

Syracuse University

**SURFACE**

---

Syracuse University Honors Program Capstone  
Projects

Syracuse University Honors Program Capstone  
Projects

---

Spring 5-1-2010

## **A Non-Profit Guide to Social Media How to build a presence in the social networking world**

Laura Voigt

Follow this and additional works at: [https://surface.syr.edu/honors\\_capstone](https://surface.syr.edu/honors_capstone)



Part of the [Advertising and Promotion Management Commons](#)

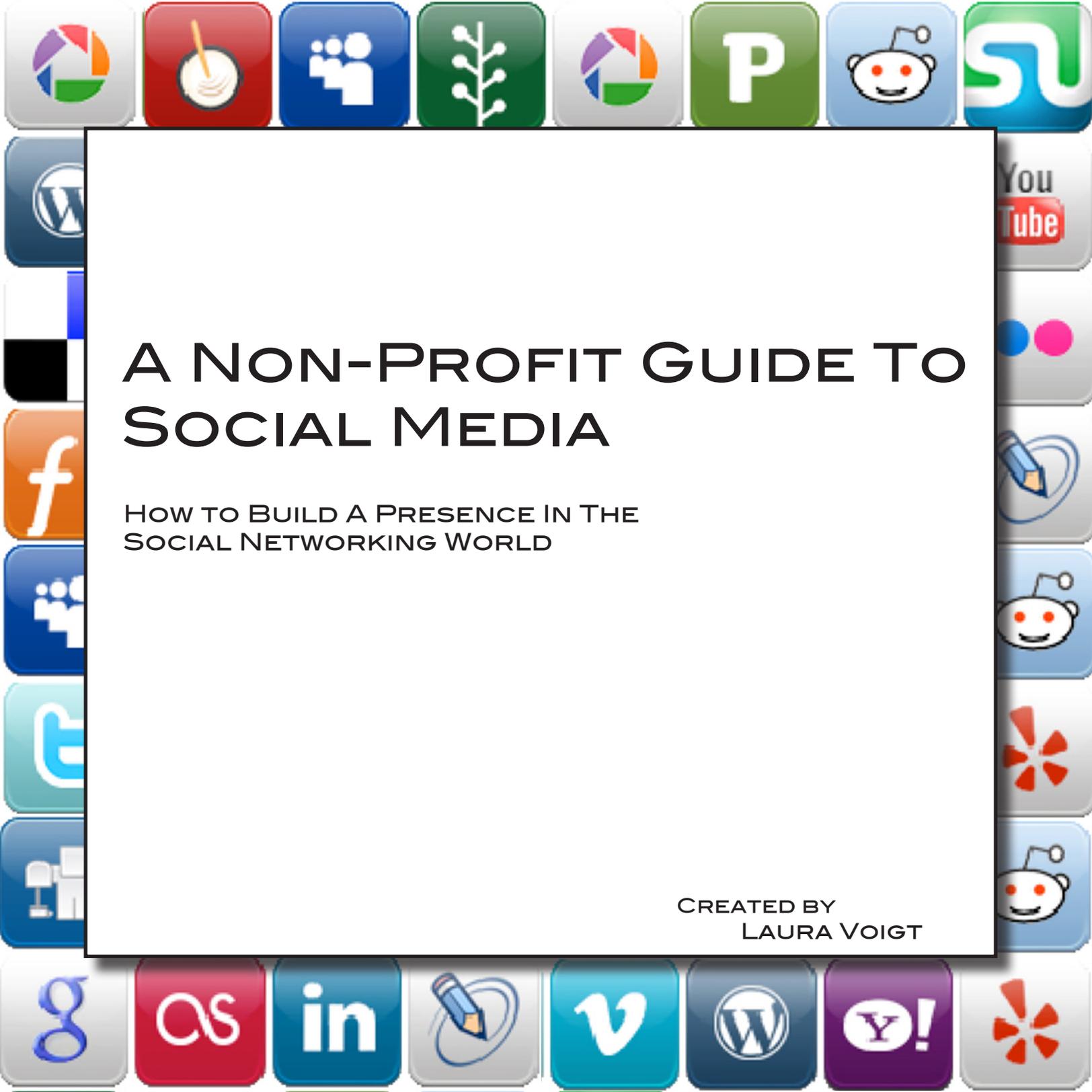
---

### **Recommended Citation**

Voigt, Laura, "A Non-Profit Guide to Social Media How to build a presence in the social networking world" (2010). *Syracuse University Honors Program Capstone Projects*. 371.

[https://surface.syr.edu/honors\\_capstone/371](https://surface.syr.edu/honors_capstone/371)

This Honors Capstone Project is brought to you for free and open access by the Syracuse University Honors Program Capstone Projects at SURFACE. It has been accepted for inclusion in Syracuse University Honors Program Capstone Projects by an authorized administrator of SURFACE. For more information, please contact [surface@syr.edu](mailto:surface@syr.edu).



# A NON-PROFIT GUIDE TO SOCIAL MEDIA

HOW TO BUILD A PRESENCE IN THE  
SOCIAL NETWORKING WORLD

CREATED BY  
LAURA VOIGT



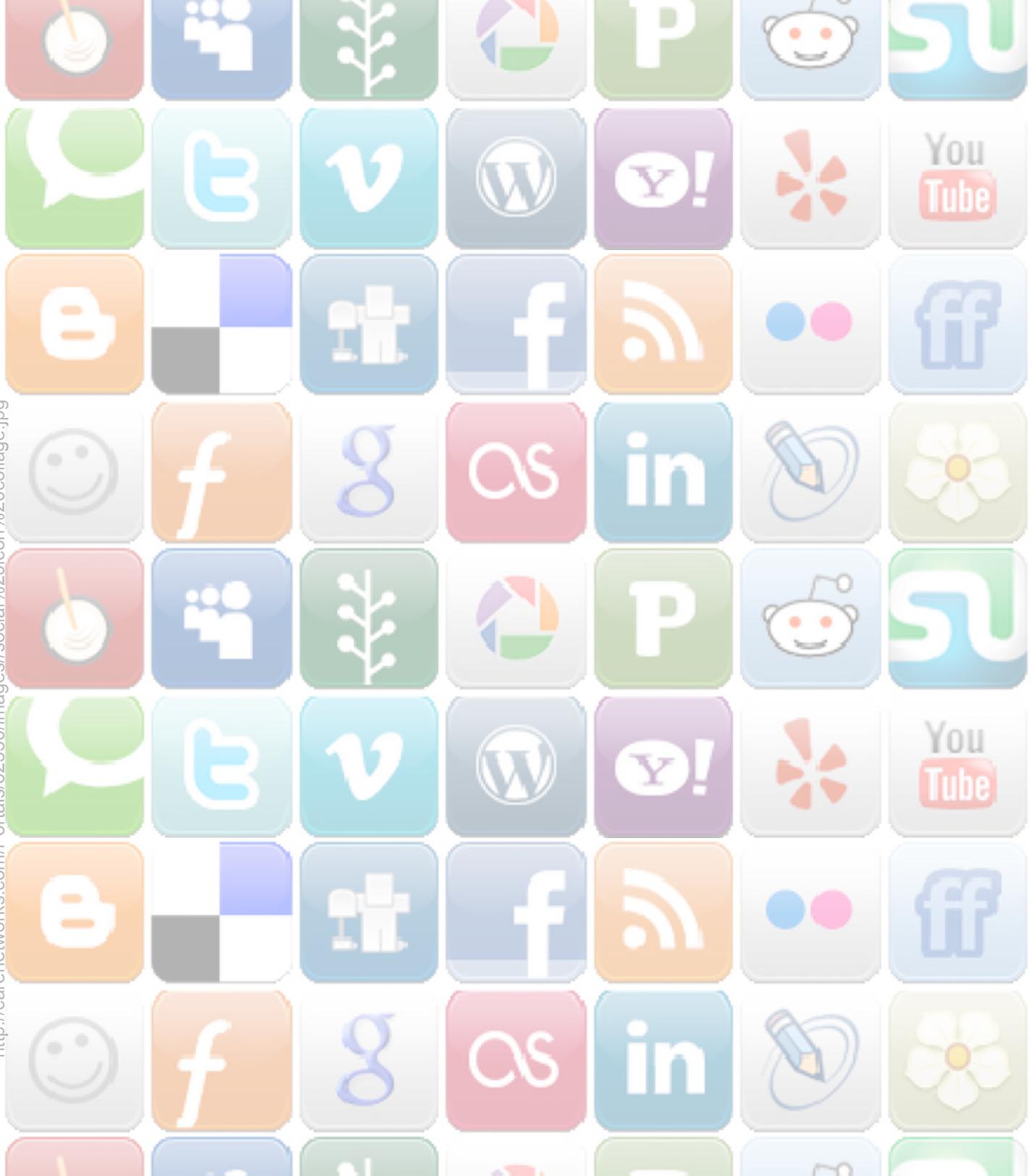
# LET'S TALK SOCIAL MEDIA

Social media and networking platforms have changed the game. Web 2.0 has put the power of the Internet into the hands of the user. Businesses and organizations are no longer the only ones with something to say. This can be daunting, but it can also be brilliant.

Today, hundreds of millions of people across the globe are online sharing information with friends, family, co-workers, and complete strangers via various social networking platforms. These users share everything from photos and videos to advice and opinions, passing on the information that they deem important to their friends and followers. The social media world is an open platform for sharing unique, personal messages, but it is also an opportunity for organizations to extend their reach, further their causes, and build awareness among a growing population of potential proponents and future donors. The power is now in the hands of the user. It is your job to get them talking.

This guidebook to social media provides you with an introduction to social media, the major players in the game today, what social media means for your organization and best practices and tips on how to become worthy of attention on the social networking stage. Everyone wants to be noticed and these guidelines will help your organization stand out in the crowd, provide timely and relevant information, and practice appropriate social networking etiquette.

