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This session is for:

1. Nonprofit, school, university, library or other community organization communicators who handle day-to-day execution of tactics including social media.

2. Nonprofit, school, university, library or other community organization communications supervisors who want a better understanding of social media and its role in strategic communications.

3. Small businesses who work or volunteer with nonprofits in their communities.

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PUBLIC RELATIONS

This session is NOT for:

1. Those already managing a robust digital community with high engagement.
2. Those looking for how-to and tutorial information on social media platforms.
3. Those looking for a broad overview of social media and its uses.

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Social media is like a cocktail party.

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Let's get a little sense of social media by the numbers as of April 2016…
Facebook: 1.6 billion users
YouTube: 1 billion users
WhatsApp: 950 million users
Google+: 440 million users
Instagram: 430 million users
LinkedIn: 420 million users
Twitter: 325 million users
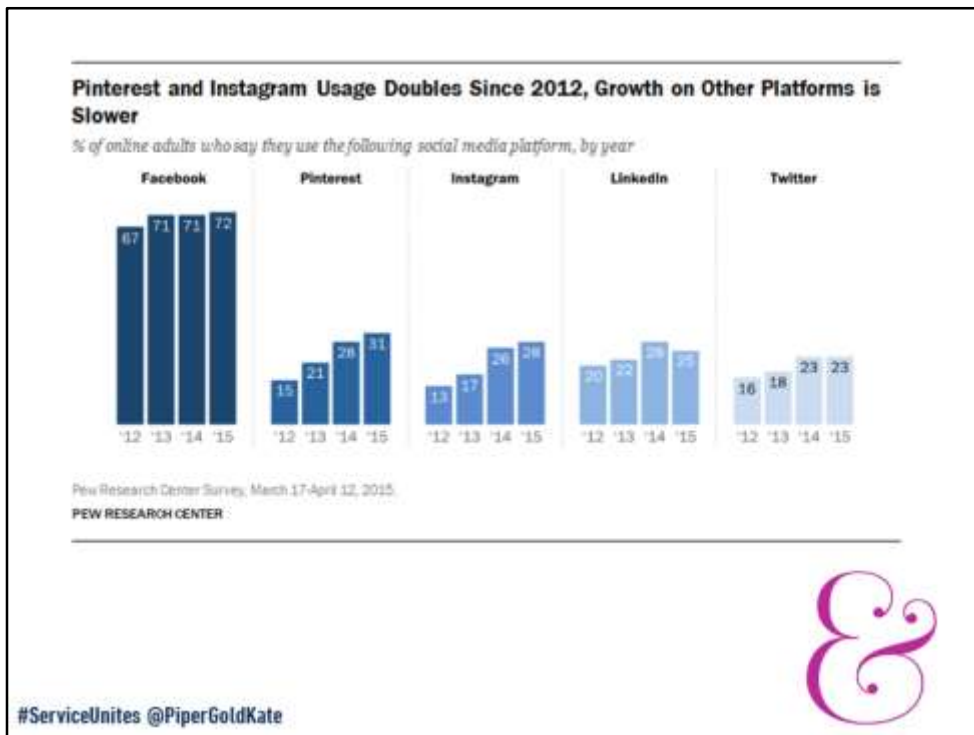Tumblr: 230 million users
Snapchat: 150 million users
Pinterest: 100 million users

Multi-platform use is on the rise: 52% of online adults now use two or more social media sites, a significant increase from 2013, when it stood at 42% of internet users.

http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/
Google.com
http://socialnomics.net/2016/02/09/social-media-user-statistics-2016/

Pinterest and Instagram Usage Doubles Since 2012, Growth on Other Platforms is Slower

% of online adults who say they use the following social media platform, by year

Facebook: '12: 67, '13: 71, '14: 71, '15: 72

Pinterest: '12: 15, '13: 21, '14: 28, '15: 31

Instagram: '12: 13, '13: 17, '14: 26, '15: 28

LinkedIn: '12: 20, '13: 22, '14: 28, '15: 25

Twitter: '12: 16, '13: 18, '14: 23, '15: 23

Pew Research Center Survey, March 17-April 12, 2015.

