



COLLABORATION AND COMMUNITY BUILDING

How to Win on Social Media as a Nonprofit Organization



TODAY'S GOALS



- Understand how to leverage online influencers
- Develop a framework for collaboration and community building
- Obtain perspective on the difference between content-driven and community-driven strategy

AGENDA

- Social media overview
- Four “must-haves” of strong social media strategy
- Three common mistakes nonprofits make
- Four ways to win on social media
- Exercise: Identifying influencers and potential partners

HI, I'M LESLEY



SOCIAL MEDIA OVERVIEW

The 30,000 foot view of the digital landscape and why having context to the big picture will set your organization apart from the pack

MY SOCIAL MEDIA PHILOSOPHY

- There is no “magic diet pill” of social media
- Fluidity and flexibility are key; embrace counter-intuition
- Quality > Quantity
- Social media is a value exchange; people PAY attention, what do you give them of value in return?
- Be a marathon runner – not a sprinter; endurance is everything
- Never hire an agency

THE MARKETING STOOL

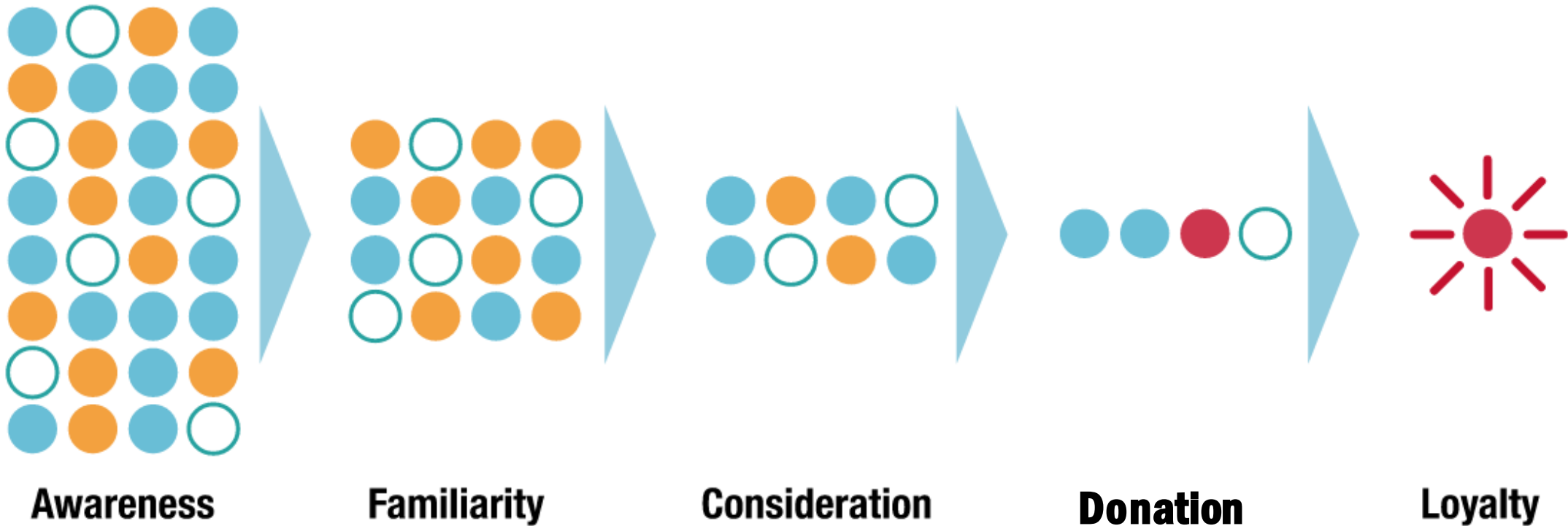
The four "must-haves" of any smart digital media strategy

