Connecting the Information Dots

A Webinar Series for International Not-For-Profit Organizations
## Upcoming Webinars - 2014

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues, October 14 @ 11:30AM – 12:45PM ET</td>
<td>Global Implementation of ERP in the International Development Universe</td>
</tr>
<tr>
<td>Tues, November 11 @ 11:30AM – 12:45PM ET</td>
<td>IT to IS: Cloudsizing Our Way to Reliable Information Services for iNGOs</td>
</tr>
<tr>
<td>Tues, December 9 @ 11:30AM – 12:45PM ET</td>
<td>NGOs And Effective Use of Online Communities – The What, Why and How</td>
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</table>
Webinar Recording

• We’ll be recording the webinars in our series
• We’ll make these recordings available to those who attended the webinars first, and then to the general public
Questions

• Type your questions in the QUESTIONS box of the control panel. We’ll ask the presenters to respond to timely questions during their presentation. We’ll address the rest of the questions at the end of webinar.

• By default, your microphone is muted. Because we have so many attendees, we’ll keep everyone muted throughout the webinar.
Today’s Webinar

NGOs And Effective Use of Social Media – The What, Why, & How

Presenters
Howard Greenstein, Adjunct Professor, NYU’s Heyman Center for Philanthropy and Fundraising
President, Harbrooke Group Inc.
Emily Bell, Marketing and Development Manager, More Than Me

Moderators
William Lester, Executive Director, NPOKI
Igal Rabinovich, CEO, n-Village
Let’s Take a Quick Poll!

• We want to learn about your organization
• We want to learn about your organization’s Social Media Strategy (if any)
Howard Greenstein and Harbrooke Group

- Adjunct at NYU SPS George H. Heyman Center for Philanthropy and Fundraising – Co-Teaching “The Wired Nonprofit” graduate level class.
- Consults with nonprofit groups of all sizes. Prev. clients include: Association of Junior Leagues International, NY Roadrunners/NYC Marathon, and many smaller orgs.
- We have helped clients large and small with strategy, planning and implementation of social and digital media projects as well as training and education programs at exec and staff levels.
- Co-Founder of 1st web user group in 1994, as well as SocialMediaClub.org, a 300+ chapter NFP on 5 continents.

howard@Harbrooke.com
Twitter: @HowardGr
Agenda for the Day

• Discussion of Social Media, strategy and tactics – Howard Greenstein
• Case Study: MoreThanMe.org – Howard Greenstein and Emily Bell
• Questions from you
What’s a Social Network?

• A social network is a:
  – **Social structure** made of **nodes** (which are generally individuals or organizations)
    - tied by one or more specific types of interdependency

• We are all connected to each other by social networks
Social Media Services include…
How Important Is It To Be Social?


Source: http://www.mdgadvertising.com/blog/wp-content/uploads/2012/12/giving_social_actual.png
56% of those that support nonprofits on the Social Web confirm that **compelling storytelling** is what motivates them to take action on behalf of nonprofits.

- Graphic: Charity:Water
Social Media is Storytelling

Communication  Interaction

Listening  Sharing

Stories  CONNECTION

Expression
Social as a loop

Listen → Measure → Engage → Participate →
Listening
Participate

NRDC_AF

Fix the Problem: What Tuesday's Elections Mean for Climate Change Legislation... http://bit.ly/3s8hAs
4:33 PM Nov 5th from web

RT @CBD_Climate: Check out 350 species that need 350CO2p & take action to get there http://bit.ly/49GDUM climate
2:06 PM Oct 22nd from TweetDeck

Who is the Traitor? http://bit.ly/3DdT0L
5:04 PM Oct 21st from web

RT @NRDC Another Firm Bails on the US Chamber's Extreme Climate Stance http://bit.ly/cDMXU
1:20 PM Oct 20th from TweetDeck

Switchboard, from NRDC :: Rob Perks's Blog :: Veterans on a Mission: Pass a Strong Climate Bill http://bit.ly/o5GDa
8:14 AM Oct 15th from Facebook

charitywater

You can "HEAR" today's Photo of the Day here - http://www.vimeo.com/7488755
27 minutes ago from web

Photo of the Day - http://twitpic.com/omou8
37 minutes ago from web

some help... button on the right, "vote for charity" - http://goforth.levi.com/for...
about 3 hours ago from web

Here's our daily tweet to win $100,000. Please vote for us here! http://goforth.levi.com/for...
about 3 hours ago from web
Social Organizations show:

Willingness to Always Engage
Strategy vs. Tactics Overview

- Tactics
- Strategy
- Area Goal
- Overall Goal or Mission
Social Is Part of Communications Plan
Who Is your Audience?