This guide will also touch on why college students present great potential to become proponents for your organization online and how they could be the key to creating the foundation for your future donor bases. But college students are not alone in using social networking platforms. Social media usage among older generations continues to grow exponentially, proving that social networking has gone mainstream. Everyone is doing it and you can't ignore it. The majority of organizations' current donors are already using social media platforms to share information with their online friends. The question is: How do you get them talking about you?



# CONTENTS

<b>LET'S TALK</b>	<b>1</b>
<b>INTRODUCTION TO SOCIAL MEDIA</b>	
WHAT IS WEB 2.0?	4
WHAT IS SOCIAL MEDIA?	5
WHAT SOCIAL MEDIA MEANS FOR YOU	6
WHAT SOCIAL MEDIA MEANS FOR YOUR FUTURE	8
WHY COLLEGE STUDENTS MATTER	11
<b>SOCIAL MEDIA</b>	
THE MAJOR PLAYERS	12
FACEBOOK	14
TWITTER	20
YOUTUBE	30
GOOGLE FOR NON-PROFITS	36
FLICKR	42
HULU	46
BLOGS: BLOGGER & WORDPRESS	48
NEWS AGGREGATORS	50
SOCIAL GAMING	52
LOCATION-BASED PLATFORMS	54
<b>SOCIAL MEDIA ROI (RETURN ON INVESTMENT)</b>	<b>56</b>
<b>YOU'VE GOT THE TOOLS, NOW GET TO WORK</b>	<b>58</b>
<b>SURVEY RESULTS</b>	<b>60</b>
<b>SOURCES</b>	<b>62</b>



# INTRODUCTION TO SOCIAL MEDIA

## WHAT IS WEB 2.0?

Web 2.0, as defined by Wikipedia (yes, in the Web 2.0 world Wikipedia is a reputable source and perhaps the best example of Web 2.0 content), “allows its users to interact with other users or to change website content, in contrast to non-interactive websites when users are limited to the passive viewing of information that is provided to them” (“Web 2.0”).

This means that users are now more in control of online content than ever. In the Web 1.0 world, you were the sole controller of your message. In most cases, you and few other news sources were the primary distributors of all information about and pertaining to your organization. However, today anyone can share information about your organization or cause with other users. This can provide an extraordinary opportunity for you to build relationships and find proponents of your organization to spread the message you want people to hear. You just have to know how to use Web 2.0 to get people talking.

This is where social media and networking come into play.





# WHAT IS SOCIAL MEDIA?

As defined by Wikipedia:

Social media platforms “are media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues. They support the democratization of knowledge and information and transform people from content consumers to content producers.

Social media are distinct from industrial or traditional media, such as newspapers, television, and film. They are relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information, compared to industrial media, which generally require significant resources to publish information (“Social Media”).



# WHAT SOCIAL MEDIA MEANS FOR YOUR ORGANIZATION

Alex Brogusky of Crispin Porter & Brogusky, a highly respected advertising agency based in the US, puts it best when he explains how social media has changed the game for advertisers: “You can’t buy attention anymore. Having a huge budget doesn’t mean anything in social media... The old media paradigm was pay to play. Now you get back what you authentically put in. You’ve got to be willing to play to play” (Qualman).

One of the challenges that many organizations face in trying to develop social media strategy is how to approach users online and present information in a way that will make users pay attention and get them talking. Online users do not want to interact with corporations who are only interacting with them because they want to sell their product or service. Think of it in terms of friends. No one likes a fair-weather friend, someone who only calls when they need a favor or want something from you.

Social media users want to see the man behind the curtain. They want to know why you are relevant and want a reason to pay attention to what you have to say. But even more powerful than the messages that come directly from you, are the messages that come from your supporters. According to Nancy Schwartz, President of Nancy Schwartz & Company, who specializes in marketing planning and implementation services, “Nothing’s more powerful than having your audience spread the word about your program or organization. Such “viral marketing” is far more powerful than your organization telling its own story as friends tend to listen to friends, and believe what they say” (“Make it Easy for Online Readers”).





Lisa Barone, Chief branding officer of Outspoken Media, a company specializing in social media strategy and Internet marketing, seems to agree:

*“If you want to be successful at direct marketing in the Social Web, don’t go in selling. Use your constant, daily interaction with people to build that trust and to form a relationship. Lay the groundwork, then send out relevant sales messages that market at them. As long as the message you’re sending out has value to the customer, I don’t think you’re breaking any tenets of social media and you don’t have to worry too much about backlash. People are smart. If you’re a company with a Twitter account, you’re always selling – you’re selling your brand. A brand study on SmallBizTrends said 84 percent of people like receiving updates from companies they’ve invested in. People like targeted messages. It’s not spam. That’s why they’re engaging with you on the Social Web in the first place. It’s not because of your sparkling personality. They’re waiting for you to become useful.”*

(Barone)

So how do you become successful in the social media world?

1. Be authentic.
2. Create value for your audience.
3. Don’t control the discussion. Initiate it.



# WHAT SOCIAL MEDIA MEANS FOR YOUR FUTURE

Social media is all about building and maintaining relationships. What could be more important to an organization that depends on donations to support the work that they do?

Today social media provides access not only to the coveted and highly elusive 18-25 year olds, but also to a growing social media savvy population of users above the age of 30 and even 50 years of age.

This is proof that social media has gone mainstream.

According to Beth Kantor, a consultant to nonprofits on the effective use of technology, her Community Philanthropy 2.0 survey conducted in March 2009 determined that, “There is a tremendous opportunity for nonprofits to participate as trusted providers of credible information and ultimately cultivate the next generation of major donors through the social web” (Diaz, Kanter, Livingston).

This same study also showed that “trust in social media is significant among social media savvy would-be donors. Sixty one percent of those aged 30-49 trust social networks and blogs to provide important information, as is the case with 44 percent of those 50 years or older. Among 30-49 year olds, social media use is also very high with 91 percent of users participating in social networks, 81 percent participating in blogs, and 56 percent participating in message boards” (Diaz, Kanter, Livingston).

If people in these age categories, who were not born and bred with a mouse in their hand trust social media, it is clear that future generations will as well. It is also clear that as people get older, they donate more.





The Community Philanthropy 2.0 survey also determined that “social media powers users of both the new 30-49 age bracket and the over 50 bracket have used social media to discuss philanthropy. 84 percent of the social media savvy aged 30-49 and 55 percent of those older than 50 used conversational media for these purposes” (Diaz, Kanter, Livingston). This confirms that social media is a potential growth area through which major donors can be cultivated. Those 30 and younger were not a high dollar donor generation:

- Only 4 percent donated \$5,000 or greater in 2008, and only 11 percent donated more than \$1,000.
- In the same year, 20 percent of those between the ages of 30-49 gave more than \$5,000 and 41 percent gave \$1,000 or more, demonstrating potential for higher dollar contributions.
- Of the social media savvy age 50 and older, 47 percent gave more than \$5,000 and 66 percent gave \$1,000 or greater” (Diaz, Kanter Livingston).

“Social media savvy respondents demonstrate a significant opportunity for foundations to provide social media:

Among 30-49 year olds, 81 percent said they would participate if the information was highly credible and of strong quality, and 77 percent said they would participate if it came from a trusted source. Even more telling, 86 percent of those 50 and older said they would participate if the information was highly credible and of strong quality, and 84 percent would participate if social media came from a trusted source” (Diaz, Kanter, Livingston).

If people in these age categories, who were not born and bred with a mouse in their hand, trust social media, it is clear that future generations will as well. It is also clear that as people get older, they donate more. If you are able to reach potential donors early and start building a relationship with them early, it will likely impact the donations that they make in the future and help your organization build the foundation for your future donor base. It is clear that individuals donate more to non-profit and charitable organizations as they get older and have more disposable income.





## WHY COLLEGE STUDENTS MATTER

A survey of over 200 college students found that when students were asked what deters them from donating, almost 70% cited lack of funds. However, when these same students were asked if they have volunteered for a non-profit or to support a charitable cause, 82% said yes. It is clear that these active social media users care about philanthropic causes. They simply need ways to help without having to contribute significant amounts of money. This is a huge opportunity for non-profits to introduce these active individuals who want to get involved to their causes and help them drive information through the social networking channels to all of their friends.

Lisa Barone, Chief Branding Officer of Outspoken Media puts it well when she says that, “It seems to me that much of direct marketing has always been about creating an awareness and then taking it one step further to create a need. You’re creating the groundwork now with the hope they’ll convert down the road. That seems to play perfectly into social media...The stronger the relationship you have with that business, the more that you trust them, and the more familiar you are with them, the stronger your response to their direct marketing message will be. The more likely you are to accept it” (Barone).

So start building relationships now. Use social media not only to talk to the people who will donate today, but also to those who will donate tomorrow. In a survey conducted of social media usage among college students, 36% say they spend between two and three hours on social networking sites per day while another thirty-nine percent say they spend more than three hours on these sites everyday. Over 16% say that they spend more than ten hours a week on Facebook alone. They are young, they are active online and social media users and they want to help further causes that they believe in. Now, you have to show them how.



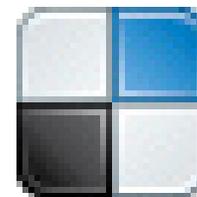
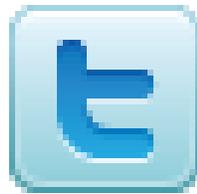
# SOCIAL MEDIA

## THE MAJOR PLAYERS

The social media world is inundated with hundreds of applications, each offering users something slightly different from the last. However, there are several key players who cannot be ignored in what may seem to be a segmented environment. These major social media and networking outlets have dominated with millions of active users creating the perfect outlets to bring people together to share information, advice, opinions, interests, photos, videos and news. These platforms also provide organizations with opportunities to reach active social media users and build support for, create fans and followers of, and spread information about your causes, programs and initiatives.

This guide will show you an overview of each of the major players in the social media realm at the moment, what services they provide, how users are using these platforms, and how you should be using them to garner support and even donations. It will also provide you with best practice tips from some of the experts in social media strategy, as well as information on how other organizations have leveraged these platforms successfully and how you can do the same.







