High Impact eAdvocacy

Talking Social Media
NeighborWorks America

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Introductions

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Our Goals

- Explore the importance of social media in reaching online audiences and their appropriate uses
- Demonstrate a process framework for coordinating social media
- Discuss sample social media policies

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Today's Agenda

- We're going to talk about how your organization can use:
  - Social Media
  - Social Media Policy
  - Publishing Matrix
- Most importantly, answer your questions

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First Things

- This training is envisioned as a dialogue
- Please ask questions early & often
  - Especially if and when we use technical jargon
- It will be only as valuable for you as you make it!

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Limitations of Online Organizing

- Digital divides
  - Never forget who is left out by "e" strategies
- Trust relationships are best built in person
  - Online organizing is most effective when it leverages established social networks and communities
- Each community and campaign is different
  - Your mileage will vary

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What is Social Media?

- Online platforms that enable users to communicate, share, and collaborate with friends, friends of friends, even strangers
  - Social Media (Youtube, Flickr, Blog) = sharing digital content
  - Social Networks (Facebook, Twitter, LinkedIn) = having conversations
  - The lines blur :^)
- Blogs are the original social media

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What is Social Media today?

- Conversations with people online
- Made for people to people, not organizations
- Not your virtual megaphone

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Pros of Social Media

- Get Relevant News
  - Allows you to receive curated news from other people in your issue space
- Increase Exposure
  - Gives you easy access to new networks of people through sharing
- Generate Conversation & Feedback
  - Allows two-way conversations

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Caveats of Social Media

- Can take a lot of time
  - Time = Money
- Big corporations who want your data
  - You are the product
- There are billion of tools
  - Which ones do we need?
- Tools change EVERY. SINGLE. DAY.
  - How can we keep up?

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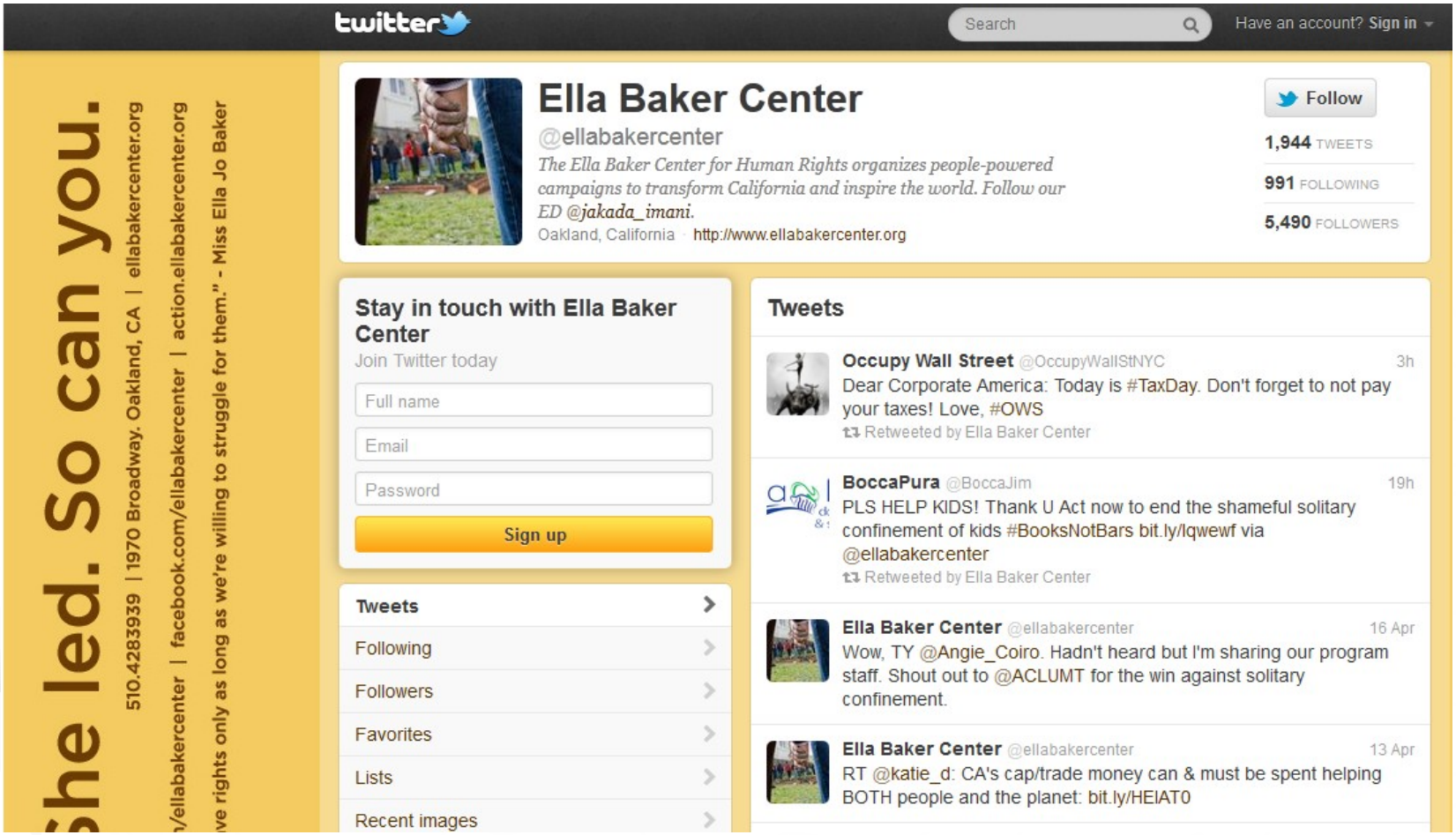
Twitter



