

# Leveraging Social Media to change their lives!



# USING TWITTER

# YOUR TWITTER PROFILE

- Write a succinct description of yourself including interests and other key facts
- Upload a recognizable headshot
- Twitter allows a link to one site in your profile; enter your most important external site such as your nonprofit's homepage



# CONVERSATION TOPICS



## Be Visual:

- Include relevant pictures, videos, presentations
- Pictures generate the highest click through rates



## Be Trendy:

- Tweet about hot topics in your area of interest
- Retweet (RT) exciting or interesting information



## Be Interactive

- @reply key followers and peers
- RT quality content and insights from others



# BE A PART OF TRENDS: HASHTAGS, LINKS & RETWEETS

- **#Hashtags:** Use hashtags to associate your tweets with a particular topic. Hashtags can link your tweet to a trend, discussion or event
- **Links:** Use links to share something thought-provoking you have read or written elsewhere
- **Retweets:** A reposting of someone else's tweet. This allows you to share interesting tweets to your followers
  - **There are two ways to retweet:**
    1. Click the "retweet" button underneath a tweet to rebroadcast it to your followers exactly as it appears
    2. Copy and paste the tweet with the letters "RT" in front of the original tweeter's name into a new tweet. This is useful if you want to offer some commentary before the "RT"

# THINGS TO AVOID WHEN TWEETING

Posting unrelated content



**Ingrid Lunden** @ingridlunden

13 Jul 12

one of our cats likes to sleep under the lavender and rosemary in the garden. he smells so nice when he comes in!

#randomcatobservation

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Posting inappropriate material



**Anthony Crupi** @crupicrupicrupi

13 Jul 12

Pro Tip: Get drunk & mumble those poems you wrote in the 7th grade over repetitive calliope music. Take a bow: You just invented The Doors!

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Poorly constructed or unclear posts



**Kramer Levin** @kramerlevin

11 Apr 11

**Avoiding the Trap Door of Retaliation**

<http://www.kramerlevin.com/news/Detail.aspx?id=bb356891-db6c-4492-aca5-5f69f45c4aca>

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Reply Retweet Favorite More

- Post relevant information for your followers
- Be authentic, but remember everyone can read your posts
- Be brief, but still construct your posts so your followers can easily read and understand what you are communicating

# CONTRIBUTE TO THE CONVERSATION

Participate in threaded conversations and insert your opinion



- Often the most provocative dialogue happens on Twitter
- Remember to be respectful of others in your industry, but don't be afraid to take part
- Dialogue helps build community and credibility in your industry

# ELEMENTS OF A PERFECT POST

**Tone:** Establishing a tone of voice that is authentic to you

**Style:** Short (280 characters or less), simple, clear and easy to understand

**Syntax:** Must be attention grabbing if it's to compete with other tweets in a feed

**Relevant / Timely:** Get to know your followers and you will be able to make posts more relevant – if it resonates with them personally, they are far more likely to engage

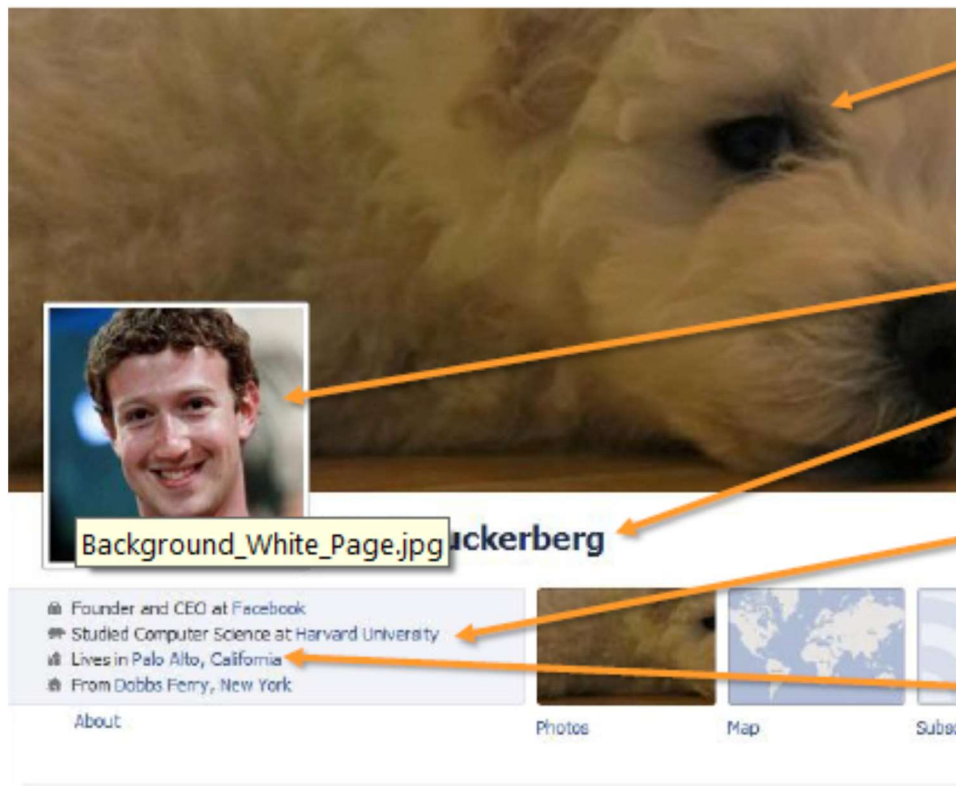
**Visuals:** Attaching a photo, video or link can help make posts stand out in the feed and will help drive engagement