# FACEBOOK

## WHAT IS IT?

Facebook, founded in 2004 (“Press Room: Fact Sheet”), has become the leader among social media websites. Once exclusively for college students, it is now open to anyone with a valid email address. Facebook allows users to connect with their friends, family, and coworkers while sharing personal information, photos, videos, and interests. It also allows them to support causes and become fans of businesses and organizations that they support as well as join groups and events in a single location.

Organizations can create Pages, at no cost, to post information about their organization including multimedia, links, events, updates, and causes where they can even solicit donations from users. The best part about it, it's Free.

# WHY DOES IT MATTER?

There are currently more than 400 million active users of Facebook

50% of active users log on to Facebook in a given day

People spend more than 8.3 billion hours per month on Facebook

The average user has 130 friends

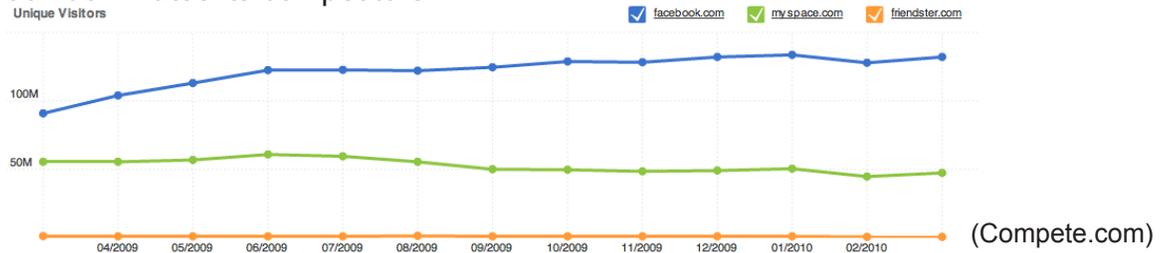
*More than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc) are shared each month*

The average user is connected to 60 pages, groups and events

**The average user creates over 70 pieces of content each month**

Facebook dominates its competitors:

(“Press Room: Statistics”)



It is clear that Facebook has the power of sheer numbers. It is also clear that Facebook users are highly engaged in the content of this dominating social media platform. Users are spending significant amounts of time on this website multiple times a month and are actually joining pages, groups and events and actively posting their own content. According to Nancy Schwartz, President of Nancy Schwartz & Company who provides marketing planning and implementation services to organizations, users who have similar interests on Facebook are connecting with each other and engaging in conversation. This provides a great way for your organization to spread your message when your interests overlap those of users. She also states that the large user base of Facebook provides “low cost and highly effective ways to engage” users and promote your organization and its associated events and causes (“7 Facebook Essentials”). There is an obvious conversation going on here and you cannot afford to ignore.





# HOW CAN YOU JOIN THE CONVERSATION?

Facebook makes it easy for organizations to get involved with Facebook. It creates an easy to update platform that anyone can use; you do not have to understand HTML and coding to use Facebook. Use the following steps to maximize your exposure and create a presence on Facebook.

## STEP 1: CREATE A PAGE

Pages are designed specifically for companies. Pages can only be created by the organization itself, therefore giving you more control over the content that will be published on your page.

According to Randi Zuckerberg, who works on marketing and nonprofit initiatives for Facebook and is the sister of co-founder Mark Zuckerberg, “Pages operate like profiles for organizations or businesses, can only be created by official representatives and can add applications, while groups are unofficial and can be created by any user. Relying on groups, which have been available longer, is one of the biggest mistakes nonprofits make” (LaVallee).

Your page will allow you to publish information about your organization including history, updates, campaigns, photos, videos and links. You can connect to your website, related blogs, and other destinations on the web where users can further interact with your organization. However, Randi Zuckerberg also warns that organizations should not simply direct users to external sites. She says that there is a huge potential for nonprofits right on their Facebook pages. She also suggests that you take a more information sharing and less promotional approach to your pages. You want to stay away from promotion and concentrate more on sharing information that will get users talking (LaVallee). And they do talk. Ms. Zuckerberg also said that 8 million users become “fans” of new pages everyday, also citing that the demographic that continues to grow the fastest on Facebook are users over the age of 35, who are also the most actively involved in fund-raising efforts (LaVallee).





## WHEN CREATING YOUR PAGE:

1. Use your organization's name as the Title of the Page
2. Use your logo or wordmark as the page image
3. Select a username that matches your organizations website, it will determine your Facebook url. (ex. [www.facebook.com/doctorswithoutborders](http://www.facebook.com/doctorswithoutborders))
4. **Add a Fan Box Widget to your website –this will allow users who are interested in your organization to “Become a fan” on facebook.**
5. Use “Favorites” to build relationships –for example, if you received a grant form an organization and they have a Facebook page, it will show up on your page and build relationships and connect you to other organizations and potential donors
6. Add Tabs to other social media sites where you have content (ex. Youtube, Twitter, Flickr, etx). You can never been too connected
7. Add Share buttons to your website – allow users to share your content with their friends
8. **Be authentic. Facebook is about building relationships and sharing ideas. Sell your organization by being organic in your approach. Don't force connections or overwhelm users, provide them with relevant, useful information that they will want to share with their friends.**

(“Facebook Best Practices”)



## STEP 2: CREATE A CAUSE

The Cause application allows users to show their support for your cause and organization. A cause can be created by any 501(c)(3). According to the Network for Good, an organization which helps nonprofits garner donations, the Causes application on Facebook has helped charities raise \$3.2 million since 2007. These causes have also acquired a following with over 13 million Facebook users joining at least one cause (“How to build relationships...”). Promote your causes on your Facebook page as well as external sites including your website, other social networking sites and blogs. Joe Green, one of the founders of Facebook’s Causes application believes that “People are much more altruistic if they get social credit for it. The social incentive is to show on your profile how many volunteers you’ve recruited or how much money you’ve raised” (Hart and Greenwell) for a cause.

### CASE STUDY:



Raised over \$150,000 from 4,115 donors using the Facebook causes application. This is a very small non-profit that provides medical care to orphans in China to prepare them for adoption. Using Causes, they were able to create a following and generate a substantial amount of money for a very small organization that few people know about.

(“How to build relationships...”)

**FUNDRAISING** Donate

**LOVE WITHOUT BOUNDARIES FOUNDATION**

Your donation goes to support the core mission of:  
LOVE WITHOUT BOUNDARIES FOUNDATION, a 501(c)(3) nonprofit

Love Without Boundaries Foundation is a worldwide group of volunteers dedicated to improving the lives of orphaned and impoverished children in China. We provide humanitarian aid in five key areas - Education, Foster Care, Healing Homes, Medical, and Orphanage Assistance - enabling children to receive families through adoption or to become self-sustaining members of their communities.

**OUR CAUSE CONTRIBUTION:**  
**\$158,489**

**6,016 members donated**

**50 members told their friends**

**Top Fundraisers**

- 1. Nancy Delpha \$500 raised
- 2. Frances Leah King-Brown \$384 raised
- 3. Brigitte Holmén Schattenfeld \$340 raised

**Recent Cause Activity**

Show your support: [Join the Cause](#)

**Top News - Past 7 Days** See All

1. April Newsletter for LWB 35 views this week



### STEP 3: ADD CHARITY GIFTS?

This will be something to watch for in the coming months. Facebook announced that it would be starting a new initiative called “Charity Gifts” that would allow users to buy digital gifts for their friends. The proceeds would then go to the charity of the choice. So far, Facebook is still trying out the idea with a few clients and may be available to other organizations upon its success. A company spokesperson said that the goal of Charity gifts “give our users a way to support the causes and issues that are important to them on a global scale” (Ostrow).

### STEP 4: SEE WHAT EVERYONE IS TALKING ABOUT

Facebook Lexicon is an analytics and trending component that Facebook offers users which details what Facebook users are talking about. It offers a detailed look into user data, though not specific to particular individuals, that allow organizations to see if and when users are talking about them and what they are talking about. This will be valuable to your organization because you will be able to monitor your reputation on Facebook and also see what information really gets users buzzing. The Facebook Lexicon will help you tailor your strategy and communications to suit the needs of your audience and “fans” on Facebook (“Facebook Lexicon”).

Anderson, of Anderson Analytics, one of the most respected analytic data collection companies in the industry, thinks that Facebook is not a passing trend and that it is here to stay. He says that, “given the accelerated pace of technological advancement and changes in the way we communicate, it’s impossible to predict the future. But if the preferences of today’s college students are any indication, Facebook is here to stay. It is unlikely any of the current players will be able to challenge it. Users can perform multiple activities from one destination. Facebook is becoming more of a hub than just a social networking site—almost a mass medium unto itself” (“College Students: Facebook Only Game in Town”). Facebook is not only the most popular social networking platform, but also recently overtook Google as the most popular website ranked by college students (“College Students: Facebook Only Game in Town”).



**If you don't want to be ignored, don't ignore Facebook.**



# TWITTER

## WHAT IS IT?

Twitter is a social networking site that allows users to send messages that are under 140 characters in length to their friends, family and followers. Why 140 characters? Because an SMS text message on most phones is 160 characters, add in your username and you've got 160 characters ("A special guide"). It allows users to send updates, share links, and post information that they find interesting to share with their followers. Twitter also updates in real-time, so your post will be immediately available for viewing, giving you instant access to your network.

On Twitter you choose who you follow. It is completely opt-in. If someone is following you, it is because they are interested in what you have to say. Twitter allows you to interact with your followers and create another outlet to share information and news about your organization as it is happening.



# WHY DOES IT MATTER?

**Twitter now has over 105,700,000 registered users**

New users are signing up at a rate of 300,000 per day

180 million unique visitors come to the site every month

*Twitter users, in total, are tweeting an average of 55 million tweets a day*

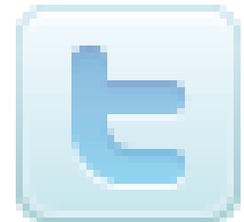
(“Twitter User Statistics Revealed”)

Twitter is one of the fastest growing social media platforms on the web today. It provides a unique opportunity for you to deliver up-to-the-second information about your organization to people who care about your cause. It allows users to connect with people who “tweet” about topics that interest them.

