

**Getting to the heart of success with social media**

April 27, 2012



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**Today**

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

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**The good news is...**

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## Online giving is up

Small (< \$1M)	12.8%
Medium ( \$1M - \$10M)	13.1%
Large (\$10M+)	8.6%

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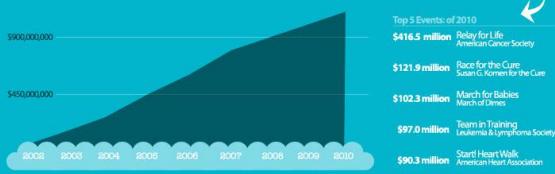
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## U.S.-Based Online Event Fundraising Industry Data



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## There is a steady increase in new donors who make their first gift via online channels

2010	16%
2009	14%
2008	12%

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## Online donors give more

Mail	\$32
Online	\$62

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## The challenging news is...

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## 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%

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## 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



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

## 65% from other sources



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## Looking beyond email

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### Social Media

As defined most succinctly by [Ogburn](#)

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

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How many . . . ?

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### Online Communication Channels



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Twitter

- 175 million registered users.
- 95 million tweets per day.

Facebook

- More than 845 million users worldwide.
- Average user connected to 80 pages, groups, and events.
- Average visit is 20 minutes! (US market)

YouTube

- 24 hours of content uploaded every second.
- 4 billion views globally every day.

LinkedIn

- 150+ million registered users.
- 1 million new members every week.
- 1.2 million posts and comments to groups every week.

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**1 in every 5**  
page views online is on  
**Facebook**

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**Every 10 days...**

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... a century of video  
is uploaded to YouTube

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Traffic & Engagement



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### Engagement is Action



#### Move People!

- To share
- To feel
- To act
- To engage
- To do!

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## Evolution of the social media revolution

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### Arab Spring



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### Occupy Wall Street



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### Occupy Movement



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### Pepper spray meme



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**Mobile tools + social + aggregators**

The screenshot shows a collection of mobile applications and social media content. On the left is a SoundBoard interface. In the center is a social media post for #OCCUPY WALL STREET featuring a photo of a person. On the right is the voxer app interface, which includes a 'Webcam' section, 'Text, Voice, Photos and Location', 'Group Chats', and 'Facebook Integration'. The embolden logo is visible in the bottom right corner.

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**Mobile tools + social + aggregators**

The screenshot displays several mobile applications and social media feeds. On the left is the occupationalist app. The central part shows a Storify feed with a video titled 'Lower North Fork Fire'. On the right is the OCCUPY STREAMS app, which lists various live streams such as 'Occupy Wall Street - Global Protest' and 'Occupy Wall Street - Live'. The embolden logo is in the bottom right corner.

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**Sharing/learning about what works**

The screenshot shows two website pages. The left page is 'OCCUPY UNIVERSITY' with a 'WELCOME TO OCCUPY UNIVERSITY!' heading and text about the university's mission. The right page is 'TheGlobalSquare' with a heading 'A platform for our movement' and a search bar. The embolden logo is in the bottom right corner.

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### Pink Slime



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### Pink Slime

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### Invisible Children: KONY 2012



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- **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.




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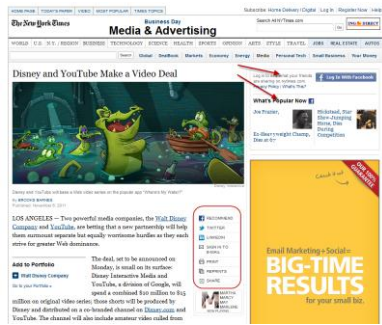
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**Everything is social**

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...




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**Everything is social**

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

This is for individual user profiles, but rolled out for organizations on March 31st...




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