
Initial Social Media Marketing Strategic Plan

Environmental Educators of North Carolina (EENC)
Plan Year: 2015



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1. Executive Summary

The rapid diffusion of social media applications is ushering in new possibilities for nonprofit organizations to communicate with and engage the public. The ability for any organization – no matter how small – to adopt cutting-edge social media technologies presents substantial opportunities (Seungah & Saxton, 2008). Environmental Educators of North Carolina (EENC) is an all-volunteer organization operating statewide in North Carolina. EENC’s mission is to promote excellence in professional development and



facilitate networking opportunities, inspiring educators to create an environmentally literate citizenry. EENC's vision is to connect diverse professionals and organizations to each other and to support high quality environmental education materials and programs, demonstrating leadership in North Carolina and beyond. Over the last few years, EENC has been working to update technology, modernize and improve its online interfaces, and take on a more professional persona and mentality. With some of these updates near completion, EENC now has a new opportunity to update and enhance their marketing tactics in 2015 to better accomplish organizational goals. Increased use of social media platforms to engage the current membership, attract and support potential new members, and better accomplish the organization's mission is a critical for future success with marketing objectives.

This document is designed to assist the EENC Board with the following:

- 1) Obtain a basic understanding of social media marketing principles and platforms,
- 2) Be a starting point for discussion on the topics of social media integration and technology benefits, and
- 3) Provide a basic framework and plan to begin to utilize social media (more advanced, targeted campaigns would be a future goal.)

This document recognizes that there is a wide level of current understanding on the EENC board about social media ranging from complete novice with minimal computer skills, to more advanced members who utilize social media in their personal or professional lives. EENC must increase social media use and conduct more target marketing campaigns to promote EENC services and to better accomplish the organization goals. With limited time and resources to execute and maintain social media and marketing campaigns, EENC needs to explore temporary staff or interns to realize its goals of increased membership, increased participation in the annual conference, and increased donations during 2015 and beyond. Some social media objectives and information contained this plan are basic but necessary as a foundation before more elaborate and target campaigns can be launched effectively.

Key social media objectives for 2015 will include starting and maintaining an active blog. Blogs are an opportunity for EENC to meet some of their mission goals including sharing stories to inspire educators, promoting professional development, and increasing environmental literacy. Other objectives in this plan include increased utilization of Facebook and Flickr to engage the community with a new emphasis on cross platform posting in coordination with other email and marketing efforts. Facebook and Flickr will be used together to highlight featured events in each EENC region and capture the stories, visual, to entice further discussion and community engagement in environmental topics. Also, EENC will begin in earnest to use LinkedIn to develop its position as the professional association and leader for all things EE for environmental educators across the state and in the southeast region. Primary goals for LinkedIn can be easily accomplished and include having 100% board participation. This would also



include each board member creating or updating their LinkedIn profile and having board members recruit other EE professionals to join our LinkedIn group. LinkedIn will also be utilized to promote professional learning opportunities throughout the year by posting information on the EENC group page.

Establishing the basic structure and a presence on some of the most use social media platforms will help ease EENC into this new territory. Overall, social media efforts will complement, enhance, or cross promote EENC marketing and organization goals throughout the year. In the past, EENC has not set targets for increases in membership, donations or other categories and has not necessarily tracked results throughout the year. This has hindered the organization ability to set meaningful goals, accomplish more, and confirm it mission and general organizational goals are being met. Social media integration and utilization can help the organization meet its goals and can help track progress throughout the year through the use of online metrics and tracking tools.

EENC is in an excellent financial and operating position to grow its membership, enhance its brand, and provide increased professional development to the community through increase social media efforts. The organization has increased its membership by approximately 10% from the previous year and is more active in many regional areas. EENC also has new interest from students at local colleges who are interested in being part-time interns or who are looking for opportunities like the EENC Conference Research Symposium to present new EE research. Interns could be utilized to accomplish some of the organizations social media and marketing goals. This new energy and interest could further fuel the organization to accomplish the basic social media goals outlined in this plan. Once a general understanding and utilization of social media occurs, EENC will have a better opportunity and ability to develop more effective, targeted social media marketing campaigns.

