SOCIAL MEDIA
for nonprofit organizations

THE IMPORTANCE OF FEEDBACK AND RESPONDING
- Improvement doesn’t happen overnight.
- Create a policy for any and all feedback and **STICK TO IT!**
- Ignoring feedback suggests that you don’t care what they think.
- Feedback, at its core, is engagement.
- What can you do to get more shares? **Ask.**
- Listen to what they **SAY & DON’T SAY!**
- **ALWAYS RESPOND; ALWAYS RESPOND KINDLY.**

SOCIAL MEDIA CAMPAIGN

- DELIVERABLES
- ASSETS
- CHANNELS
- CONTENT ALIGNMENT
- PROTOCOL

- what platforms does your organization have?
- do you need to improve any of them?
- evaluate your paid strategy.
- who will create and populate any new platforms?
- do you have access to all of your channels?
- what is your social media budget?

**CORE:** Contains your main organizational message

**FILLER:** Meant to entertain or inform on other topics

- **PROOFREAD | TEST | PROMOTE | RELEVANCE | #HASHTAG | LINK**

**notes:**
- **- TAKE YOUR TIME:** Develop S.M.A.R.T. campaigns
- **- Look at the platforms you already use and prefer.**
- **- Think about the kinds of posts YOU like.**
- **- KEEP YOUR EYES OUT** for social media updates that can affect your accounts.

**REMEMBER:** FEEDBACK IS IMPORTANT AND SHOULD NEVER BE IGNORED

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MARKETING STRATEGY
- develop business goals & marketing goals
- identify your target audience
- conduct detailed market research/analysis
- review products through product profile
- develop messages for target audience
- examine the tools and tactics needed to market your products
- determine the resources needed for marketing strategy
- evaluate the effectiveness of your marketing strategy using analytics and metrics you have for lead tracking

MARKETING TAKES TIME, PLANNING AND COMMITMENT, IT MUST BE STRATEGIC.
- NOT OVERWHELMING -

BUILDING the FOUNDATIONS of your marketing strategy
HOW DO YOUR PROGRAMS DIFFER?
WHO IS YOUR TARGET AUDIENCE?
THE 8 STEPS OF MARKETING

<table>
<thead>
<tr>
<th>Business Goals</th>
<th>Marketing Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIFFERENTIATE between the two</td>
<td></td>
</tr>
<tr>
<td>DISTINGUISH strong objectives &amp; weak ones</td>
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**Business Goals:**
what results do you want?

**Marketing Objectives:**
how will you get them?

STRONG MARKETING OBJECTIVES
MARKETING OBJECTIVES SHOULD ALWAYS INCLUDE (a)UDIENCE, (o)UTCOME, (n)UMBERS, AND (t)IME DUE

**Weak:** IMPROVE OUR VOLUNTEER PROGRAM
   a: ? o: improve volunteer program
   n: ? t: ?

**Strong:** RECEIVE 5 NOMINATIONS FROM 3 TARGET COMMUNITIES BY AUGUST 15TH
   a: 3 target communities o: nominations
   n: 5 t: aug 15th

*business goals are not the same as marketing objectives

**Business goal:** increase # of first-time homebuyers
**Objective:** attract 50 new potential homebuyers to homebuyer education workshops resulting in 20 homebuyers in next calendar year

   a: potential homebuyers o: 20 new homeowners
   n: 50 t: new calendar year
# Identifying Your Target Audience

- Existing Customers
- Residents
- Community Leaders
- Government Officials
- Potential Volunteers
- Businesses
- Civic Organizations
- Influencers
- Donors

<table>
<thead>
<tr>
<th>Who Are They?</th>
<th>Where Can They Be Found?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age, Gender, Race, Ethnicity, Income, Marital Status, Employment History &amp; Status, Credit Score, Family Size,</td>
<td>Work, School, Church, Neighborhood, Local Stores, Community Events, Network</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How Many Of Them Are There?</th>
<th>Where Do They Obtain Information?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Number Of People That Will Fall In Your Area Can Be Found On The Census Survey.</td>
<td>Religious Or Cultural Institutions, Radio, Television, Printed Publications, Online, Community Centers, Word-of-mouth, Flyers,</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What Do They Want?</th>
<th>What Can I Offer?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wants And Needs Will Vary From Group To Group And Organization To Organization.</td>
<td>This Is Where The Profiles Of Your Products And Services Will Come In.</td>
</tr>
</tbody>
</table>

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**How Do I Get Information On The Audience?**

Organization records | Focus groups | Existing research | Surveys and interviews

**Remember:** Products are not limited to loans, residential spaces, etc.—they are whatever your targets want from you. This could be good customer service, an approval process that’s fast, a good neighborhood location, space for all of their family members, or other amenities.
product profile

COMPARE THE PRODUCTS YOU HAVE WITH THE NEEDS OF YOUR TARGET AUDIENCE

A PRODUCT PROFILE HAS TWO PURPOSES

- Determines the extent to which your products and services match the needs and wants of your target audience.
- Helps you determine what changes need to be made to current offerings to meet need/fill the wants.

