



Bringing Energy to Ideas



Becoming “E-literate” in a “Social Media” World



Presented by Whitney Howell
DNA Creative Communications, LLC



(864)235-0959
www.dnacc.com

What is Social Media?

- “the writable Web,” “personal publishing” (Gillin, 2009)
- Interactive, internet-based communication
- Distribute information
- Converse with target audience
- Quick, efficient and cost-effective

Social Media Tools

- Social Networks
 - Facebook
 - LinkedIn
 - Twitter
 - YouTube
- E-Newsletters
- Blogs
- Event Websites

Why Social Media?

- Marketing & Communications
 - Create awareness
 - Stay informed about industry trends and public opinions
 - Market more specifically and effectively
 - Directly interact with your audience
 - Highlight other forms of media

Why Social Media?

- Financial Management & Stewardship
 - Cost-effective communication with donors, volunteers and employees
- Fundraising
 - Provides additional communication with donors and stakeholders
 - Keeps organization in donors' minds
 - Introduces your organization to potential donors

Doing More For Less

- Growing use of social media
 - Reach your audience “on their terms”
- Free or customizable services
- Directly interact with your audience
 - Learn what they want—more effective, save money

Choosing and Using Social Media

- Determine role of social media in overall PR strategy
- Research different forms of social media
- Choose a few tools at a time to experiment
 - Fully utilize features
 - Join in the conversation

Choosing and Using Social Media

- Give yourself time to become established
- Have clear goals for what you want to accomplish with the social media
- Try different forms of social media
- When you choose, be sure to keep it current and alive
- Be professional

Social Networks

- Increasing popularity
- Connect with users among your target audience
- Be authentic and transparent
- Research appropriate ways to engage in conversation for each network

2009 Top Social Networks

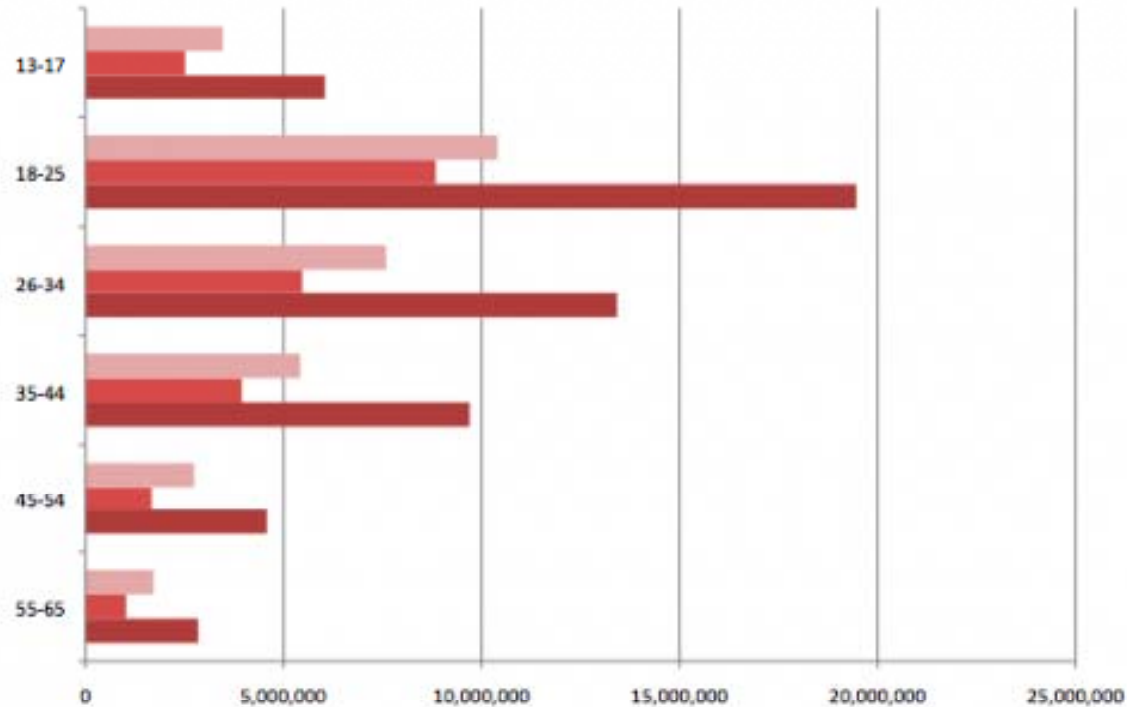
Rank	Site
1.	Facebook (facebook.com)
2.	MySpace (myspace.com)
3.	Hi5 (hi5.com)
4.	Flickr (flickr.com)
5.	Skyrock (skyrock.com)
6.	Friendster (friendster.com)
7.	Tagged (tagged.com)
8.	LiveJournal (livejournal.com)
9.	Orkut (orkut.com)
10.	Fotolog (fotolog.com)
11.	Bebo.com (bebo.com)
12.	Multiply (multiply.com)
13.	Imeem (imeem.com)
14.	Ning (ning.com)
15.	LinkedIn (linkedin.com)
25.	Twitter (twitter.com)

