

WELCOME TO SOCIAL MEDIA for NONPROFITS

Instructors:

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Thursday May 27, 2010

6:30-8:00pm

City Lab, 600 A Street

What We're Going to Cover

1. Overview (10 min)
2. Facebook (30 min)
3. Twitter (30 min)
4. Wrap (15 min)

Most Important Nonprofit Technology Trend of 2010?

How nonprofits will use social media & how they have to think and work differently.

- Beth Kanter, nonprofit technology consultant and author of *The Networked Nonprofit*

Beth says networked nonprofits...

- Are simple and **transparent** organizations
- Don't work harder or longer, just **differently**
- **Engage** with people beyond their walls
- Incorporate **relationship building** as a core responsibility of all staffers
- Are comfortable using **the new social media toolset** (email, blogs, Facebook) to encourage 2-way conversations
- Enlarge their efforts **quickly, easily and inexpensively**

What is Social Media?

Sharing media – words, music, photos, video – online in a way that encourages interaction and a sense of community

KEY CONCEPTS:

Connection
Communication
Community

Nonprofits Care About...

Driving people to their websites

Increasing membership

Increasing the number of volunteers

Increasing participation

Increasing newsletter distribution

Collecting more email addresses

Raising more money

Increasing “friends” or “advocates”

Objectives and Target Audiences

Educate, inspire or mobilize people around a cause?

TreeDavis or Food Bank

Change behavior?

Californians Against Waste

Advocacy & political action?

Choc, Measure R

Promote events, services, classes?

I-House, Hospice, Art Center

Social or activities club?

The Davis Bike Club

Operational Logistics!

- commit organizational resources
- do you have the organizational capacity?
- revamp print materials
- how to integrate into organizational culture?
- do you have the tools?
- measure success & justify time & resources

Current Tools

Print

brochures, flyers, press releases, newsletters

Direct mail

Traditional media

radio, television

Website, e-mail

Nonprofit Social Media “Rules”

1. Listen. It's not about you.
2. Get involved. Conversations, relationships.
3. Give up control. Trust, let go.
4. Be honest. No spin, be authentic.
5. Think long term. It's a relationship.
6. Crawl, walk, run, fly. In that order.
7. Experiment.