure social media ROI:

- **Analytics**
  Identify the right metrics to track by analyzing your goals, assigning the right resources, and using the right tools to track metrics.

- **Benchmark**
  Take your raw metrics and report on them in a comparative way. Begin by making a master dashboard, baseline your activity, and broaden your metrics when appropriate.

- **Conclusions**
  Take all your data and reports and draw meaningful conclusions. Compare engagement spikes, cluster similar metrics, and continue to evolve your programs based on what you learn from your reports and analysis.

💡 For more detail, see *The ABCs of Social Media Measurement & ROI* on Connection Café: http://www.connectioncafe.com/

Be Realistic

From tweets and Facebook posts, to actions taken and donations sourced, there are seemingly endless metrics that can be tracked in social media. Rather than trying to measure everything, start small. Begin with measuring your top 10 to 15 metrics, and grow this number as applicable, based on the number of tools you use and the complexity of your campaigns. This approach makes measuring less overwhelming and ensures analysis is more realistic. It also increases the likelihood that you can keep up with reporting and sets you up for success from the start by ensuring you are not inundated with information.
Define Success Metrics First
You won’t know which campaigns are successful if you don’t know what success looks like. A clear definition—or, in this case, set of metrics—will lay the groundwork for your entire measurement and analysis. It may help to think of this in a similar manner to more traditional channels; In the same way you outline key performance indicators for website metrics or email marketing campaigns, you should define key metrics for your social media activities.

Start by making a list of the key metrics you want to track based on the tactics you outlined from the previous section. Again, the metrics you choose may vary greatly from your colleagues’ at other organizations due to different tactics used, or the level of social media activities undertaken. Many organizations need to start with basic metrics such as fans, followers and blog readership, and later expand into engagement metrics as their programs grow.

Metrics to Consider
There are a number of metrics to consider tracking as you get started and expand your social media programs. Here are just a few:

**General Metrics**
- Media coverage from social media
- Social shares from respected outlets
- Number of new supporters in email list from social media
- Referring traffic to campaign landing pages
- Number of click-throughs to campaign elements from each source
- Number of calls to action taken, including URL visits or registrations

**Facebook Metrics**
- Number of Facebook “likes” (previously fans)
- Funds raised on Facebook Causes/social presence
- Number of tags on Facebook
- Number of Facebook event RSVPs
- Number of Facebook “likes” on specific posts
- Sign-ups sourced through Facebook—either newsletter or other defined action

**Twitter Metrics**
- Number of organization mentions
- Twitter retweets
- Number of Twitter followers over time
- Mention of brand/organization
- Pick-up of tweets by influencers
- Twitter-sourced donations
**Keep an Ongoing Dashboard of Metrics**

Once you have defined the metrics that help you best measure use, you need to consider creating a regular report that will show growth and trends over time. A simple way to accomplish this is to create a dashboard of your key metrics and set a regular time on your schedule to update the information. Depending on your other reporting schedules and how aggressively you are using social media, this could be a quarterly, monthly or even weekly update. If you regularly update web metrics or email reports on a planned schedule, incorporate social media into the routine to help make it a part of an existing process.

Various applications and tools can help automatically generate reports of varying levels for social media metrics and activities. But, to show how to easily and more precisely report on only the metrics that matter to you, the dashboard below highlights a simple and intuitive way to create your own dashboard.

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Tracking key performance indicators (KPIs) is requisite if you want to measure and evaluate your social media programs. There are many ways to measure success. Make sure you’re tracking success metrics that align with your goals and objectives.
Measure Meaningful Items

All the metrics in the world won’t do you any good if you can’t derive meaning from them. Basic metrics like number of Twitter followers or Facebook “likes” are good to follow to show your growing online base but they won’t tell you much in the way of what you should do with these new supporters. However, tracking trends might. For instance, if you see a spike in followers, then consider the marketing activity that helped create the boost. If you experience a surge in donations or web traffic, then identify the message that generated it and replicate it in the future. If you discover top influencers and advocates, then include them in future campaign outreach and grassroots communications.

Measuring items that can be used to derive meaning from your metrics is key. Using online tools covered below and built-in reporting elements of social media platforms, you can identify trends, audience preferences, and successful tactics—all of which can help you enhance social media activity iteratively by testing and measuring effective tactics.

Spreadfast chart showing brand mentions on Twitter. Is there a trend when people talk about you? Does this correlate to any external activities or social media activities you have implemented?