Source: Alexa's Traffic Rankings as of 11/28/08

Facebook

- Mainstream, all ages
- Create a Facebook “Page”
- Individuals can link to your Page
 - Shows support
 - Publicizes your page to their “friends”
- Rally support, raise awareness or announce events

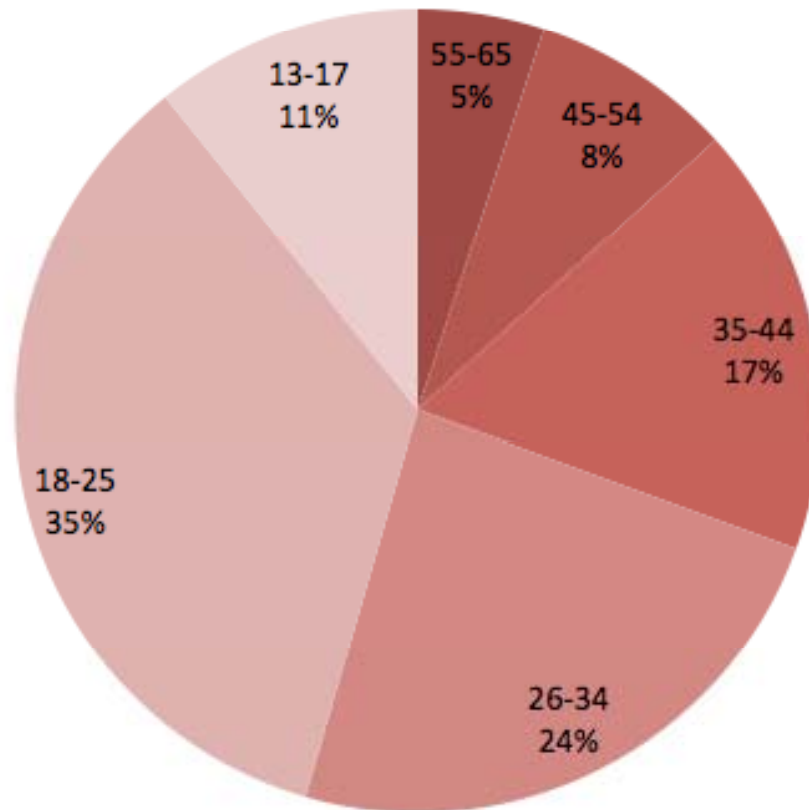
US Facebook Users By Age Group and Gender (3/25/09) (InsideFacebook.com)



	55-65	45-54	35-44	26-34	18-25	13-17
Female	1,721,880	2,743,620	5,420,240	7,591,020	10,405,980	3,470,120
Male	1,024,540	1,670,780	3,947,760	5,473,780	8,844,760	2,518,840
Total Users	2,848,860	4,582,160	9,700,980	13,422,920	19,461,380	6,048,660

Female Male Total Users

US Facebook Users by Age Group (3/25/09)
(InsideFacebook.com)



Facebook

- Events
 - Create events on your Facebook Page
 - Logistics and photos
 - Send announcements leading up to the event
 - Invite Facebook “friends”
 - Your “friends” can invite their “friends”
 - Get RSVPs through Facebook

Facebook

- Causes
 - Receive direct donations
 - Recruit members to join
 - Features a media board and discussion board
 - Make announcements

Examples of Success

Facebook Pages

- YWCA of Greenville
 - 60 fans after 3 weeks
 - Daily social advocacy posts
 - Fans very responsive
- Hands on Greenville
 - Spends 20 minutes per day updating
 - Receives messages with questions and interest in more information

Examples of Success

Facebook Events

- Relay for Life
 - American Cancer Society event
 - Individual participants make Facebook Events
 - Publicize “Fight Like a Girl” t-shirts
 - ACS receives calls about t-shirts

Examples of Success

Facebook Causes

- Safe Harbor
 - “5 Dollars in 5 Days” Campaign
 - Made connections
 - Former clients
 - Board members
 - Community members
 - Raised awareness
 - **\$10,000** in 5 days!