Unlike Facebook, on Twitter, your followers may not be your “actual” friends. They may be strangers who happen to be interested in what you are doing. If someone is following you, it means that they want to hear what you have to say. They are listening and looking to you to give them information. These people are engaged and care enough to listen. It is an opportunity to build relationships with people who are interested in your work.

Twitter allows you to post links, enabling the sharing of content on other social media platforms as well as on your website and industry publications. The best part about it, Twitter has a “reTweet” option. Every time you post something, your goal is to have your followers to share it with their followers. One way that Twitter allows them to do this is using “reTweet”. By “reTweeting”, they copy your update and post it as their own, therefore making your Tweet visible to what could be an entirely new group of people and giving you the opportunity to attract new followers.

Twitter is a great opportunity to share information with people who care about what your organization is doing as well as attract more people who may be interested in similar causes. It allows you to create a two way conversation and connect with your followers individually to answer questions, thank them for kind words, or even invite them to events, fundraisers and drives to support your organization.





# HOW CAN YOU JOIN THE CONVERSATION?

Your organization can join Twitter simply by creating a Username, signing in, and posting content. Twitter gives you the option to brand your page and make it more recognizable to users. Twitter also gives you the tools you need to search what users are talking about on Twitter and find people or organizations who may care about what you have to say. Twitter is about content. You have to create value for other users through the content you post. That is the only reason people will follow you.

## STEP 1: BE AUTHENTIC

Like with other social media platforms, it's not just about marketing. You have to sell your organization, but you have to do it by making your organization relevant on the platform you are using. With Twitter, you need to post content, interact with followers, and share ideas in order to build relationships that will translate into support.

## STEP 2: FOLLOW YOUR FOLLOWERS

They are following you because they are interested in the information you are sharing. You need to know how to engage these people. By following them back, you can learn about the people who care about your causes, what their interests are, what other causes they follow and what they are interested in learning about. This will help you tailor your content to make it appeal to other users as well as provide the opportunity to interact with your followers on an individual level via Direct messaging.





### STEP 3: ENGAGE IN DIFFERENT TYPES OF POSTS:

#### WEB 1.0 POST

This is a basic Twitter post. You post a message as your status on Twitter. The information is intended for all of your followers and comes from you, to be delivered to them. This type of post is good. You want to deliver information to your followers about your organization. However, you also want to interact with them on Twitter.

#### RE-TWEET

You can also Re-Tweet other peoples' statuses. Twitter, like other social media platforms, is about building a community of like minded individuals with similar interests. If you see something that someone else posted and think it may be of interest to your followers, you can Re-Tweet it, and share it with them.

This also works the other way. If your followers see something that you have posted and think it would be valuable to their followers, they may Re-Tweet your message. This gives you increased exposure and the opportunity to acquire new followers on Twitter. It also is one of the reasons that you need to post engaging content. Users will not Re-Tweet just anything. If you give them something to look at or think about that they think is interesting and noteworthy, it is more than likely they will pass it on.





## REPLY POST

You can also reply to what other users have posted. This allows you to interact with people who may not be following you. If you see that they are posting content that is of interest to your organization or related to your cause, you can send a Reply post by starting your post with “@” followed by their username. This message will show up on their Twitter page and may spark a conversation, or end with a new follower. By replying to others, it shows that you are engaged and that you are also interested in what other people have to say and not simply promoting your organization. By replying, you are engaging in a conversation with other users, you gain exposure with their followers and build relationships with people who are interested in your content.

## DIRECT MESSAGE

Direct messaging allows you to connect with your followers on an individual level. It allows you to send a private message that no other users can see. This creates the opportunity to establish more intimate relationships with followers whom you have a particular interest in.

For example, one of your followers may want to know where they can volunteer in the New York City area. Direct Messaging allows you to respond directly to them and provide them with answers to their questions. Direct messages show that you are willing to take the time to respond and that you care about the people who support your cause.

## STEP 4: DON'T TWEET JUST TO TWEET

Yes, you need to post content on a regular basis. However, you do not need to post so much that you run out of things to say. You do not want to overwhelm your followers. Limit your posts to things that you think are truly noteworthy. You do not want to lose followers because you are taking over their feed. Use discretion and stick to content that users will want to talk about. They are already interested, take advantage of that and provide them with something useful each day.



## COST

Free. However, Twitter requires some time commitment to cultivate relationships and post engaging content on a regular basis.

## CASE STUDY



- Created a campaign that was based on why people supported their organization
- Played on what supporters cared about
- Simple in concept

The entire campaign was based around answering the question:

### WHAT ENDANGERED ANIMAL DO YOU LOVE?

#### MEASURED RESULTS:

700+ Tweets  
Over 195 species named  
Over 500 people participated



#### MEDIA COVERAGE:

Change.org  
Green Upgrader  
Animal Planet Blog

(“Understanding the ROI of Social Media”)



# KEY TWITTER TERMS

These definitions are courtesy of Twitter.com

## FOLLOWING

To receive messages on Twitter, you follow other people and companies you're interested in—which means you get their messages as they post (put another way, their messages show up in your incoming timeline on your Twitter home page). Conversely, people get your messages by following you.



54 following 1,644 followers

## TWEET

Users refer to an individual message as a tweet, as in, “Check out this tweet about our CEO dancing on the sidelines of the Phoenix Suns game.” People sometimes use it as a verb, too, as in, “I tweeted about the stimulus package this morning.” If “tweet” is hard for you to use with a straight face in a business context, try “twittering” as a verb instead. Alternatives include “post,” “message” and “update.”



**Twitter** HQ is enjoying some delicious creme brulee courtesy of [@cremebruleecart](#).

2 minutes ago from web



## @USERNAME

For companies, one of the most useful things about Twitter is that it lets you exchange public messages with individual users. Simply start a message with @username of the person you want to reach, like this: “@Ev Glad you liked our vegan cookies. Thanks for twittering about ‘em!”

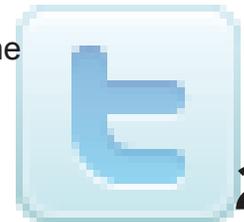
If Ev is following your account, your message will appear directly on his Twitter home page. (If he’s not following your account, your message will appear in his folder of @username mentions.) People who are following both you and Ev will also see the message on their Twitter home page. Finally, the message will appear in search results, and people who come to your Twitter home page will see it among the messages in your outgoing timeline.

Tip: On Twitter, @username automatically becomes a link to that person’s account—helping people discover each other on the system. Put another way: when you see an @username, you can always click through to that person’s Twitter page and learn whether you want to follow them.

To find the public messages that are directed to you (i.e., those that start with your @BusinessName) or that mention you (i.e., those that include your @BusinessName elsewhere in the tweet), head to your Twitter home page, and then on the right side of the screen, click the tab labeled your @BusinessName. For businesses, it’s a good idea to keep a close eye on incoming @mentions, because they’re often sent by customers or potential customers expecting a reply.

Tip: To reply easily from the Twitter website, mouse over a message, and then look on the right end for the “Reply arrow”. Click the arrow to start a new message addressed to the original user.

(“A special guide”) \*These definitions come directly from Twitter.com



## DM, OR DIRECT MESSAGE

Direct messages—or DMs—are Twitter’s private messaging channel. These tweets appear on your home page under the Direct Messages tab, and if you’ve got email notifications turned on, you’ll also get an email message when somebody DMs you. DMs don’t appear in either person’s public timeline or in search results. No one but you can see your DMs.

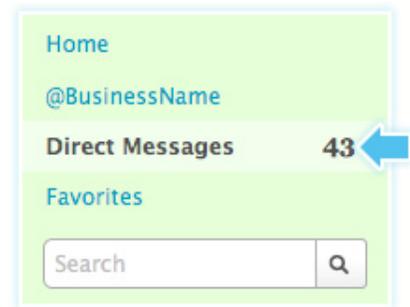
The one tricky concept with DMs is that you can send them only to people who are following you. Conversely, you can receive them only from people you’re following.

You can easily send DMs from the Direct Messages tab by using the pull-down menu to choose a recipient and then typing in your note. To send a DM from your home page, start your message with “d username,” like this: “d Ev Sorry those cookies gave you food poisoning! Would you prefer a refund or a new batch?”

Tip: If you’re communicating with a customer about something potentially sensitive—including personal information, account numbers, email addresses, phone numbers, street addresses, etc.—be sure to encourage them to DM or email you. As we mentioned earlier, @mentions are public, so anyone can see them.

## RT, OR RETWEET

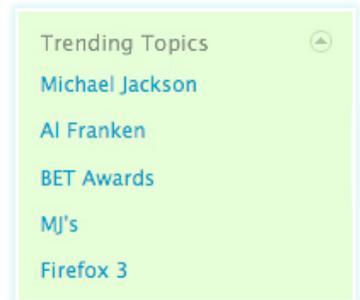
To help share cool ideas via Twitter and to give a shout-out to people you respect, you can repost their messages and give them credit. People call that retweeting (or RT), and it usually looks something like this: “RT @Username: Original message, often with a link.” Retweeting is common, and it’s a form of conversation on Twitter. It’s also a powerful way to spread messages and ideas across Twitter quickly. So when you do it, you’re engaging in a way people recognize and usually like—making it a good way to connect.





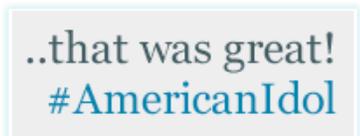
## TRENDING TOPICS

On the right side of your screen and on the Twitter search page, you'll see ten Trending Topics, which are the most-mentioned terms on Twitter at that moment. The topics update continually, reflecting the real-time nature of Twitter and true shifts in what people are paying attention to. A key feature of Twitter, Trending Topics aggregate many tweets at once and often break news ahead of the mainstream media. (Note that the trends often include hashtags, described below.)



