Online Engagement for Nonprofits: Leveraging the Internet and Social Media for Good

Farra Trompeter
Big Duck

Columbia University’s Strategic Communications Workshop
October 25, 2013
@farra
@bigduck
@custratcomm

#stratcomm
What’s the Twitter?  Social Media Guru
What I hope you will learn today

• What social media is
• How social media is relevant to nonprofits
• How to develop a strategy
• Examples of how other nonprofits are engaging online
What is social media?
It’s about reaching and connecting people
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT

FACEBOOK  I LIKE DONUTS

FOURSQUARE  THIS IS WHERE I EAT DONUTS

INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT

YOU TUBE  HERE I AM EATING A DONUT

LINKED IN  MY SKILLS INCLUDE DONUT EATING

PINTEREST  HERE'S A DONUT RECIPE

LAST FM  NOW LISTENING TO “DONUTS”

G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Why should nonprofits care?
Maybe they shouldn’t…
Social media is not…

• Free
• A silver bullet for fundraising
• An opportunity to control your message
• An opportunity to tell everyone what you think
• Inherently appealing and cool to millennials
• An alternative to clear messaging/mission
That said…

Social media is…

• Pretty low cost
• Growing by leaps and bounds
• An opportunity for conversation
• A great way to reach & connect with some audiences
• A complement to the messages you’re sharing through other channels
Did you know?

• Twitter’s fastest growing demographic is ________ year olds
Did you know?

• Twitter’s fastest growing demographic is 55-64 year olds

• There are over ____ million active users on Google+
Did you know?

• Twitter’s fastest growing demographic is 55-64 year olds

• There are over 343 million active users on Google+

• More than ______ billion photos have been uploaded to Instagram
Did you know?

- Twitter’s fastest growing demographic is 55-64 year olds
- There are over 343 million active users on Google+
- More than 16 billion photos have been uploaded to Instagram
- _______ is the top category discussed on Pinterest at 57%

Did you know?

• Twitter’s fastest growing demographic is 55-64 year olds
• There are over 343 million active users on Google+
• More than 16 billion photos have been uploaded to Instagram
• **Food** is the top category discussed on Pinterest at 57%

What are the steps to building a social media strategy?
http://www.intersectionconsulting.com/
Goals and audiences BEFORE channels
SOCIAL MEDIA STRATEGY
8 STEP TOOL-AGNOSTIC APPROACH

1. BUILD AN ARK
   - No one speaks from personal self, your social strategy is your organization. It's a cross-functional team that includes employees to act and engage on social media.

2. LISTEN & COMPARE
   - If you are unsure, let social discourse be a great mirror of what is being said. You can survey the keywords and phrases people talk about. Your audience will provide a guide of what they use and how you should be active in social media.

3. WHAT'S THE POINT?
   - Social media can be used to help attain a variety of business objectives. But the best social media strategies are those that have a clear, well-defined goal. What is your company's goal to use social media? Awareness? Sales? Topography and customer needs.

4. SELECT SUCCESS METRICS
   - How are you going to determine whether social media is working for you? What key performance indicators will you use to assess the effectiveness of your social media strategy? How will you know what likes and engagements? How will you measure ROI?

5. ANALYZE YOUR AUDIENCES
   - Why will you be interacting with using social media? What are the characteristics and demographics of your current customer? Where do you see your audience? What are you seeing?

6. WHAT'S YOUR ONE THING?
   - It doesn't matter who you are, or what you sell, your product/service and its strategic advantage is a critical piece of the puzzle. Here, your social media strategy needs to be clear.

7. HOW WILL YOU BE HUMAN?
   - The role of social media companies to support their customers, your customer's colleagues, friends, and family. Social media is about people. Social media is about people. Therefore, your company has to act like a human, at some degree. How will you be human?

8. CREATE A CHANNEL PLAN
   - After you know why you're active in social and how you're measuring success, you can map your objectives in the face of Facebook, Twitter, blogs, etc. This plan should be channel-specific, so that you have a defined rationale for participating in each.