PEW RESEARCH CENTER
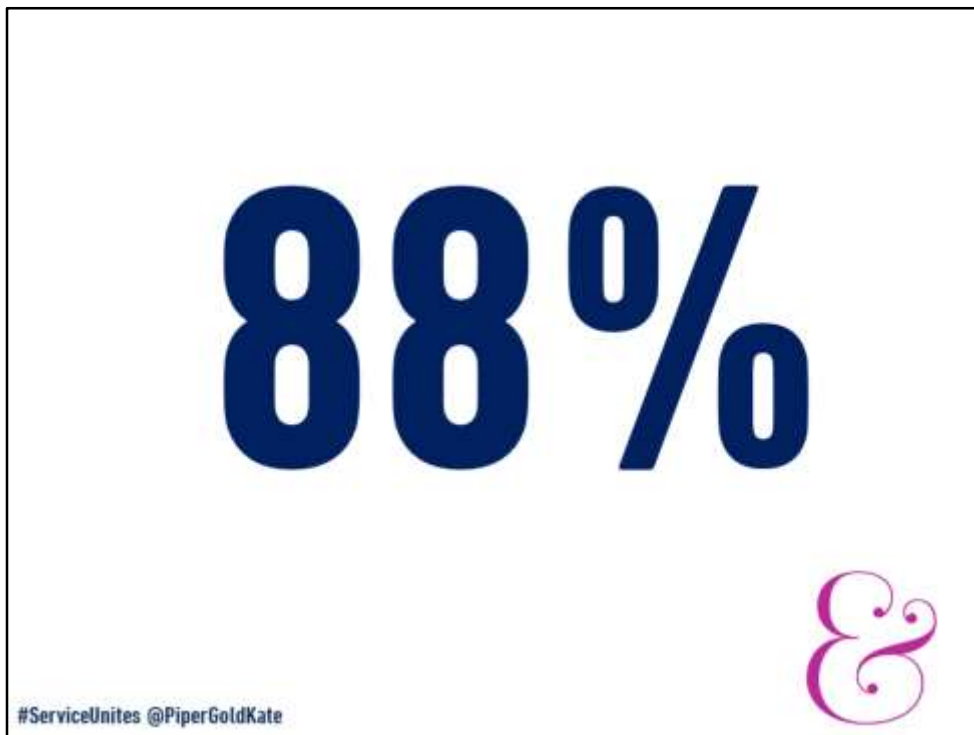
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Every year, one of my favorite resources for social media data, The Pew Center, releases a Social Media Update. The 2015 update showed us that Pinterest and Instagram have doubled their percentages, but Facebook is still the dominant social media site. While its overall growth has slowed, the level of engagement has stayed high. Other sites continue to see growth in users.

Another incredible stat? Nearly two-thirds of American adults (65 percent) use social networking sites, up from 7 percent when Pew Research Center began systematically tracking social media usage in 2005.

http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/
http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/

88%

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Data from the Case Foundation shows nonprofits overwhelmingly (88 percent) said their most important communication tools were email and their websites, even though fully 97 percent of them are on Facebook. This may have to do with the fact that in their mind, the pinnacle of engagement is a donation (47 percent). Clearly, simply **getting folks to retweet or comment (18 percent each) is helpful only to the extent it culminates in financial support, which still typically happens through a donate page.**

BUT…
In Social Media Benchmark Study's 2015 report, they found the following:
- Email list sizes grew 11 percent in the past year
- **Facebook and Twitter followers grew 42 percent and 37 percent**, respectively

That's three times as fast.

https://blog.bufferapp.com/social-media-non-profits

WHAT'S IN A SOCIAL MEDIA STRATEGY?

Situation Analysis
Key Messages
Target Audiences
Objectives: Big Picture Ideas *"Increase individual donor base by 300 donors in 2016."*
- Strategies: Smaller Ideas That Lead to the Big Picture. *"Tell the stories of our clients, helping people understand the costs of providing services."*
  - Tactics: Specific action steps that tie to your strategies and accomplish your objectives. *"Develop a social media calendar to ensure consistency in message and schedule."*
  - Tactics: Always include measurable goal and timeline.

Measurement

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facebook.com/columbuslibrary

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In 2010, CML had approximately 3,500 Facebook "likes." A year later, they had 18,500, and today's count is more than 37,000. Their story is a well-studied one in the success that accompanies drafting and executing a consistent social media strategy. In four pages, it encompassed the goals, strategies and tactics that grew the page by 15,000 likes in its first year with the momentum to continue the growth in the tens of thousands.

But more importantly than just growing likes and followers, CML used social media to accomplish its strategic objectives. CML faced several challenges with drastic state budget cuts and a levy on the November ballot.

CML developed a social media plan to serve as an extension of its strategic and marketing plan. From its customer surveys, it knew its customers were in-line with users of social media, and it was missing a key opportunity. The library believed customers who visit its branches have wonderful experiences and wanted to duplicate that experience in the social media space. It was also critical to support the November Levy.