People you Want/Need to reach

People You Can Reach via Social

All possible people in world
Who Are We Trying To Reach?

• What audiences are you trying to reach on social networks:
  • Funders?
  • Program beneficiaries?
  • Other governmental and non-governmental stake holders?
What’s A Goal?

• Specific, Measurable, Time Based
• Relates to a specific area
• Example:
  – Increase fundraising participation by 18-34 year olds by 20% within the next year
  – Specific – Fundraising participation by 18-34 year olds
  – Measurable – by 20%
  – Time based – within the next year
Setting Goals

• THINK ABOUT: What are some of the Goals your organization has that Social Media Can Support? POLL QUESTION
Tactics

• We will use *NETWORK* to increase followers, and ask followers to run a specific kind of campaign.
• We will target ads at 18-34 year old followers
• We will create content that will appeal to these younger followers
• We will create a program to have this demographic share content with us and with each other...
Don’t forget the value of your own website

• Social networks:
  – May own what you put there
  – May change the rules about reaching followers at any time (Facebook organic reach changes)
  – May change how content flows (see recent Twitter announcement)
  – May go out of business or completely change (MySpace)

• Own a place where your content lives!
Social Networks

Photo/Video/Content Sharing

Comments and Recommendations

Presence in Real Life

Your Site
Some NGOs may not go “fully social”

• Very private situations (Child protection, Battered Women) won’t post photos of clients
  – Post programmatic information
  – Reach different audiences for fundraising or awareness

• “Shy” NGOs may limit profiles to only relevant networks
  – (reserve your name, put in a placeholder post)
Ice Bucket Challenge

• Main Elements:
  – Worthy Cause
  – Challenge (Public call-out)
  – Narcissism (Look at me!)
  – Specific Call To Action to donate (within 24 hours)
  – 3+ friends (Viral pass along)
  – Easy social network sharing
  – Famous people played along
Don’t Expect You’ll Do the Next Ice Bucket Challenge

- People get fatigued by the constant requests and challenges
- It gets less funny
- Dissection of the worthiness of the cause vs. money raised, etc.
How can NGOs benefit from social media?

Case Study: More Than Me
MORE THAN ME
This is Liberia.
Stakeholders

- Foundations
  - The Morris Family Foundation

- Corporations
  - Chase

- Individuals
  - Global Giving
How do you communicate with different stakeholders on social media?
## Foundations/corporations vs individuals

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<tr>
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<th>Foundations/Corporations</th>
<th>Large Individual Donors</th>
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<td>Thank you acknowledgement</td>
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<tr>
<td>Mass Updates</td>
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</table>
Daphne Foundation

We love you! Thank you for caring about Liberia!
Thank you for caring about us Andrew!
More Than Me

April 16

We made it to 200 donors! You are AMAZING! Let's keep pushing until noon ET! That's when the $10K prize for most donors will be decided.

#countmoregirls #letsdotothis #wecanmakeadifference #yourock

https://www.globalgiving.org/projects/change-her-story/

3,880 people reached

Like · Comment · Share · 14 · 5
WE DID IT! THANK YOU for your amazing support! In the past 24 hours, we raised enough money to cover the cost of 50 more girls in school!!!
#weloveyou #countmoregirls #wedidit

We couldn't have done it without you. Check. it. out.
https://www.globalgiving.org/leaderboards/youthspark-2014-april-bonus-day/
How does your brand inform your social media presence?
Use photos, compelling statistics, and hashtags to tell your story and drive donations.

More Than Me
April 9

Women in Liberia are 20% more likely to receive no schooling than men are. At the MTM Academy, our girls have jumped two grade levels in less than a year.

