Meals On Wheels
LEADERSHIP ACADEMY

MOWAA ANNUAL
CONFERENCE
& COMMON GOODS EXPO

Using Social Media at an Advanced Level

John Dawe, CFRE
Dawe Consulting, LLC
www.daweconsulting.com

570.763.9876
570.237.6048
facebook.com/johndawe

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

sharing buzz

THE OLD WAY: Word of Mouth
Beeman tells 10 other bees = Total **11**
They then each tell 3 more (+33) = **44**
They each tell 1 more (+44)
Total Brand Impressions: **88**

BuzzKill after 3-5 iterations.

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

sharing buzz

THE NEW WAY: Word of MOUSE
Beeman posts to Facebook to 99 friends = **100**
10% of those friends "Like"/Comment = **110**
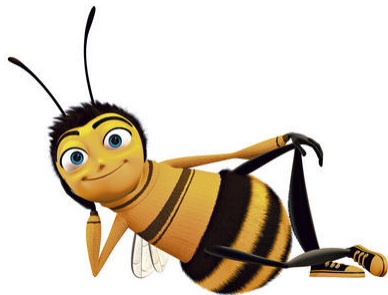Those people's 100 friends see this (+1000)…

Total Brand Impressions: Total **1,100**

BuzzKill after 30-50 iterations.

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

Social Media Map goes here

- Self-Driven Promotion
- Community based groups and forums
    - Earn the title "Expert"
- Profiles & Networking w/ Peers
- Recommendations / "References"
- Access to other people's networks via
        "Introductions" = Trust

THE NUMBERS

As of Feb 9, 2012– 150 million users / 60% outside the USA

12 million are small business owners

14 million are students & recent college grads

All Fortune 500 Companies are represented – with C-Level

Corporate Hiring Solutions used by 82% of companies

2 Million Companies have Linkedin pages

1 Million Linkedin Groups

15% of of page view were mobile as of December 2011.

Unique visitors in 4th Q were 92 million

20+ Connections = 34x more opportunities

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

Backyard BBQ

facebook

- status-message driven
- communal "promotion" of self and others
- anyone can claim the title "expert"
- enough time to say "hi" and check in
- Friend Requests = Trust
- Conversational ('likes' and 'comments')
- Brands represented by "Pages"
- Common Interests & Collaboration in "Groups"

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

facebook

THE NUMBERS
845 million users as of Dec 31 2011 – 50% log on every day
483 million active daily users
Ave user has 130 friends
Connected to 80 community pages
2 Billion posts every day
250 Million photos uploaded each day
80% of users are outside of the USA
Ave. user spends 7 hours 46 min per month on facebook
35-55 is 30% of database
48% of 18-24 get news from facebook
28% check facebook on smartphones before they get out of bed
80% retention rate

The Bar

- Get OUT of MySpace!
- Scattered
- No Standards
- Good for Kids & Bands
- That's about it.
- Stay Away!!!

Billboard

twitter

- 140 characters or less
- Must be Valuable
- Follow / Follow-Back
- Stand out from the Clutter
- Uses #hashtags for common interest
- FEED to Other Services!

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

twitter

THE NUMBERS
460,000 accounts created each day
3 yrs, 2 mths & 1 day from the 1st tweet to 1 billionth. In 2011,
200 million tweets per day
Median age – 31 (30%)
52% Women/ 48% Men
60% located outside the USA
27% login every day
25% follow a brand
52% of logins update their status every day
Thursday and Friday most active days
37% of active users use their phone to tweet

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

Blog   **B Blogger**   **WORDPRESS**

• Blog can be your foundation for all Social
Media Activities
• Build your brand online
• Blogging can tell stories in a
conversational 'non-technical' way
• Highlight opportunities to give back or
volunteer
• Provide opportunities for staff, board,
and friends of your org. to write for you!

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

BRANCHOUT – The New Kid on the Block

25 million users – all professionals
Growing at over 3 new users per second
40% sign up on their mobile devices
Owned by facebook
60% outside the USA
53% Men 47% Women
Younger demographic – facebook users

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

**So what are the strengths of
each one again?**

Let's Review.

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

Board Room   Linked in.

1. Create a Profile, Keep it Very Professional
2. Respond to LinkedIn "Answers" – Be an Expert
3. Get recommended.
4. Log in at least once a week.

Strengths – this is the place to do business, look for a job, make connections. Do offer insights – Don't "SELL"

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

Backyard BBQ   facebook

1. Decide on a Personal or Professional Page – or both
2. Comment and "Like" things that are relevant
3. Don't play games (if you do, don't publish this!)
4. Log in at least once a day.
5. Post meaningful, helpful or good-buzz-making statuses.
6. Set your privacy levels. YOU decide.