CML developed a strategy to create a social media presence that shares the value of the library with the community while building key contacts and relationships.

Ultimately, their social media strategy drove not just social media metrics, but their strategic goals:
• Went from 2,500 Facebook "likes" to 18,000 in a year (currently 19,023).
• Facebook ad generated 51 million impressions and 19,543 clicks which meant almost everyone who clicked on the ad also "liked" the page.
• Facebook page was rated one of the top 10 within libraries.
• CML ranked the third among libraries on Twitter.
• Went from 2,487 followers on Twitter to 5,788 in a year.
• Passed levy by 66% of the votes and received support from local bloggers who wrote articles and showed support.

http://lj.libraryjournal.com/2013/05/marketing/social-media-libraries-are-posting-but-is-anyone-listening/#_
http://www.urbanlibraries.org/library-of-the-year-creates-social-media-presence-innovation-292.php?page_id=103

WHAT DID CML DO RIGHT?

Paid Advertising
Editorial Calendar
Engage Internal
Audiences
Cross-Promote on
Web and Email

Engage with
Bloggers
Blog for Fresh
Content
Consistency

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But these things are all tactical and building numbers is not the same thing as building a community. Community has got to be about feeling a connection. <Bungendore story.>

Building a community is about finding that perfect place where we're supporting our communications strategy while also continually providing people with value and a feeling of belonging. For nonprofits, we have the opportunity to build whatever kind of community we want on social media. Building off of the notion of strategy, before we can be successful in our social media we have to know what it is we're trying to achieve – what numbers are we trying to move? Is it program achievement, donors, volunteers or community engagement? And once we've figured that out, how do we actually build a COMMUNITY?

1. **Commitment** – How the public views a company's willingness to commit time and resources to building relationships online

2. **Control mutuality** – Two-way interaction and control (the company/brand does not have all the control)

3. **Communality** – Sharing a concern for one another and similar values, beliefs, and interests

4. **Trust** – A company should be seen as believable, competent, reliable, and consistent

5. **Satisfaction** – How a company meets its community's needs and exceeds expectations

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When it comes to emotions, it's important to look at the exact opposite – research. University of Maryland researchers did a case study of the American Red Cross's social media to find out what they were doing right in going beyond just tactics and to build a community. Here are the five things they found that nonprofits can be doing to build a community.

https://blog.bufferapp.com/science-of-building-social-media-community

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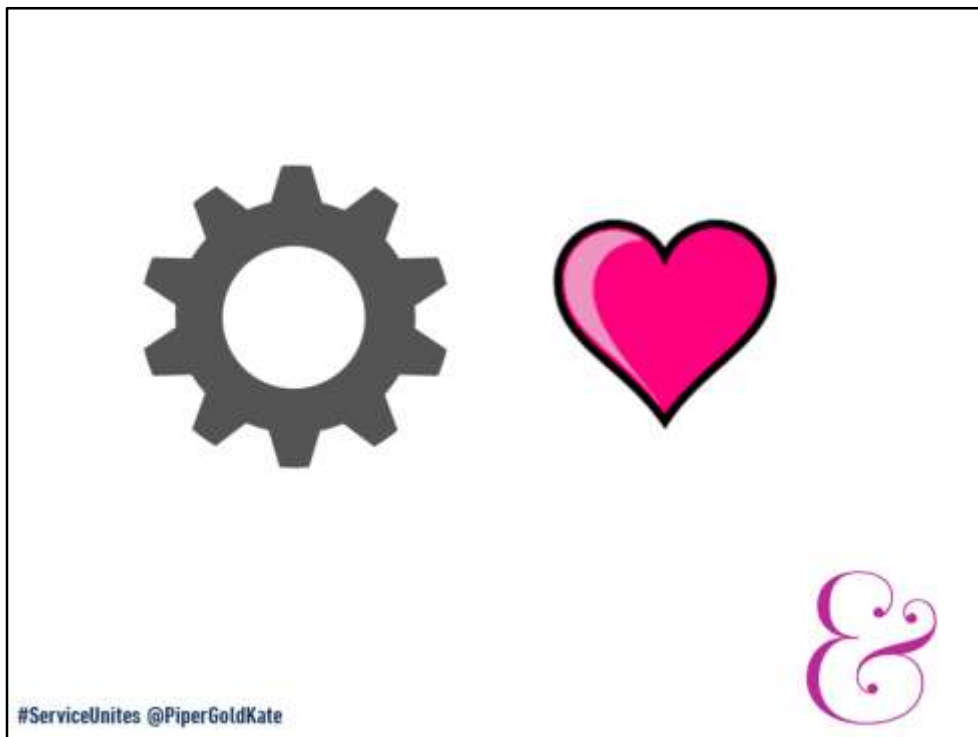
To me, we can break it down even simpler. For me, social media boils down to two things – logistics and love.