You can help keep this going. Make waves with us on April 16th!
#staytuned #forthegirls #Liberia #girleducation
https://www.facebook.com/events/1482167601996014/

More Than Me
April 11

Show some love today!
#savethedate #April16 #spreadtheword
https://facebook.com/events/1482167601996014/
# Uses for each platform

<table>
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<tr>
<th>Platform</th>
<th>Use</th>
</tr>
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<tbody>
<tr>
<td>Facebook</td>
<td>share photos and updates, remind people about fundraising campaigns and events; job openings</td>
</tr>
<tr>
<td>Twitter</td>
<td>important updates, but mostly for engaging in the conversation, promoting press and connecting to thought leaders</td>
</tr>
<tr>
<td>Instagram</td>
<td>sharing (mostly cute) photos with updates, occasional fundraising ask</td>
</tr>
<tr>
<td>YouTube</td>
<td>home for our videos, a place to direct people to for more info on what we do.</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>sharing industry news and job openings</td>
</tr>
</tbody>
</table>
When something unplanned works

• http://racingheartblog.tumblr.com/
Why should you use social media?
Programmatic Updates

More Than Me
Posted by Emily Bell on August 19

Update from our Director of Programs:

"The situation in Liberia and now in West Point is devastating...but every day I am blown away by the strength, resilience, and commitment of our staff on the ground. In a meeting today, our staff decided that we cannot sit here afraid. We MUST stand with our students in this difficult time. They have organized themselves into three groups and they are going into West Point to find each one of our students and to have crucial conversations with the community about Ebola. Kpambu, Iris, Krubo, Bendu, Paul, Cyrus, Chris, Sam, Fatu, and Christien you are heroes! You inspire me, you inspire all of More Than Me, you inspire the world. Thank you for refusing to turn your back on our girls, on West Point, or on the country during this crisis."

#ourstaffrocks #weareateam #nevergiveup #forthegirls #WestPoint #Ebola #Liberia
To join the conversation

More Than Me @MoreThanMeORG · Jul 30
@givology ensuring the girls safety. Making sure that the girls feel empowered to speak out when they’ve been wronged. #givchat #advocacy

Followed by DeepBlue Sea and 11 others
Givology @Givology · Jul 30
@MoreThanMeORG How do you see MTM growing in the future? #givchat

FAVORITE
1

7:53 PM · 30 Jul 2014 · Details

Reply to @Givology

More Than Me @MoreThanMeORG · Jul 30
@givology having a k-12 boarding school and a teacher training certification program! #excitingstuff #givchat

Expand

Retweeted by Katie Meyler
More Than Me @MoreThanMeORG · Jul 30
@amyfanamy we have a waiting list of over 300 girls. As we grow we hope to better address the HUGE need for education in Liberia #givchat

View conversation
So people can Google you!
Benefits we’ve seen
VOTEABIGAIL.ORG

1. Vote for More Than Me in the Chase American Giving Awards (to give Abigail and girls like her an education!)

2. Share More Than Me’s voting page with others, and tell them to Vote for Abigail!

3. Join the community and write “I am Abigail” on your forehead, post it on Facebook, tag 50 friends, and get them to do it, too!
M. Night Shyamalan Foundation is asking you to give up your lattes to create more women leaders! So Awesome! Will you do it?
#countmoregirls

http://www.globalgiving.org/projects/change-her-story/

Get out your wallets and give up your lattes...time to create more women leaders! Every. Dollar. Matched!

Change Her Story - Get 50 More Girls in School!

Katie Meyler
Have you heard of the film producer M. Night Shyamalan? Well, he and his amazing wife Bhavna (she taught Zumba @ the Academy) are donors. Their foundation is as...
This campaign ended on Apr 17, 2014 11:59:59 AM. Warm thanks to all donors and project participants! Please see final results on the Leaderboard below.

Terms And Conditions

<table>
<thead>
<tr>
<th>Rank*</th>
<th>Project</th>
<th>Organization</th>
<th>Donations</th>
<th>Unique Donors</th>
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<td>Provide entrepreneurship programs to students</td>
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</table>
How can you measure this stuff?

Engagement, conversion rates, and more.
Our girls stand with those who were abducted in Nigeria. Every girl deserves to be educated! #BringBackOurGirls #BringOurGirlsHome
http://www.cnn.com/2014/05/05/world/africa/nigeria-abducted-girls/
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</table>
Who should run your social media?