Source: Social Media Strategy by Intersection Consulting
Artwork by Alison Jude from The Media Project
© Mark Smukler, Media Strategist, Intersection Consulting
Steps to a social media strategy

1. Establish your team
2. Listen for your content, follow peers
3. Focus a primary goal
4. Pick your metrics
5. Research your community
6. Communicate one idea to spark passion
7. Find your voice—and create guidelines
8. Create a tactical plan
Are you engaging?
Which tools are right?

- Select channels based on WHO you want to reach, WHAT actions you want them to take, and WHY they would want to do it...

- Join your staff or board ~ LinkedIn
- Get more involved w/ cause ~ Facebook
- Access real-time news ~ Twitter
- See you in action, get inspired ~ Instagram
How are nonprofits engaging supporters?
Making it easy to find and connect
25 years and more than 600,000 participants later - we’re closer than ever.

Team In Training participants have raised over $1.4 billion for life saving cancer research therapies that are saving lives today.

meet isaac, lymphoma survivor
read his story

NIKE WOMEN’S HALF MARATHON
4.27.14
learn more

alumni stories
learn more

Need Help? Contact us by mail, email or call 800.482.TEAM
Blog: How about a nice game of 3D printed chess?
Gautier exhibition tickets on sale now.
Welcome to Saul restaurant, now open in the Museum.
Visit The Counter café.

Music: Brooklyn Symphony Orchestra
Sunday, October 20, 2:00 PM
Brooklyn Museum
Community: Network

Let us come to you! Receive the latest Museum news in your own online communities.

Become a fan of the Brooklyn Museum on Facebook.

Contact us at Flickr and keep up with the Museum's feed. Join our group and submit your photos of the Museum.

View photographs from our archival collections at The Commons on Flickr and contribute your own tags, comments and feedback.

Follow us at Twitter, and @reply to tell us about your visit.

Follow us on Tumblr, where we highlight visitor responses to our exhibitions and programs.

Check in with us on Foursquare and find a promo for our Mayor.

Read our visitor reviews at Yelp and write one of your own.

View Brooklyn Museum videos and the Visitor Video Competition entries at YouTube.

Let our audio and video content come to you at iTunes U. (Link will open in iTunes.)
Brooklyn Museum
Art Museum and History Museum in Brooklyn
200 Eastern Pkwy (at Washington Ave)
Brooklyn, NY 11238

(718) 636-5000 @brooklynmuseum brooklynmuseum.org

Hours: Open until 6:00pm (Show more)
Payment Options: Credit Cards

9.7/10 This place is busier than usual
14 More Now
23,294 Total Visitors
48,212 Total Check-ins

http://4sq.com/BLxOe

From Brooklyn Museum

Mayor Special
If you’re our mayor, show the Membership desk and we’ll honor you with your own individual-level Membership for one year.
You’ll unlock this special when you’re the mayor. Keep checking in!

Like - 22 likes
Educating and engaging community
Fact Check Friday! Each week we debunk common #diabetes myth. Today: Oral health and diabetes. Pls RT!
pic.twitter.com/bYR5ry34rD

"You do not need to talk to your dentist about your diabetes."

Research has found that people with diabetes are twice as likely to develop serious gum disease as people without diabetes. People with diabetes have special needs and your dentist is equipped to meet them - with your help!

28
Retweets
9:06 AM - 11 Oct 13

Reply to @AmDiabetesAssn

RT @SaintAgnesMD Fact Check Friday! Each week we debunk common #diabetes myth. Today: Oral health and diabetes. pic.twitter.com/ZBiELLv9NL
Details
IT'S GOOD NEWS TUESDAY!

What made YOU smile this week?

www.FightColorectalCancer.org
IMPREGNATE YOUR FRIENDS’ PHONES

How would things change if they were parents for a day?

You got your friends talking about teen pregnancy and Over 120,000 phone babies were born!

MORE INFORMATION ON TEEN PREGNANCY*

Part of growing up means making decisions and sometimes hard life choices. It comes with the territory of being a teen. We’re not here to tell you how to live your life, it’s up to you to make the decision that’s best for you. We’ve provided you a list of resources so you can check out all your options:

*Disclaimer: The best way to prevent teen pregnancy is to not have sex (duh). Whether you choose to have sex or not, it’s important to know the facts, so we’ve provided a list of different resources so that you can inform your own decisions.

