



HOW NONPROFITS CAN SUCCEED IN SOCIAL MEDIA

Presented by
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INTRODUCTIONS

- Debbie Laskey, MBA

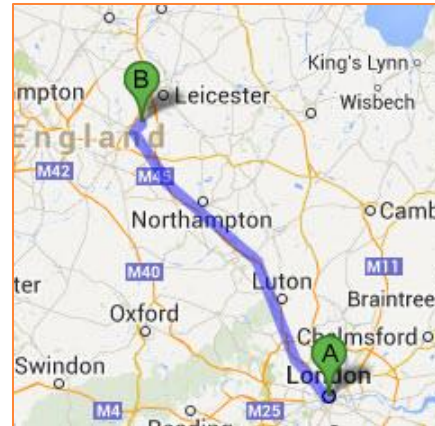
and

- Audience's Experience with Social Media



DISCUSSION

- Starting Point and **S.A.P.CO.T.E.**
- **S** = Strategy
- **A** = Audience
- **P** = Platforms
- **CO** = Content
- **T** = Timing
- **E** = Evaluation (Metrics) and Social Media Audit
- Secrets from 5 Successful Brands
- Why Social Media Was Designed for Nonprofits
- Some Nonprofit Examples
- Final Note
- Q & A



START AT THE BEGINNING

...47% of Americans say that Facebook is the #1 influencer of their purchases

...the Google +1 button is used to “like something” 5 million times a day

...23% of Facebook users log in at least 5 times a day

...71% of users utilize a mobile device (smartphone or tablet) to access social media

WHAT IS SOCIAL MEDIA?

Social Media is the social interaction among people whereby they create, share, and exchange information and ideas in virtual communities and networks.



S = STRATEGY

- Does your nonprofit have an annual marketing plan that aligns with your annual fundraising plan?
- What are your goals for social media?
- Do you have a written social media plan that aligns with your marketing and fundraising plans?
- Who will execute your social media outreach?

A = AUDIENCE

- Who is listening? Who will listen?
- Who is responding? Who will respond?
- Who is engaging? Who will engage?

P = PLATFORMS

- Facebook
- Twitter
- LinkedIn
- YouTube
- Google+
- Pinterest
- Instagram
- Foursquare
- Flipboard
- Blogs

C = CONTENT

- Determine needs for current audience
- Create content to attract new audience
- Find a balance between sharing own information and listening to others
- Reply to people's comments
- Invite people to comment and share

CONTENT MARKETING is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and drive customer action. ~Joe Pulizzi

T = TIMING

- Post daily to Facebook
- Post a few times daily to Twitter
- Post once a week on LinkedIn
- Other sites – TBD based on your nonprofit's core audiences

E = EVALUATION/METRICS

- Do you remember your objectives? Do you re-evaluate them every 6 months?
- What do you want to measure?
- Who comments on your content?
- Who shares your content?
- Who likes your content?
- Will you be able to expand into other social sites over time?

SOCIAL MEDIA AUDIT

- What are you trying to achieve?
- Who is the target audience?
- How effective are you in targeting your audience?
- Which social media tools are being used?
- How effective are you in leveraging the various social media tools?
- How effective are you in engaging with your target audiences?

BIG BRAND SECRETS

- Progressive and Facebook
- Oreo and Twitter
- Sherwin-Williams and Instagram
- Tiffany & Co and Pinterest
- Starbucks and Foursquare

PROGRESSIVE & FACEBOOK

- Progressive uses Facebook's sign-out process to feature one of its ads

The image shows a Facebook interface with a blue header. On the left, the word "facebook" is in white, followed by a green "Sign Up" button. On the right, there are input fields for "Email or Phone" and "Password", a "Log In" button, and a "Keep me logged in" checkbox. Below the header is a large advertisement for Progressive. The ad features a woman with long dark hair, wearing a white polo shirt with a name tag that says "FLO" and a "PROGRESSIVE" logo. To her left, there are shelves of Progressive insurance policies. The text in the ad reads: "SWITCHING TO PROGRESSIVE COULD SAVE YOU AN AVERAGE OF \$497." followed by "Switching to a new shampoo? Always read the label first." Below this, there is a smaller version of the woman's image and the text "Flo, the Progressive Girl" with "5,412,185 likes • 30,632 talking about this". At the bottom right of the ad, there is a blue "P" logo and the text "Flo, the Progressive Girl Switch to Progressive and you could save big bucks. Get a quote."