2. Situation Overview

A General Discussion

Environmental Educators of North Carolina (EENC) is an all-volunteer organization operating statewide in North Carolina. EENC's mission is to promote excellence in professional development and facilitate networking opportunities, inspiring educators to create an environmentally literate citizenry. EENC's vision is to connect diverse professionals and organizations to each other and to support high quality environmental education materials and programs, demonstrating leadership in North Carolina and beyond. EENC supports the core definition and components from the UNESCO Tbilisi Declaration (1978) publication on environmental education (EE). EE is taught in traditional classrooms, in communities, and in settings like nature centers, museums, parks, and zoos. Learning about the environment involves many subjects—earth science, biology, chemistry, social studies, even math and language arts—because understanding how the environment works, and keeping it healthy, involves knowledge



and skills from many disciplines. Environmental education is a learning process that increases people's knowledge and awareness about the environment and associated challenges, develops the necessary skills and expertise to address the challenges, and fosters attitudes, motivations, and commitments to make informed decisions and take responsible action (UNESCO, Tbilisi Declaration, 1978). The components of environmental education are:

- Awareness and sensitivity to the environment and environmental challenges
- Knowledge and understanding of the environment and environmental challenges
- Attitudes of concern for the environment and motivation to improve or maintain environmental quality
- Skills to identify and help resolve environmental challenges
- Participation in activities that lead to the resolution of environmental challenges (UNESCO, 1978)

EENC is the professional organization or association for environmental educators in North Carolina. EENC works to inspire and support the efforts of works to educators who teach children and adults how to learn about and investigate their environment, and to make intelligent, informed decisions about how they can take care of it.

Challenges

EENC is an all-volunteer board. As with many all-volunteer boards, it can be difficult to accomplish some of the goals for that year with limited time and limited resources. Each year a new president takes over and operates with a different style and has differing levels of understanding of social media and marketing. Additional recruitment to communications and marketing committees may be required to have the needed talent to execute some of the social media, communications, and technology related goals for the board. Many of the services which a professional organization would typically assist with (like certification, job boards, file and resources sharing) currently is also done by a state agency (The Office of Environmental Education). Although EENC and the Office of EE work well together, in the past there has been friction between these two groups. EENC needs to better define what it offers its membership and needs to create additional value for members and the community of environmental educators across the state.

Opportunities

New board members are more comfortable with social media and are eager to be more involved in social media. The organization has increased its membership by about 20% from the previous year and is more active in several regional locations than in years past. EENC also has new interest from students at local colleges who are interested in being part-time interns. Interns could be utilized to accomplish some of the



organization's social media and marketing goals. Overall, there is a new sense of energy and interest in growing the reach and involvement of the organization in communities across the state. We also have had other offers for assistance and have the opportunities to fill committee workgroups which previously would often have only one member. With additional personnel, a wide variety of talents, and interest in launching targeted social media campaigns to increase the presence and usefulness of the organization, there are many opportunities for the organization in 2015. The organization is interested in putting on a more "professional" face than in the past. Historically, the organization was not as active and was more loosely involved with environmental activity across the state. The current and incoming board is energized to identify new ways the organization can add value to its members, grow membership, and increase support and involvement in environmental education across the entire state.

EENC has a solid reputation and some brand equity built up over many years of service to the community. The most visible contribution to the community of EE professionals has been the annual environmental education conference hosted each year by EENC. This conference is well attended and is the premier place for environmental educators to present research, share resources, network, and learn new ideas. Cross promoting and marketing this event on all platforms in a timely, and coordinate manner is of high importance to the board members.

Budget

Traditionally, there has been a very limited budget for communications and marketing. The 2014 budget for marketing was one thousand dollars. This line item also includes costs associated with communications and marketing around the annual conference which consumed the majority of the funds. Last year, the organization surpassed its goals for donations and income and could be able to spend additional resources on campaigns. Once the basic objectives of this plan are underway, the EENC board should consider reevaluating the communication and marketing budget.

Organization Strategic Goals.

2014 board retreats and meetings involved discussion about strategic goals and expectation for board members and volunteers. Overall, all marketing activities should support one or more of the following strategic goals.

- *Facilitate communication and build diverse partnerships among environmental educators and organizations that share common goals and objectives.*
- *Support and advocate for positive governmental action regarding environmental education.*
- *Promote positive community actions toward the environment in diverse communities through sound educational programs.*



- *Promote public understanding and support of environmental education programs and activities.*
- *Strengthen membership base to create EENC leaders*
- *Improve EENC organizational effectiveness.*

B Social Media Background

Social media can be a valuable tool for nonprofits to reach out to donors, memberships, and others. It should be considered a tool in the organizations toolbox for broader marketing, fundraising, and organizational goals. Many board members are somewhat familiar with social media from personal use. However, most board members have little to no experience utilizing social media for marketing purposes, have some level of unease about using different social media platforms, and many simply do not know the basics about different platforms which the organization could look into. Board members not familiar with common social media terms and platforms should review the “Primer on Social Media” in the Appendix. The primer includes some basic information about social media services to help people become familiar with the most widely used tools and platforms.