• A marketing, communications, or fundraising professional on your team
  – Campaigns should be creative and fit with your brand – you don’t want just anyone doing this!

• IT/Operations people are only there to help you with website updates or other technical needs
Which networks/tools should I use?

• For beginners, start with Facebook and Twitter. These are the most highly used social media platforms.

• Decide what your objectives are and then decide which platforms will best help you meet those objectives

  – For us, we want to convert followers into donors and raise awareness about More Than Me, so we focus on platforms that help us do those two things.
Who do I need key buy-in from?

• Founder
• Board members
• Staff
• Beneficiaries (depending on your organization)
  – Note: we work with at-risk girls and have a Child Protection Policy in place. It’s very important to think about the safety of your beneficiaries when sharing stories online.
How do I get that buy-in?

• Be consistent and clear in your messaging
• Tell these stakeholders exactly what you need from them
  – Ex. Send an email with specifics like suggested Facebook posts and tweets that they can use; and who, what, when, where details of the campaign.
How to execute a successful campaign

• All platforms have a unified, compelling message that causes new conversions and people are organically sharing the message with their friends.
Join us April 16th to get your donation MATCHED.

Educating adolescent girls is the most important investment you'll ever make.

54% of cases of sexual and gender-based violence are in girls under the age of 14.* By getting more vulnerable girls in school, MTM keeps girls off the streets, boosting their eventual wages and investing in the long-term prosperity of the community.

Your support fuels her education.

*2012 UNICEF report “The Situation of Children and Women in Liberia: From Conflict and in Liberia”

Join us on April 16th.

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unsubscribe from this list   update subscription preferences

More Than Me
April 15 -

Get ready for tomorrow at noon ET! #StayTuned for the link to get your donation matched by 50%!
Join the event here:
https://www.facebook.com/events/1482167601996014/

ONE MORE DAY

1,835 people reached

Like · Comment · Share · 21 4

Boost Post
More Than Me @MoreThanMeORG - Apr 16

#CountMoreGirls in school with us! RIGHT NOW @Microsoft is matching donation at 50%: bit.ly/countmoregirls #YouthSpark #LetsDoThis

More Than Me @MoreThanMeORG - Apr 15

#1moreday until #YouthSpark Bonus Day! #StayTuned for the link to give tomorrow at noon ET! #countmoregirls in school with us!

MorethanmeUM @MorethanmeUM - Apr 14

Donate on Match Day April 16th to get more girls into school. #countmoregirls #bigimpact instagram.com/p/mx5Y_Mhlv0/

3 HOURS LEFT until #matchday begins school. Stay tuned for the link to give a reminder by joining this event:
www.facebook.com/events/148216760 #countmoregirls #LetsDoThis #YouthSpark
Key Takeaways for social media beginners

• Find the type of post that works for your audience, then don’t be afraid to use that angle to the fullest!
• Remind people why they should follow you by keeping posts engaging and relevant
• Don’t be afraid to start a conversation with your followers online – they care about your work and want to learn more!
Thank you for caring about us!
Free (or Cheap) Social Media Tools

• Schedule Posts
  – Facebook page management or the Facebook Pages app.
  – HootSuite ($6/month) – Allows scheduling of posts and monitoring of 10+ social networks
  – BufferApp – Pre-schedule posts on multiple networks
  – IFTTT – “If This Than That” – programming site that allows actions to trigger posts to networks
More Tools

- Feedly – subscribe to multiple websites and RSS feeds, to monitor news
- Google Alerts – track news
- Google Analytics – Allows easy tracking of traffic and campaigns via website, and also in your email campaigns
- MailChimp – Email Campaigns to up to 2000 people for free each month (>2000 = Cost)
- Excel or Google Spreadsheet – Easy way to create a schedule of posts or content across time
- Asana and Trello – Good project management across teams and time zones
## Contact Information:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howard Greenstein</td>
<td><a href="mailto:howard@harbrooke.com">howard@harbrooke.com</a></td>
<td><img src="image1.png" alt="Howard Greenstein" /></td>
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<td>Emily Bell</td>
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<td>Bill Lester</td>
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Connecting the Information Dots

A Webinar Series for International Nonprofit Organizations