

Bringing Energy to Ideas



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



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

# Facebook Statistics

- As of July 2009
  - More than 250 million active users
  - More than 120 million users log on to Facebook at least once each day
  - More than two-thirds of Facebook users are outside of college
  - The fastest growing demographic is those 35 years old and older

(Source: Facebook.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
- As of June 2009
  - largest age group is 18-34, second is 35-49

# 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

# 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

# Online Fundraising

- JustGive.org
  - Free to register and no monthly costs
  - Donors can give directly online
  - Receive 97% of donations; 3% covers transaction costs
  - Receive donor information, unless anonymous

# Conclusion

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

# Connect to DNA

- Twitter: dna\_cc
- Facebook: DNA Creative Communications
- Website: [www.dnacc.com](http://www.dnacc.com)