WAITING

Not having sex is the only 100% effective way to prevent teen pregnancy and STIs. There are a lot of reasons people decide to wait. Check out these resources to find more information on waiting for girls and for guys.

CONTRACEPTION AND SAFE SEX

If you’ve decided to have sex, make sure to practice safely and responsibly in order to prevent an unplanned pregnancy, STIs and STDs. There are a ton of different ways to stay protected, so make sure to find the one that works best for you. Check out these resources to find out more on protecting yourself and your partner.
IRC: Pop Quiz! What % of fruit in the U.S. is imported?

Reply A, B, C or D

A. 10%
B. 20%
C. 50%
D. 75%

Reply STOP to quit

IRC: Answer - 50% of fresh fruit in the U.S. is imported. New Roots gives resettled refugees the opportunity to grow fruit & vegetables here in the U.S.!
Going behind the scenes
Dear Friend,

Every nine minutes the Red Cross responds to disasters in local communities throughout the U.S.

And behind each and every meal served, blanket given and counseling service provided is a Red Cross supporter like you who makes it possible. The Red Cross works 24 hours a day down the street and across the country.

Take a look at what just one field office accomplishes in a given day by spending 24 hours with the Greater New York Red Cross:

We need your support to continue this critical work each and every day. As you plan for your year-end giving, please consider continuing your support for the American Red Cross.

With gratitude,

Gail McGovern
President and CEO, American Red Cross
“Cut off their electricity... and they really are powerless.”

from Evict Them In Five Easy Steps

WITNESS
We are hanging out with the creators of our latest animation video about forced evictions in 30 minutes. We will publish the link to hang out soon. In the meantime, here’s a screenshot from “Evict Them In Five Easy Step."

https://plus.google.com/u/0/events/cens9kiq3i9pu2e69qre70bfimk4
#worldhabitatday
Like · Comment · Share · 7 October · Edited

Champs Libres, Lee Robinson, Darcy L. Quinlan and 2 others like this.
Behind the Scenes of the New Activism Video “Evict Them! In Five Easy Steps”

witness.org | We go behind the scenes with Amnesty International, Pentagon, International Accountability Project, and a Cambodian forced evictions activist to discuss the new advocacy animation video “Evict Them! In Five Easy Steps.”

Watch the animation here: http://www.youtube.com/play...

TAKE ACTION!
WITNESS: http://www.witness.org/camp...
Amnesty International: http://www.amnesty.org/en/a... Read more

Forced Evictions Around the World

http://www.witness.org | Most development projects, at face value, seem aimed at improving the lives of people. A new dam will generate more electricity to power industry; a new sports complex for a major event like the ...
Facilitating conversation
video4change
A space to share citizen videos/film pertaining to human rights around the world

Join this community to post or comment

M.J. Moneymaker
Discussion - Sep 26, 2013

How can this project be used to help get content out of #Sudan when the internet is turned off?

George Clooney’s satellite spies reveal secrets of Sudan’s bloody army

http://www.theguardian.com/world/2012/mar...

Joanna Madrowska
Discussion - Sep 18, 2013

http://joannamadrowska.wordpress.com/2013/09/16/return-to-poland/

Return to Poland

http://joannamadrowska.wordpress.com/201...

Created by

WITNESS

Follow

About this community

This is a space to share citizen videos relating to human rights, protests, demonstrations, and police encounters. By sharing, we can create more visibility and attention on human rights events around the world as they occur, from people who were there to witness it.

#video4change

Informations Revolte
Discussion - Sep 21, 2013

So sieht Lebensfreude aus ! Enjoy Life !

Translate
VolunteerMatch

What skills and abilities do you use or think you need to be a great volunteer manager/leader?

