Social Media — A MUST for All Nonprofits These Days

It’s all part of your strategic planning to get found and bring people to your website.

And it can be overwhelming.
First Things First:
What social media platforms are you using right now?

CURRENT DARLINGS

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. Google+
6. Pinterest

*According to Pew Research Center*
Wait! What About LinkedIn? Isn’t That Important?

**BECAUSE . . .**

- It’s where professionals stay connected
- It’s part networking and part job board
- 107 million people in the U.S. are on it
- More than 207,000 nonprofits globally use it
- Great place for nonprofits to reach out to potential funders
- Gender reach in U.S. — 56% men; 44% women
- LinkedIn’s reach of the U.S. digital population is 37%
- People who use LinkedIn at least once a day: 13%

*Take these webinars created by LinkedIn especially for nonprofits:*

- [“Bootcamp Webinar for Nonprofits](#)
- [How to Put Social Fundraising to Work](#)
Our Basic Agenda:

- What are your objectives in using social media?
- Which social media sites are right for you?
- What should you be posting on social media and who should post?
- How often should you post?
- What is metadata and why is it important? And what are keywords?
- How do you know which posts resonate with your audience? (Hint: Analytics.)
- Are you using video? If not, why not?
- What’s the trending, new “darling” in social media and is it right for you?
Erik Qualman, began doing videos about social media, changes in it, growth and more since 2006. This is the most recent version from late 2015.
So on with the show!
What Are YOUR objectives or goals in using social media?

• Are you trying to attract new funders?

• Are you trying to attract people who would use your services?

• Or are you trying to do both?
And That Strategy Is Aimed at Bringing People to Your Website
Which Social Media Sites Are Right For YOU?

CURRENT DARLINGS

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. Google+
6. Pinterest

Just because these are the most popular doesn’t mean you have to do them all. If you’re just beginning, pick ONE or TWO at most to start. Learn them.

Learn them by understanding the demographics and interests of people who actually go to the various social media sites and use them.

Don’t abandon other techniques you already know work, such as e-mail lists, networking, and even some low-cost traditional advertising.
What Should You Be Posting on Social Media Sites?

In two words: conversational posts. Visitors aren’t on social media for an ad or content that’s an obvious push for business. THAT’S WHAT YOUR WEBSITE IS FOR.

Posts that include an image or video. Study after study shows that posts with visuals grab more eyeballs and engagement. And try to keep your text brief.

Let’s look at some samples next.
The Most Effective Posts Are:

Posts that begin by asking a question or include a question toward the end.

- **Genesis Community Health**
  - What can you learn about your health from your sweat?
  - [http://www.sun-sentinel.com](http://www.sun-sentinel.com)...

- **Regents Park Boca Raton**
  - January 14, 2015
  - We're reminded every day that every person has a story, and every face tells a history. What do you suppose this man's story is? Please share your thoughts.

- **Learn from yesterday, live for today, hope for tomorrow.**
  - Albert Einstein

Scientists have devised a wearable sweat monitor that keeps tabs on your health by monitoring the chemical composition of your perspiration.

[SUN-SENTINEL.COM](http://SUN-SENTINEL.COM) | BY LOS ANGELES TIMES
The Most Effective Posts Are:

Posts that provide resources or tips relevant to your audience.

**Regents Park Boca Raton**

June 12, 2014

June is National Safety Month — a good time to reflect on how you move and how to stay on your guard against accidents. This is something we know quite a bit about because we see many patients who took one tiny misstep off a curb or rushed down the stairs too fast, and wound up with serious injuries. Share your own stories of injuries you received that you probably didn't have to if only you'd slowed down just a hair.

**Sit and Be Fit**

January 28 at 1:19pm

Practice these static poses to improve balance and posture.

http://www.sitandbefit.org/static-poses-to-improve-balance/

**Sit and Be Fit**

January 28 at 1:19pm

Static Poses To Improve Balance - Sit and Be Fit

Static balance exercises can help decrease fall risk by challenging the balance systems and improving lower body strength.

SITANDBEFIT.ORG
The Most Effective Posts Are:

Posts highlighting something great your organization or staff members did.

