Public Good PR

Social Media for Non-Profits

Social Media for Non-Profits

Learning Objectives:

- Structure a social media program to match goals and resources
- Select the right platforms and tools for your organization
- Mobilize audiences to take specific actions

Overview

- 6 Elements of a Successful Social Media Program
- Basics of Social Media Campaigns
- Common Social Media Challenges & Solutions
- Q & A

6 Elements of a Successful Social Media Program



- 1. Define Goal
- 2. Determine Audience
- 3. Choose Platform(s)
- 4. Develop Voice
- 5. Post and Interact
- 6. Evaluate

Social Media Goals Should Be:

- Consistent with your organizational mission
- In line with other goals (fundraising, program execution, volunteer recruitment etc.)
- Measurable

1: Define Your Goal(s)

• Show proof of life



- Fundraise
- Mobilize
- Grow volunteer base
- Expand network (partners, supporters, etc.)
- Influence policy-makers

2: Determine Your Audience

- Donors
- Volunteers
- Community members (voters)
- Institutional funders (foundations, corporations, etc.)
- Key decision makers
- Other non-profits

3: Choose Your Platform(s)

Facebook

- Used widely by Millenials, Gen X, and Boomers
- Most users are college educated (62%)
- Videos, text posts, and photos
- Features: Embedded donate button, event listings, groups, live video, stories, polls

Facebook 101

Posts can be:

- Text-only
- Shared links or articles
- Photos
- Videos
- Events
- Live videos
- Stories



Community Foundation for Monterey County August 18 at 8:39 AM · 🕥

#CarWeek is rolling through #Monterey this week. Dodge traffic using the County of Monterey's App: https://bit.ly/2OKnBCK or check out the activities: www.seemonterey.com/events/sporting/concours/ Did you know the Community Foundation for Monterey County accepts complex gifts such as fine automobiles that can benefit the work of a nonprofit? Learn more: www.cfmco.org/donors/giving-options/what-to-give/. #cfmco



SEEMONTEREY.COM

Monterey Car Week & Concours d'Elegance | Monterey Auto Shows | Monterey Sporting Events

07			1 Share
Like	Comment	🖒 Share	()0 -

3: Choose Your Platform(s)

Instagram



Fastest growing social network
59% 18 - 29 year olds
33% 20 - 49 year olds

- 100% visual / image driven
- Owned by and integrated with Facebook
- Posts: Photos and videos (with tags and captions)
- Features: Live video, stories

 Posts can be designed images in addition to photos and video



 Videos up to 60 seconds



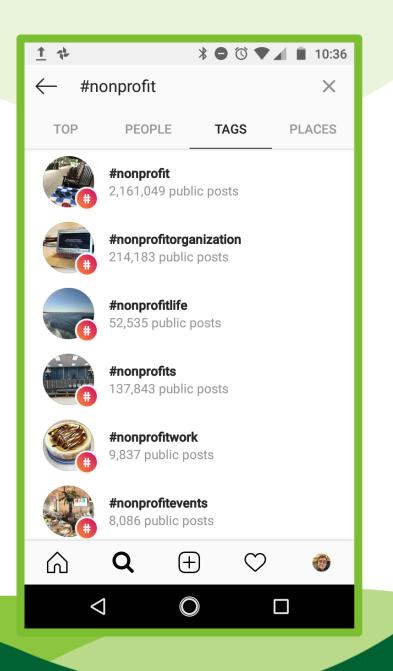
gatheringforwomen Come on down and shop today from 9-1 at 501 El Dorado, Monterey!!!! Tons of designer clothes, handbags, shoes and cashmere!!! ↑ ↓ △ △ ○ □ All for a good cause!!! Don't miss



- Must use app or posting and monitoring platform to post
- Can interact via Instagram.com



 Expect to use hashtags



3: Choose Your Platform(s)

Twitter

- Reporting and musing in real time
- Popular with <50 and college-educated
- Posts: Text, links, videos, photos, gifs, and polls
- Features: Lists, hashtags

• Up to 280 characters (includes spaces and punctuation)

Public Good PR	What's happening?	٣
		0
		+ Tweet

• Yes! Retweet and reply!

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• Videos up to 2 minutes and 20 seconds



WatsonvilleFilmFest @WatsonFilmFest · 29 Sep 2017 Check out our new trailer for WFF 2017! youtu.be/NA9abN2Njlc See you at the Festival next week!