Google Analytics chart on website traffic driven from Twitter. What helped cause the spike in traffic? Can this tactic be replicated again?

Spreadfast chart showing number of clicks on Bit.ly URLs shared in social media. Are there trends in days that supporters are more likely to click? What specific things(s) lead to the large spike? Was content shared the week prior not compelling to supporters?
Leverage Existing Online Tools

With insight into readily available online tools, managing your social media reporting can be built into your ongoing data gathering process. Social media metrics and activity are not difficult to find, but you can save time and energy by leveraging available applications and tools designed specifically to help send this information to you directly or produce helpful charts and comparisons. There are a myriad of tools available online—many free and some paid for expanded services—to use in reporting. Here are a few of those to consider.

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<th>TOOL(S)</th>
<th>SOCIAL MEDIA CHANNEL(S)</th>
<th>UTILITY</th>
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<tbody>
<tr>
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<td>Managing all social media activity</td>
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<tr>
<td>Spredfast</td>
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<td>Addictomatic</td>
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<td>Technorati</td>
<td>Blogs</td>
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</tr>
</tbody>
</table>
Advanced Reporting & Measurement

Upgrade your metrics and reporting with these ideas on how to put your data to even better use:

- **Combine social media metrics with your website reporting.**
  Internal stakeholders tend to have a vested interest in the performance of your organization’s websites. Leverage this interest and incorporate social media into these reports and strategy meetings. This keeps the topic in front of decision makers and continuously educates and shows them the progress these tools are helping your organization make.

- **Add charts and noteworthy trends to your benchmarking report.**
  After you feel comfortable with reporting regularly and adding new metrics into your dashboard as you adopt new tools and tactics, begin integrating meaningful charts and comparisons generated by your preferred measurement applications. This approach will help create a historic record of trends, successes and anomalies that can be referred to over time.

- **Schedule regular “metrics meetings” for social media.**
  By keeping these activities top-of-mind, your colleagues will appreciate the iterative success of programs. In a group setting you may also find ways to integrate social media into other programs, as well as enlighten other co-workers on how social media can help them in their day-to-day jobs by providing insight into audience preferences, effective calls to action, influential supporters and more.

Google Analytics is a free tool that allows you to easily track referrals or links to your website from other sites, including social media sites such as Facebook and Twitter.
MAKING SOCIAL MEDIA MARKETING SCALE: CAMPAIGN MANAGEMENT AND RESOURCING

Devising a plan, identifying tactics and measuring ROI can all be accomplished by the majority of nonprofits. The most challenging aspect of running social media programs is managing your group’s efforts on an ongoing basis and finding the resources to devote the needed time to make it successful. With some forethought, social media programs can become easier to execute, and, in turn, more effective for your organization.

Managing Campaigns
Before diving straight into your tactics, you should consider how you can realistically manage your social media presence and activities after the initial launch. Like with any marketing activities, carving out ample time to ensure successful execution can be challenging.

Make a calendar.
Take the time to consider all the activities you are planning in a given week or month and map social media activities accordingly. A calendar allows you to decide what type of content to share, and makes it more efficient by doing it all together rather than working from scratch each day. It will take time to determine the right mix, frequency and types of content that are most effective, but to start, try putting two to three items on each day. Consider what content provides value to your audience, and the right mix of sharing news versus asking questions and providing calls to action for your supporters.

A sample week when you are preparing for an event or gala may look similar to this. Note, this is in a campaign-specific timeline and generally there should be more activity and content that is supporter-focused rather than organization-focused.

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWITTER</td>
<td>• Link to video highlights from last year’s event</td>
<td>• Ask supporters to share their favorite event memories</td>
<td>• Update on an organization initiative</td>
<td>• Share a resource that speaks to supporter interest (article, guide)</td>
</tr>
<tr>
<td></td>
<td>• Share a general, mission-relevant news update</td>
<td>• Provide an interesting update an event happening later in the week</td>
<td>• Share a “link of the week” and start an effort that supporters will look for in the future</td>
<td>• Provide live coverage of exciting developments at your special event</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>• Link to sign up for this year’s event with question on favorite event memories</td>
<td>• Share the favorite memories supporters sent in through Twitter</td>
<td></td>
<td>• Ask a question about why your mission is important to supporters</td>
</tr>
<tr>
<td>BLOG</td>
<td>• Share multimedia of video and pictures from previous event with link to sign up</td>
<td></td>
<td>• Provide a list of things you are looking forward to at this year’s event and another link to sign up</td>
<td></td>
</tr>
</tbody>
</table>
Reuse content.
Social media is a communication channel that provides you the opportunity to extend your brand, mission and campaigns. Don’t try to reinvent the wheel by trying to share exclusive or new social media content. Brainstorm what activities, campaigns, volunteer opportunities, action items, etc. that you are sharing via your website, email or direct mail and incorporate those in social media channels.

