

OCTOBER 2009

To Tweet or Not to Tweet:

What can social media do for you?

Other Resources

Social Media Myths

Mashable – the Social Media Guide

Twestival Local

Twitter advocacy tools

YouTube’s Nonprofit Program

Facebook Pages for Social Good

Poke the Beehive - Blog

Twitter Tips for Bloggers

Twitter Statistics

Social Media Today - Blog

OCPRSA

Social Media Professionals

Social Media Professionals

American Marketing Association

TOP QUESTIONS:

1. How can you do email blasts from Facebook?
2. How do you prevent follower burnout?
3. How do we keep our personal information private?
4. What are the best analytics to use?

QUESTION #1

How can you do email blasts from Facebook?

From a fan page you can only email 20 people at a time; if you form a group you can email blast more people but you lose the benefits that a fan page has. Facebook doesn’t want you to download your emails to Outlook so they don’t allow official applications that do that (and they make contact info graphic rather than text-based – even more challenging) – but there are 3rd party applications that you can use to download your contacts to Outlook where you can email to your hearts content. Profilicious is one of those programs – you can test it for free or pay a small fee to download the full version on cnet.com – use at your own risk! Another way to approach it is to work on getting your fans over to your website to officially opt-in to your print or email newsletter; this will ensure your fans REALLY want to get more info from you. Social media should be used to engage your constituents enough to bring them to your site where you can gather their information and develop the relationship further.

QUESTION #2

How do you prevent follower burnout?

1. Make your messages important and compelling – quality is more important than quantity. As a general rule of thumb blogging and facebook updates should be done 2-3 times per week; if your goal is to gather a regular following on Twitter, you would need to tweet 2-3 times per day!
2. Segment your social media communications just like you would your print and email communications. You could have your Facebook fan page target volunteers primarily focusing on photos and event content (bringing people back to your website event and volunteer pages) and use Twitter to keep in touch with colleagues, gather data and tweet about news announcements that draw people back to your blog announcements or draw attention to your cause in general with twitter petitions.

QUESTION #3

How do we keep our personal information private?

Read the privacy statements and terms and conditions of EACH site you sign up to. Facebook had some problems early this year when it tried to launch a new terms and conditions statement that basically stated not only did they OWN anything you uploaded to the site, but they owned it in perpetuity even after you cancelled your account. They were forced to go back to their original terms and conditions but you may still be surprised by what you read. When you are setting up a fan page in Facebook it needs to be linked to a personal page so just try to keep the personal information to a minimum. If you think in terms of everything you upload or input could be potentially seen by the world at large, let that guide you when you set up the account. Check for privacy settings to see what you can adjust and what you can't.



QUESTION #4

What are the best analytics to use?

There is a lot of buzz about measuring your social media returns based on your content (and how popular and viral it is), the quality and quantity of user-submitted content, the relationships and connections in your community and other dynamics within that community. But we are bottom-liners and believe that the best way to measure your return on your social media investment is not to analyze your social media sites but to track traffic on your website, keeping in mind that the goal is to bring people to your site where they can get all the information they need to make the “buying” decision. Great statistical software (like Google Analytics) will help you track where your traffic is coming from (including which social media sites) and provide a wealth of information to improve your marketing and social media campaigns.

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Examining the “non” in “nonprofit”:

*What might social enterprise
have to offer your organization?*

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