CORE COMPONENTS

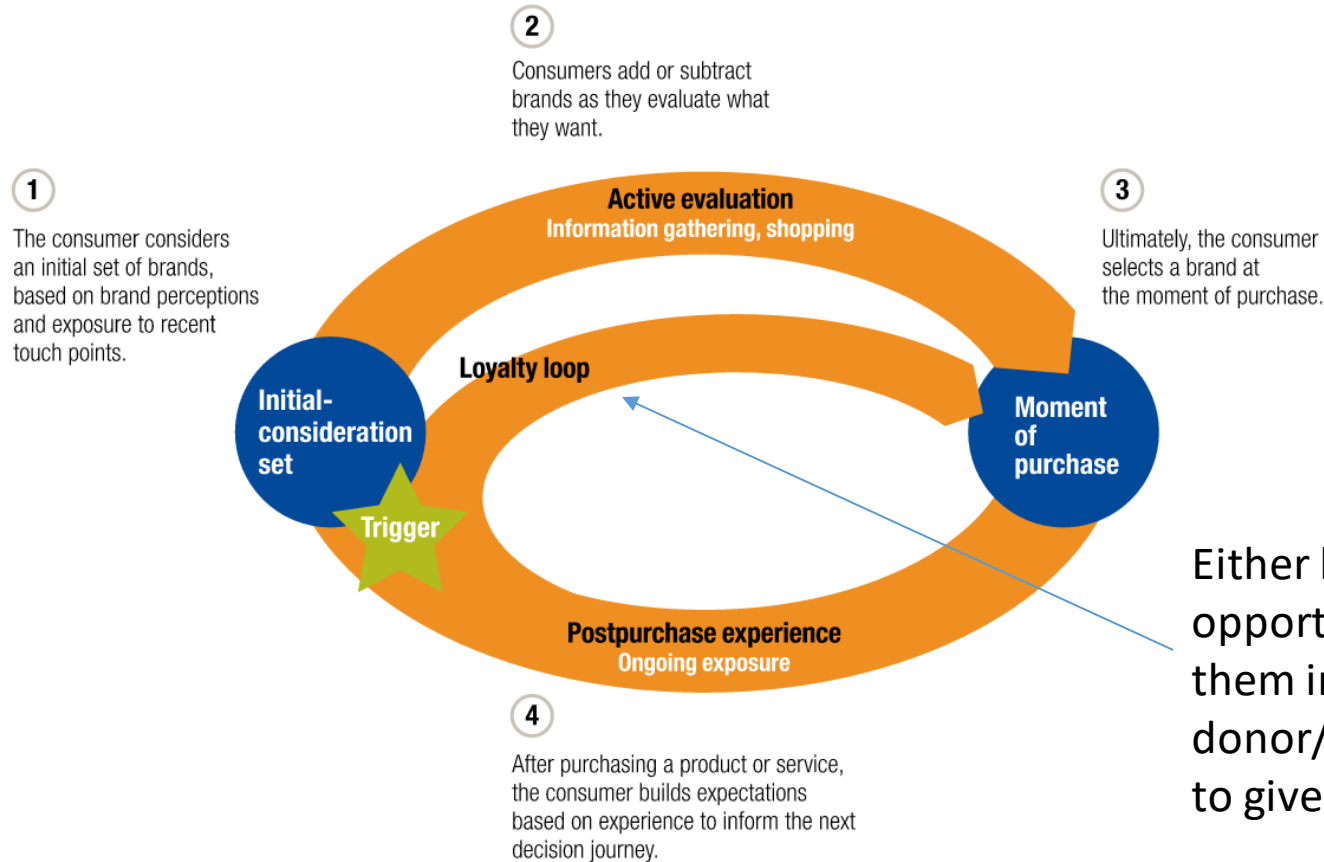
- **owned assets – website and social media**
 - search engine optimization
 - organization news
 - blog (education, entertain, inform, promote)
- **earned media – news outlets and other publications**
 - press events
 - partnerships and collaborations
 - stories/coverage
- **paid media – digital advertising**
 - retargeting
 - location-based
 - all social media

The shiny polish? A solid content marketing strategy.

TRADITIONAL FUNNEL



THE LOYALTY LOOP OF SOCIAL MEDIA



Either before or after donation, a nonprofit has an opportunity to grab the donor's attention and bring them into the loyalty loop. The loyalty loop keeps a donor/supporter further down in the funnel, primed to give again because of the valuable content.

CORE COMPONENTS

- who's your audience?
- what is your unique value proposition?
- how do you tell your story?
- what are your core content pillars that drive your content?

This is what builds community. This is how you thrive.

COMMON MISTAKES

What are the six common mistakes nonprofits make when it comes to their social media marketing (and how to fix it)

SIX COMMON MISTAKES

1. Inconsistency all around – posts, schedule, content, etc.
2. Try too hard to follow trends
3. No brand voice
4. Too promotional (like talking at someone with megaphone)
5. Don't engage with followers
6. Tries to do too much at once instead of scaling up

SIX GUIDELINES FOR SOCIAL SUCCESS



- 1. Be consistent:** Post regularly so your audience knows what to expect from your brand
- 2. Be true:** Not every meme or pop culture reference will make sense for your business. Use sparingly.
- 3. Be authentic:** Write content that aligns with the experience your customers will have at your shop or when interacting with you.
- 4. Be diverse:** Follow Pareto's principle of 80/20 – 80% educations, entertains, or informs while 20% promotes your business or sale
- 5. Be social:** No one likes to be talked “at”; engage in conversation and build community with your followers
- 6. Be thorough:** It's better to perform well on one platform (Facebook) than try to maintain a presence on several, but execute poorly.

BEST PRACTICES – DIGITAL MARKETING



1. **Three keys to success:** Access, authenticity, and transparency
2. **Fluid timeline:** 90 day – 6 month cycle
3. **Platform/Channel Role:** Have an intention and purpose for each platform
4. **Two question benchmark:** What did you do with my money? Are you making a difference?