Watsonville Film Festival 2017 Trailer

Don't miss the Watsonville Film Festival, taking place Oct 5-8, 2017 in the heart of the Monterey Bay. Nos vemos en el festival! Thanks to the Digital NEST c...

youtube.com

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 Hashtags: Join the conversation



Monterey Fish Trust @MBFishTrust · May 1 Dave Toriumi of the F/V Grinder pictured today on this first day of the CA King salmon season. Thx David Hills @fishy_pictures for helping us capture local fishermen in action! fishypictures.com #knowyourfisherman #santacruz #montereybay #eatlocal



3: Choose Your Platform(s)



Choose the Right Platform(s)

- Start with your goal
- Which platform(s) are used most by your target audience(s)?
- What content are you willing and able to make?
- Prioritize platform(s) that best match your priority goals, audiences and resources

4: Develop Your Voice

• Create a voice summary document 1-2 pages



- Outline tone, key messages, words to use or not to use, primary content sources, rules for interacting, and post frequency
- Provide to everyone who handles social media for your organization

4: Develop Your Voice

Whimsical Fun Political Conservative Progressive Technical Irreverent Earnest Well-Informed Edgy Serious Activist Authoritative Science-Based

5: Post and Interact



- Identify content sources
- Identify influencers
- Advertise and boost
- Select posting and monitoring tools

Post consistently

SEVA FOUNDATION @Seva_Foundation · Jul 31

eva seva

Training field workers to travel from village to village allow even patients in the most remote regions to receive necessary vision care referrals. Building a future free from preventable blindness starts at the #community level #vision #eyecare #healthcareforall



SEVA FOUNDATION @Seva_Foundation · Aug 1 Having access to #vision care can change the course of a child's future. For Children's Eye Health Month, help us give #kids around the world access to the care they need #equalhealthcare



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Q

SEVA FOUNDATION @Seva_Foundation · Aug 3

Another classic #FlashbackFriday. Looking back to when the wonderful @anidifranco jammed with us at #WavyGravy's 75th birthday celebration in 2011 #FBF



- Post consistently
- Make posts timely



MontereyPeaceJustice @MontereyPeace · Apr 12 Protest for Gaza in front of Rep. Panetta's office in Salinas, Thur, Apr 12. Protesters demonstrated and delivered a message to Rep. Panetta in response to the Israeli government's March 30, 2018 Massacre in Gaza - calling for an end to military aid and weapons exports to Israel.



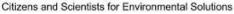
- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy

Trusted media outlets



- Trusted media outlets
- Reports, studies, and trusted organizations









- Trusted media outlets
- Reports, studies, and trusted organizations
- Influencers and partner non-profits





- Trusted media outlets
- Reports, studies, and trusted organizations
- Influencers and partner non-profits
- Self created content

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy
- Include existing or trending hashtags if possible

#Hashtags

Definition: A word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic

#Monterey #GivingTuesday #MCGives #SantaCruzEvents #MontereyEvents #EquaUustice #womenandgirls #arts

#Hashtags

- Check hashtags for popularity
- Use hashtags that are relevant to your nonprofit
- Play with recurring themes: #FunFactFriday, #TBT, etc.
- Use sites like Hashtagify, Keyhole and RiteTag

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy
- Include existing or trending hashtags if possible
- Tag influencers



The Ideal Influencer

- Reflects well on your organization through association
- Can advance your mission through real-world action
- Has potential to amplify messages to potential followers

Recommended Influencers

- Journalists and bloggers
- Foundations and donors
- Elected officials + appointed committees and boards
- Celebrities, musicians, and artists

Recommended Influencers



Neumeier Poma









Tagging Influencers

Posts



We are really excited about the Dine, Drink, Donatel fundraiser coming up on September 8th. Joyce Vineyards will host us on their fantastic patio and Grasings Coastal Cuisine will be live making delicious paella for everyone.

Tickets are available at https://corked2018.eventbrite.com.

If you don't know about Joyce Vineyards they were just in the Chronicle's Lifestyle section... https://www.sfchronicle.com/.../Wine-House-is-locals-drinking...





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Post and Interact: Best Practices

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy
- Include existing or trending hashtags if possible
- Tag influencers
- Interact!

• Retweet and share content



 Reply to comments

Oldest -



Katie Leonardini Why penalize local businesses that generate revenue for our small town?