Regents Park Boca Raton
November 21, 2014

Our food drive is pretty much over, and now it's time to organize the variety of foods contributed by staff people. We're helping less advantaged people have a Thanksgiving with less financial burden. Just look at that filled table!

Communities In Schools of Palm Beach County
May 14, 2015

Check out the story of Genesis. She us one of our CISPBC students set to graduate next week.

http://www.communityinschools.org/.../success-stories/story...
The Most Effective Posts Are:

Posts about events you’re hosting or participating in.
The Most Effective Posts Are:

Posts that are humorous or inspirational — but please do them sparingly.
Posts for holiday. Yes. They are expected and most businesses or organizations do them.

The Most Effective Posts Are:

To the men and women who have chosen to serve...
Your leadership inspires us.
It is our challenge to live up to your standards.
That is the best way for us to truly show our gratitude.
We cannot allow your sacrifices to go unanswered.... See More

Let's all remember and support our Veterans this Veterans Day

(End of Sample Posts)
So Really, How Often Should You Post?

The truth? It’s a real head scratcher.

No one strategy works for everyone.

Let’s look at some basics that *generally* will work for most social media.

- For Facebook, Google+ and similar sites, aim for three to five times a week.
- Twitter? Daily and often up to 4 times a day.
- Mondays are usually weakest for posts.
- *No* rule for an optimal time to post, but some expert thinking is to aim for about 11 a.m.
- Schedule in advance when you can. It’ll make your life a whole lot easier.
So In The End, **WHO WILL ACTUALLY DO ALL THOSE POSTS?**

Yep. It often might feel this way. So let’s look at what to do . . .
Considerations When Deciding on Who Does Posts

* Who in your organization has the time to keep up effectively?
  Shouldn’t be the CEO; that person already has enough to do.
  Should be someone with the necessary expertise.
  If expertise is lacking, allow your chosen person to spend time training.
  If using existing staff people, consider using two to keep everything going.
  If using staff is out of the question, consider outsourcing the work.

* Are the people who create your posts familiar with your goals and what your organization does, and do they have time?
  They may have the technical expertise, but they MUST understand what you want to accomplish for your organization and the timeliness required.
  Whoever you use, spend time reiterating who your organization is trying to reach and why. Assume nothing, especially if you’re using someone new or someone who performs another primary function.

* Does every post need to be reviewed? And by how many people?
  Too many cooks can spoil the broth, so don’t get bogged down in a process that cripples timely posts. Decide from the start how deep you want the process for approval to be and stick with it. A maximum of two people is enough, and they need to be in a position to respond quickly.
Let’s Talk About “Meta Data” and Keywords

Here’s the ridiculous, formal definition: Meta Data is a set of data that describes and gives information about other data. (Helpful, no?) SO FORGET THAT.

Instead, in terms of social media—and that’s our subject—think of meta data as “search engine optimization” (SEO). It’s a vital way to get people to your ultimate destination — your website!

Search engine optimization includes:

* Using words or phrases an AVERAGE person would use to look something up on the Internet.
* What specific words (keywords) would likely be a BIG part of his or her search.
* Including those words OR phrases in posts, video descriptions, blog posts, website text, Twitter posts, or just about any other WRITTEN content you use.
* Increasingly, it also includes judicious use of hashtags, primarily in Twitter.

Let’s See An Example
FIRST IN SEARCH

BECAUSE OF GOOGLE+ POSTS

THIS IS THE FIRST PAGE OF SEARCH IN GOOGLE FOR PEOPLE SEEKING "NURSING HOMES BOCA RATON." SEE OUR RANKINGS, NOT JUST BECAUSE OF WEBSITE SEO BUT BECAUSE OF CAREFULLY CRAFTED AND SEO'D GOOGLE+ POSTS, WHICH ARE FREE. REGENTS PARK BOCA CLEARLY DOMINATES.
Building Proper Keywording Tactics When Using, In This Case, Text for a YouTube Video

Keywords are done for SEO purposes in this panel of description text and “tags,” Google’s word for keywords. (Notice the title “how to” in the title.)
Using Analytics to Determine Which Facebook Posts Hit the Mark Best

Virtually all social media sites for which nonprofits and companies have a “business page” include detailed analytics that tell you loads about your efforts.