## HASHTAG (#)

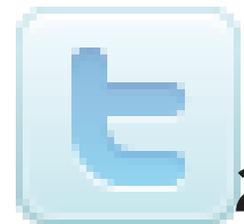
Twitter messages don't have a field where you can categorize them. So people have created the hashtag—which is just the # symbol followed by a term describing or naming the topic—that you add to a post as a way of saying, "This message is about the same thing as other messages from other people who include the same hashtag." Then, when somebody searches for that hashtag, they'll get all of the related messages.



For instance, let's say you post, "Voted sixty times in tonight's showdown. #AmericanIdol." Your message would then be part of Twitter search results for "#AmericanIdol," and if enough people use the same hashtag at once, the term will appear in Twitter's

Companies often use hashtags as part of a product launch (like #FordFiesta), and conferences and events frequently have hashtags associated with them (like #TED).

("A special guide") \*These definitions come directly from Twitter.com





YOUTUBE

## WHAT IS IT?

YouTube is the world's number one online video sharing community. It allows users to watch and share original videos across the web. Users can upload their own content while also viewing the content of others. Content ranges from home videos to global news with over 24 new hours of video being added to YouTube every minute ("YouTube Fact Sheet"). YouTube is user driven, allowing them to control which videos become the most popular on the site.

Organizations can start their own YouTube channels. This platform also provides a great place to host videos and link them to other social networking sites. YouTube makes it easy for users to share your videos with their friends via Facebook or other social media platforms. YouTube also offers special tools for Non-profit organizations including donation pages and analytics.

# WHY DOES IT MATTER?

**YouTube has over 90 Million unique monthly users**

YouTube boasts over 1 Billion views per day (Schroeder)

It is the #1 Entertainment site on the web b (“Partner Benefits: Insight”)

*More Americans watch YouTube in a month than watch the Superbowl*

**Over 24 hours of video uploaded every 40 seconds**

(“YouTube Fact Sheet”)

YouTube for Non-profits allows 501(c)(3) organizations to apply and receive a free YouTube channel specifically designed for non-profit organizations. On your channel, you can upload relevant videos that showcase your work and share your message. However, different from standard YouTube channels, nonprofit channels also allow organizations to use Google Checkout for Non-Profits to collect donations at no cost. This provides the opportunity not only to share information about your work, but also to generate donations from supporters of your cause all in one place (“YouTube Debuts Nonprofit Program”).

Douglas Staples, Senior Vice President of Strategic Marketing & Communications for March of Dimes believes that, “Video, unlike any other medium, allows nonprofits to give a tangible demonstration of their efforts, connect with people and exponentially widen their reach...We’ll use our YouTube channel to reach out to an audience of all ages and engage them in our mission, which is to give every baby a healthy start, and we encourage other nonprofits to do the same (“YouTube Debuts Nonprofit Program”).

According to the Non-Profit section of the YouTube website, other program benefits also include:

- Premium branding capabilities and increased uploading capacity
- The option to drive fundraising through a Google Checkout “Donate” button
- Listing on the Nonprofit channels and the Nonprofit videos pages
- Ability to add a Call-to-action overlay on your videos to drive campaigns
- Posting a video opportunity on the YouTube Video Volunteers platform to find a skilled YouTube user to create a video for your cause.





# HOW CAN YOU JOIN THE CONVERSATION?

## STEP 1: INTERACT

If you want users to watch your videos your content must be interesting and compelling. Once they start talking, your job is not done. You must keep the conversation going by interacting with your audience, asking them questions, and calling them to action. You can even ask them to make videos and posts of their own to share, support you cause and spread your message.

## STEP 2: SUPPORT OTHER ORGANIZATIONS

YouTube is an online community. There are hundreds of other non-profit organizations with similar missions already posting content and building a following. Why not join them? Support them and let them help you. You can even post your videos as a comment on their videos. Their network of viewers will likely help to create and expand your network of viewers. Everyone wins.

## STEP 3: UPDATE CONTENT FREQUENTLY

You need new content to keep viewers coming back. Engage them. Post new videos regularly and encourage your audience to subscribe to your channel.

## STEP 4: POST LINKS

YouTube makes it easy to share your videos across the web. Links allow you to share them in emails, while you can embed files easily into blog posts or other social media sites. The more places you post your videos, the more views it will receive.





## STEP 5: BE AUTHENTIC

Just because you can use video, doesn't mean that everything you post should be a commercial. Yes, you are trying to promote your organization. However, you can do this without giving a sales pitch. Don't tell, but show viewers why they should care. Tell stories. Get them involved ("Setting up Your Nonprofit Channel").

## ANALYTICS: YOUTUBE INSIGHT

YouTube Insight provides analytic data for each video you upload to your channel. It provides information about the people who are watching your videos including: demographics, geographic locations, other content they are watching, and when they are watching. This data will help you tailor your approach to best suit the needs of your audience.

According to the YouTube website, YouTube Insight provides:

1. Number of views/ relative popularity over an interactive timeline
2. Information on how people came to discover your video
3. Demographic information of those watching your videos
4. How the community is engaging with your video
5. Relative audience attention as they watch your video  
(“Partner Benefits: Insight”)

## COST

Free.



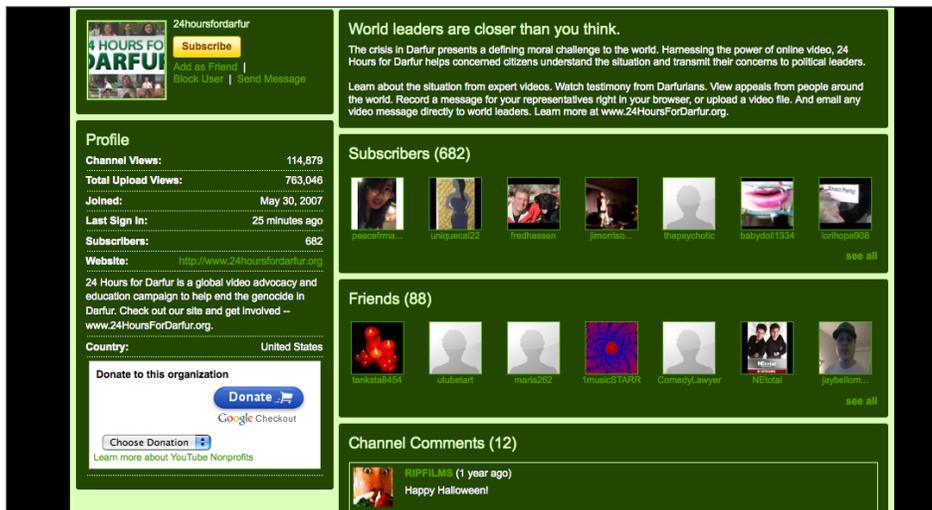
## CASE STUDY:



This is a viral video campaign that allows users to create their own video messages and post them to the 24 Hours for Darfur YouTube channel. These messages included those of celebrities and even President Barak Obama. 24 Hours for Darfur gave supporters the opportunity to express their opinions about the situation and ask others for their help. The messages, as they come from individuals from varied and diverse backgrounds all users to see that this is a problem that should be of concern to everyone because the atrocities taking place in Darfur are real and the people of Darfur need help.

The channel has acquired almost 700 subscribers and generated over 760,000 views. This campaign allows users and supporters to actively engage in the conversation about the issues facing the people of Darfur.

(“24 hours for Darfur”)



("24 hours for Darfur")





## GOOGLE FOR NON-PROFITS

### WHAT IS IT?

Google is one of the most powerful search engines on the web today. Google for Non-profits provides a host of tools to make reaching your supporters and donors on the web more affordable and more effective. Google for Non-Profits offers everything from analytics to free keyword-based advertisements that appear on the Google search results page. They also provide tools to receive donations that require no processing fees, making sure that donations go straight to your organization.



# WHY DOES IT MATTER?

**There are 1,000,000,000,000 (one trillion) URLs in Google's index**  
***2,000,000,000 (two billion) searches everyday on Google (Singer)***  
**Among search engines, Google has a dominating 65.6% market share**  
**(“Google”)**

Google for Non-Profits gives you the tools you need to reach more potential donors, track your progress and raise awareness, free of cost. As a non-profit, you can take advantage of many of the services that other companies have to pay for, at no cost to you. Your organization can advertise on Google, without having to dip into your resources, allowing you to concentrate on your cause.



# HOW CAN YOU USE THESE TOOLS?

## STEP 1: APPLY FOR A GOOGLE GRANT AND USE GOOGLE ADWORDS

Google requires that organizations apply for their Google Grant program before becoming eligible to receive the benefits of the Google for Non-profit tools.

You can apply for Google Grants by going to the following website:

<http://services.google.com/googlegrants/application>

Your ads appear beside related search results...



People click your ads...

...And connect to your organization.



This program gives your organization access to Google Adwords, which are keyword based advertisements that show up on the Google search results page. For example, if your organization is involved with cancer research and someone searched for "support cancer research", your advertisement may show up as a featured advertisement in the search results. The user could then click on your advertisement and be redirected to your website where you tell them about the work you do and how they can help.

## STEP 2: GOOGLE CHECKOUT

This program allows you to collect donations online. It makes it easier than redirecting users to your organization's website and uses a secure network so your donors' information is safe. Google Checkout is also free for nonprofits. There are no processing fees which allows 100% of donations to go directly to your organization.



(“Increase online donations for your cause”)

Websites like YouTube also allow users to donate using Google Checkout, making it easier for supporters to make donations to your organization through platforms they are already using.



### STEP 3: GOOGLE ANALYTICS

Google Analytics allows you to see who is looking at your website. You can find out everything from how long the average user is spending on your page, which pages they visit, and what websites or platforms they are coming from to get to your site. You can learn about the people who are coming to your site, as well as figure out which content they find most engaging. This will help you create future content that will attract new users and keep current users coming back for more.



("Google Analytics...")



## STEP 4: GOOGLE INSIGHT

Google Insight allows you to see what people are searching for on the web. This will help you determine what keywords you should be using when setting up your Adwords account. Insight makes it easy to see what users are searching for by category, by season (time of year) and by geographic location.

