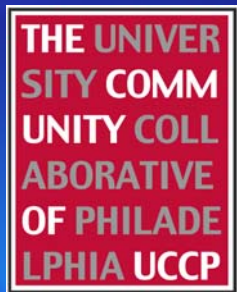


Technology for Nonprofits

Social Media & Web 2.0



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Web 2.0

- Internet applications that are dynamic - created for and by participation (forums, wikis, blogs, recommendation engines, etc.)

What is Social Media?

- Media (text, photos, messages, or video) that is “social”
- Media that starts conversations, encourages people to pass it on to others, and find ways to travel on its own.
- Facebook, Twitter, Blogs, Photo & Video sharing sites (Flickr, YouTube)

Social = Relationships

Relationships = Work

- A social media strategy doesn't end with a Facebook page - a Facebook page is a channel to connect to and engage your constituents.
- Being "SOCIAL" means *listening, responding to and hosting* conversations.
- P.S. that means TIME



“Social Media are better as a way to engage and communicate with people than ask them directly for support” -

The Nonprofit Social Media Decision Guide

Audience / Goal

Who is your audience?
Where do they hang
out online?

- Facebook: 18-34 yr olds
(students)
- Twitter: 25-34 yr olds
(media & tech savvy)

What is your social
media goal?

- Website Views
- Followers
- Engagement
- Conversion

**If you don't have any specific goals at all, simply
maintaining a channel may not be useful.**

Campaigns/Maintenance

- Think of Social Media as a series of campaigns with periods of maintenance
- How will you measure success? (# of people to volunteer for event, # of resource guide downloads)
- How much effort & time will it require to maintain a relationship?

FACEBOOK... what is it good for?

- Discussion + Feedback
- Website Traffic
- Events
- Youth Volunteers
- Cause Marketing (on facebook - changing photo, re-post link)
- Small-scale fundraising

Some things to consider...

- TIME: 8-16 hours to set up a fan page & develop a strategy; 2.5 + hours a week maintaining
- Frequent facebook users are more likely to care if you have a facebook & how many fans you have (are they your audience?)
- A facebook that hasn't been updated in 2 weeks or more seems defunct from facebook perspective and may do more harm than good!

What to do when you're on it...



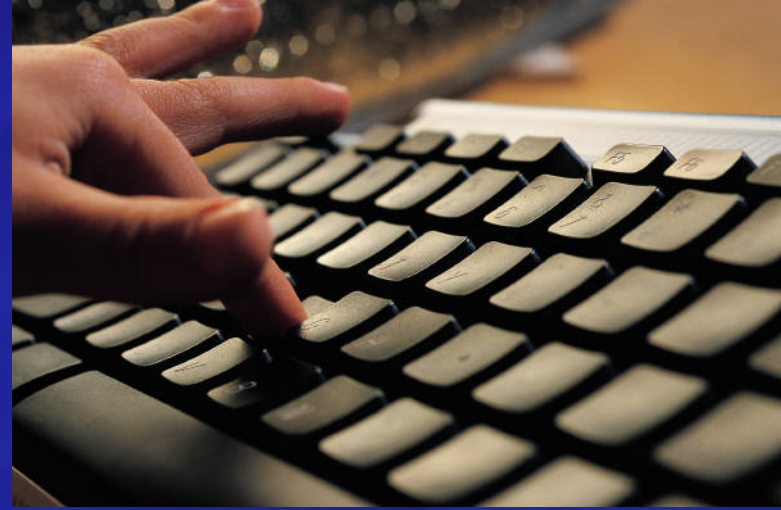
- Get people to “like” your page -- start with your own friends
- Be a good “friend” - listen, comment on and “like” people’s posts
- Use the Events function
- Reach out to like-minded organizations & friends of friends
- Be interesting! Ask questions, link to articles and videos, set up challenges. (Don’t just self-promote)

Twitter.

- Connecting with like-minded organizations (niche fields)
- Connecting to media
- Asking questions (easier than facebook)
- Frequent updates before, during & after event



What to do when you're on it...



- Follow
- Re-tweet
- Use hashtags (#keyword) to reach specific audiences
- Provide value (relevant news, statistics, inspirational quotes)
- Post at least once or twice a day!
- Search for tweets on specific topic

Some things to consider

- ..Like broadcasting into the ether
- Users “listen” to only about 20% of what they follow
- Will take about 1.5-2 hrs a week to maintain
- Use your smart phone and/or twitter apps.



http://www

.BLOGS

- ❑ Publicize expertise
- ❑ Promoting your cause
- ❑ Educating people
- ❑ Telling stories about your day to day work
- ❑ Promoting website through Search Engine Optimization (SEO)
- ❑ Self-archiving, searchable catalog of knowledge/events



2 Blog or Not 2 Blog?

- ❑ A blog started and abandoned is worse than no blog at all!
- ❑ A badly written blog is worse than no blog.
- ❑ Most readers are lurkers
- ❑ Should post once a week or very consistently (never too much)
- ❑ 4-8 hours a week of a *skilled writer's* time.

Navigating the Blogosphere



- Reach out to other blogs in the field to start conversations
- Send RSS-powered email blasts to your email contacts to get readers
- Link others to get linked back
- Use SEO
- Provide a real value! (Expertise, Interviews, Content)
- Where: blogger, wordpress, typepad

Photo/Video sharing



- Flickr, YouTube, Blip.tv, Vimeo...
- Most people use for storage, embedding, slideshows
- Social uses: linking, tagging, geomapping, group pool, commenting

Other “Social Media” tools I actually use

- Blogger as News-record
- Mailchimp (Campaign reports)
- SurveyMonkey
- Doodle
- Google Calendar
- Delicious.com - Social Bookmarking
- WikiSpaces

Creating your social media cocktail...



- ❑ Don't do everything!
- ❑ Think of it as series of strategic campaigns + maintenance
- ❑ Dedicate time! (*Not putting in enough time guarantees failure*)
- ❑ Use your young/excited/skilled staff
- ❑ Integrate your message & channels

Some more tips

- Invest in a good avatar
- Find your facebook voice
- Be nice. Reply & retweet
- Provide value
- Use the mobile web (1 in 5 americans access the web on their phone)
- Get a new media intern

Resources

- [NOI - New Organizing Institute](#)
- [Idealware.org](#)
- [TechSoup](#)
- [Nten.org](#)
- [NetSquared](#)
- [Technically Philly](#)
- [Twitter \(really\)](#)