Establishing a social media marketing strategy is more than just posting an update informing people that a new service is available or there is an event nearby. It’s more than just sharing a piece of information. A social media strategy is a success when you are able to engage and interact with your target audience. If that’s simple, then why do so many social strategies fail? Chances are that they’ve committed one of the following mistakes (Rampton, 2014). A few of these common mistakes are listed below. These are mistakes that should be easy to correct.

- A. Not Providing Anything Different
- B. Lack of Monitoring and Measuring
- C. Shouting, Not Listening
- D. Values Don’t Match
- E. Not Consistent
- F. Misunderstanding How Social Media Really Works

EENC must continually work to avoid these common mistakes when executing social media and marketing strategies. At the same time the board considers avoiding common mistakes, perhaps more importantly, we need research and engage in best practices for social media with regard to engaging the community.

3. Marketing Objectives & Social Media Objectives

Marketing goals and objectives must align with the organizations strategic goals; EENC categorizes its main strategic goals into six key areas. All social marketing goals need to facilitate one or more of these core organization strategic goals listed in the situational overview section. Social media has the potential to further these goals in a number of



ways. *Reminder, Future marketing and social media objectives should follow the SMART criteria. Each goal needs to be specific, measurable, attainable, realistic, and time-bound.

Marketing and Objectives (2015 Calendar Year)

The following marketing objectives are designed to meet the overall organization strategic goals.

- Increase membership by 5-10%
- Increase donations by 5% or \$5000
- Market and advertise for annual EENC conference, increase participation in the annual conference by 10 %
- Share feature stories of EE professionals or best practices articles monthly to be a resource for EE educators and to inspire new educators
- Promote regional face-to-face events, increase participation by 5%

Social Media Objectives (2015 Calendar Year)

Blog –Start a blog:

Title: EE Echoes. Recognizing that this is a commitment of time and once started, must be maintained, EENC feels that a blog would be the correct platform to share news, research, and highlight success and best practice stories by current environmental educators from across the state. After establishment of the blog, goal will be to have 50% of the membership follow the blog by the end of 2015. Key tasks of objectives include:

- Researching and picking platform
- Bring new board member on under communications committee to start and maintain blog
- Create blog
- Collect and write feature stories and articles
- Post to blog at least every other week.

LinkedIn – Re-launch LinkedIn EENC Group.

LinkedIn is a business-oriented social networking service. EENC wishes to represent itself in a more professional manner and engage with current members and potential new members. LinkedIn Board members in each regional will be required to post to the group once a quarter (minimum) with current news, announcements, professional development opportunities, and more to the group. Additionally, EENC needs to build a network and sharing space for younger EE practitioners or students interested in EE.



LinkedIn group will cross promote with other social media platforms and post EE related job opportunities when applicable.

- Obtain correct admin rights
- Get 100% board participation / update board profiles
- Update images and group page (create linked and share buttons on communications and website.)
- Post content weekly

Facebook – Increase page likes by 500 people.

Assign multiple people responsible to post to page (give them appropriate admin rights). Need to work on brand identification and image consistency with logo. To learn more about the organizations Facebook visitors and traffic, Obtain intern or volunteer to help learn more about Facebook metrics and tracking capabilities.

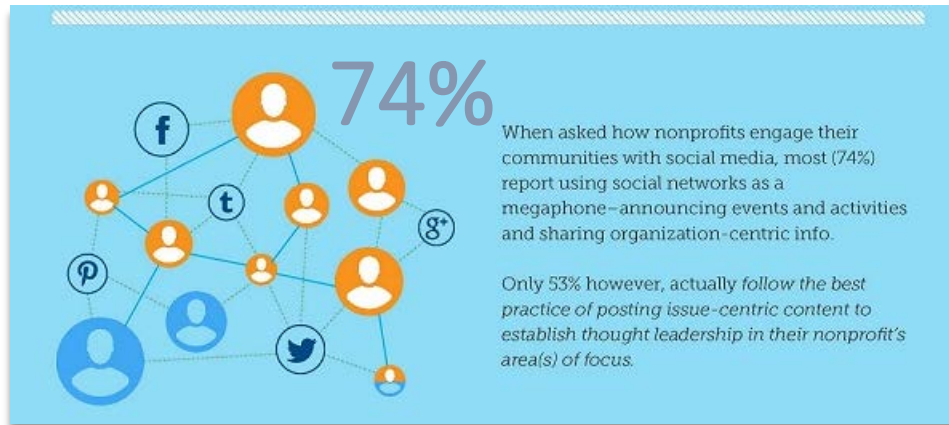
Flickr – Launch photo sharing site.