Pre-schedule activities.
Do you know that you want to share a number of activities, announcements, questions, or other information based on the communications calendar you’ve created? Using a campaign management tool or blogging platform, you can pre-schedule tweets, Facebook posts and blog posts.

Pre-scheduling offers two significant benefits. One, it eliminates the risk of you getting so busy with work that you forget to carry out the activities you planned. Two, it ensures that you have time for all the organic engagement and feedback that will also emerge from your communications. If you are too busy trying to produce content on-the-spot then you won’t have time to respond to supporters who are trying to engage your organization.

Resourcing

Allot internal resources.
Depending on your organization’s size and structure, social media may be one person’s job or the job of many people internally. There is no right answer to the question of who should “own” this area or how many people should work on social activities. You should, however, answer those questions yourself, and then allot the proper resources internally to run these efforts.

Decide who is responsible for specific activities.
If you do decide to allot multiple people internally to oversee social media, then you may find it useful to allow different people to oversee different efforts. For example, if you have three employees who help with social media, then you may decide that only one person responds to Twitter conversations while another helps run Facebook. You may also determine that everyone on the team has equal participation across all channels. Whatever your decision, communicate it clearly to the team to ensure no duplicate efforts or public miscommunication occurs.

Campaign Management Tools
A number of tools are available—both free and paid—to help organization manage social media campaigns more efficiently and effectively.

- **Hootsuite** [http://www.hootsuite.com](http://www.hootsuite.com)
  Campaign Management, pre-scheduling, listening dashboard, light analytics
- **Tweetdeck** [http://www.tweetdeck.com](http://www.tweetdeck.com)
  Campaign management, pre-scheduling, listening dashboard
- **Spredfast** [http://www.spredfast.com](http://www.spredfast.com)
  Campaign Management, pre-scheduling, listening dashboard, robust analytics and reporting
Schedule time.
The office can be a busy place where a good deal of time is spent on reactionary items such as breaking issues relevant to your organization, communication with the people you serve, and meeting with internal stakeholders to plan new campaigns and activities. Keeping this reality in mind, it’s important to ensure you take the time to keep up with social activity and listening. Incorporating these activities into your normal routine will ensure you maintain a good balance of staying on top of activities without wasting too much time outside out of your other job duties.

Advanced Campaign Management

Manage your campaigns better and more effectively with the following ideas.

• **Integrate social media into your overall communications calendar.**
  Take your campaign management to the next level by creating a master calendar with all communication efforts integrated. Include email drop dates, newsletter themes, direct mail scheduling, website promotion and social media. This can serve as your communication hub, and keeps all plans centralized and well communicated so all efforts integrate together seamlessly.

• **Schedule time on your calendar for social media.**
  Ensure you don’t overlook your “social time” each day or week by scheduling time on your calendar that blocks off your pre-determined time. This approach will help you remember to take time from pressing daily issues to monitor, respond and stay active. It will also help you make the commitment by making it a part of your calendar—no more excuses about forgetting or double booking!
ADVICE FROM PRACTITIONERS

“The key to shareable content is evoking strong emotions. Whether you’re making people sad, excited, or upset—if people feel a strong emotion, they will feel compelled to tell the people they know about the experience.”

– Joel Barlett, Director of Marketing, PETA

“Don’t get overextended. Too often I see groups try to do a little bit of everything and then nothing is done well! Take a look at what you have in terms of resources—staff, time, money, experience—and let that guide what you do.”

– Jon Dunn, Internet Marketing Manager, Best Friends Animal Society

“Reflect! Take time to think about the campaigns you try and reflect on what worked, and what didn’t. What should you definitely try again? What needs to change? We simply don’t take enough time to reflect.”