- Intuitive page titles or handles.
- Links from your web pages and email signatures.
- Consistent descriptions and language.
- A clear, identified process to respond to comments and feedback.
- Settings that allow for conversations and questions.
- Functional notification systems.
- Awareness and advocacy among internal audiences.
- Use of helpful management tools such as Sprout Social, Hootsuite or the Facebook pages ap.

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Just like students in a school cannot learn if they don't feel safe, don't understand the rules or can't find the building, we cannot build a community on social media without having logistics that function.

If your social networks are unmonitored or there's confusion about who is empowered to post and respond, you cannot successfully build a community. If people can't comment and post, you cannot successfully build a community. It you don't function, you can't function as a community.

- Create content that is of value to your audiences.
- Have conversations and show concern.
- Tell a story.
- Ask for their stories, and GENUINELY CARE!
- Show people what really goes in to what you do.
- Dispel common myths and misperceptions (79 percent).
- Say thank you.
- Ask for what you need. Give others what they need.

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We've talked about the nuts and bolts. Now let's talk about the love side of building a community.

Content is king and you won't be able to accomplish the goals of your social media – whether that's strengthening your volunteer base, increasing donations, increasing school community morale or increasing goodwill with your local community at-large – if you aren't creating content that's of value to that target audience.

And most people don't know yet that the content you have is of value. Based on our research, we know the value is making people feel you've invested in them, conversations are two-way, you WANT to build a community with them and for them, you can be trusted and you are meeting their needs (which means you have to listen to what their needs are).

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Within your Social Media Strategy, it's absolutely imperative you focus on how you'll use social media to build a community that supports your organizational goals.

Objectives
- Strategies: Focus on building community to help you reach your objectives.
  - Tactics

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Building strategies that support the heart side of social media is what takes us from having a solid social media presence to having a community – a place people belong and engage far beyond the insights we measure.

Storytelling is an important tool in creating a connection to people and drawing people in to be able to build that community. So let's talk about how storytelling helps nonprofits.

http://www.postadvertising.com/2012/08/7-reasons-storytelling-is-important-for-branded-content/

Why tell stories? http://www.postadvertising.com/2012/08/7-reasons-storytelling-is-important-for-branded-content/
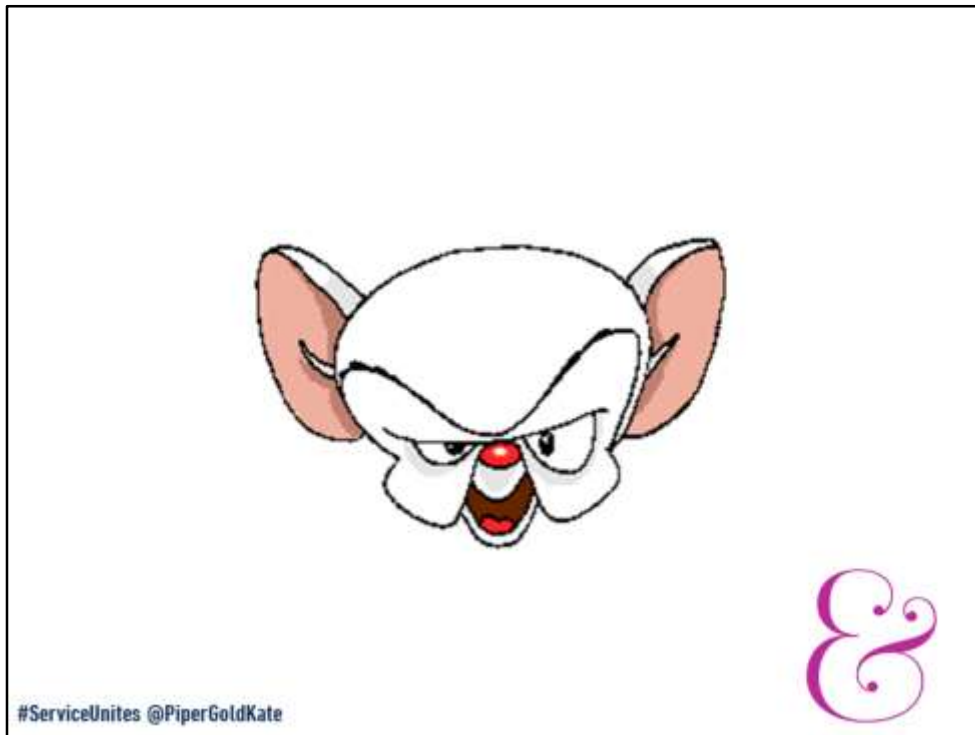
Why tell stories? http://www.postadvertising.com/2012/08/7-reasons-storytelling-is-important-for-branded-content/