FOUR WAYS TO WIN

How nonprofits can distinguish themselves from the pack online

SWEET SPOT ON SOCIAL MEDIA

1. Niche authority
2. Convening organization
3. Go-to generalist
4. Industry expert

CONTENT SPECTRUM



EXERCISE: IDENTIFYING INFLUENCERS

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KNOW YOUR AUDIENCE

CHILDREN'S FASHION RETAILER EXAMPLE:

NAME AND PICTURES	CHARACTERISTICS	NEEDS
<p>Susan Green</p> 	<ul style="list-style-type: none">• Women• 20-35• Have Children• Uses social media• Has as an income of between 17-25k• Mainly uses mobile devices• Need quick and easy buying process• Information needs to be accessible on the go	<ul style="list-style-type: none">• Purchases multiple items• Buys products for their friends• Recommend products to friends, family and followers• Holidays, Birthdays, Anniversaries• May have more than one child

FRAMEWORK: IDENTIFYING INFLUENCERS

- Define your audience
- Create list of your top 10-25 hashtags/topics
- Identify priority social media platforms
- Engage

TODAY WE COVERED...

- Knowing your audience, unique value proposition, and importance of authentic storytelling
- How to identify influencers
- Beginning the framework for collaboration and community building

IF ALL ELSE FAILS...

Be creative and think outside the box. It's less about crossing a finish line and more about keeping the lines of communication open so that dialogue happens between your supporters and organization as well as amongst donors and supporters themselves.

BONUS: METRICS THAT MATTER

Tracking your successes for digital marketing campaigns

BONUS SECRET: METRICS MATTER

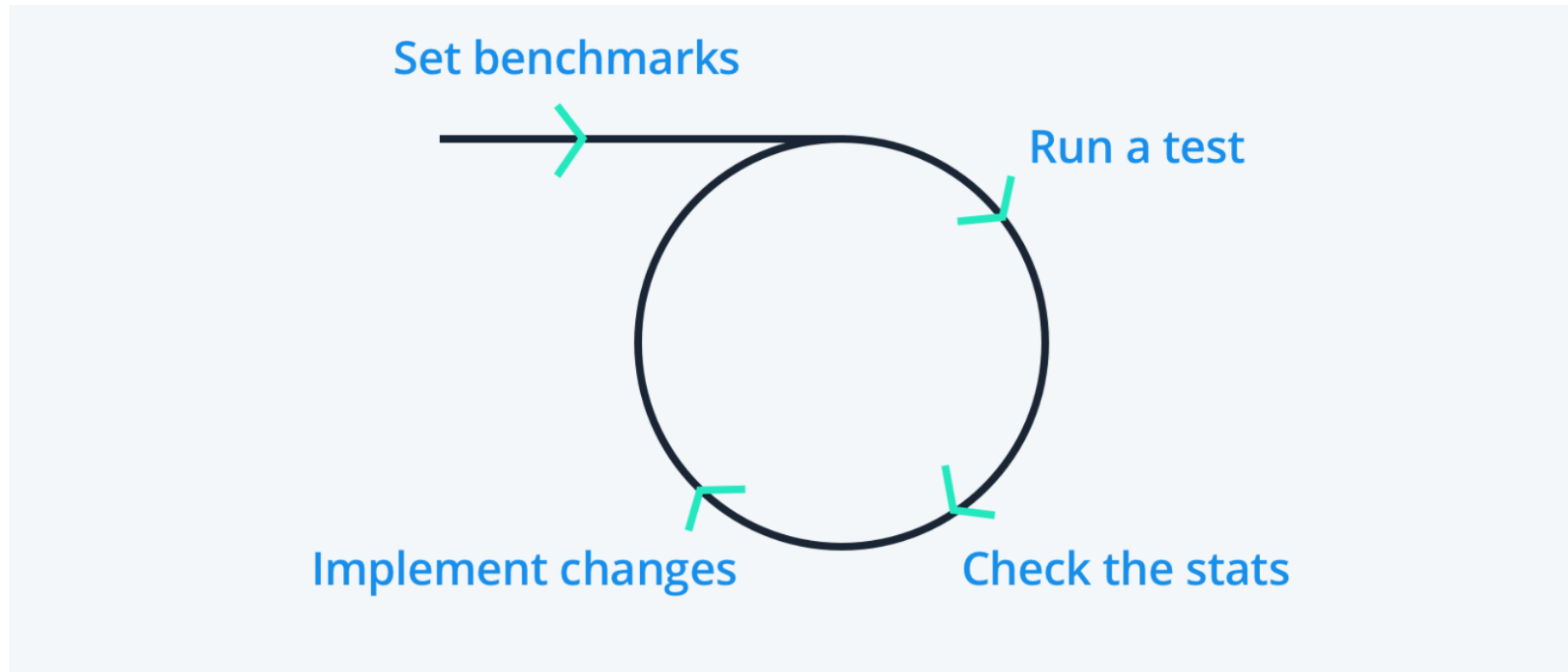
All marketing metrics should be tied back to a larger
organizational objective or goal.

It's the only way you can determine if what you're doing is working (and it's an often overlooked step).

POPULAR METRICS

- Awareness: growth rate, @mentions, shares, links to content
- Engagement: comments, interactions with content
- Conversion: click-through rate, downloads, subscribes
- SSOV: share of voice (track competition metrics and determine your % of conversation ownership)

SOCIAL MEDIA FEEDBACK LOOP



QUESTIONS?

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