– Holly Ross, Executive Director, NTEN

“The social web is not about you. It’s not about your message. It’s not about how many people like you. It’s about how well you connect and empower individuals to directly impact the issue your organization cares about.”

– Wendy Harman, Director of Social Media, Red Cross

“Social media is successful when you are actually being social. What does this mean? Don’t be the kid at the dance standing in the corner. Get out on the dance floor and shake it, all while being true to yourself exercising good judgment, being an expert in your area, and being friendly. Essentially: don’t attempt a running man if you’re real strength is a rocking head bob.”

– Jaime-Alexis Fowler, Pathfinder International
“You need to have a well thought out social media strategy with specific goals... these goals guide everything we push out through social media.”

– Alan Graham, President, Mobile Loaves and Fishes

“Listen first—build a listening platform that works for you, identify your influencers and detractors, then join the conversation.”

– Carie Lewis, Director of Emerging Media, Humane Society of the US

“Watch for a timely issue that fits within your mission and that your online community cares about. Then, use that as a campaign platform to engage your advocates and grow your online community.”

– Kelly Jones, Development Manager, Veterans of Foreign Wars

“The most important thing you can do with your social media is measure with meaning. That is—figure out realistic results, whether tangible or intangible, pick the right metrics to measure them, only collect data that you can learn from and make time for reflection about improving results.”

– Beth Kanter, CEO Zoetica
SOCIAL MEDIA CASE STUDIES: LEARN FROM YOUR PEERS’ SUCCESS

Need a little inspiration to help you get started? Here are just a few examples of nonprofits that are using social media to supplement their fundraising and marketing efforts—with great success:

Church World Service
Church World Service (CWS) has been dedicated to building their social media strategy and it shows. Social media-sourced traffic accounts for 7% of the organization’s total visitor traffic (3x higher than their next source of referral traffic). Facebook is the organization’s number one source of referral traffic. Equally impressive is that 25% of the organization’s website traffic from social websites are new visitors.

Here are a few of CWS’ efforts that have resulted in increased website traffic and improved campaign responses:

- **Integrated social media into all aspects of their campaign** communications strategy, using it to promote existing efforts.
- Launched campaigns that harness social media functionality to create more interesting, unique and engaging fundraising opportunities.
- During the Haiti earthquake crisis, leveraged social media to extend their reach, keep supporters in touch with events on the ground, and drive significant aid funds.
- **Adopted the new Convio-to-Facebook connectivity functionality**, turning it into a central part of their new recruitment and retention strategy.

Human Rights Campaign
The Human Rights Campaign (HRC) has focused their social media investment on their Facebook profile webpage (http://www.facebook.com/humanrightscampaign). Through data analysis and monitoring of posts, HRC were able to isolate topics and programs that generated the most buzz and fine-tuned their online offering.

As a result, HRC has seen tremendous growth in their fan base—more than 400% over 14 months, **jumping from 80,000 to more than 350,000 fans**. Facebook also directs 30 to 50% of web traffic to HRC’s blog, consistently making it the top referring site. In the last 12 months, HRC also **added more than 23,000 new email addresses to its email list from Facebook users** taking action or submitting surveys posted on HRC’s profile and signing up through the integrated Convio-driven form on the “Join HRC” tab of the organization’s profile.
Mobile Loaves and Fishes
Working in partnership with advertising agency T3, Alan Graham, founder and CEO of Mobile Loaves and Fishes (MLF), developed a campaign that would not only launch their new text-to-give option, but more importantly raise awareness about the issue of homelessness and the mission of the organization.

Alan knew someone who’d been receiving services from MLF and was in need of help: Danny Silver, an unemployed iron worker who, along with his wheelchair-bound wife, Maggie, had been living on and off the streets of Austin for more than 15 years. The idea was to put Danny and Alan on a billboard (live) during a 48-hour period to raise awareness and raise the $12,000 necessary to get Danny and Maggie into a recreational vehicle (RV) through MLF’s Habitat on Wheels program. MLF found a partner who agreed to donate the billboard space.

Danny and Alan went up on the billboard for several hours each day for two days. With no media dollars to promote the campaign, MLF leveraged its connected constituent base, large database of supporters and Alan’s social channels. MLF and T3 volunteers spread the word via social and PR channels. The story gained social, local and national attention.

The true power of this campaign was not just the text call-to-action, the billboard event, or the social media promotions, but how all channels worked effectively, together. The live event was featured in a traditional outdoor medium and combined with the immediacy of a mobile call-to-action. This created a story that could be captured on video, and then circulated via social media and traditional public relations.