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The science behind storytelling: https://hbr.org/2014/10/why-your-brain-loves-good-storytelling/

"As social creatures, we depend on others for our survival and happiness. A decade ago, my lab discovered that a neurochemical called oxytocin is a key "it's safe to approach others" signal in the brain. Oxytocin is produced when we are trusted or shown a kindness, and it motivates cooperation with others. It does this by enhancing the sense of empathy, our ability to experience others' emotions. Empathy is important for social creatures because it allows us to understand how others are likely to react to a situation, including those with whom we work.

More recently my lab wondered if we could "hack" the oxytocin system to motivate people to engage in cooperative behaviors. To do this, we tested if narratives shot on video, rather than face-to-face interactions, would cause the brain to make oxytocin. By taking blood draws before and after the narrative, we found that character-driven stories do consistently cause oxytocin synthesis. Further, the amount of oxytocin released by the brain predicted how much people were willing to help others; for example, donating money to a charity associated with the narrative."

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The science behind storytelling slides: https://hbr.org/2014/10/why-your-brain-loves-good-storytelling/

"We discovered that, in order to motivate a desire to help others, a story must first sustain attention – a scarce resource in the brain – by developing tension during the narrative. If the story is able to create that tension then it is likely that attentive viewers/listeners will come to share the emotions of the characters in it, and after it ends, likely to continue mimicking the feelings and behaviors of those characters. This explains the feeling of dominance you have after James Bond saves the world, and your motivation to work out after watching the Spartans fight in *300*."

YOU CAN DO ANYTHING, BUT NOT EVERYTHING.
-David Allen

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Understanding we have limited time and resources, it's important to talk about the HOW of storytelling and engagement. So let's talk about the tools we can use to build a community. Ultimately, you need to choose your platforms based on your goals and target audiences and the realities of your team (available skills, time, money).

It's important to remember, these tools are the same tools you would use to manage a social media marketing campaign, a direct fundraising campaign or – frankly – BAD social media. It's not necessarily about what tools you use that allow you to build community, it's HOW you use them and maintaining that commitment to strategic goals and community-focused strategies.

TOOLS FOR BUILDING A COMMUNITY

- Social networks' individual tools.
- Social media calendars.
- Contests.
- Paid posts.
- Cross-promotion.
- Genuine services and programs.

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As we look at our tools, we have to recognize that building the number of people engaging with each network is important. Some of these tools do that in addition to building community, but HOW we use the tools is what facilitates that community-building.

Our tools are also where we get into the budget side of things.

Four Steps to Business Success on Facebook

STEP 1	STEP 2	STEP 3	STEP 4
Build Your Page	**Connect** With People	**Engage** Your Audience	**Influence** Friends of Fans
Everything starts with your Page	Ads help you reach the right people	Quality posts keep people interested	Expand your reach through friends

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One of the most basic tools are the resources provided by the individual platforms you're using for their resources. All of the networks and management tools have blogs and are active on the different social networks. Most of the tools are catered toward businesses, so you do need to be creative in your interpretation at times, but the basics are still highly relevant.

These tools really contribute to building your presence, but as you use them you'll hopefully find examples and new tools and features you can apply to your strategies.

The Facebook Business page is a great tool for page administrators:
https://www.facebook.com/business
Pinterest has amazing guides for business pages: https://business.pinterest.com/en/getting-started

MICHIGAN STATE UNIVERSITY
COLLEGE OF MUSIC

TACTICS
- Utilize the following daily post schedule to ensure content is posted with regularity and contributes to the college's overarching goals. Use Facebook's schedule post option and Hootsuite to be more efficient. Much of this schedule could be implemented by a student intern or the Ambassadors.
  - Mondays: Give potential students and alumni a glimpse into life on campus. Post a photo, anecdote or other piece of content that will simulate the experience of being on campus. SAMPLE: <photo looking out one of the windows of the music building> Music fills the halls on this snowy afternoon. What are your favorite #MSUMusic moments?
  - Tuesdays: Post behind-the-scenes content for an upcoming performance. Content could be a photo, rehearsal video, image of the stage or backstage area, sneak peek at the pieces being performed, profile of a guest artist, etc. SAMPLE: <short clip of students warming up for a rehearsal> Our <tag> Women's Ensemble is getting ready for its concert Thursday evening. We hope to see you there. http://www.linktotickets.link.
  - Wednesdays: Re-post content contributed by or from the pages of one of the CoM areas. <SAMPLE> Our <tag> MSU

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Social media calendars are one of my favorite tactical tools out there, because they help make you more efficient while improving your content and supporting your strategic goals.