MESSAGES

MESSAGE ELEMENTS...
- Explain who you are and what your product can do for your potential customers.
- Make you stand out from others who offer similar services or products.
- Specific, consistent, and coordinated with facts and delivery.

STRATEGY:
LONG-TERM PLANS FOR ACHIEVING YOUR GOALS

TOOLS & TACTICS:
ITEMS USED TO EXECUTE THE OVERALL PLAN

Common Measurement Tools
  benchmarking • logs • surveys
  inquires • sales

IMPLEMENTATION

- TRAIN THE TEAM
  1. identify team members
  2. identify training
  3. identify materials needed
  4. schedule/conduct training

- BUILD THE TIMETABLE
  1. ensure everyone understands their roles and expectations.
  2. build a timetable that outlines roles and expectations.

- DEVELOP THE BUDGET
  1. look into revising strategy.
  2. volunteer help/coop advertising.

EVALUATION

In order to determine if your campaign is a success, you must evaluate its effectiveness. This evaluation is based on your original marketing objectives.
creating an effective SOCIAL MEDIA STRATEGY

what is social media?

- websites and applications that enable users to create and share content or to participate in social networks.

DESIRED OUTCOMES

- building brand awareness
- program marketing
- social media advertising
- effective messaging
- social media fundraising
- cooperative networking
- information dissemination
- effective social content

social media IS NOT:

+ FREE
+ A SILVER BULLET FOR FUNDRAISING
+ A WAY TO CONTROL THE MESSAGE
+ AN OPPORTUNITY TO TELL OTHERS WHAT'S COOL
+ AN ALTERNATIVE TO CLEAR MISSION

CAN BE:

+ FAIRLY LOW COST, COMPARITIVELY
+ CONSTANTLY EVOLVING
+ A WAY TO REACH & CONNECT WITH YOUR CONSTITUENTS
+ AN OPPORTUNITY FOR CONVERSATION
+ A COMPLIMENT AND REINFORCER FOR YOUR MESSAGE

SMART

specific, measurable, achievable, relevant, time-bound

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digital touchpoints

TOUCHPOINTS ARE EVERY POINT OF CONTACT THAT YOU HAVE WITH A POTENTIAL CUSTOMER/CLIENT.

DIGITALLY, THIS CAN BE YOUR SOCIAL MEDIA ACCOUNTS, EMAIL MARKETING, WEBSITE, ONLINE ADVERTISING, ONLINE SEARCH RESULTS, OTHER ORGANIZATION’S BLOG POSTS, ETC.

THINK ABOUT ALL OF THESE POINTS IN TERMS OF BEING THE FIRST INTERACTION FOR YOUR TARGET AUDIENCE, WHAT WOULD THEY GET FROM THAT INTERACTION IF THEY KNOW NOTHING ABOUT YOUR ORGANIZATION?

DIGITAL MEDIA

* ANYTHING ONLINE IS DIGITAL MEDIA.

* SOCIAL NETWORKS - AMONG OTHER CHANNELS - ARE THE MOST EFFECTIVE AT REACHING NEW PEOPLE, ENGAGING EXISTING COMMUNITIES, AND DRIVING PEOPLE TO TAKE MEANINGFUL ACTION.

ORGANIZATIONAL PRIORITIES

- RAISING MONEY
- REACHING NEW AUDIENCES
- EDUCATING PEOPLE
- SIGN PEOPLE UP FOR SERVICES
- ACQUIRE CONTACTS/LIST BUILD
- ENGAGE EXISTING AUDIENCE
- TAKE OTHER ACTION

EFFECTIVE DIGITAL NONPROFITS

1. Have clear goals & objectives.
2. Understand who “they” are
3. Evaluate which channels will be best for reaching existing constituents and new audiences.
4. Provide constituents opportunities to be communicated with easily on channels they use.
5. Take risks and experiment
6. Review data, adjust tactics, and evolve.
7. PLAN.

TRADITIONAL COMM vs SOCIAL MEDIA

TRADITIONAL
- Brand in control
- One way message
- Repeat the message
- Focused on the brand
- Educating
- Content creation

SOCIAL MEDIA
- Audience in control
- Two way conversation
- Adapt the message
- Focused on audience
- Influencing/Involving
- User created content/generated
Above all else, the most important takeaway is that content without planning is like shouting random info in the street.