The results:

- $12,000 raised in 48 hours
- 230 news stories in 31 media markets
- $500,000+ calculated media value
- 1.3 million social media impressions
Veterans of Foreign Wars
With little advance notice on a big service member story (a father of a fallen Marine from the Iraq War was told by a federal court to pay the legal fees of a hate group who’d protested at his son’s funeral), Veterans of Foreign Wars (VFW) quickly responded with a simple but effective Declaration of Support for the besieged father. The Declaration and signatures were to be delivered in person to the father on Memorial Day 2010 via a full VFW Color Guard.

The campaign had virtually no budget or lead time, but effectively used Facebook and Twitter to deliver more than 40,000 names—11,000 of which were new to VFW—in just three weeks. More than half of the new names came from Facebook sources. The names were then entered into an email welcome series to begin longer term engagement with VFW.
HOW CONVIO CAN HELP YOU

Convio provides software and services that help nonprofits more effectively attract, engage and cultivate supporters. As a web-based platform, Convio is a cost effective solution that will grow with your organization and can integrate with other systems to extend your online reach.

Web-Based Software Suite

• Fundraising
• Donor Database & Management
• Events
• Peer-to-Peer Fundraising & Events

• eCommerce
• Web Content Management
• Advocacy
• Email Marketing

Strategic and Technical Services

• Strategy Consulting
• Campaign Management
• User Experience & Research
• Analytics

• Website Design Services
• Technical Design & Integration
• Custom Development
• Training & Support

WHY CONVIO IS DIFFERENT

Passion

Our team is passionate about helping nonprofits further their missions and achieve real results. Over 75% of our client services staff has worked in the nonprofit sector. Meet our team and see examples of our work with clients at www.convio.com/portfolio.

Trusted Strategic Advisor

Convio is the preferred technology and services partner for over 1,300 nonprofits of all sizes—including over half of the top 50 charities—helping them to achieve tangible results through:

• Database Management & Segmentation
• List Building & Donor Acquisition
• Advocacy & Outreach
• Fundraising

• Event Participation & Fundraising
• Website Engagement & Conversion
• Online & Multi-Channel Strategies
• Training & Support

Track Record of Innovation & Results

We’re a pioneer for online and integrated marketing for nonprofits. Here are just a few examples:

• Industry Benchmarks—launched the industry’s first benchmark study which we publish annually
• User Engagement Pathways—created the concept of defining clear communications paths via email and website to increase engagement and conversions and build this into our product
• Accessibility—partnered with Easter Seals to develop a first-time program to offer accessible technology, job training and employment opportunities for people with disabilities
• Convio Go!™—launched the industry’s first affordable, guided fundraising program resulting in a return of $3 for every $1 spent
• Driving Results—In 2009, Convio helped nonprofits process: $921 million in online donations, 51.5 million advocacy calls to action, and 3.8 billion emails (95% delivery rate)
ADDITIONAL RESOURCES

The world of social media is large and it continues to grow daily. While this guide gives you some of the basics to get your social media efforts going, the following resources will give you more background and insights to help you build thriving social media communications that supplement your marketing and fundraising programs.

- **Convio’s blog** includes information about how nonprofits can embrace social media, integrate online and traditional outreach, and use technology to fulfill their mission: [www.connectioncafe.com](http://www.connectioncafe.com)

- **Mashable** covers all the latest tips, trends and updates regarding social media. The Mashable site is regularly updated with articles, multimedia and references to other resources about all things social media: [www.mashable.com](http://www.mashable.com)

- **The Next Generation of American Giving** includes statistics and insights on effectively communicating with different generations: [www.convio.com/nexgen](http://www.convio.com/nexgen)

- **The Nonprofit Technology Enterprise Network (NTEN)**'s blog offers insight into using social media for nonprofit fundraising and marketing: [www.nten.org/blog](http://www.nten.org/blog)

- When it comes to developing your social media strategy, the **Convio Services team** can help with successful engagement strategies around the features within the Convio Online Marketing (COM) product suite and informed strategies for other third-party tools you're using to power your social media initiatives: [http://www.convio.com/our-portfolio/](http://www.convio.com/our-portfolio/)

ABOUT CONVIO

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company’s online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit [www.convio.com](http://www.convio.com).

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