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Facebook

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Social Media Housekeeping

- Lock down your virtual real estate
  - Reserve any accounts you could envision using now or in the future
    - Facebook, Twitter, Youtube, Flickr
- Set them up to look like a family
  - Strive for name consistency, usually an organizational domain name

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But what tool is right for me?

- It depends...
  - Who are you trying to reach?
  - Where do they hang out online?
- It also depends...
  - What are you trying to get done?
  - What value or benefit can you offer?
- Overall you need a communications strategy before worrying about social media tools to use

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Know Your Audience

- Who are you trying to reach?

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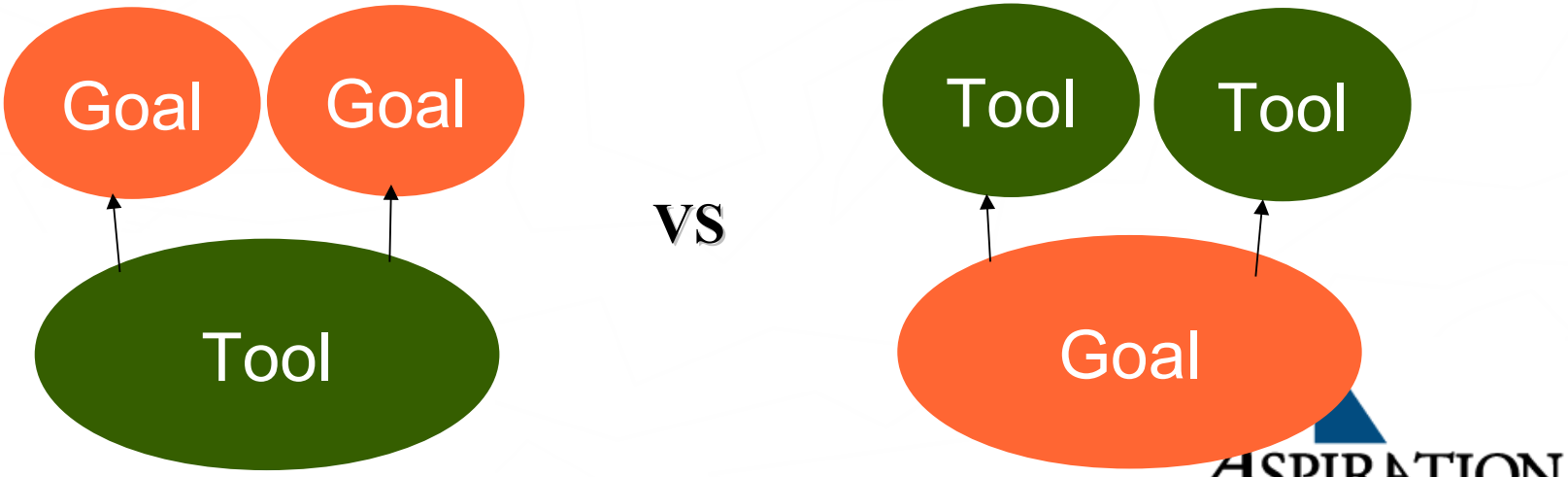
What are your goals?

- Measurable
- What does success look like?
- Tool-Agnostic
  - Make sure your communications plan stays in tact when the tool you are using fails you