Angela Williamson, CVA
Volunteer Coordinator at Hagley Museum and Library

+ Follow Angela

Like (3)  •  Comment (8)  •  Follow  •  Reply Privately  •  9 days ago

Comments

Jeanie Citerman-Kraeger, Priscilla Robledo and 1 other like this

8 comments

Anneli Connold
Volunteer Co-ordinator at a visitor heritage attraction

Fantastic people skills - it goes without saying really I suppose....

Like (1)  •  Reply privately  •  Flag as inappropriate  •  9 days ago

Anneli Citerman-Kraeger likes this

Billie Lombardo
Volunteer Director at Citrus County Animal Shelter

Diplomacy, Patience, Organization, Mission oriented.

Like (2)  •  Reply privately  •  Flag as inappropriate  •  7 days ago

Top Influencers in this Group

goldie goldielocks
SUPERVISOR ACCOUNTS RECEIVABLE/ADMIN ASST SENIOR MGR
Follow goldie

See all members

Latest Activity

33 people have joined the group, including pam johnson, Adriana Schneider and SiNae Park
2 hours ago
“When I was four years old, a doctor advised my parents that I should undergo a “routine” hysterectomy. It was recommended, the doctor said, to prevent the future inconvenience of menstruation. My parents, thankfully, were horrified and high-tailed it out of there, taking me and my four year old uterus with them.”

Stella Young, “The involuntary sterilisation of children with disabilities should be challenged”

All forced sterilization - of children, adults, people with disabilities, people in prison, Native women, Mexican American women, black women and men, Puerto Rican women, trans* people, Deaf people, Latinas in California, women who are poor and/or on welfare, people at the intersections of these categories - should be ended.

Why is that so controversial?

Tagged: health and disability, ability, sterilization, ableism, intersectionality, intersectional feminism

Can Skin-To-Skin Contact Cause Pregnancy?
MomsRising & NASN #WellnessWed Tweetchat

MomsRising (@momsrising) and National Association of School Nurses (@schoolnurses) held a #WellnessWed tweet chat from 2pm-3pm ET/11am-12pm PT on August 21, 2013 to raise awareness and explore how parents can work with their school nurses to ensure good back to school health.

Welcome to #WellnessWed! Today we are welcoming @schoolnurses 2 talk abt the importance of school #nurses in local communities.

#WellnessWed NASN is happy to chat with you today.

Q1: For #backtoschool, what should parents of kids w/ food allergies do to make the school aware of their child’s needs? #WellnessWed

A2. Parents may not know 2 get state health insurance 4 children. Check out insurekidsnow.gov/chip/index... #WellnessWed

@MomRising Q1 - Let the teacher, school nurse and administration know; request the school be a nut-free facility. #WellnessWed

School nurses: please help spread the word about importance of not using food as a reward! Infographic: khealthykids.com/2013/04/1..... #WellnessWed
Making people smile... and think
Everyone wants moray me.. #wildlifeselfies #selfie #wildlifeselfie #green #morayeel #wildlife #animals

This is awesome! Beautiful colors!

Cool

moray eel

HE DOES!

animals
Feeding America

Feeding America network of food banks is leading the fight against hunger in communities nationwide. Donate. Volunteer. Advocate. Educate #solvehunger
http://feedingamerica.org

FeedingAmerica -

Share real food. Hunger Action Month

We should share real food there wouldn't be child hunger.

1 in 5 kids don't have food to share

1 in 5 kids can't share food photos

Share real food. Hunger Action Month

Think of the meals that could go towards ending hunger.
#dayofthegirl

Friday, October 11 is International Day of the Girl Child! Join UNICEF and spread the word about the importance of girls' education here: http://uni.cf/girl2013TC

October 11 is the #dayofthegirl! Join us at 9am EST to talk about new, creative ways we can get more girls in school. We want to hear from you! Your questions, your concerns, your hopes for what we can accomplish on girls' education: uni.cf/GIRLRSVP

Girls' education is the single most powerful investment for development. It fights poverty, inequality, and discrimination. And, the children born to educated women are healthier and survive at better rates. The more girls we can get in school, the better the results! We're talking about new ways to do this on #dayofthegirl, 11 October at 9am EST. Join us! uni.cf/GIRLRSVP

When girls get the education they deserve, they can contribute to the wellbeing of their communities in amazing ways. Learn about all the benefits of educating girls here: uni.cf/...