OREO & TWITTER

- Who can forget the famous Tweet during 2013 Super Bowl when the lights went out in New Orleans?



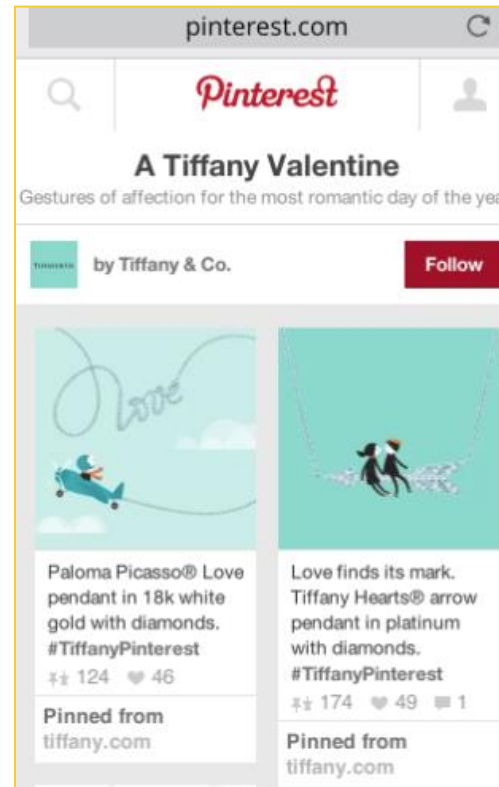
SHERWIN-WILLIAMS & INSTAGRAM

- Sherwin-Williams uses this visual site to showcase colors in everyday situations to sell its paint



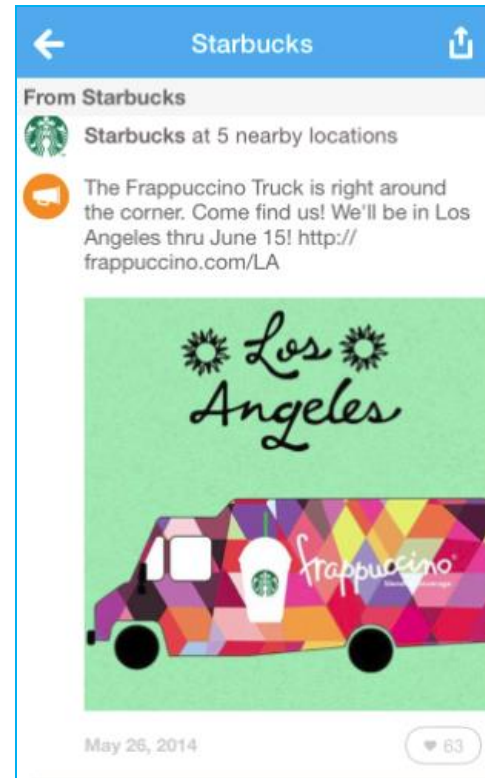
TIFFANY & CO & PINTEREST

- Tiffany uses this visual site to promote holiday jewelry purchases



STARBUCKS & FOURSQUARE

- From announcing locations of its mobile trucks to promoting beverage specials, Starbucks uses this social site to connect with its fans



WHY SOCIAL MEDIA WAS DESIGNED FOR NONPROFITS

Your supporters can use social media to:

- Promote your mission
- Tell your story
- Register to attend for events
- Donate
- Volunteer
- Attract corporate sponsors

FINAL TAKE-AWAY

If you leave today with only 1 take-away, it should be this:

All social media sites should link back to your main website, where **YOU OWN AND CONTROL ALL OF THE CONTENT.**

