# Social Media for Nonprofits

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

Teri Greenfield May 27, 2010



#### 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
- Promote a like-minded nonprofit or agency with which you partner
- 7. Provide your fans an offer



### **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**

State Legislature, Governor George Pardee selected Davis out of 50

University of California's University Farm, officially opening to stude:

Northern Branch of the College of Agriculture in 1922, was upgrade: University of California, Davis, in 1959. Contemporary Davis is also I

biotechnology, medicine, and other life sciences.



Create a Page

Report Page

■ Share

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

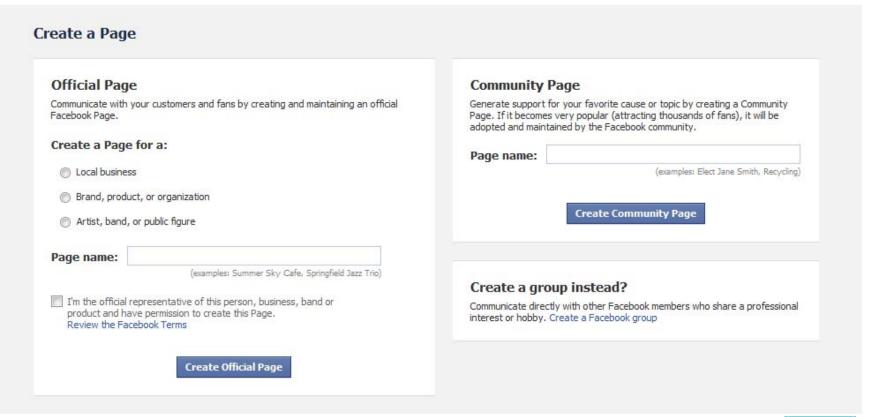
### **Getting Started**

- 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





### 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

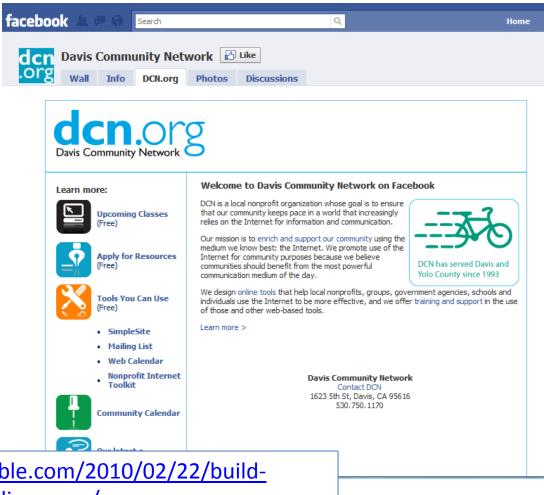


#### **Facebook Best Practices**

- 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**



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/facebookbestp ractices.htm

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

http://www.facebook.com/nonprofitorgs

