

Social Media for Nonprofits

How you can use Facebook as part of
your social media strategy

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Social Media and Facebook

Social Media is a symphony, or army of forces working together to build and market your brand.

FACEBOOK

- Creates engagement
- Shows a pulse

SUCCESS

- Must have a brand and a social media strategy
- What is the action you want them to take
- You must measure the results of your efforts

Nonprofits and Facebook

- There are over 30,000 non-profits using Facebook Pages.
- Facebook empowers non-profits by enabling them to mobilize communities, organize events, increase fundraising, reduce costs with free online tools, and raise awareness through viral networks.
- Beth Kanter: Facebook is an interactive listening post.”

How Nonprofits Use Facebook

Engagement/Relationship

- To stay in touch with core audiences on an ongoing basis
- To promote your organization's blog, latest news and meetings
- To find and communicate with potential supporters
- To find and recruit volunteers

Brand/Presence

- To create a single branded page of your organization's work

How Nonprofits Use Facebook

Awareness/Empowerment

- To stir and broaden support for important social issues
- To empower members to engage in their own actions

Fundraising

- To raise public awareness and money for advocacy efforts
- To raise funds for the organization's fundraising campaign

Event Promotion

- To organize, promote and manage events

Examples of Nonprofits on FB

- [Downtown Davis](#)
- [Special Olympics Northern California](#)
- [Davis Advanced Treble Choir](#)
- [Susan G. Komen for the Cure](#)
- [The Humane Society of the United States](#)
- [Kiva: Loans that Change Lives](#)
- [LIVESTRONG](#)

Just for fun, a business page: [Samsung Omnia](#)

Seven Ideas for Status Updates

1. Post information related to your issue or cause
2. Ask a question
3. Show your volunteers at work
4. Thank someone
5. Respond to a friend's wall post
6. Promote a like-minded nonprofit or agency with which you partner
7. Provide your fans an offer

<http://blog.cuclispr.com/2010/05/17/7-tips-to-engage-your-nonprofits-facebook-fans.aspx>



Engagement Strategy

- Designate more than one person to be in charge of the page.
- Determine the “voice” and “tone” of the page.
- Make a list of topics.
- Develop a schedule and stick to it.
- Visit your page every day.
- Address fears about Facebook.

Fears about Facebook

- Loss of control over branding and marketing messages
- Dealing with negative comments
- Addressing personality versus organizational voice (trusting employees)
- Might make mistakes
- Might make senior staff too accessible
- Perception of wasted of time and resources
- Suffering from information overload already, this will cause more

Understand Different Types of Pages

- Personal Profiles
- Pages
 - Official
 - Unofficial
 - Community
- Groups

What is a Group?

- Fosters group discussion
- Can be open or have restricted membership.
- Open groups are good for larger groups. Closed or secret groups work well for organizing your members into a smaller, safe environment or having more intimate conversations about your organizations
- Posts on a group wall will appear to come from individual profiles.
- Groups are generally better for **hosting a (quick) active discussion** and attracting quick attention.
- Members have to actively remember to go to site to see postings from other members. They do not appear in their News Feed.

What is a Page?

- A page can be viewed by non-Facebook members.
- Allows public figures and organizations to broadcast information to their fans. Only the authorized representative of the entity can run a Page.
- Pages will never display their admins' names. However, if you post or take other actions on a Page you own, it will appear to come from the Page.
- Pages allow personalized URLs.
- Pages don't allow other members to see more than 6 other members at a time; therefore it's not about creating personal friendships with others; you can't look for other members, so it's not as good for neighborhood groups or others who need to know other members.
- Pages are generally better for **long-term relationships** with your fans, readers or customers.

Official vs. Unofficial Pages

Official pages

- Pages can only be created to represent a real organization, business, celebrity, or band, and may only be created and maintained by an official representative.
- If a page gets very big, Facebook requests authorization details to check that it's really run by a brand representative and may delete it if not.
- Used to be called Fan Pages.

Unofficial Pages

- Not created by the official representatives of the entity, and may be closed down by Facebook.
- Brands may apply to Facebook to close down these pages. This can be done by filling out a Username Infringement Form.
- It's also been recommended that businesses authenticate their page.

Community Pages

facebook Search

Davis, California

Info Related Posts Wikipedia

Our goal is to make this Community Page the best collection of content for the topic. If you have a passion for **Davis, California**, sign up and we're ready for your help. You can also get us started with a Page.

672 People Like This

Song

Unlike
Create a Page
Report Page
Share

Description

From Wikipedia, the free encyclopedia

Davis is a city in Yolo County, California, United States. It is part of the Davis Metropolitan Statistical Area. According to estimates published by the U.S. Census Bureau, the population of 62,724 in 2007 (60,308 in 2000). It is the largest city in Yolo County, by population. Davis is known for its liberal politics, for having a campus of the University of California, Davis. In 2006, Davis was ranked as the most liberal city in the United States (in terms of the percentage of residents with graduate degrees) in the country, after Arlington, Virginia.

