

Social Media – Learning from Leaders in the Field

November, 2011 – Kevin Martone, Technology Program Manager, Grinspoon Institute for Jewish Philanthropy

Session Description: Hopefully, your Facebook Page has consistent content; you are listening online and responding to your users; you've thought strategically about how to utilize other social media channels like Twitter and YouTube. So ... what's next? By discussing examples from camps, other nonprofits, and for-profit businesses, who are leading the way with more sophisticated social media offerings, participants will consider new ideas about how to achieve their outreach goals.

Engagement is Key

- Regular content
- Mix of content – photos, videos, links, events, questions, etc.
- Respond – to questions, complaints, thank you's, etc.

Consider Other Channels Beyond Facebook?

- Blog – Year-round, not just during summer. Consider other audiences.
- Twitter – Create/join conversations.
- YouTube – Request videos from constituents. Share via other channels.
- LinkedIn – Alumni Networking?
- Other?

So...What's Next?

- First, make sure you get the above right first. Engage your Facebook (and other social media channels) audience consistently. Respond. Make it fun!
- Consider your goals and your audience. What do you hope to accomplish? Who will be responsible for any new social media efforts? How will you measure effectiveness?
- Plan – Determine an overall communications plan. Integrate new and existing communication needs. Consider what media (photos, videos, stories) you need during summer for year-round communications.
- Consider goals that will help with one or more of the following:
 - o **Find Constituents**
 - o **Cultivate/Engage**
 - o **Solicit/Move to Act – i.e., Advocate, Enroll, Register for Event, etc.**
 - o **Steward/Engage (continual)**

Find Constituents - Alumni, potential campers, fundraising prospects, etc.

- **Simple Promotion** – Explain why should someone check out your new social media effort.
- **Facebook Ads** – Consider Sponsored Story Ads - <http://www.socialbrite.org/2011/07/28/how-to-get-more-facebook-fans-with-sponsored-story-ads/>
- **Form to collect contact information** - Consider form on Facebook (speak to Technology Program Team if interested).

Cultivate/Engage

- **Link online and offline efforts** – Find ways to make real-world connections with online “friends.”
- **Make it Fun!** – Consider a volunteer to manage a twitter account (www.twitter.com/BronxZooCobra) or series of videos (URJ Greene Family Camp’s “Sustainability Man” - <http://greene.rjblog.org/2011/06/20/whats-the-story-with-sustainability-man/>) of a (fictional?) camp character
- **Contests** – Remember that prizes must be *meaningful*, not necessarily costly. What is an exciting experience or simple pleasure related to camp?
 - o **How can your contest inspire constituents to create their own content for you?** Videos, stories, photos. Camp Moshava Wild Rose did this effectively to collect and then edit great stories: <http://www.moshavawildrose.org/alumni/videos.php>
- **Friendly Competition** – Consider polls or questions to get your audience to “vote” for your camp virtually. For example, “What is the best Jewish Summer Camp?”
 - o Small colleges Lehigh and Lafayette take this a step further and compete based on annual fund gifts from alumni: <http://www.llchallenge.com/>

Solicit/Move to Act – What do you want your constituents to do?

- **Options:**
 - o **Donate**
 - o **Ask others to give on your behalf (Peer-to-Peer Fundraising)**
 - o **Register for an event**
 - o **Submit your contact information**
 - o **“Like” your Facebook Page (or specific content); Follow you on Twitter; etc.**
 - o **Have a conversation with you online**
 - o **Share/Retweet your content; Recommend your Facebook Page** (Facebook Shares worth \$2.52 (per EventBrite study) - <http://blog.eventbrite.com/social-commerce>)
- Use Social Media platforms’ functionality to your advantage to make it easier for people to act

Steward/Engage – Thank them for their effort ... and more

- **Continual** – stewardship never ends
- **Cultivation actions apply here as well (see above)**
- **Thank publicly** – on Facebook Page or even via video. Examples: Charity:Water – great personalized thank you videos: <http://www.youtube.com/charitywaterthanks>; URJ Greene Family Camp – fantastic video from campers and staff thanking donors in general: <http://greene.urjcamp.org/capitalcampaign/>
- **Post Recognition Photos online** – Plaques? Events? Other?

Put It All Together – URJ Eisner Camp Phone-a-thon

- URJ Eisner Camp streamed their phone-a-thon live on their website, incorporated a live twitter feed, and made it easy for users to donate and then share the donation link via Facebook.
 - **Find** – Posted information about the phone-a-thon on Facebook and Twitter. Allowed their donors to share their gift with their own Facebook Friends.
 - **Cultivate** – Live Ustream of phone-a-thon plus integrated Twitter feed. Made it fun and engaging.
 - **Solicit/Move to Act** – Prominent DonateNow button on phone-a-thon page; made peer-to-peer fundraising easy for donors via Facebook; “telethon”-like asks during live session
 - **Steward/Engage** – Thanked donors publicly during “telethon”; Did not forget usual stewardship activities (Acknowledgment letters)