This will provide you with additional insight into how to make your organization more searchable on the web. By knowing what people are searching for, you will be able to link your organization's advertisements and website to related topics, making it easier for users to find ("Google Insights for Search").

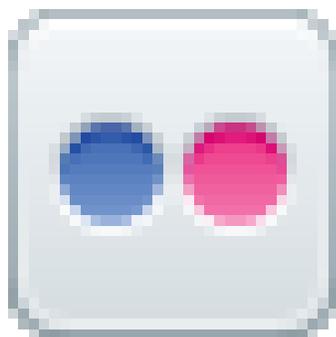
### **COST:**

Free with Google Grant approval.

**LINKS TO ALL OF THESE TOOLS CAN BE FOUND AT :**

<http://www.google.com/nonprofits/>





**FLICKR**  
PHOTO SHARING

## WHAT IS IT?

Flickr is a photo sharing community that allows users to post their photos and share them with the online world. This platform allows you to upload pictures, include descriptions, create tags, and join communities of users who have similar interests.

## WHY DOES IT MATTER?

Flickr provides another point of communication between your organization and your supporters. It allows you not only to post information about your organization and the work you do, but also to document it using photos.

A picture says a thousand words.

You can post photos of the real people who work and volunteer for your organization. Flickr allows you to show the people you help and the situations that you are faced with in your line of work. Flickr also allows users to tag their own photos of your organization, again starting a digital conversation between you and your supporters. Flickr is about sharing and makes it easy to share your photos across other social media platforms, giving you yet another medium to enhance user experience with your organization.



# HOW CAN YOU JOIN THE CONVERSATION?

## STEP 1: SIGN UP FOR AN ACCOUNT.

Signing up is easy. All you need is an email address and you are ready to go.

## STEP 2: UPLOAD PHOTOS AND TAG PHOTOS.

You can upload and organize your photos easily using Flickr. This also makes it easier to link photos to other sites on the web based on their content. The Flickr “tag” option allows you to make your images searchable to other users who may be looking for similar content.

## STEP 3: JOIN GROUPS.

Groups allow users to share related content. It makes your photos easier to find and also shares them with people who are interested in similar topics. Joining groups will help you to build relationships with other users and share the work your organization does with them.





#### **STEP 4: GEO TAGS**

Another group of tagging that Flickr offers is “geo-tagging”. Geo tagging allows you to tag where your photos were taken. So for instance, if your photo shows your organization working in Somalia, you can tag Somalia on the photo and then anyone who searches for photos of Somalia will be directed to your photo. Flickr is about building connections and leading them back to your photos where they can learn more.

#### **STEP 5: POST LINKS TO YOUR FLICKR ACCOUNT**

Social media is all about being connected. Post links to your Flickr account on your website as well as on other social networking platforms like Facebook. It will increase your visibility and allow users to become more engaged with your organization online.

#### **COST:**

Free.

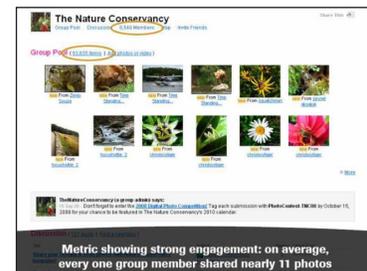


## CASE STUDY:



## WHAT THEY DID:

- Created a photography contest hosted on Flickr
- Winners of the contest would receive placement in their annual member calendar and on nature.org
- The campaign was integrated with email, search engine ads, and social networks to attract current members and also new supporters
- Participants submitted their photos via Flickr
- They never asked for any donations, only engagement



("How to Build Relationships...")

## RESULTS:

- Over 8500 members of their Flickr group shared over 94,000 photos
- One of the largest nonprofit groups on Flickr to date
- Positive feedback from members and new supporters
- Coverage in photography and nature picture blogs and discussion boards
- Over 10% click-through rate on ads promoting contest
- Over 7200 new members joined TNC online
- Over 5000 votes in 2006, and over 17000 in 2007

## WHY IT WORKED:

The Nature Conservancy gave people a reason to engage. They created a sense of urgency by making it a contest. They rewarded people for participating with prizes and incentives.

("How to Build Relationships...")





HULU

## WHAT IS IT?

Hulu offers users free streaming of premium content videos including television shows, series and movies. According to their website, the Hulu mission is: “to help you find and enjoy the world’s premier content when, where and how you want it, for free” (“Media FAQ”).

Hulu’s advertising strategy is commercial based. During each program or episode that a user watches they will view several advertisements. However, these advertisements, unlike the long commercial breaks on television, are single advertisements dispersed throughout the episodes, only interrupting the user for about thirty seconds at a time.

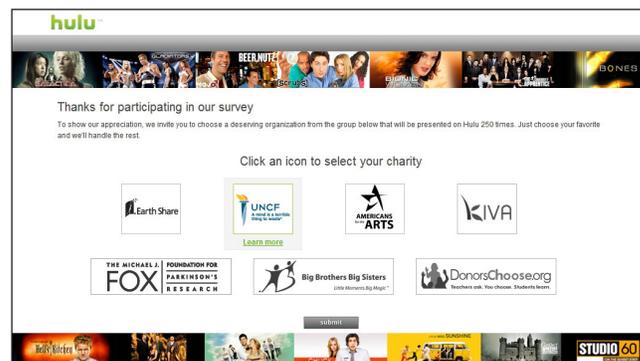
# WHY DOES IT MATTER?

Hulu is gaining popularity everyday. More and more users are using Hulu to watch video content and catch up on programs that they may have missed. This is a huge opportunity for you to advertise to the prime time audience, without have to pay prime time premiums. The commercial structure that Hulu has developed also makes it more likely that your audience will actually watch your commercial than if they were watching it on television because the commercial breaks are shorter, giving them less time to tune out.

Hulu also offers nonprofits special opportunities to receive free and reduced cost advertising time. Often, Hulu users will be asked to take a short survey before watching their programs with the promise that if they complete the survey, Hulu will donate advertising space to a charitable organization of the users choice. If you are using other social networking outlets to build awareness and form relationships online, maybe those viewers will choose you. To find out how you can get onto Hulu's list of charities, you can contact their advertising department by visiting their website and clicking on Advertising.

## COST:

Significantly cheaper than during television broadcasts.



(Holmes)



47



# BLOGS:

## BLOGGER & WORDPRESS

## WHAT ARE THEY?

Blogger and Wordpress are blog hosting sites. They allow members to write their own blogs, share them with other member of the community and easily link them to their websites. They allow customization options to help each user to personalize their blogs.



# WHY DO THEY MATTER?

60% of bloggers are 18-44

*75% of bloggers have college degrees*

**One in three has an annual household income of \$75K+**

(Singer)

Your donors and potential donors are blogging. You should be blogging. People who work for your organization should be blogging. Supporters of your organization should be blogging.

Blogs give you an opportunity to share more personal stories and insights into the work that your organization does. Blogs offer additional perspectives on your organization and may appeal to different audiences depending on who is writing them.

There are also many proponents of your organization that may already be blogging or people who are interested in relevant topics that might want to blog about you. Blogger and wordpress present huge potential for exposure for your organization if you are able to leverage the interests of other bloggers.

If there are people out there who care about your cause and are already writing about it, you want to know. You can then link their blogs to your website and other social networking profiles. This will enrich your content and further expand you network.

Your organization should also have a blog, or several. You can have blogs from executives, volunteers, and people who are working in the field. Blogs are a great way to create interesting content that can make you stand out. All of the principles for developing content in other social media platforms also carry over into blogs. You want to engage your audience and give them relevant and interesting information in a timely manner.

## **COST**

Free.





# NEWS AGGREGATORS

## WHAT ARE THEY?



### STUMBLEUPON

Stumbleupon allows users to rate, like and share websites. The site generates recommendations based on what the user likes and allows them to suggest similar sites to their friends. Pages are selected based on the user's history and which pages they have liked, shared or disliked, making it a personalized experience. Stumbleupon also suggests sites based on the ratings that other users with similar interests have given them. This allows users to view websites that they may be interested in, by weeding out the ones that they are not ("Stumbleupon").



### REDDIT

Reddit is a website where users can post content that they want to share. Once the content is on the website, other users can vote the content up or down based on its relevance and newsworthiness. Users can also make comments on why they did or did not like the content ("Reddit").



## REDDIT

Digg operates much in the same way as Reddit. Stories and articles are submitted to the website and then users vote them up to the front page or down and bury them. Digg has integrated icons onto many news sites and organization websites that allow users to post the content and start the voting with the click of a button (“Digg”).



## DELICIOUS

Delicious is a little different. It is a social bookmarking site, but it does not create a competition to get to the top like Reddit and Digg. Delicious allows users to see what other people have bookmarked based on categories of topics. This allows them to find sites that other users said are relevant and useful faster than by sorting through search engine results (“Delicious”).

# WHY DO THEY MATTER?

These sites attract millions of users per day, all trying to find out what other people think they should be reading. By posting articles and blogs to these sites, you join the conversation. Using the content you post, you can not only find out what people want to read about your organization, you can also get more people to read about your organization in the process, therefore furthering your cause.

Social news aggregation websites allow people who may be reading your blogs and going to your website to share information they think other people might be interested in reading. You should also encourage your supporters use these icons on their websites and blogs in order to insure that all information about your organization has the opportunity to make it to the top of the new aggregation charts.

### COST:

Free.





# SOCIAL GAMING

## FARMVILLE

### WHAT IS IT?

Social games allow users to play games with their friends via social networking sites like Facebook. They are highly integrated with your social network, requiring you to interact with other users to earn points. They operate on virtual currency, though today, many of these social games have created options where you can use actual currency to buy virtual currency. The most successful social game today is FarmVille.



# WHY DOES IT MATTER?

**Everyday more than 65 million people play FarmVille**

More people currently play FarmVille than have ever played Tetris

There are more Farmville installs on Facebook than there are Twitter accounts

*FarmVille has more monthly active users than the population of France*

(“Social Gaming: An Intro for Advertisers”)

There are a lot of people participating in social games online. Many of these games allow businesses and organizations to offer virtual currency in exchange for a trial of a product or service. However, in most cases, people do not care what they are signing up for. They just want to get their points and continue to play their game.