**CTA (Call to Action):** If you want them to do something you have to tell them (e.g. “Watch this” or “Check this out”)



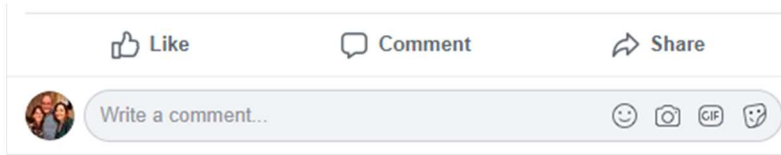
# USING FACEBOOK

# YOUR FACEBOOK PROFILE

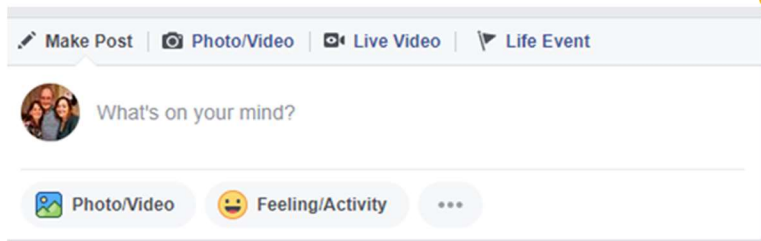


- **Cover photo:** (optional) upload a high resolution photo to provide a header image that sits behind your profile picture. Users often upload more artistic photos that act as a backdrop and speaks to your interests
- **Profile picture:** Use a recognizable photo of yourself so that people can identify you
- **Your full name:** if you want people you know to find you, it is important to use a name they recognize
- **Location:** Put in your location to help people from your area find you
- **Compelling content:** Populate your Facebook page with fun, appropriate photos, life events and status updates

# SHARING ON FACEBOOK



- **Wall posts:** This is the most common way to communicate on Facebook and a great way to share something with a specific individual
  - Be aware that wall posts are public to all of your friends
  - This term is synonymous with posting to someone's Facebook timeline
- **Status:** Like tweets, Facebook status updates, are posts on your own wall that can be used to provide bite-sized, yet powerful content that helps spread information
  - Keep your updates fresh, interesting and insightful
  - Multiple ways to post: text, check in, photo, video, or link



# FACEBOOK LEVELS OF ENGAGEMENT

**Viewing:** This lowest level of engagement consists of simply looking at the posts in your newsfeed

**Liking:** You can click the “like” button if you want to mark your approval of any type of post. Your friends may see what you liked on their newsfeeds



**Commenting:** When you comment you are actively responding to the material. It is another way of letting people know what you think, or adding your voice to the conversation

**Sharing:** If you see something someone else has posted that you like, you can click “share” to repost it or for all your Facebook friends to see



# BLOG POSTS

# WHY SHOULD YOU BLOG?

- Share your thoughts in a longer form than Twitter or Facebook
- Write about current issues facing the nonprofit industry
- Develop a deeper community experience by connecting through commenting and sharing of information with similar nonprofits
- Blogs compliment other social platforms by creating larger posts of thoughtful content to be shared across your social channels

# ANATOMY OF A GREAT BLOG POST

- **Clear Headline** – Be concise and include keywords
- **Brevity** – Posts should be no more than 300-500 in length
- **Images** – Break up text and visual content, use screenshots, photos and infographics
- **Link** – Linking to other sources such as articles, people and websites makes your content more engaging
- **Tag** – Tag your content by providing keywords to enhance search engine optimization
- **Be Yourself** – Use an authentic voice
- **Point of View** – Have a point of view to share

# SOCIALIZING EVENTS



# BEFORE THE EVENT

## Drumming up Attention

- Engage with attendees on Twitter
  - ✓ Use event hashtag
  - ✓ Meet up with others using event hashtag offline
- If hosting a panel or speaking, have users tag their tweets with a hashtag and answer questions via Twitter
- Write a blog post describing the purpose of the event and talk about your expectations



RSA Conference @RSAConference

22 Jul

Register for #RSAC Europe now and save €400 on a full delegate pass. Just 5 days left! [rsac.me/14PH7PE](https://rsac.me/14PH7PE)

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Mashable Social Good @socialgood

19 Sep

Keep up with the speakers and organizations attending Social Good Summit by subscribing to our Twitter list [bit.ly/169DTha](https://bit.ly/169DTha) #2030NOW

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# DURING THE EVENT

## Real-Time Content

- Check the event hashtag on Twitter to see what others are saying
- Share real-time content on Twitter
  - ✓ Commentary
  - ✓ Pictures
  - ✓ Videos
  - ✓ Quotes from speakers
- Use LinkedIn Mobile to make immediate connections with other attendees or speakers



**Joshua Corman** @joshcorman

29 Jun 12

2 talks into #SuitsAndSpooks - both non InfoSec and both outstanding. Making me think. 3rd starting now.

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**Mashable Social Good** @socialgood

23 Sep

Sarah Ingersoll is speaking about the largest free mobile resource for mothers @mytext4baby #2030NOW pic.twitter.com/1Aeh5RskjK



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# AFTER EVENT

## Reflections

- Write a blog post wrap up on your nonprofit website
- Thank attendees and participants on Twitter
- Tweet about your key takeaways
- Connect with new contacts on Facebook



**Mashable Social Good** @socialgood

24 Sep

Thank you everyone for tuning into the Social Good Summit. It's been an inspiring three days. Let's keep the #2030Now conversation going!

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← Reply ↻ Retweet ★ Favorite \*\*\* More