The world has made tremendous progress over the past decades. But there are still 31 million girls who are out of school today — and 17 million who will never step foot in a classroom in their lives. We can do better than this. Join us on #dayofthegirl, 11 October at 9am EST, to discuss new, creative solutions to this challenge: uni.cf/GIRLRSVP

Every girl has a right to an education. But more than 31 million girls around the world are out of school and missing out. The world needs new, creative solutions to this old problem. On #dayofthegirl, we'll be talking about just that. Join us! uni.cf/girl2013TC

We can help end child marriage by making sure girls stay in school! That's just one of the many incredible benefits to educating girls through to secondary level. Learn more with UNICEF on Friday, October 11! uni.cf/GIRLRSVP

When a girl remains in secondary school, she is 6x less likely to marry young.

When you educate a girl, you educate a nation.
Newsjacking
Results for big bird
Related: fired big bird, sesame street, pbs, romney, firedbigbird

Tweets Top / All / People you follow

PBS @PBS
PBS is trusted, valued and essential. See why at valuepbs.org.
(please retweet!)
Promoted by PBS
Expand

AARP @AARP
Don't forget, @TimGunn also took home an #Emmy earlier for hosting #ProjectRunway.
<3 #emmys pic.twitter.com/7bHbstjJZ8

He made it work!
Congrats to Tim Gunn on his Emmy win.
Sleeping Animals that are as Shutdown as the Government

from Wildlife Promise

While our government is still hibernating, I wanted to highlight some fascinating ways wildlife "shutdown".

8 Random Facts About Animal “Shutdowns”

1. Eastern box turtles spend nights concealed in a shallow depression in soil or leaf litter. They not only sleep and hibernate in the litter, but also tunnel through it. Also – when they “shutdown” they are completely covered.

This Eastern box turtle is hidden. (Photo by Brian Hedglin)
Raising money
"At the Mission, I started to learn what love was really about."

My name is Smitty and I grew up in Brooklyn. My family had a lot of money from selling liquor in local brothels and running a gambling ring.

It wasn't long before I started selling drugs and hijacking trucks myself. I used drugs and abused women — and that's how I lived my life for almost 60 years.

But it all finally caught up with me and about seven years ago, on the verge of being homeless, I decided it was time to stand up straight and get my life together.

So I came to The Bowery Mission, and I jumped in their program, hoping to find the help I needed. The first thing I did was seek out the people I figured could help me — pastors and chaplains.

All my life, I ignored God. But I always knew there was a God. And at The Bowery Mission, I had to get real with Him. I learned that if I took one step toward God, He'd take three or four steps toward me. And slowly my life started to change.

The biggest change in me was learning to respect people again, especially ladies. All my life, I treated women like they were there for my personal pleasure, but through the counseling and classes at the Mission, I started to learn what love was really all about.

I graduated from The Bowery Mission five years ago, and today I'm working at a good job and living in the Bronx. But I'll always consider the Mission my home. If it weren't for my time there, I would have gone back to living in the fast lane. Today, I'm anchored and strong, and I'm still connected to the counselors and mentors who helped change my life. Thanks to The Bowery Mission, I'm a better person and I've renewed my relationship with God.
OUR PROGRESS THROUGH 2012

For years, we referred to ourselves as a startup organization. But in 2012 we realized that wasn’t entirely true. In 2012 alone, we raised $33 million and funded more than 2,000 water projects. We were able to give more than 700,000 people clean water around the world. And for the first time in our history, we began to feel like we weren’t a startup anymore.

$93 million  
Total raised.

8,208  
Water projects funded.

3,223,000  
People with clean water.
You're a Facebook fan, but have you ever thought about becoming a member? It costs just $25 a year and you'll receive All Animals, our member magazine. Join us: https://secure.humanesociety.org/site/SPageNavigator/ Facebook/FBAPI_1513_Tab.html — with Kitty Dare To Believe, LadyVenom Sg and Mike Catman Geiger.