This poses a problem for advertisers and organizations hoping to build a following using this tactic. You are not building a relationship with the user. You are simply being used as a means to an end; in this case collecting points they can use toward purchasing new livestock for their digital farm.

Social gaming has not yet proven that it can really help businesses build their brands. But it may be something to keep an eye on.

**COST:**

Not worth it, yet.





# LOCATION-BASED FOURSQUARE

## WHAT IS IT?

Location-Based social media allows users to update their locations and share this information with their friends. They operate using the GPS found on most smartphones and allow users to “check-in” at venues and essentially earn credit for visiting. Foursquare also allows users to post reviews of certain venues along with tips and advice. Many retail locations have now started rewarding patrons with coupons, discounts and even free merchandise (“Foursquare”).



## WHY DOES IT MATTER?

Companies and venues have begun to offer users benefits for “checking-in” at their locations. This is not really something that your organization can leverage, is it?

However, it does provide opportunities for you to team up with companies or retail stores who can use Foursquare and use it to your benefit.

For example, Foursquare recently partnered with New York Tech Gives Back and Pepsi to raise money for Campinteractive, a non-profit that trains inner city youth. For 10 days, Pepsi donated \$0.04 for every check in point given on Foursquare (Rowley).

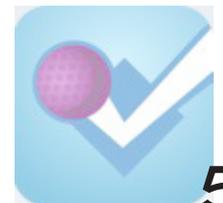
There is a definite opportunity to partner up with retail locations and develop some kind of point system that can turn into donations to your organization.

## HOW CAN YOU JOIN THE CONVERSATION?

Create partnerships with local retailers or companies that would be willing to give a portion of their proceeds to your organization for every “check-in” at their location. You can publicize the partnership and drive supporters to their stores. They gain business and you generate donations.

### **COST:**

Potentially free. Create partnerships with other businesses on Foursquare who would donate on behalf of your supporters and their patrons.



# SOCIAL MEDIA ROI

## RETURN ON INVESTMENT

With some social media tools, such as Google checkout and Facebook's Causes, you will be able to quantitatively determine your ROI as it will come in donations to your organization. However, for much of your social media efforts, the ROI will be measured more qualitatively.

**Top Priorities in 2010 According to Senior Marketers Worldwide (% of respondents)**

	Top priority	Important	Low priority	Not relevant
Social networks/applications	45.4%	42.2%	11.1%	1.1%
Digital infrastructure	44.5%	51.9%	3.1%	0.5%
Search optimization	27.0%	50.1%	19.9%	3.3%
Mobile	26.8%	43.2%	24.3%	5.3%
Blogger outreach	18.4%	44.3%	28.9%	8.4%
Viral campaigns	18.3%	45.6%	26.7%	7.3%
Digital advertising	15.9%	54.4%	25.5%	4.2%
E-mail marketing	14.1%	43.5%	34.2%	8.4%
Games	8.8%	29.7%	35.2%	26.0%

*Note: numbers may not add up to 100% due to rounding*  
Source: Society of Digital Agencies (SoDA), "2010 Digital Marketing Outlook," January 19, 2010

110742 [www.eMarketer.com](http://www.eMarketer.com)

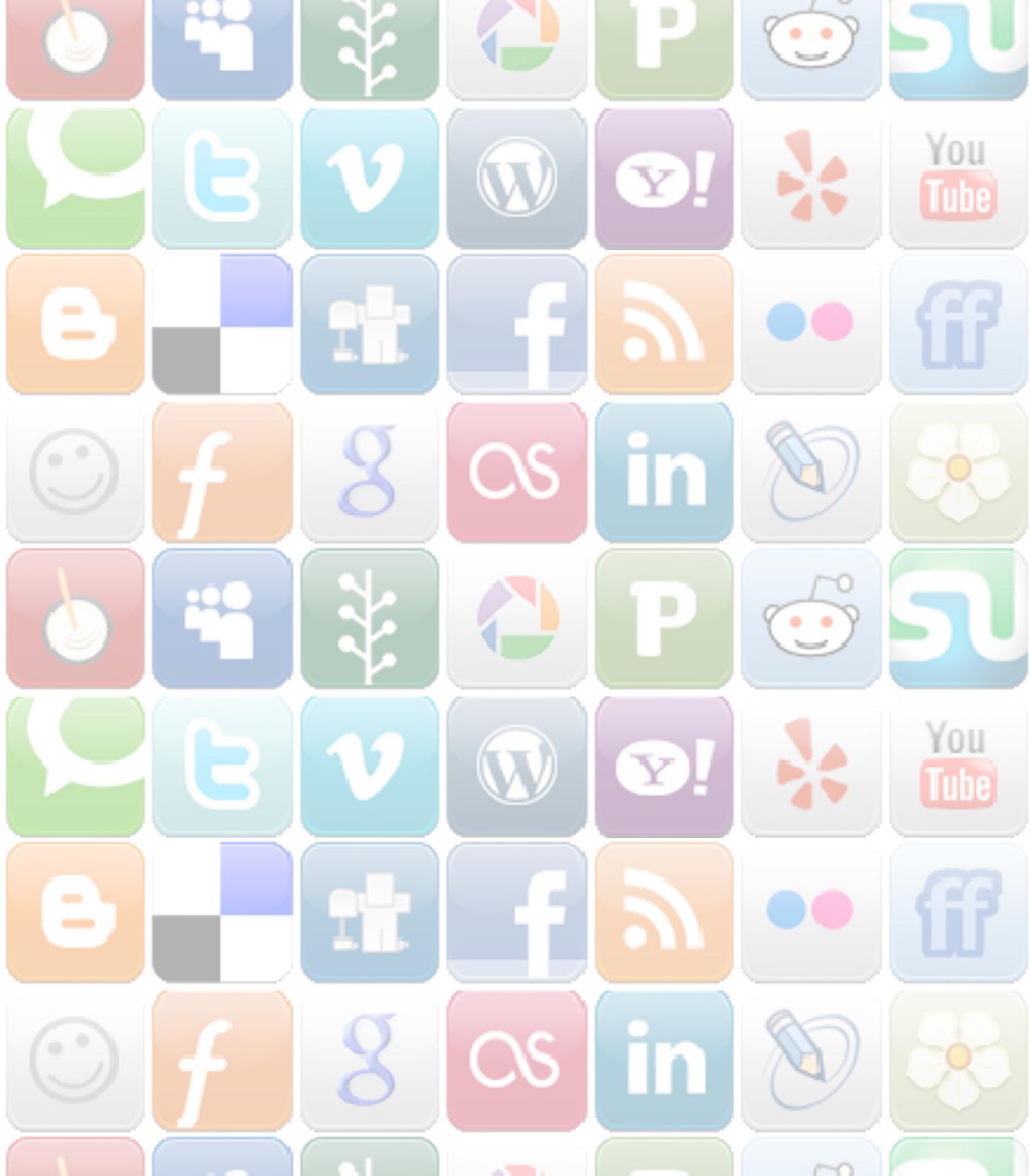
(Palatnik)



The number of people who become fans and follow you and the relationships that you build with them will be the greatest measure of success. Increased traffic to your website and views of your blogs will also be a way to measure the success of your online efforts. The social media platforms that this guide describes do not cost much, if anything, and only require time to update and maintain.

However, if you use the platforms and engage and interact with people who are interested in your organization, you will create a network of supporters across the web. These supporters will share information about your organization with their friends and networks, expanding your reach far beyond anything you could ever achieve on a non-profit budget using traditional media. Social media harnesses the power of numbers and enables you to leverage the millions of people using these networks every day to build awareness and support for your cause.





Now you know how to get started building a presence for your organization in the social networking world. You also have an understanding of many of the major social media platforms on the web today and how to use them to your advantage.

There are hundreds of other social media platforms out there that you can leverage to help raise awareness of your organization, but these provide a good starting point. These platforms will provide a foundation that will allow you to build a network of social media users at a very low cost. After you have established a presence on these platforms, you can expand to other platforms that may be more specifically targeted to users with particular interests or professions. Use the social media platforms we have discussed to begin promoting your organization online . And remember:

1. **BE AUTHENTIC.**
2. **CREATE VALUE FOR YOUR AUDIENCE.**
3. **DON'T CONTROL THE DISCUSSION.**  
**INITIATE IT. THEN CONTINUE IT.**

# SURVEY RESULTS

Survey of over 300 college students focused on non-profit giving and social media usage

This shows that there is the potential to make college age students care about the work that non-profit organizations do. The majority of people surveyed say they are most concerned with issues regarding health, followed by education, humanitarian issues, and domestic Issues.

**86.8%** of students surveyed say that they are interested in international news and issues.

**60%** of people surveyed said that they have donated to a non-profit organization.

Most popular organizations include American Cancer Society, Habitat for Humanity, & Susan G. Komen. **Not one person stated that they donated to Doctors Without Borders**

When asked what would drive them to donate, they cited:

- More money
- Personal connection
- Incentive
- If they were asked to donate

These organizations are all highly publicized. The American Cancer Society as well as Susan G. Komen Race for the Cure holds nationwide events that draw high involvement from all ages. Habitat for Humanity is an organization in which students can be actively involved through volunteer work. This shows that in order to get the attention of college age students, you have to let them know you are here and you have to let them get involved.

**When asked if they have volunteered for a non-profit, 82% said yes.**

When asked what holds them back from donating, almost 70% said due to lack of funds.

When asked if they would volunteer to participate in fundraising efforts if they felt strongly about an issue but did not have the funds to donate, over 90% said they would.

That was followed by lack of knowledge about the organization, lack of personal connection, and lastly lack of knowledge about the issues.

College students spend an average of 3 HOURS on social media sites EVERY DAY.

18% of students surveyed said they spend more than 10 HOURS on Facebook alone every week.