In this instance, the calendar was developed to help achieve the following:
GOAL ONE: ENGAGE IN MEANINGFUL CONVERSATIONS THROUGH SOCIAL MEDIA TO CREATE A HIGHER LEVEL OF AWARENESS AS A MUSICAL CENTER OF EXCELLENCE, SUPPORT STUDENT RECRUITMENT, SHARE FACULTY INTERACTIONS AND STIMULATE ALUMNI ENGAGEMENT.
The College of Music has a healthy social media following and presence, but lacks a connection to the college's strategic goals. Better aligning social media with overarching communications goals will provide a subtle but powerful reinforcement of the college's brand and assets, while allowing the college to be a partner and thought leader in meaningful conversations online. For the CoM, this may mean less frequent but more "active" and dialogue-driven social media.

GOAL TWO: LEVERAGE MSUCOM SOCIAL MEDIA SPACE TO STIMULATE AWARENESS REGARDING THE CALIBER OF FACULTY ARTISTS, SCHOLARLY ENGAGEMENT AND ENSEMBLE PERFORMANCES TO INCREASE AUDIENCE ENGAGEMENT AND PATRON ATTENDANCE AT EVENTS.
Successful student and faculty events are key focal areas for the CoM's Communications Department. Social media can serve as a dynamic, multi-media resource in promoting events and growing event attendance while also showcasing faculty artists and their accomplishments. It can also provide an opportunity for event attendees to engage and share the appreciation of their experience with faculty, student, CoM and others.
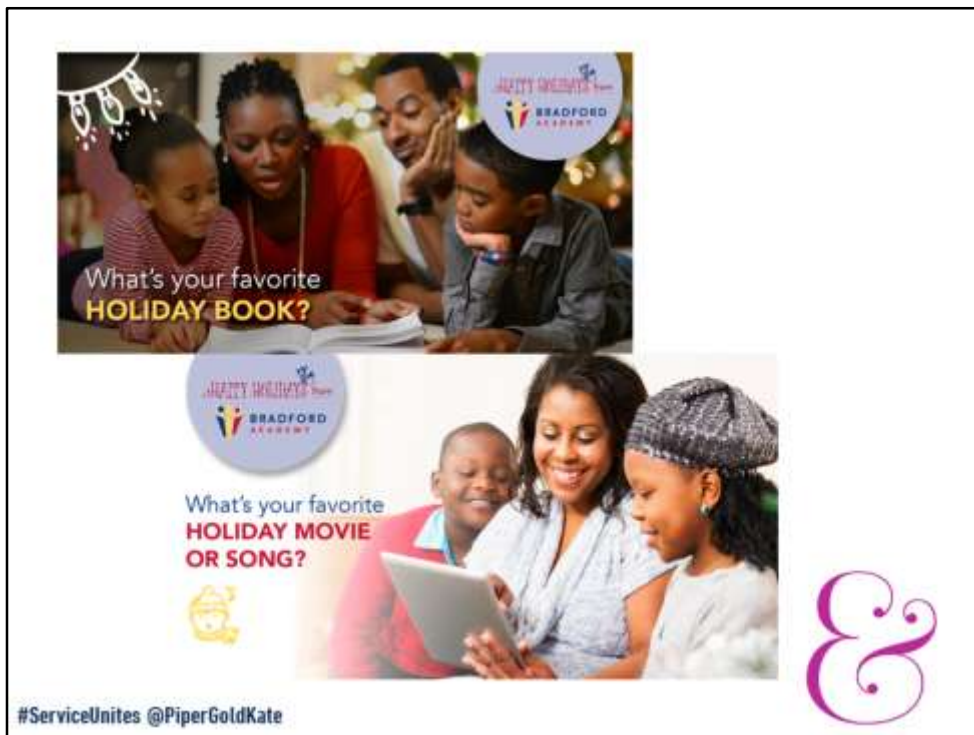
Bradford Academy is a Pre-K through 12th grade public school just outside of Detroit, Michigan. 100 percent of its students qualify for free and reduced lunches. One of our key goals at the school was to increase student academy success by better engaging with parents, whose email addresses, postal addresses and phone numbers change regularly.

