


Getting to the heart of success with social media

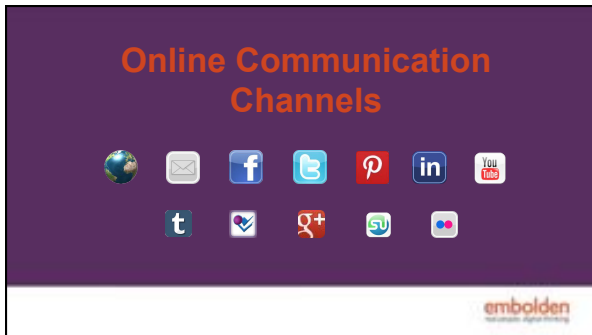
April 27, 2012



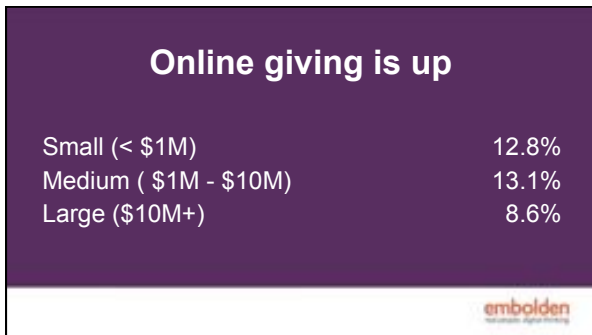
Today

- Good news
- Online communication strategy
- Social media strategy
- Content strategy & storytelling
- Analytics

How many . . . ?

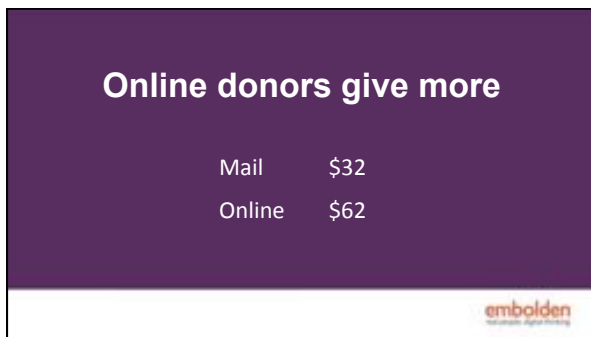













The challenging news is...

Fundraising emails get fewer clickthrus and higher unsubscribe rates than advocacy messages


	Open	Click	Response	Unsub
All	14%	2.1%	-	0.19%
Fundraising	12%	0.5%	0.08%	0.22%
Advocacy	14%	4.2%	3.84%	0.16%
Newsletter	13%	1.6%	-	0.17%



Segmenting audiences and targeting messages is key.

Example: Susan G. Komen Global Race for the Cure:

- With 2,500 fewer participants registered, the Global Race has brought in \$150,000 more in donations to date
- Fundraisers raised an average of \$32 more in 2010
- Power fundraisers brought in over \$25,000 more than last year
- Overall average donations increased by \$8 per registrant



In 2011, 35% of nonprofit online revenue came from emails

65% from other sources



Looking beyond email

Social Media

“**Social media** are primarily Internet- and mobile-based tools for sharing and discussing information among human beings.”

Wikipedia



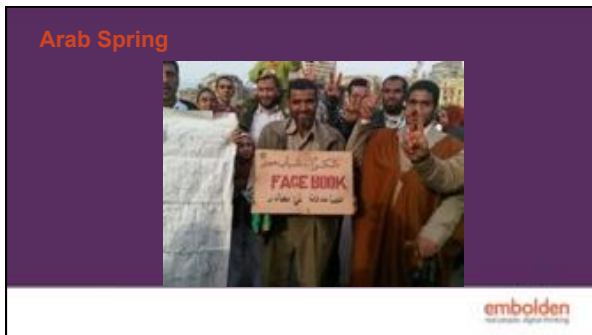
1 in every 5
page views online is on
Facebook

Every 10 days...

... a century of video
is uploaded to YouTube







Occupy Wall Street



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National Digital Strategy

Occupy Movement

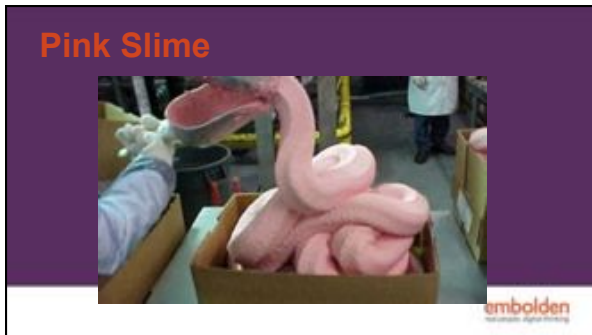


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Pepper spray meme



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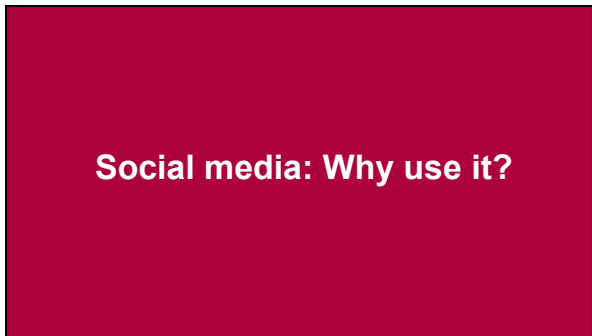




Mobile tools + social + aggregators



Social media: Why use it?



-  175 million registered users.
- 95 million tweets per day.
-  More than 845 million users worldwide.
- Average user connected to 80 pages, groups, and events.
- Average visit is 20 minutes! (US market)
-  24 hours of content uploaded every second.
- 4 billion views globally every day.
-  150+ million registered users.
- 1 million new members every week.
- 1.2 million posts and comments to groups every week.

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Networks. Aggregators.





- Sales, press, research, thought-leadership, customer service, activism, live news and events:

Twitter


- Influentials, early adopters, entrepreneurs, journalists, activists, thought-leaders, government officials, etc.






- Relationships, community, awareness: **Facebook, YouTube**


- General appeal. 61% of Facebook users are 35 or older.
- YouTube appeals to all-ages, but skews younger than Facebook.
- Many users still keep Facebook for personal connections and use Twitter, LinkedIn, and others for professional use.





- Business networking, knowledge sharing, HR, resources: **LinkedIn, Quora**

- Business professionals, entrepreneurs, executives, venture capitalists.



Everything is social

Even traditional media and content sites include sharing options.

And soon many of our online activities will become even more social than is currently obvious...



Horizontal lines for notes.

Everything is social

Facebook Timeline displays many types of activity (not just Likes) including historical activity -- all with an easy scrolling action.

Rolled out for organizations on March 31st.



Horizontal lines for notes.

Everything is social

New apps created will ask once if the user wants to share activity with friends and will post in an ongoing fashion.

60 new apps released January for bring more social actions to Facebook.

Many bring offline activities like cooking and shopping to the Facebook environment.



Horizontal lines for notes.

Everything is social

New algorithms look for patterns in activity and create reports.

Facebook will also be highlighting serendipitous moments of connection with friends' activities.



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Everything is social

Activity patterns are displayed for organization pages and a user's friends and their posts may also be displayed.



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Three key things to remember about using social media channels:

Users. Value. Openness.