Find and encourage nature, amateur, and professional photographers to post to the site. The EENC community has an active and enthusiastic sub group of landscape and nature photographers. Post photos from events and conferences (photos from each regional / EENC section). Section co-chair will be responsible for submitting or uploading content for their areas.

Website / e-Marketing Integration – Add and integrate social sharing and social media icons on website, www.eenc.org, and on e-marketing email messages.

Create Flickr, Facebook, LinkedIn and Blog buttons on website home page. (Work on multiplying effect by cross integrating platforms with website and direct emails.) Add sharing options on donation page to let users who donate “brag” about making a donation on their social media pages. Embed social buttons consistently on all e-marketing campaigns and communications (iContact currently used for emails for the organization).





Going forward, EENC must move away from its practice of using social networks and social media as a one way broadcast to anyone who might listen. Nonprofit Quarterly reports that 53% (Figure1) of nonprofits follow best practices with regard to posting content to social media. EENC must move toward posting issues-centric content and thoughtfully crafted content that reinforces or supports specific objectives which align to the overall mission. Social media can help EENC make an important cognitive and an emotional connection to both the membership base and other educators in North Carolina. However, it must be consistent with the organizations other marketing strategies, consistent with mission and vision, and consistent with its execution of the strategy over the entire year.

4. Social Media Communications Content

EENC's mission is to promote excellence in professional development and facilitate networking opportunities, inspiring educators to create an environmentally literate citizenry. EENC is currently working to clarify its primary content and services it wishes to focus on or continue in 2015. Ongoing content or services that need to be communicated, marketed, and /or promoted include:

- EENC Annual Environmental Education Conference (2015 Conference Eastern 4H environmental Conference Center, Columbia NC Sept. 25-27th)
- *Regional Adventure Trips, Activities, and networking events*
- *Professional Development Opportunities (Workshop and trainings)*
- *Original Content – Featured Stories with examples of lessons, activities, and best practices related to EE*
- *Environmental Education Job Opportunities.*
- *Create news about events*
- *Membership Discounts*
- *Fundraising Campaigns and Opportunities*



5. Target Markets

Historically, EENC's communication and marketing has not operated with consideration to segmentation or targeted markets. In order to increase effectiveness of campaigns and marketing for the organization, increased work must be completed to clearly distinguish the unique attributes of the audience the organization hopes to reach. EENC must become more aware and more proficient at market segmentations and best practices related reaching a targeted group within their network.

Why segment and target?

Some nonprofit organizations prefer not to make segmentation and targeting decisions but this is dangerous because by trying to meet everyone's needs you can end up with a generalized, low quality activity meeting no-one's needs very well. In particular there are three reasons why you should segment and target. Segmentation and targeting will help you to:

1. Meet needs better

- *Homogeneity of the target group means your organization can specialize; increase expertise and meet need better - higher quality.*
- *Allows you to choose the groups you feel are most in need (prioritization).*

2. Apply resources more effectively

- *Cost effective because you can gain the benefits of scale while still meeting need.*
- *No/less duplication because you can choose segments that other organizations are not addressing.*

3. Raise resources most effectively

- *Supporters can quickly appreciate 2 and 3 above and be assured that you are being thoughtful about satisfying your customers as well as being as cost effective as possible.*

Source: Kotler P, and Fox K, (1986) & <http://knowhownonprofit.org/>

In conjunction with Nonprofit Marketing Guide, Bloomerang recently surveyed a group of small-to-medium-sized nonprofits in the United States and Canada to see if and how they are segmenting their emails, newsletters, and gift acknowledgements. The results showed the majority of non-profits 64%, are segmenting their communications. Those not segmenting cited a lack of knowledge, technological ability, and data mistrust for reasons they did not segment their communications (Shattuck, 2014).

