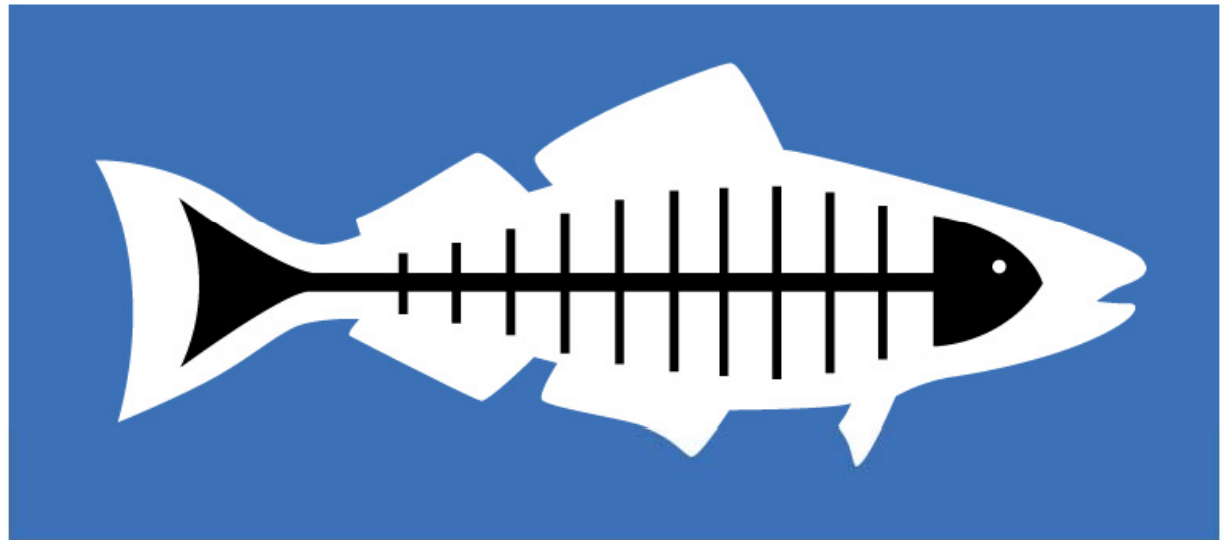


Leveraging Social Networks and Social Media

Day Without a Bag Summit



Photo: Robert Holmes



Heal the Bay

Understanding Social Media's Role in Your Nonprofit

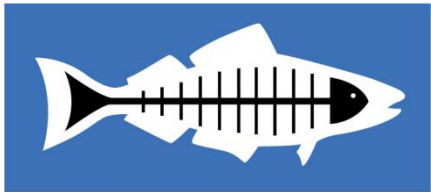
Why

What

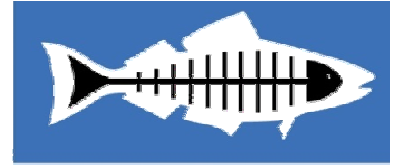
When

How...

Does Social Media Fit?



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Social Media



Strategy



Fundamental Pillars of Strategic Communication Campaigns

Why: Reasons to Adopt Social Media

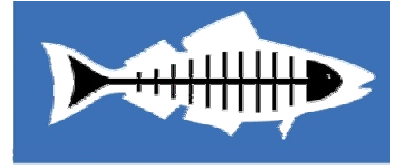


- What is the strategic goal?
 - Branding/Awareness
 - Affinity Marketing
 - Education
 - Engagement
 - Advocacy
 - Cultivation
 - Fundraising
 - Loyalty

What: Which Social Media Networks to Adopt

- Who are your target audience(s)?
- What action do you want your target audience(s) to take?
- What message(s) will move your audience(s) to act?
- What vehicle(s) will best reach your audience(s)?
- What partners can help spread your message(s)?





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There's no
When?
time like

Now

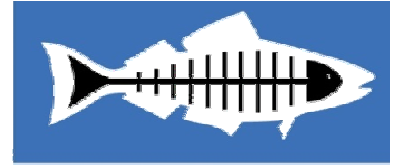
How: Steps to Adopt Social Media

- Secure organizational support
- Set measurable (and reasonable) goals
- Start small, but be sure to align/integrate
- “Crowd source” internally
- Create and follow a schedule
- Learn by doing/do by learning
- Outsource to interns and/or volunteers
- Post, rinse and repeat

How: Social Media Best Practices

- Find heroes and villains
- Highlight progress
- Provide solutions
- Be credible
- Be accessible
- Offer value
- Everybody Loves a FREE lunch...





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- i. Twitter
 - a. Twhirl
 - b. Twittercounter
 - c. Bit.ly
- ii. Facebook
 - a. Causes
 - b. Fan Pages
- iii. Blogs
 - a. WordPress
 - b. Blogger
- iv. General
 - a. Convio
 - b. Network for Good
 - c. Care2



Media Strategy: Find a Hook

- A gift from Green Santa



- ... and the Bag Monster



Media Strategy: Find Heroes

- From a Compton student...
- ... to a Republican political leader



Media Strategy: Communicate Hope

- Mention the negative ...
- But focus on the positive!



Media Strategy: Find the Humor