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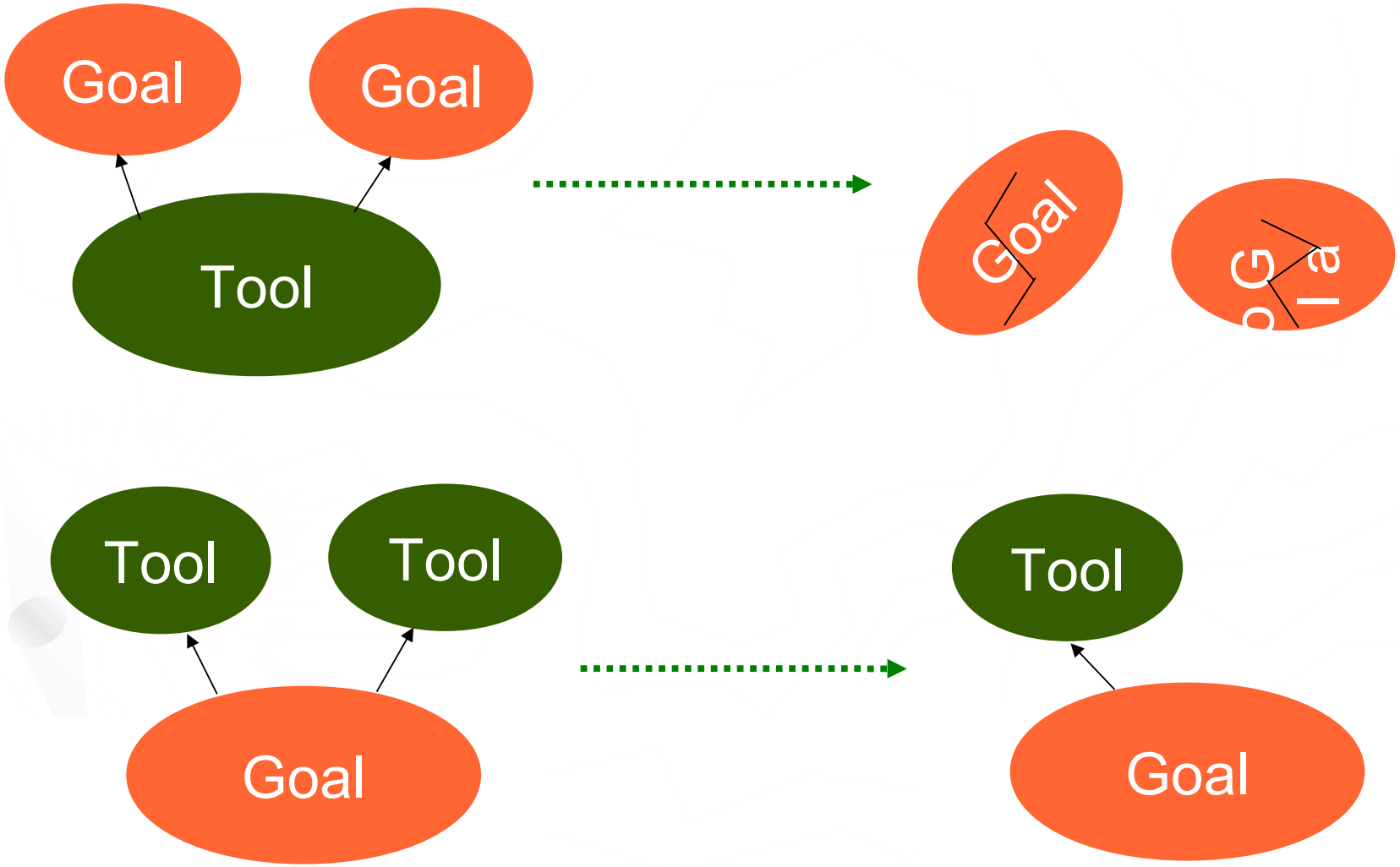
Tool Agnostic?



Example Goal

Goal	Measurability	What does success look like?	Tools
Increase attendees at annual event through social media efforts	• Compare this year's attendance to last year's • Have a "How'd You Hear" place on registration	10% increase in attendance from last year	• Twitter • Texting • Facebook • LinkedIn

Twitter

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Facebook

facebook Buscar

CANFIT Canfit Nonprofit | Biografía | 2011 | Lo más destacado ✓ Te gusta

Canfit Nonprofit compartió un enlace.
29 de noviembre de 2011

CANFIT Executive Director Arnell Hinkle featured in UC Berkeley CNR Alumni Spotlight!

Ver traducción

Breakthroughs Magazine - Alumni Spotlight -
shar.es

As the founding executive director of Community Adolescent Nutrition and Fitness (CANFIT), an 18-year-old national nonprofit, Hinkle works with community-based organizations and private and

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Eduardo Alarcon compartió un enlace.
7 de noviembre de 2011

Worthy Cause Grant

Miami Based Marketing Company Launches Nationwide Grants Program for Nonprofits - Yahoo! Finance
finance.yahoo.com

MIAMI, Oct. 12, 2011 /PRNewswire/ -- Cause Populi,

Canfit Nonprofit
14 de noviembre de 2011

Join our Gala! :)

CANFIT's Zero Carbon Footprint GALA - Nov 31st!
El miércoles, 30 de noviembre de 2011 a la(s) 18:00

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Canfit Nonprofit compartió un enlace.
14 de noviembre de 2011