EENC needs to further develop target markets and have discussion at the next board meeting to arrive at consensus on key target markets, the traits of that group, and what



content they should receive. EENC current target market groups, and future target markets to explore, include;

Target Market Segments

No. 1: Non-formal, environmental educators

** See Target Market 1 Persona Files in Appendix D*

No. 2: Formal, in-classroom educators

(Future audience to explore)

No. 3: Undergraduate / Graduate students

(Future audience to explore)

No. 4: New, formal classroom teachers (1-3 years into their positions)

(Future audience to explore)

No. 5: Nature photographers

(Future audience to explore)

No. 6: Seasonal / Temporary Naturalist or Volunteers

(Future audience to explore)



6. Social Media Channel Mix

With more than 1 billion active users, Facebook is the largest social network in the world. More than two-thirds of its users log in every day and three-fourths do so on a mobile device. Without a doubt your nonprofit's supporters use Facebook on a regular basis (Nonprofit tech for Good, (October, 2014). EENC will focus on utilization of these social media channels in 2015. The channel mix was chosen to support to organizations goals and content available.

Facebook

Facebook is an online social networking service which the majority of board members and EENC members are familiar with. Facebook boast over a billion users and is used by the majority of nonprofits active in the social media space. Facebook is used as the primary location to post information, news, and campaign details for the organization. However, no comprehensive and consistent utilization plan has been developed.

Blog – Blogger or Joomla

A blog is a regularly updated webpage or platform with a social component. A blog sometimes features diary-type commentary and links to articles on other websites. Further research and knowledge are needed to decide on the platform for the proposed blog. The blog may be a stand along blog built on the Blogger platform or may integrated into the Joomla 3.0 platform on which the EENC website is currently built. There has been discussion about moving website platforms which will influence this decision.

LinkedIn

Is a business and professionally oriented social networking service which was founded in 2002. EENC wishes to increase professional networking opportunities and to support more generation Y and X environmental educators who are active on LinkedIn currently. LinkedIn reports over 250 million users and can help the organization enhance it brand image as the professional organization of environmental educators in North Carolina. LinkedIn support groups. EENC must first complete and re-launch the previously created but not utilized LinkedIn page. Initial objectifies include having all current and recent past board members, complete profiles highlighting their environmental education expertise.

Flickr

Flickr is an image hosting and video hosting website, and web services suite that was created by LudiCorp in 2004 and currently owned by Yahoo. Flickr allows for full resolution photos to be uploaded and shared. The environmental education community and the EENC membership has an active amateur photographer sub category which could be engaged more frequently with video sharing services like Flickr. EENC wishes



use Flickr also as a historical repository for events, achievements, stories, and content related to environmental education. Future interests include photo contents to engage this community. Flickr needs to be integrated with the Joomla website and across the organizations other social media platforms.

Website – Joomla

<http://www.eenc.org/>

Currently, the EENC website is built on Joomla. It is the primary repository for information. New online donation features, conference sign up capabilities, and other technological improvements have been added recently.



7. Evaluation and Control

Social media and marketing activity will be reported on and discussed at quarterly board meetings. It will be the reasonability of the communication co-chairs to track metrics related to objectives and report to the full board. It is recommend to update this plan half way through the year once the board has a better understanding of social media and how the nonprofit can use the tool for success.

OBJECTIVE	DUE DATE	DONE
Blog – research and pick platform	January 31	<input type="checkbox"/>
Blog – create blog	February 28	<input type="checkbox"/>
Blog – track post and comments	Ongoing	<input type="checkbox"/>
LinkedIn – Obtain admin rights	December 31	<input type="checkbox"/>
LinkedIn – 100% board participation	January 16	<input type="checkbox"/>
LinkedIn – Connect to other platforms and update images and brand (look and feel)	January 30	<input type="checkbox"/>
LinkedIn – Post weekly content	Ongoing	<input type="checkbox"/>
Facebook – Update organization main images and logo	February 28	<input type="checkbox"/>
Facebook – increase page likes by 500 users (annual goal)	December 31	<input type="checkbox"/>
Facebook – update content, connect with blog and website, assign board members to post specific content or events for their region	Ongoing	<input type="checkbox"/>
Flickr – create new Flickr page for EENC	September 30	<input type="checkbox"/>
Flickr – collect archive pictures from other photo sharing sites previously used. Post on new Flickr page	October 31	<input type="checkbox"/>
Flickr – connect Flickr page to website, blog, and other social media	December 31	<input type="checkbox"/>
Flickr – record major events, conferences, and EENC happenings with photos and upload to page (at least one set of photos from each section, posted quarterly)	Ongoing	<input type="checkbox"/>
Website – update Joolma to newest version, include links to Facebook, Flickr, and LinkedIn pages	November 15	<input type="checkbox"/>
Website – add link to blog (if hosted on another platform)	February 28	<input type="checkbox"/>
Website – redo donation page with social media buttons	March 31	<input type="checkbox"/>