DO use Facebook for groups, community events, causes.
DON'T post anything you wouldn't want your Mother to see.

**WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™**

Billboard   twitter

1. Create a Profile which can be personal or professional
2. "Tweet" and "Re-Tweet" Helpful Information
3. Log in at least once a day.
4. Use a mobile "App" to tweet on the move.
5. Connect twitter to Facebook

DO use Twitter to post current, valuable information.
DON'T insult your followers.

**WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™**

Social Job Search

Nearly all recruiters are using social media to find candidates:
98% Linkedin/ 42% Twitter/ 33% facebook
Why:
To recruit candidates who might not otherwise apply – 84%
Save money – 67%
Target a specific job level -54%
Increase company brand recognition – 60%
Target a specific set of skills – 52%

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

BLOG!

1. Create a blog via your website (if you're using a compatible platform.
2. Use it to publish short stories (Readable on half of a coffee break)
3. Link and react to complementary blog posts from other bloggers.

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

Social Job Search

Nearly all recruiters are using social media to find candidates:
98% Linkedin/ 42% Twitter/ 33% facebook
Why:
To recruit candidates who might not otherwise apply – 84%
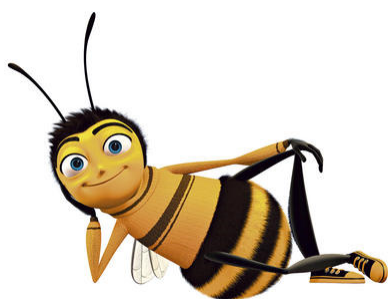Save money – 67%
Target a specific job level -54%
Increase company brand recognition – 60%
Target a specific set of skills – 52%

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA ™

Any Questions?

Using Social Media at an Advanced Level
August 22, 2012, 1:30 p.m. - 3:00 p.m.
2012 MOWAA Annual Conference
Gaylord National Harbor Hotel

SUMMARY

SOCIAL MEDIA GUIDELINES:
ETHICAL, SAFE AND EFFECTIVE PRACTICAL STANDARDS

The goal of AFP's *Social Media Guidelines* is to both provide fundraising professionals guidance on social media for their workplace and to establish guidelines for Organization leaders to use with their staff, consultants, volunteers, members, stakeholders and affiliated groups. This document also covers the conduct and expectations of the public when participating in an organization's social media or social networking platforms.

Social media is an area that moves quickly and can be challenging, so it is important for Organizations such as AFP to provide resources for members and volunteer leaders. It's also crucial to support the ethical guidelines that already exist with details and applications in the digital age. As the organization that links all the different disciplines of fundraising, AFP is working to bring together all the various pieces of this puzzle and provide a comprehensive view of social media. *Please access the full Guidelines for the complete standards, guidelines and examples.*

Ethical, Safe and Effective Practical Standards

Organization and Affiliate Organization Staff, Consultants, Volunteers, Members and Stakeholders

Organizations fully respect the legal rights of its employees, consultants, volunteers, members and stakeholders. In general, what a person does on their own time is their affair. However, activities in or outside of work that affect job performance, the performance of others, or Organization business interests are a proper focus for Organization policy.

The following guiding principles apply to Organization and Affiliate Organization staff, consultants, volunteers, members and stakeholders who are asked to participate in social media as part of their job or Organization responsibilities, or who participate to advocate and advance professional fundraising interests and endeavors or personal interests related to charity and nonprofits. Failure to abide by these guidelines could put a person's participation, employment and membership with the Organization or Affiliate Organization at risk.

1. **Follow Appropriate Industry Laws and Guidelines**
2. **Be Informed and Interesting – and Listen**
3. **Always Be Respectful, and Be Polite When Disagreeing**
4. **Make Sure You Properly Attribute All Content**
5. **Be Responsive**
6. **Use Discretion At All Times**
7. **Transparency, Honesty, and Integrity Are Paramount**
8. **Don't Mix Worlds – Know the Line Between Professional and Personal**
9. **Be Authorized and Official**
10. **Respond to Violations of Standards**

Public (Non- Members/Non-Stakeholders)

By participating in Organization and Affiliate Organization social media (forums, discussions, blogs, etc.), public users agree they will not do the following:

1. **Post material that the Organization or Affiliate Organization determines is threatening, harassing, illegal, obscene, defamatory, libelous, or hostile towards any individual or entity.**
2. **Post phone numbers or email addresses of yourself or any other individual or entity in the body of your comments.**
3. **Post material that infringes on the rights of the Organization or any individual or entity, including privacy, intellectual property or publication rights. This includes the improper use of (but is not limited to) images, logos, videos, content, documents, white papers, etc.**
4. **Post material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization.**
5. **Post chain letters, post the same comment multiple times, or otherwise distribute SPAM.**
6. **Allow any other individual or entity to use your identification for posting or viewing comments.**
7. **Post comments under multiple names or using another person's name.**

If a user is found to be in violation of any of these Standards, Organizations and Affiliate Organizations reserve the right to: (a) Ban future posts from people who repeatedly violate the Organization's terms and conditions. Such bans may be affected by refusing posts from specific email addresses or IP addresses, or through other means as necessary, and/or (b) Remove or edit comments at any time, whether or not they violate these terms and conditions.

SOCIAL MEDIA MAP

Overdrive Interactive Social Media Map
The stuff we think you should care about

Social Networks
- facebook.com
- plus.google.com
- hi5.com
- myspace.com
- ning.com
- bebo.com
- friendster.com
- orkut.com

International Social Sites
- odnoklassniki.ru
- hyves.nl
- mixi.jp
- wretch.cc
- vk.com
- iwiw.hu
- cloob.com

Music Social
- pandora.com
- last.fm
- listen.grooveshark.com
- ilike.com
- blip.fm
- slacker.com
- thesixtyone.com

Social Gaming
- zynga.com
- imvu.com
- habbo.com
- smallworlds.com
- secondlife.com
- kaneva.com
- activeworlds.com

Video
- youtube.com
- dailymotion.com
- metacafe.com
- vimeo.com
- video.yahoo.com
- bing.com/videos
- video.aol.com

Tools/ROI Tracking
- socialeye.com
- tweetdeck.com
- ubersocial.com
- cotweet.com
- hootsuite.com
- radian6.com
- telligent.com
- socialmedia.alterian.com
- buzzient.com
- klout.com

Conferences
- sxsw.com
- searchenginestrategies.com
- searchmarketingexpo.com
- web2expo.com
- blogworldexpo.com
- socialmediaconference.com
- web2summit.com

Microblogging
- twitter.com
- tumblr.com
- friendfeed.com
- ping.fm
- brightkite.com
- plurk.com
- identi.ca

B2B Social
- linkedin.com
- scribd.com
- docstoc.com
- slideshare.net
- plaxo.com
- xing.com
- ecademy.com

Photo Sites
- photobucket.com
- flickr.com
- webshots.com
- imageshack.us
- multiply.com
- picasa.google.com
- fotolog.com

Social Bookmarking
- digg.com
- stumbleupon.com
- reddit.com
- del.icio.us
- fark.com
- sphinn.com
- mister-wong.com

Social Q&A
- Formspring
- Quora
- Yahoo Answers
- Wiki.answers.com
- Aardvark
- Askville.amazon.com
- Allexperts.com
- Answerbag.com
- Aolanswers.com
- Blurtit.com

Podcast
- apple.com/itunes
- librivox.org
- podcastalley.com
- podfeed.net
- podcast.com
- digitalpodcast.com
- odeo.com

Mobile/LBS
- foursquare.com
- gowalla.com
- scvngr.com
- facebook.com/places
- where.com
- whrrl.com
- dopplr.com

URL Shorteners
- bit.ly
- tinyurl.com
- shorturl.com
- is.gd
- snipurl.com
- ow.ly
- tr.im

Social Search
- technorati.com
- alltop.com
- blogsearch.google.com
- search.twitter.com
- socialmention.com
- bing.com/social
- google.com/realtime

Social Couponing
- groupon.com
- livingsocial.com
- opentable.com
- eversave.com
- homerun.com
- buywithme.com
- socialbuy.com

Blogging
- blogger.com
- wordpress.com
- tumblr.com
- disqus.com
- typepad.com
- livejournal.com
- posterous.com

Reviews/Travel
- yelp.com
- tripadvisor.com
- citysearch.com
- insiderpages.com
- urbanspooon.com
- google.com/places
- lonelyplanet.com

Social Wikis
- wikipedia.com
- answers.yahoo.com
- wikia.com
- quora.com
- Wiki.com
- twiki.org

Lifecasting
- ustream.tv
- justin.tv
- livestream.com
- blogtv.com
- stickam.com

overdrive interactive

○ Websites   ○ Tools

Overdrive Interactive is an online marketing services firm that helps companies create genuine and lasting connections with their target audiences and customers using Social Media Marketing, Search Engine Marketing and Online Media. Please feel free to visit us at www.OverdriveInteractive.com or call 617-254-5000.