Attend CANFIT's Zero Carbon Footprint Gala on Nov 31st! Leave your dancing shoes at home! :) http://p0.vresp.com/NPwo0A

CANFIT's Zero Carbon Footprint Gala on Nov 31!
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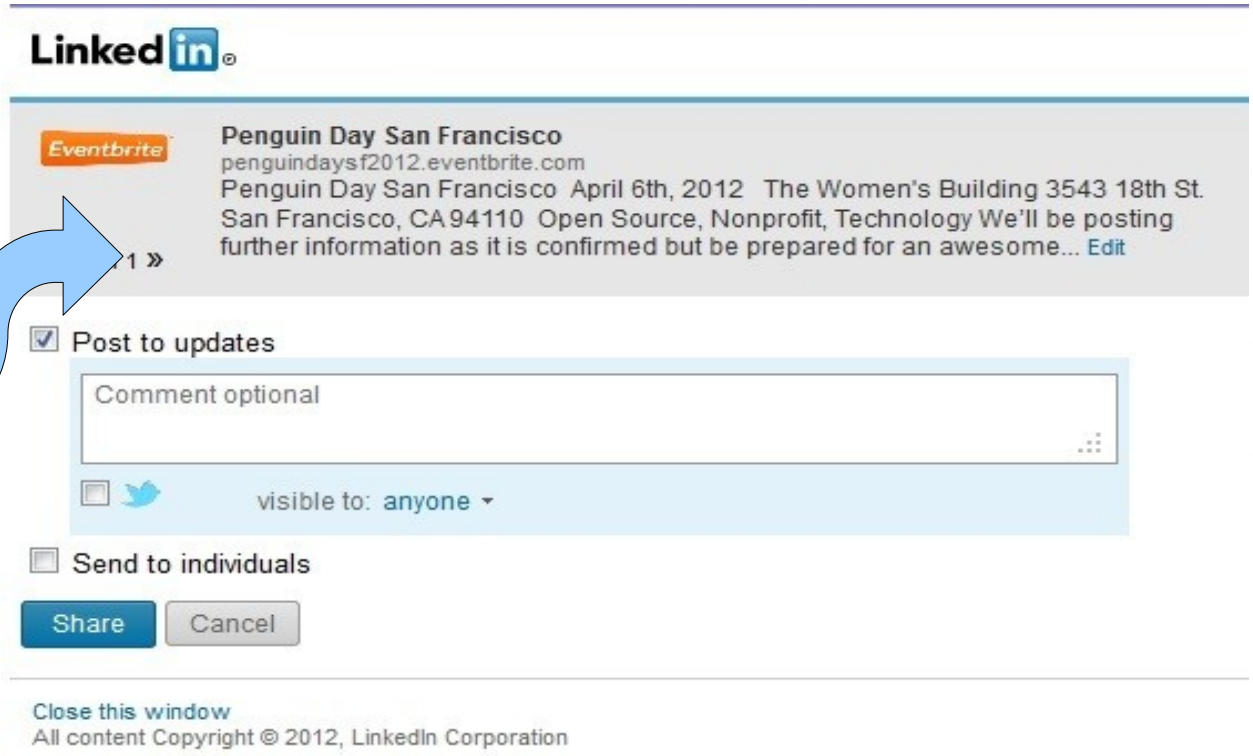
LinkedIn



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Different Roles for Different Channels

- Model your online channels as a spectrum of communications options
  - Target Audience
  - Tone and Voice
  - Control of Message and Brand
  - Frequency of Messages

- Let's take a look --->

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Spectrum – Target Audience

Blogging **Email** **Web Site**

Know you; want constant information and details about your work.

Potential supporters, learning about your work and organization

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Spectrum – Tone and Voice

Blogging **Email** **Web Site**

First person singular
"I"
Informal and fun

First person plural
or third person
"We" or "The org"

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Control of Message and Brand

twitter facebook **Blogging** **Email** **Web Site**

Shared with Audience ⟷ **“Traditional” org control**

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Frequency of Messaging

twitter facebook **Blogging** **Email** **Web Site**

Frequent – can be daily or more often ⟷ **Less frequent - Weekly to monthly**

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Bottom Line

- Online tools aren't a magic bullet
- You need:
  - An measurable goal
  - A compelling message
  - Effective tactics to realize your goal
  - A plan for engaging supporters and well-defined ways for them to plug in
- eAdvocacy is more about organizing and organizational challenges than tech challenges

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Aspiration's eAdvocacy Initiative

- Goal: Organizational self-sufficiency online
- Aspiration eAdvocacy Capacity-Building Trainings
  - Webinars
  - Seminars
  - Training Materials
- SSC Blog
  - http://blog.socialsourcecommons.org

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End Of Section

- Questions?
- Comments?

Thank You!

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