LinkedIn

- Specifically for professionals
- Average user: 40 year-old white male with a college degree (Pew Research Center)
- Create a professional profile
- Link to your contacts' profiles and to their contacts' profiles
 - Builds a broad network of connections

LinkedIn

- Network with other organizations
 - Learn how they operate
 - Acquire corporate sponsors
- Executives and board members must join for networking and accessibility

LinkedIn

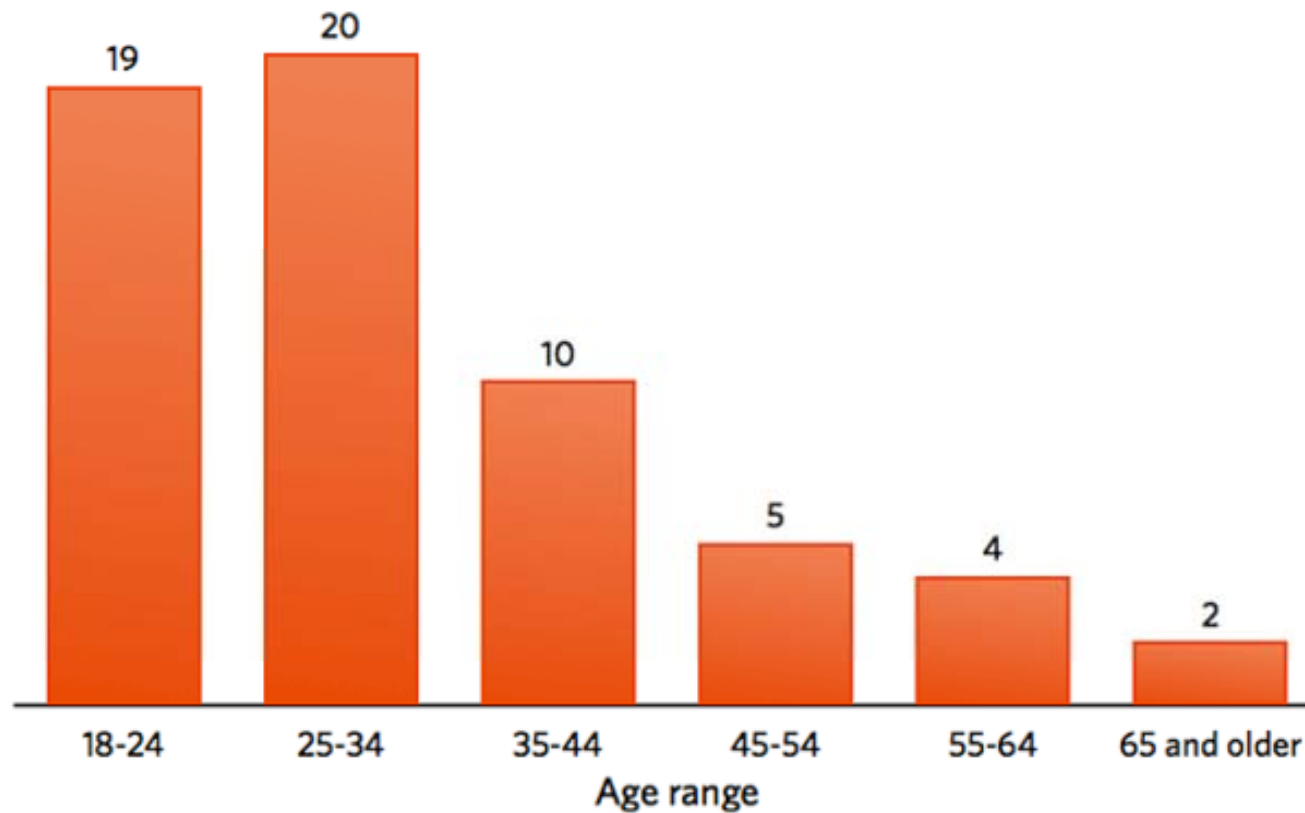
- Group page
 - Employees and supporters can join
 - Spread awareness of your cause
 - Gain support among professionals
- Company profile
 - Detailed company information
 - Research tool
 - Only employees link
- Greenville Chamber of Commerce