Like · Comment · Share

3,431 people like this.

342 shares

Bon-Dizzle Hansen I'm a member and I make a monthly donation. I live on a very small income as a single hardworking mom but we give up going out once a month. Feels good to help the animals!!!

Like · Reply · 74 · October 16 at 3:03pm via mobile

The Humane Society of the United States We are so grateful for your support.

Like · 7 · October 16 at 3:58pm

Barbara Bustle already am a member

Like · October 16 at 5:21pm

Eliza Bird Inspiring.

Like · October 16 at 8:14pm

Write a reply...

Write a comment...
Yes! I want to become a member of The Humane Society of the United States and join the fight to end animal cruelty wherever it occurs.

To donate on our website click here.

It costs just $25 a year to be a member of The Humane Society of the United States. When you become a member or renew your membership today, you’ll join millions of other compassionate people whose generous support enables us to protect dogs, cats, seals, horses, and other animals at home and worldwide.

As a thank you for joining, you’ll receive a one-year subscription to our award-winning bimonthly magazine, All Animals. Plus, we’ll send you updates and action alerts so you can take quick, simple actions for animals each week.

Please provide the following information using the secure form below to become a member or renew your membership today. Your donation will be used to shut down puppy mills nationwide, save animals from natural and man-made emergencies, end the barbaric Canadian seal hunt, stop dogfighting and other forms of animal cruelty, and so much more.

If you’d like to become a Humane Hero and support our work for animals all year long by setting up a monthly donation plan, please click here.

### Your Information

- Required fields
- First Name: [ ]
- Last Name: [ ]
- Address 1: [ ]
- Address 2: [ ]

### Donation Information

- Donation Amount:
  - $25.00 -- Individual Membership (this level and above includes a subscription to All Animals magazine).
  - $35.00
  - $50.00
  - $100.00
  - Other: [ ]
Hurricane Sandy

Updated about 11 months ago

We are helping animals in need on the East Coast after Hurricane Sandy. Please make a donation to our Disaster Relief Fund by clicking here: http://bit.ly/SandyPetsHSUS or donate $10 by texting LOVE to 20222 (message & data rates apply).
NON-PROFIT TECHNOLOGY ENTERPRISE NETWORK'S FUNDRAISER:
2012 NTEN COMMUNITY CHAMPIONS

ABOUT THIS CAMPAIGN  THE TEAM

BENEFITING: NON-PROFIT TECHNOLOGY ENTERPRISE NETWORK

THE STORY:
NTEN's mission is to help our community use technology to create change in the world – and we need your help to grow our efforts in 2013. Can you make a donation to support the nonprofit technology community?

In 2012, we had more than 3,500 attendees to our local So1 Tech Club events, and hundreds more at local meet-ups across the country. We couldn't have done it without the generous support of the NTEN community.

But we have our sights set even higher for 2013. And there's never been a better time to show your support for NTEN. In fact, right now, your contribution will be matched by the NTEN Board, dollar for dollar – up to a total of $15,000. That's doubling your impact!

DONATE TO THIS FUNDRAISER

$7,145 MONEY RAISED

48% Raised of $15,000 Goal

THE TEAM: $7,145 TOTAL RAISED SO FAR

JOIN THE TEAM

NON-PROFIT TECHNOLOGY ENTERPRISE NETWORK
AMOUNT RAISED: $2,275
15% Raised of $15,000 Goal

JONO SMITH
AMOUNT RAISED: $1,765
71% Raised of $2,500 Goal

FARRA Trompeter
AMOUNT RAISED: $1,150
115% Raised of $1,000 Goal

BETH KANTER
AMOUNT RAISED: $875
175% Raised of $500 Goal
Taking action
153 million children worldwide have lost one or both parents.¹
Over 1 billion children live in countries affected by armed conflict.²
67 million children of primary school age do not go to school.³

Dear Farm,

These are sad and shocking numbers. The reality they represent for children is difficult to grasp. They indicate a humanitarian crisis. What will it take to help so many children?