But what doesn't change? Facebook. We engaged on a holiday contest to increase page likes and page engagement. We used integrated tools to support the campaign (email blasts, ADT alerts, fliers sent home with students and posters in the school) to drive traffic to the Facebook page.

While these Facebook posts were fun and engaging in nature, you'll also notice they reinforce some of our key messages for the school – parents engaging with their kids.

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This was an example of using a contest to help us reach far larger goals – increasing student achievement. The school has consistently increased test scores, decreased tardiness and absences and increased parent engagement.

For contest management, depending on the size and scope of your contest, you can manage it yourself (for FREE) or use some of the low cost tools to manage the contest for you. Rafflecopter is one of the most widely used and has plans starting at less than $10/month. More at: http://blog.digitalinsights.in/social-media-contests-competions-tools/05150687.html
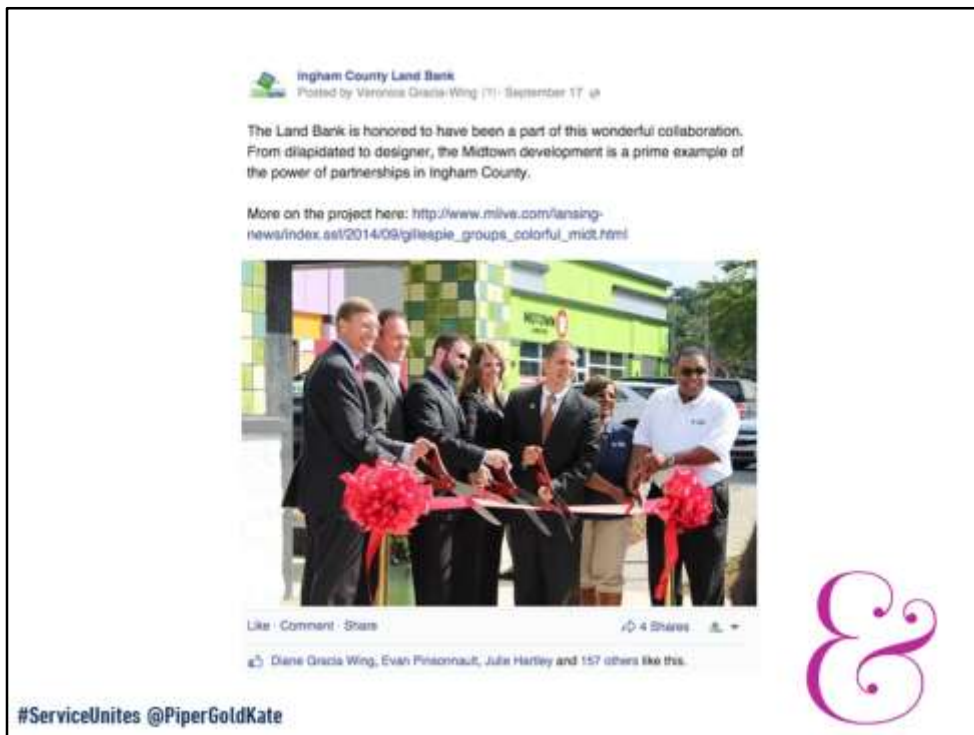
Promoted posts are another great and accessible tool for nonprofits on a budget. Sure, it's not free, but it's one of the lowest-price-point-of-entry advertising mediums.

We already heard about the phenomenal success CML had in engagement based utilizing paid social media. Here's a slightly smaller-scaled example. One of the goals of the Ingham County Land Bank is to increase engagement with the commercial and economic development communities to develop key corridors in Lansing, Michigan. Most people are familiar with the Land Bank's affordable housing efforts in the community, not commercial, so we made a concerted efforts to share commercial successes on social media including paid Facebook advertising about a ribbon cutting event. The post had a number of comments, ranging from very positive comments to comments about the building's color scheme.

- Reach: 14,528
- Impressions: 20,767
- Clicks: 828
- Shares: 4
- Comments: 7
- Page likes between 9/17 and 9/24: 1,201 to 1,230 (+29)

Cross-promotion and partnerships are another tools that can be used to support strategic goals and increase the size of your community and the value you're providing.

Another way to create a sense of community is to use social media to provide an actual service or resource. CADL's Book Sleuth program was developed to help them with their strategic goal of creating a digital "branch" of the library. It was so well received, they renamed ALL library book recommendation efforts Book Sleuth.

SOCIAL MEDIA MANAGEMENT TOOLS

FREE OR LOW-COST TOOLS:
- Social networks' email notifications.
- Google Alerts.
- TweetDeck.
- Hootsuite.
- TweetReach.