History

Davis grew around a Southern Pacific Railroad depot built in 1868. It was named after Jerome C. Davis, a prominent local farmer. However, the post office was simply "Davis" in 1907. The name stuck, and the city of Davis was incorporated in 1911.

From its inception as a farming community, Davis has been known for its focus on veterinary care and animal husbandry. Following the passage of the California State Legislature, Governor George Pardee selected Davis out of 50 other locations for the University of California's University Farm, officially opening to students in 1911. The Northern Branch of the College of Agriculture in 1922, was upgraded to the University of California, Davis, in 1959. Contemporary Davis is also known for its focus on biotechnology, medicine, and other life sciences.

Your nonprofit might already have one. You should check, and claim it.

A new type of Facebook Page dedicated to a topic or experience that is owned collectively by the community connected to it. Community Pages are created based on what Facebook users have mentioned on their personal profiles. **Community Pages seem to rank higher than Official Pages in Facebook Searches.**

<http://nonprofitorgs.wordpress.com/2010/05/12/odds-are-your-nonprofit-has-a-facebook-community-page-find-it-claim-it-and-link-it-to-your-official-page/>



Getting Started

- Create a user account on Facebook
- [Create a Page](#): an external-facing presence for your organization
- Invite members to spread the word to friends and family. They can Share your posts with their friends.
- Utilize Events and local groups to organize supporters

How to Create a Page

facebook.com/pages/create.php

Create a Page

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

- Local business
- Brand, product, or organization
- Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

- I'm the official representative of this person, business, band or product and have permission to create this Page.
Review the Facebook Terms

Create Official Page

Community Page

Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.

Page name:

(examples: Elect Jane Smith, Recycling)

Create Community Page

Create a group instead?

Communicate directly with other Facebook members who share a professional interest or hobby. [Create a Facebook group](#)

How to Administer Your Page

Questions to Ponder:

- Do you want to facilitate participation or keep your page under your control?
 - More participation = keep settings so that fans will be able to write and post things on your wall
- Do you want a different experience for non-fans?
 - Custom tab and landing page for non-fans

Facebook Best Practices

- Use your organization's logo as your Page picture.
- Add the Fan Box Widget to your website or blog.
- Use the "Favorites" function to build partnerships on Facebook.
- Limit your status updates to one per day. ??
- A vanity url is available when you reach 100 fans (e.g. www.facebook.com/dcn)
- Use @ in your status updates to link to other partners, and create a connection to other pages.
- Messaging – conflicting reports

Custom Landing Pages

facebook Home

dcn.org Davis Community Network

Wall Info **DCN.org** Photos Discussions

dcn.org
Davis Community Network

Learn more:

-  **Upcoming Classes**
(Free)
-  **Apply for Resources**
(Free)
-  **Tools You Can Use**
(Free)
 - SimpleSite
 - Mailing List
 - Web Calendar
 - Nonprofit Internet Toolkit
-  **Community Calendar**

Welcome to Davis Community Network on Facebook

DCN is a local nonprofit organization whose goal is to ensure that our community keeps pace in a world that increasingly relies on the Internet for information and communication.

Our mission is to enrich and support our community using the medium we know best: the Internet. We promote use of the Internet for community purposes because we believe communities should benefit from the most powerful communication medium of the day.

We design online tools that help local nonprofits, groups, government agencies, schools and individuals use the Internet to be more effective, and we offer training and support in the use of those and other web-based tools.

[Learn more >](#)

Davis Community Network
Contact DCN
1623 5th St, Davis, CA 95616
530.750.1170


DCN has served Davis and Yolo County since 1993

<http://mashable.com/2010/02/22/build-facebook-landing-page/>



Tending your garden

- Your Facebook Page is like a garden that needs regular tending. You can't be an absent landlord.
- You need to visit your page every day - especially if your fans are allowed to post content, questions, or responses.
- Give your content a social life. Share. Comment. Link.
- Set goals and measure results. You can use Insights to monitor the success of your Facebook marketing efforts.



Open Graph and Privacy

- Social Graph – connections you have made within Facebook (friends, events, Pages, applications)
- Open Graph – the walls come down. You can “like” something from around the web, not just on Facebook.
- Instant personalization feature partners: Docs.com, Pandora, Yelp.

Links

These are great resources for nonprofits using Facebook.

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

<http://www.diosacommunications.com/facebookbestpractices.htm>

<http://www.techsoup.org/community/facebook/>

<http://www.facebook.com/nonprofitorgs>