Future Objectives - Create Robust Tracking Tools

Create tracking tools and spreadsheet to update quarterly for EENC board reports and meetings. Creating a simple tracking tool to capture Facebook likes, blog posts and comments, LinkedIn posts and activity. EENC has not tracked these statistics in the past. Initial estimates related to goals may need to be revised mid-year. Report findings quarterly, adjust goals accordingly.

		1-JAN	7-JAN	14-JAN	21-JAN	28-JAN
TWITTER	@ followers	528	549	592	649	701
	Number of Tweets	12	15	13	16	12
	References	9	15	17	14	21
	Retweets of Updates	3	16	19	27	24
FACEBOOK	Number of Fans	700	715	727	734	743
	"Likes"	9	15	12	17	21
YOUTUBE	Number of Videos	13	13	14	14	15
	Number of Total Views	1356	1391	1520	1593	1683
BLOG	Number of Posts	94	98	104	107	116
	Number of Comments	184	192	204	215	228



8. Sources & Resources

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www.forbes.com/sites/johnrampton/2014/04/22/why-most-social-media-strategies-fail/

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Nah S (2010) Media publicity and civil society: Nonprofit organizations, local newspapers, and the Internet in a Midwestern community. Mass Communication and Society 13

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Convio Service Team, (2013). Social Media Group Guide. Going social; tapping into social media for nonprofit success, retrieved from http://www.councilofnonprofits.org/files/Convio_Social-Media-Guide.pdf

Nonprofit tech for Good, (October, 2014). 10 Facebook Page best practices for nonprofits, <http://www.nptechforgood.com/2014/10/19/10-facebook-page-best-practices-for-nonprofits/>

Additional Links

<https://nonprofits.linkedin.com/>, <http://www.marketingsavant.com/>,
<https://www.socialbakers.com/edgerankchecker/edgerank/learn>



9. Appendix

Appendix A - SOCIAL MEDIA PRIMER FOR NONPROFITS

Source: http://www.councilofnonprofits.org/files/Convio_Social-Media-Guide.pdf

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. 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?"

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 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 ensure searchers can find relevant content.



in each picture helps

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.



Appendix B - Future Tracking Ideas and Metrics (for Future Discussion)

Facebook Metrics

(Future metrics to explore and track once organization)

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 (Convio, 2013)

Blog Metrics

(Future metrics to explore and track once organization)

Blog comments and responses, Linkbacks to blog, Influencer pick-up of blog posts, topics, Referring traffic from blog to other social media accounts, Linkbacks to event/campaign landing pages from blog, Media pick-up of blog content (Convio, 2013)

- *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. (Convio, 2013)

- *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. (Convio, 2013)

- *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. (Convio, 2013)



Appendix C – Tips (Case Foundation)

Simple handout of tips to share with board members to facilitate discussion about social media.

TIPS:

MAKE IT A CONVERSATION: Simply **ask questions**. Social media rockstar John Haydon gets even more specific, sharing “**posts that end with a question mark vs. a period generate twice as many likes, comments, and shares**—esp. those that start with “should” or “would.”

GET VISUAL: Nonprofits said **attaching a photo or a video to your post, especially of your donors and community, is a surefire way to lift engagement**. Infographics are also a great way to grab attention, and <http://visual.ly/> is a great free tool for creating those quickly.

SHARE THE LOAD & HAVE A PLAN: About half of nonprofits have a team of people overseeing their social platforms, which we consider a best practice since it allows for a diversity of individual voices. The **best tool for actually managing a team is an editorial calendar**, which clarifies who is in charge of posting what, where, and when.

THE FUTURE (AND PRESENT!) IS MOBILE: Today, 47% of people access email via their smartphone. Our respondents shared that their **nonprofit newsletters and websites are the keys to online engagement and fundraising**. So make sure yours is mobile-friendly.

THE CASE FOUNDATION

SOCIAL MEDIA
FOR NONPROFITS

Learn more about the survey and the results:
www.casefoundation.org

Source: http://www.councilofnonprofits.org/files/Convio_Social-Media-Guide.pdf