Take Action:
overdriveinteractive.com
facebook.com/overdriveinteractive
twitter.com/ovrdrv

Download The Map | A clickable, expanded version of this map can be found here:
OverdriveInteractive.com/social-media-map

Using Social Media at an Advanced Level
August 22, 2012, 1:30 p.m. - 3:00 p.m.
2012 MOWAA Annual Conference
Gaylord National Harbor Hotel

Conveying your Brand Promise Using Advanced Social Media Experiences

Participant Workbook

a presentation by
John W. Dawe, CFRE
President
Dawe Consulting, LLC

Dawe Consulting, LLC
67 Public Square, Suite 500
Wilkes-Barre, PA 18701
www.facebook.com/daweconsulting
john@daweconsulting.com

I.   What is a brand?

Definitions.

For today's presentation we will use these terms:

Brand

Brand Development

Brand Integration

II.   Brand – Why it matters

Values

Emotional connections

Loyalty

Reputation

Inspired Advocates

II. **What is <u>Your</u> Brand?**

What is your promise?

Does it appeal to your primary audience?

How do you communicate your brand?

Is the brand "voice" convincing? Consistent?

Is your brand experiential?

III. Social Media Channels

1. The Board Room

2. The Backyard BBQ

3. The Bar

4. The Billboard

5. The Blog

6. The Branches

7. The Bulletin Board

IV.   **Social Media Policy**

1. Executive Buy In

2. Social Media "Team"

3. Evaluation and Audit for Social Media Strengths & Weaknesses

4. Defined Objectives, Reach, Target, Goals

5. Ongoing Support & Responsibilities

6. Ethics and Policy / Rules

V. **Internal Collaboration, Content and Communications**

1. Identify Multi-Departmental Needs
    a. Marketing/Communications

    b. Development/Fundraising

    c. Corporate Sponsorship

    d. Volunteer Management

    e. Community Education

    f. Special Events

    g. Operations/HR

2. Collaborative Technology
    a. Please Share
    b. Please Like
    c. Please Comment (what "voice"?)
    d. Submit ideas
    e. Two-way engagement
3. Determine your budget. Social media is NOT Free! The platforms are usually free, but the tools to effectively use are fee-based.

VI. **Measurement**

    a. Google Analytics (Free!)

        i. Visitors and Page Views

        ii. Referring Keywords

        iii. Visitor Locations

        iv. Inbound Link Monitoring

        v. User profile data

        vi. Bounce Rate and Bounce Pages

    b. Conversions

        i. Donations

        ii. Form Submissions

        iii. E-mail List Subscribers

        iv. Facebook Page Likes/Twitter Followers/Etc.

    c. Conversations

        i. Blog Comments and Discussions

        ii. Facebook Comments and Discussions

        iii. Retweets

        iv. Buzz Generation (Monitor w/ Google Alerts)

    d. Trendsetters

        i. Other organizations?

        ii. Other MOWAA programs?

    e. Measurement of Consistency across Brand

    f. Remember Goals

        i. Determine the BEST engagement platforms and styles for each goal

VII. **Social Media Purpose Briefing**

    a. Sponsoring Department/Program

    b. Date

    c. Type of Social Media Intiative

    d. Strategy/Purpose of Initiative

    e. Goals/Objectives

    f. Target Audience

    g. Execution/Maintenance of the Profile(s)

    h. Measurement

VIII. **Comment Response**

    a. Comment Response Types

        i. Praise, General Questions, Information on Current Communications, Specific Project/Product Questions, General Community Questions, Miscommunication Propagation, Bad Experiences, Spam Messages

    b. Shell of the Message

    c. Identity and Voice Determination

    d. Staff and Lead Volunteer Briefing

    e. Message strategies you should have ready

        i. For the commenter

        ii. For the well-intentioned volunteer

        iii. For the bandwagon

        iv. For the media

MOWAA Specific Questions

1. How can we best make the case for a dedicated social media plan, when there is resistance among the staff?

2. Where do I get post material?

3. What is the frequency of posting for optimal acceptance as opposed to flooding with information and getting turned off?

4. Is advertising on Facebook worth it?

5. Why would anyone want to "follow" MOWAA? Not exactly a breaking news service.

6. What does a good social media "to do" calendar look like?

7. What is the best online channel for highest impact with least effort?

8. Most of our volunteers are seniors who don't have social media accounts. We won't be reaching them so why should we use social media?

9. I can't think of anything to post on social media that is compelling or interesting.

10.   We don't engage in social media because we want to protect the agency from erroneous and damaging information.

11.   How can we recruit more corporate volunteers? Using LinkedIn?

12.   What concerns do we have around social media policy?

13.   Who should have access to our social media accounts and, more importantly, who shouldn't?