**EVERGREEN MARKETING CAMPAIGNS**

- Seasonal Trends
- Recurring Programs
- Awareness & Education
- Issue Based Acquisition
- Volunteer Recruitment

**WHAT IS CONTENT?**

- Reviews
- Live Broadcast
- Checklists
- Pictures
- Case Studies
- Resources
- News
- Live Chat
- Video

- Infographics
- Webinars
- Press Releases
- Research
- Games
- Blog Post
- Polls
- Books
- Events

- Quick Tips
- GIFs/Memes
- Staff Expertises
- Actions
- Music
- Newsletter
- Podcast
- Survey
- Interview

**METRICS FOR SUCCESS:**

Key performance indicators (KPIs) are the road signs along our journey by which we can measure how far we have to go and review results to create better roadmaps for future trips.

**WHICH METRICS HELP US MEASURE OUR OBJECTIVES?**

- **Awareness:** Impressions, reach, views, web traffic sources
- **Engagement:** Social engagement rates, link click throughs
- **Action:** Form completions, event attendance, account creation, volunteerism

**ORGANIZATIONAL OPTION RESOURCES**

- What money, info, or talent can support this strategy?
- What strengths does our organization have?
- What resources do we need that we don’t currently have?

**OPPORTUNITIES**

- What opportunities does your organization have?
- What threats does your organization face?

**BRAND**

- How does your organization want to be seen online?
- What tactics would be inline with our brand- which would be opposed to it?
definitions & terminology

call-to-action
instruction to your audience to provoke a response

bounce rate
a percentage of visitors who arrive at your site but left after visiting only one page

click-through rate
how many clicks were received in relation to the amount of impressions

seo (search engine optimization)
impacts all search engine's organic placement of your organization's website.

reach
the number of individual accounts that see your post

insights
Facebook's version of analytics

conversion rate
the percentage of visitors who entered into an experience (like your website) and completed the goal (like setting up an account)

tracking pixel
a 1x1 pixel image that tracks conversions, website visits, and ad views

cost per acquisition
how much does it cost per goal completion

lifetime value
"NET PROFIT OF CUSTOMER RELATIONSHIP" prediction

return on investment
what did you get in exchange for the time, money, effort, etc. that you put in

key performance indicators
a quantifiable measure a company uses to determine how well it's meeting it's operational and strategic goals.

remember:
SOCIAL MEDIA IS NOT A SET IT AND FORGET IT KIND OF COMMUNICATION. IF YOU AREN'T USING A SOCIAL NETWORK, THEN IT'S NOT HELPING YOU. SLIM DOWN TO THE ACCOUNTS YOU USE.

maintenance vs campaigns

- monitoring mentions, comments, shares, and industry
- curating relevant news or partner resources
- marketing of evergreen or seasonal resources and products
- acquisition and retargeting

- marketing events
- giving days, like GIVING TUESDAY
- End of Year giving
- program launches
- major announcements
- paid advertising
- acquisition, re-engagement, retargeting

organizational considerations

a. resources

b. brand

c. opportunities

* understanding what we have to support our strategy and what challenges and opportunities we might face guides the way we approach any marketing opportunities.

how do we move people to take a greater interest on our issues?

Awareness - Engagement - Action
# Primary Goal

**what does your organization want to achieve by using social media?**

<table>
<thead>
<tr>
<th>Objective with KPI</th>
<th>Related Metrics</th>
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</table>
| Example: Acquire 1,000 new contacts interested in first time homeownership. | - # of signup form views  
- Signup for visit sources |

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### Measurable Objectives & Related Metrics

**how will you determine success?**

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### Key Audiences

**who are the key audiences you want to reach on social media?**

<table>
<thead>
<tr>
<th>Audiences</th>
<th>How will you reach them?</th>
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### Resources

**what money, info, or talent could support our work this year?**

<table>
<thead>
<tr>
<th>Money, Info, or Talent</th>
<th>Describe usefulness (e.g. a matching gift for a fundraising campaigns or an expert to write a blog)</th>
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</table>
**S.W.O.T.**  what strengths, weaknesses, opportunities, and threats do we need to address?

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>How could this opportunity be realized? What threats does this solve for?</th>
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**Strategy**  one paragraph describing how we will go about achieving our goals.

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**Tactics**  what content tactics will best help you reach audiences to achieve objectives?

<table>
<thead>
<tr>
<th>Description</th>
<th>Audiences</th>
<th>Desired Outputs</th>
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