When asked why students used social media platforms they cited the following as the primary reasons for their use:

- Keeping up with friends
- Sharing ideas, opinions & information
- Entertainment
- News
- Networking

Students were also asked if they interact with businesses using social media platforms.

Many cited keeping up with news about organizations and businesses using social media as well as using it to find deals, discounts and even jobs.

*College students want to help. They want to support causes that they believe in. However, many do not have the funds to do so. Therefore, social media provides an opportunity to interact with college students and allow them to support non-profit causes without having to give large amounts of money. College students are active social media users and they are looking for ways to get involved and make a difference. You non-profit needs to leverage this knowledge and create lasting relationships with the people who will become your future donor base.*

# SOURCES:

“24 Hours for Darfur.” YouTube. Google Inc, 2010. Web. 27 Apr. 2010. <<http://www.youtube.com/24hoursfordarfur>>.

“A special guide.” Twitter. Twitter, 2010. Web. 27 Apr. 2010. <<http://business.twitter.com/twitter101/>>.

“About Stumbleupon.” Stumbleupon. Stumbleupon, 2010. Web. 27 Apr. 2010. <<http://www.stumbleupon.com/aboutus/>>.

Barone, Lisa. “Can Direct Marketing Survive in Social Media?” Outspoken Media. Outspoken Media, Inc, 2010. Web. 27 Apr. 2010. <<http://outspokenmedia.com/online-marketing/direct-marketing-in-social-media/>>.

“College Students: Facebook Only Game in Town.” Marketing Charts. Watershed Publishing, 2010. Web. 27 Apr. 2010. <<http://www.marketingcharts.com/interactive/college-students-facebook-only-game-in-town-11281/>>.

Compete.com. Compete Inc., 2010. Web. 27 Apr. 2010. <<http://siteanalytics.compete.com/facebook.com+myspace.com+friendster.com/>>.

Diaz, Qui, Beth Kanter, and Geoff Livingston. “Social Media for Social Causes Study: The Results.” Network for Good. Network for Good, 2010. Web. 27 Apr. 2010. <<http://www.fundraising123.org/social-media-social-causes-study-results>>.

“Facebook Best Practices for Nonprofit Organizations.” DIOSA Communications. DIOSA Communications, 2010. Web. 27 Apr. 2010. <<http://www.diosacomunications.com/facebookbestpractices.htm>>.

“Facebook Lexicon.” Social Media Monday. Brodeur Partners, 2010. Web. 27 Apr. 2010. <<http://brodeur.com/openblog/?p=199>>.

“Google Analytics: Understand how people find and interact with information on your website.” Google for Non-profits. Google Inc, 2010. Web. 27 Apr. 2010. <<http://www.google.com/nonprofits/analytics/tutorial.html>>.

“Google Insights for Search.” Google Insights for Search. Google Inc, 2010. Web. 27 Apr. 2010. <<http://www.google.com/insights/search/#>>.

Hart, Kim, and Megan Greenwell. “To Nonprofits Seeking Cash, Facebook App Isn’t So Green.” The Washington Post. The Washington Post Company, 2010. Web. 27 Apr. 2010. <<http://www.washingtonpost.com/wpdyn/content/article/2009/04/21/AR2009042103786.html>>.

Holmes, Kate. “Hulu Gets it Right- and Helps Non-Profits with Online Market Research.” The Interactive Pulse. Boston Interactive, 2010. Web. 27 Apr. 2010. <<http://www.bostoninteractiveblog.com/?p=196>>.

“How to Build Relationships & Achieve Fundraising Success in a Web 2.0 World.” Network for Good. Slideshare, 2010. Web. 27 Apr. 2010. <<http://www.slideshare.net/CAMT/how-to-build-relationship-and-achieve-fundraising-success-in-a-web-20-world-presentation>>.

“Increase online donations for your cause.” Google Checkout. Google Inc, 2010. Web. 27 Apr. 2010. <<http://checkout.google.com/seller/npo/>>.

LaVallee, Andrew. “Facebook to Nonprofits: More Pages, Fewer Apps.” Digits. Dow Jones & Company, 2010. Web. 27 Apr. 2010. <<http://blogs.wsj.com/digits/2009/08/28/facebook-to-nonprofits-more-pages-fewer-apps/tab/>>.

# SOURCES:

“Learn the lingo.” Twitter. Twitter, 2010. Web. 27 Apr. 2010.  
<<http://business.twitter.com/twitter101/learning>>.

“Media FAQ.” Hulu. Hulu LLC, 2010. Web. 27 Apr. 2010.  
<[http://www.hulu.com/about/media\\_faq#advertising](http://www.hulu.com/about/media_faq#advertising)>.

“Nonprofit Program.” YouTube. Google Inc, 2010. Web. 27 Apr. 2010.  
<<http://www.youtube.com/nonprofits>>.

Ostrow, Adam. “Facebook to Introduce Charity Gifts.” Mashable. Mashable, 2010. Web. 27 Apr. 2010. <<http://mashable.com/2009/08/28/facebook-charity-gifts/>>.

Palatnik, Pablo. “Measuring ROI on Social Media.” PalatnikFactor.com. Palatnikfactor.com, 2010. Web. 27 Apr. 2010.  
<<http://palatnikfactor.com/2010/02/09/measuring-roi-on-social-media/>>.

“Partner Benefits: Insight.” YouTube for Non-Profits. Google, Inc., 2010. Web. 27 Apr. 2010. <[http://www.youtube.com/t/partnerships\\_benefits](http://www.youtube.com/t/partnerships_benefits)>.

“Press Room: Fact Sheet.” Facebook. Facebook, 2010. Web. 27 Apr. 2010. <<http://www.facebook.com/press/info.php?factsheet>>.

“Press Room: Statistics.” Facebook. Facebook, 2010. Web. 27 Apr. 2010. <<http://www.facebook.com/press/info.php?statistics>>.

Qualman, Erik. “Social Media Success Stories.” Search Engine Watch. Incisive Interactive Marketing LLC, 2010. Web. 27 Apr. 2010.  
<<http://searchenginewatch.com/3635665>>.

Rowley, Melissa Jun. "How Non-Profits and Activists Can Leverage Location Based Services." Mashable. Mashable, 2010. Web. 27 Apr. 2010. <<http://www.mashable.com/2010/01/18/location-based-social-good/>>.

Schroeder, Stan. "YouTube Reaches One Billion Views Per Day." Mashable. Mashable, 2010. Web. 27 Apr. 2010. <<http://mashable.com/2009/10/09/youtube-billion-views/>>.

Schwartz, Nancy. "7 Facebook Essentials Nonprofit Marketers Need to Know." Network for Good. Network for Good, 2010. Web. 27 Apr. 2010. <<http://www.fundraising123.org/article/7-facebook-essentials-nonprofit-marketers-need-know>>.

Schwartz, Nancy. "Make It Easy for Online Readers to Spread the Word." Network for Good. Network for Good, 2010. Web. 27 Apr. 2010. <<http://www.fundraising123.org/article/make-it-easy-online-readers-spread-word>>.

"Setting Up Your Nonprofit Channel." YouTube. Google Inc, 2010. Web. 27 Apr. 2010. <[http://www.youtube.com/t/ngo\\_tips](http://www.youtube.com/t/ngo_tips)>.

Singer, Adam. "70 Usable Stats From the 2009 State of the Blogosphere." The Future Buzz. Adam Singer, 2010. Web. 27 Apr. 2010. <<http://thefuturebuzz.com/2009/12/10/blogging-stats-facts-data/>>.

"Social Gaming: An Intro for Advertisers." Ogilvy Digital Labs. NY Digital Lab, 2010. Web. 27 Apr. 2010. <<http://nydigitallab.ogilvy.com/2010/03/08/social-gaming-an-intro-for-advertisers/>>.

"Twitter User Statistics REVEALED." The Huffington Post. HuffingtonPost.com, Inc., 2010. Web. 27 Apr. 2010. <[http://www.huffingtonpost.com/2010/04/14/twitter-user-statistics-r\\_n\\_537992.html](http://www.huffingtonpost.com/2010/04/14/twitter-user-statistics-r_n_537992.html)>.

# SOURCES:

“Understanding the ROI of Social Media.” techsoup.org. Readytalk, 2010. Web. 27 Apr. 2010. <<https://cc.readytalk.com/cc/schedule/display.do?udc=wn91gh6t34en>>.

Wikipedia contributors. “Aggregator.” Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 27 Apr. 2010. Web. 27 Apr. 2010.

Wikipedia contributors. “Delicious (website).” Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 12 Mar. 2010. Web. 27 Apr. 2010.

Wikipedia contributors. “Digg.” Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 26 Apr. 2010. Web. 27 Apr. 2010.

Wikipedia contributors. “Foursquare (service).” Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 23 Apr. 2010. Web. 27 Apr. 2010.

Wikipedia contributors. “Google.” Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 25 Apr. 2010. Web. 27 Apr. 2010.

Wikipedia contributors. “MHRA Style Guide.” Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 27 Feb. 2010. Web. 27 Apr. 2010.

Wikipedia contributors. “Reddit.” Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 25 Apr. 2010. Web. 27 Apr. 2010.

Wikipedia contributors. “Social media.” Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 19 Apr. 2010. Web. 27 Apr. 2010.

Wikipedia contributors. “StumbleUpon.” Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 2 Apr. 2010. Web. 27 Apr. 2010.

Wikipedia contributors. "Web 2.0." Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 27 Apr. 2010. Web. 27 Apr. 2010.

"You're Changing the world. We want to help." Google for Non-Profits. Google inc., 2010. Web. 27 Apr. 2010.  
<<http://www.google.com/nonprofits/>>.

"YouTube Debuts Nonprofit Program." Marketwire. Marketwire, Incorporated, 2010. Web. 27 Apr. 2010.  
<<http://www.marketwire.com/press-release/YouTube-Debuts-Nonprofit-Program-774228.htm>>.

"YouTube Fact Sheet." YouTube. Google Inc, 2010. Web. 27 Apr. 2010.  
<[http://www.youtube.com/t/fact\\_sheet](http://www.youtube.com/t/fact_sheet)>.