Like · Reply · Message · 1d



Geoff Ellsworth for St. Helena Mayor I'm not suggesting we penalize anybody. Respectfully, I think there's better way to frame the question. The question is should residents and small businesses have to subsidize the added costs to serve some industrial users? Of course they shouldn't. That's unfair. Fairness is when everyone is paying according to the costs of their service - a core value in operating any business, and consistent with the Ca. Proposition 218/San Juan Capistrano ruling. I'm not suggesting we charge anybody on our system anything beyond the reasonable, equitable, data supported rates we need to properly manage the system. I am happy to discuss at any time. best, Geoff

Like · Reply · Commented on by Geoff Ellsworth [?] · 1d

2

Respond to private or direct messages

JUL 23RD, 10:00PM

Hello, I'd like to use my talents as a professional tattoo artist and shop owner to do some benefits for the SEVA foundation, I believe that without eyesight you can't appreciate the visual arts and I can help in my way, please send some information as to the best way to make donations. Thank you for your time



-Damen Tesch Humboldt County California

JUL 24TH, 10:54AM

Hi Damen! Thank you for reaching out. We'd love to chat more about how you can best support Seva through your tattoo art. Do you have an email we can reach you at?

Comment on other pages and posts

Dance Party



Carmel Women's Club Ninth and San Carlos Carmel, CA Saturday, February 10 6:30 PM - 10 PM



orchestraintheschools Come and dance. #valentinesday #liveband # emmapaoletti #valentine #spreadmusic #friendsfun #montereymusic hanklanemusic @ @ @

orchestraintheschools • Follow

Live Band! Music by Left Channel



No Host Bar Snacks Available \$10 Donation



Adult-accompanied children under 16 free All proceeds will benefit Orchestra in the Schools

> For more information go to: www.OrchestraintheSchools.org (831) 508-9000

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5 likes	
JANUARY 24	

Add a comment...

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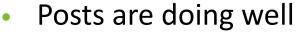
...

Post and Interact: Best Practices

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy
- Include existing or trending hashtags if possible
- Tag influencers
- Interact!
- Make it east to donate (see handout)
- Advertise and boost

Advertise and Boost: When





- New page or few followers
- Drive attendance to events
- Support fundraising drive

Advertise and Boost: How

- Determine budget
- Select or create post or ad
- Target audience
- Select campaign duration
- Consider running 2+ versions to test appeal

Advertise and Boost: How

 Once you have boosted a post, you can invite users who 'like' it to 'like' your Facebook page

Invite to Like Extend Putnam Park	×	Extend Putnam Park •••• Published by Nina Erlich-Williams [?] Page Liked - August 17 - 🔇
Kim WLron	Invite 🌣 🔻	Would you like to make sure that every Sonoma County resident can see this beautiful view forever? We've still got a long way to go until we meet our September 1 fundraising goal - please help us
Jose Pascasio	Invited 🌣 🔻	Extend Putnam Park by contributing what you can: extendputnampark.org/donate/. Thank you!
Barbara Hughes	Invited 🔅 👻	Tag Photo O Add Location / Edit
Coco Hernandez	Invited 🗱 👻	0 0 72 10 Shares
Nancy Corda	Invited 🌣 🔻	Like
Mario Riccardi Sr.	Invite 🔅 🔻	Suggested Groups See All

Choose a Posting and Monitoring Platform

- Post to multiple platforms simultaneously
- Short- and long-term analysis
- Monitor and manage multiple accounts

Choose a Posting and Monitoring Platform







6: Evaluate Your Efforts



- Review your analytics weekly or monthly
- Consider goals
- Compare results over time
- Revise goals, your voice doc, and campaigns as needed
- Be open to experimentation

Basics of Social Media Campaigns

- Have a story arc or series of posts that lead followers to take action
- Creates urgency
- Have a specific goal
 - -Fundraising
 - -Engagement and education
 - -Recruit volunteers
 - -Promote events

5 Common Social Media Challenges

And How to Solve Them

Low Engagement



 No one sees or interacts with your posts



- Interact with followers
- Post more frequently
- Consider when people will be online
- Use more hashtags and tag more influencers
- Pay for advertising + promotion

Trolling & Spam



- Troll: someone who makes defamatory comments to harass or deliberately annoy
- Spam: unsolicited comments on posts or messages sent to many people, often to sell a product. May be posted by a bot.



- Mark suspect posts and comments as spam
- Delete or hide offensive or off-topic comments
- Block repeat offenders

Errors & Typos



- Grammatical or spelling errors
- Inaccurate or unreliable information shared or posted
- Wrong person or organization tagged



- Review posts carefully
- Edit posts after publication
- Double-check all hashtags and handles

Inconsistent Voice



 Tone and content of posts are inconsistent



- Have clear social media voice guidelines
- Define your voice (fun, technical, whimsical, serious)
- Have designated social media personnel

Lack of Inspiration



- Not sure what to write
- Burned out
- No original content to share

Solution

- Follow current events
- Share content from another page, retweet
- Invite followers to share stories
- Search # conversations
- Look at streams from similar organizations
- Invite influencers to take over your page for the day