Facebook, showing 28 days of analysis.
Using Analytics for **Visuals** of Facebook Posts and How They Have Performed for You.

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/11/2016 8:09 am</td>
<td>I love social media, but coming up Feb. 14-20 is Random Acts of Kindness week. If you REALLY want to...</td>
<td></td>
<td></td>
<td>41</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>02/10/2016 10:43 am</td>
<td>Ah, yes. Social media isn't always everything we all wish it would be. Hope this makes you smile.</td>
<td></td>
<td></td>
<td>361</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>02/04/2016 2:22 pm</td>
<td>We all work too hard. It's okay to relax.</td>
<td></td>
<td></td>
<td>98</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>02/02/2016 4:04 pm</td>
<td>Little could be truer than this. It's why many of us do what we do, no matter how difficult the job at hand.</td>
<td></td>
<td></td>
<td>19</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>02/02/2016 1:55 pm</td>
<td>Do Infographics really bring value?</td>
<td></td>
<td></td>
<td>835</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>01/29/2016 1:37 pm</td>
<td>Nothing will keep me busier than shooting a 6-hour B-Comer Expo in South Florida while maintaining a boo...</td>
<td></td>
<td></td>
<td>507</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>01/29/2016 10:21 am</td>
<td>In the hustle and bustle of life, it's easy to forget how monumental even the smallest gestures can make to...</td>
<td></td>
<td></td>
<td>2K</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>01/26/2016 1:19 pm</td>
<td>Common sense is a wonderful thing. Those of you who work in the difficult environment of a hospital or lo...</td>
<td></td>
<td></td>
<td>61</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>01/24/2016 5:46 pm</td>
<td>If you're in healthcare, long-term care or in any capacity deal with Boomers and the elderly, don't shy away...</td>
<td></td>
<td></td>
<td>942</td>
<td>27</td>
<td></td>
</tr>
</tbody>
</table>
Using Google Analytics for REALLY Detailed Information About Website Performance.
Analytics Tool for SEEING What People Click On your website.

Get the tool at Crazy Egg. Works from your browser.
Are You Using Video? If Not, WHY NOT?

Reasons Why You Should Be!

Google is the No. 1 Search Engine, and It Owns YouTube — the No. 2 Search Engine.

Videos Work Very Well for SEO.

Videos CAN Be Added From YouTube to Facebook. *(You CAN directly upload to Facebook Now, Too.)*

Adding YouTube Videos is FREE, and You Can Shoot Decent Video Right From Your Cell Phone.

You Can Add Your Videos To Your Website, Share Them Through Email and Much More.

Videos Work Because You Can SHOW, NOT JUST TELL — and That’s Gold!

Let’s Look At Some Quick Examples
You Can Humanize Your Organizations by SHOWING Real Recipients of Your Services and Real Staff
You Can Build A Video Exclusively Using Slides Voiceover and Some Text Titling
You Can Shoot Decent Enough Videos Right From Your Computer’s Built-in Camera
What’s the Big-Time Trending Darling and Is It For You?
Instant, Streaming, Live Broadcasting . . .

(1) Periscope, which is made by Twitter

* Currently, it’s ONLY available as a free app for your smart phone.

* Instant, lives for 24 hours online, but you can save it to your camera phone and repurpose it.

Check out this article on Periscope for Nonprofits
Another about Periscope’s value for Nonprofits
Instant, Streaming, Live Broadcasting . . .

(2) BLAB

* Currently, it’s available as a free app for your smartphone.

* Instant, can be saved, and also can be run by using a browser. Chrome is recommended.

Check out blab.im
Instant, Streaming, Live Broadcasting . . .

(3) Facebook Live, made by Facebook

* Currently, it’s ONLY available by using the free Facebook app on your smart phone.

* Instant, lives forever on your profile page, but you can download it and repurpose it.

* At this time, NOT available to business pages, but expected to be in the near future.
CONCLUSION

Social media is one of the best ways to engage with funders AND consumers. But it can be maddening, difficult to keep up with, and well, imperfect.

GO FOR IT, ANYWAY!