Twitter

- “Instant messaging system” and “active blog”
- Organization account
- Post public messages (“Tweets”)
- Followers can re-send your messages (“ReTweet”) to their followers
- Track supporters’ opinions and preferences

Age range of online adult Twitter users

Percent



Data source: Pew Internet & American Life Project

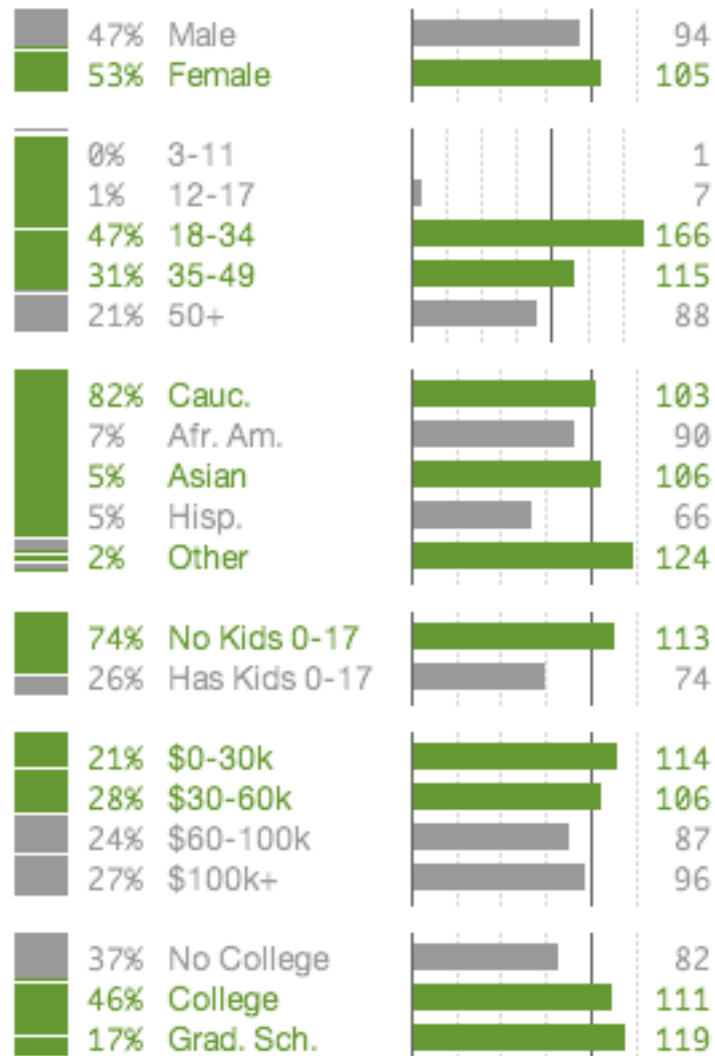
advertising | branding | public relations | event planning

dnacc.com



US Demographics ?

Jan 2009



Data source: Quantcast

advertising | branding | public relations | event planning

dnacc.com



Twitter: YWCA of Greenville

- Spends 20 minutes per day
- Post events or open positions
- Quick response to open Board position

YouTube

- Upload and share videos
- Currently reaches over 250 million people between the ages of 18 and 55
- Using videos adds an emotional appeal to your message
- Viewers can comment on your videos and send messages to your YouTube account

YouTube

- Video content ideas:
 - Commercials
 - Testimonials
 - Footage of events or fundraisers
- Copyright laws and release forms
- Distribute video links

Ping.fm

- www.ping.fm
- Update multiple social networks simultaneously
- Write a message and designate which of your social networks you wish to post it to
- Includes Facebook, Twitter, LinkedIn and WordPress.com (a blog provider)
- Makes social media time more concentrated and efficient

E-newsletters

- Inform supporters and the community with up-to-date information
- Distribute information not posted on website
- Keeps your organization at the forefront of people's minds
 - Donate or volunteer

Blogs

- Behind the scenes look at your organization
- Present yourself as an expert in your field
- Generate conversation with and among community members
- More casual in nature
 - Express personality, while maintaining professionalism

Event Websites

- List and promote special events
- Can target a specific area
- Connect to contacts
- Stay informed about other community events
 - Show support and commitment to community
 - Networking
- Publicize on social media accounts, email and website

Event Websites

- www.meetup.com
- www.upcoming.org
- www.eventful.com

Conclusion

- Designate one person to update and monitor your social media accounts
- Update often
- Give prompt responses
- Continue to research social media trends