HIGHER-COST TOOLS:
- Sprout Social.
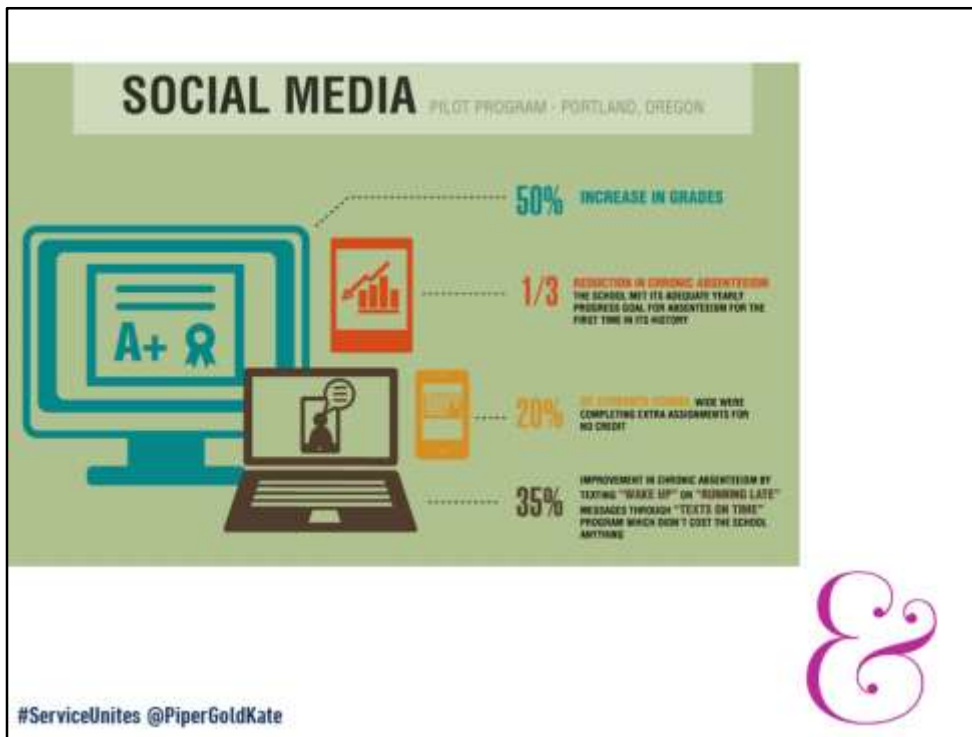- Meltwater.
- Cision.
- NewzGroup.
- Social Mention.

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Engagement is NOT the same as strategic success or building a community.

SOCIAL MEDIA PILOT PROGRAM - PORTLAND, OREGON

50% INCREASE IN GRADES

1/3 REDUCTION IN CHRONIC ABSENTEEISM. THE SCHOOL MET ITS ADEQUATE YEARLY PROGRESS GOAL FOR ABSENTEEISM FOR THE FIRST TIME IN ITS HISTORY

20% OF STUDENTS SURVEYED WHO WERE COMPLETING EXTRA ASSIGNMENTS FOR NO CREDIT

35% IMPROVEMENT IN CHRONIC ABSENTEEISM BY TEXTING "WAKE UP" ON "RUNNING LATE" MESSAGES THROUGH "TEXTS ON TIME" PROGRAM WHICH DIDN'T COST THE SCHOOL ANYTHING

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In 2010, a school in north Portland knew something had to change: 92 percent of the students from George Middle School qualified for a free and reduced lunch. The school received Title I funding, and under No Child Left Behind, had been labeled a failing school for more years than allowed, but 75 percent of their students had cell phones. As a Title I school, they needed to be careful about how they used social networking sites according to the Children's Internet Protection Act, so they chose to use Edmoto, a free social network for students and teachers. Students use the site to build websites, write blog posts and create videos, to name a few.

One teacher created voluntary homework club called ExtraSpecial and created a group on Edmodo where she posted fun assignments during the week that anyone who joined the club could do. One of their weekend assignments involved creating a video or slideshow with their phone, digital camera or PowerPoint of good and bad examples of sustainability in their neighborhoods, such as trash and recycling bins. At the beginning of the month, the club had no members, but by mid-month, they had 67 members who've completed between one and 100 assignments. A number of them have also made assignments for their peers, including blogs, quizzes, polls, contests and challenges.

http://www.centerdigitaled.com/classtech/Portland-Project.html
http://www.adweek.com/socialtimes/schools-social-media-stats/488104

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