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

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socialulation media
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

Awareness  Familiarity  Consideration  Donation  Loyalty
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

NICHE ISSUE EXPERT/ORG  GENERALIST/ORG-BASED
EXERCISE: IDENTIFYING INFLUENCERS

How nonprofits can distinguish themselves from the pack online
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**KNOW YOUR AUDIENCE**

**CHILDREN’S FASHION RETAILER EXAMPLE:**

<table>
<thead>
<tr>
<th>NAME AND PICTURES</th>
<th>CHARACTERISTICS</th>
<th>NEEDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Susan Green</td>
<td>• Women</td>
<td>• Purchases multiple items</td>
</tr>
<tr>
<td></td>
<td>• 20-35</td>
<td>• Buys products for their friends</td>
</tr>
<tr>
<td></td>
<td>• Have Children</td>
<td>• Recommend products to friends, family and followers</td>
</tr>
<tr>
<td></td>
<td>• Uses social media</td>
<td>• Holidays, Birthdays, Anniversaries</td>
</tr>
<tr>
<td></td>
<td>• Has as an income of between 17-25k</td>
<td>• May have more than one child</td>
</tr>
<tr>
<td></td>
<td>• Mainly uses mobile devices</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Need quick and easy buying process</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Information needs to be accessible on the go</td>
<td></td>
</tr>
</tbody>
</table>
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

1. Set benchmarks
2. Run a test
3. Implement changes
4. Check the stats
QUESTIONS?

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