It takes a worldwide community that cares. And right now, it takes YOU and a post!

We're launching a campaign, the #iTakes campaign, to help raise awareness about the challenges so many children face in our world. The more people know about this ongoing humanitarian crisis, the more successful we will be in providing loving homes and a bright future to children who otherwise would have no hope.

Please help us increase the noise around the #iTakes campaign: donate a Tweet, Facebook, or Tumblr post now by clicking HERE — it's easy and takes only a few seconds.

We are collecting 500 donated posts, and if we reach that number by October 15th, all of them will be released to the social media world at once in a ‘thunderclap’. Together, we can draw attention to this terrible crisis.

We hope you will join us in the social media space. Thank you for acting now, to help build awareness and support for the most vulnerable children in the world.

For the Children,

Lynn M. Craneberger
Chief Executive Officer

P.S. If you've already joined our Thunderclap then please forward this message to your friends, family, and co-workers. Thank you again for your support!
For children, join #itTakes

“All children deserve a loving home. Agree? Join the #itTakes campaign. Sign SOS Children’s Villages pledge: http://thndr.it/18lonwH”

Join SOS Children USA in sharing this message together at the same time - automatically.

Complete!

ORGANIZER

SOS Children USA

We are SOS Children’s Villages USA.

We create permanent, loving families for orphaned and abandoned children. We provide caring and trained mothers who give individual attention and guidance to each child until they become an
In Honor of Breast Cancer Awareness Month
31 Days of Demonstrating You Are IN IT TO END IT

Join the IN IT TO END IT CAMPAIGN – it’s as simple as doing one, two or many of the 31 action items below. There’s one for every day of the month of October – plus a link to click-to-tweet many of them!

Besides these 31 action items, check out our NBCAM tweets and Facebook updates that you can tweet and post.

Tell Your Friends

1. If you’re a breast cancer survivor, share your story on Facebook #BreastCancer #InitToEndIt

2. Getting screened is just one of four steps to breast self-awareness. Do you know the other three? #BreastCancer #InitToEndIt http://clicktotweet.com/ZGQ0R

3. Post a Breast Cancer Awareness Month update on your Facebook page – check here for posts for some suggested messages for your friends and family.

4. If you’re under 40: When was the last time you had a clinical breast exam? You should have one at least every three years starting at age 20. Schedule it now!
Let’s discuss
Exercise: Pair up!

1. Pick a nonprofit you both care about and look at its mission

2. Ask these questions
   - What might be a primary communications goal (awareness, fundraising, advocacy)?
   - Who would they want to engage around that goal?
   - How well they are engaging that audience for that goal via its website and one-two social channels?
   - What could be something new for them to try to move observers into supporters?
Resources
Resources

• Nonprofit Social Media Decision Making Guide
  http://idealware.org/reports/nonprofit-social-media-decision-guide

• Nonprofit Social Media Policy Workbook
  http://www.idealware.org/reports/nonprofit-social-media-policy-workbook

• Social Media Governance Policy Database

• Social Media Toolkit for Nonprofits
Articles and Reports

• Nonprofit Social Network Benchmark Report
  http://www.nonprofitsocialnetworksurvey.com

• Demographics of Social Media Users
  http://pewinternet.org/Reports/2013/Social-media-users.aspx

• Eight Step Social Media Strategy Infographic

• Becoming a Networked Nonprofit
  http://www.ssireview.org/blog/entry/becoming_a_networked_nonprofit
Books

• *Measuring the Networked Nonprofit*: Beth Kanter, KD Paine
  [http://amzn.to/QhRCpy](http://amzn.to/QhRCpy)

• *Social Media for Social Good*: Heather Mansfield

• *Open Leadership*: Charlene Li
  [http://www.amzn.com/0470597267](http://www.amzn.com/0470597267)

• *The Social Organization*: Anthony Bradley, Mark McDonald
  [http://www.amzn.com/1422172368](http://www.amzn.com/1422172368)

• *Humanize*: Jamie Notter, Maddie Grant
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Blogs

- http://bigducknyc.com/blog
- http://www.nptechforgood.com/
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