Social media for your Meals on Wheels Nonprofit in 15 Minutes a Day!

Presenter: Mazarine Treyz, Author, The Wild Woman's Guide to Fundraising and The Wild Woman's Guide to Social Media

About the presenter

Mazarine Treyz is the author of the Wild Woman's Guide to Social Media, given a 5 star review by Nonprofit.About.com

Blogging since 1999

Previous social media clients include:

- The City of Austin, Texas
- Oregon SBDC
- National SBA Small Business Week
- The IRS
- And many others.

About.com Nonprofit Charitable Orgs

🏠 Nonprofits Starting Up Fundraising Giving to Charity

The Wild Woman's Guide to Social Media - a Review
About.com Rating ★★★★★
By Joanne Fritz, About.com Guide

Survey: Where are you at?

Do you have

a) Twitter
b) Linkedin
c) Automation tools for social media
d) All of the above

Tweet this presentation: #npsocial15
Mention @wildwomanfund

Survey: What are you hoping to get out of today?

a) A way to do ALL of my social media tasks AT ONCE!

b) Learn how to measure social media

c) How to fundraise with social media

d) All of the above

e) Does social media really work for fundraising? Because I don't think so!

Social Media for your nonprofit in 15 minutes a day

1. Which metrics matter, online? And how can you show progress to your boss?

2. Automation techniques that will save you WEEKS of time in a year

3. Targeted LinkedIn strategies that can build your nonprofit reputation

Social Media for your nonprofit in 15 minutes a day

4. How to use email to really drive e-newsletter signups

5. The top plugins to use on your Wordpress blog

6. Getting more twitter followers FAST

7. Using RSS and commenting to get more traffic to your nonprofit website.

8. Reaching mobile donors: What you need to know.

Pop Quiz!
Which metrics matter for website stats?

Is it:

A) Hits
B) Kilobytes
C) Likes on Facebook
D) Uniques
E) Tweets

People are running with scissors!

What else should you measure?

What is cut and pasted off of your website

Your most popular posts

How many people click donate

How can you research popular posts?

Popular Posts

Reaching Across Party Lines to Support Caregivers

Exotic Marigold Hotel: Let's Check Back In!

Eileen Fisher and Epsom Salts Changed My Life

Is the Polar Vortex Worse Than Preparing Your Tax Return?

From AARP blog

Which metrics matter online?

Where did they
come from?
Twitter?
Google search?
Facebook?

How can you show pro

Google.com/Analytics

How can you show progress to your boss?

TweetReach.com

How can you show progress to your boss?

Tynt.com

How social is my content?

Successful social share events | Visitors from social share events

175

160
140
120

139   136

MONDAY SEPTEMBER 16 TO SUNDAY OCTOBER 13 (28 DAYS)

Sharing by Channel

Which Social Channels are the most Valuable?

Successful social share events | Visitors from social share events

100
80
60
40
20
0

twitter: 4, 13
email: 48, 110
facebook: 2, 3
other social: 3, 19
unknown: 26, 73

Joke and Stretch break!

Chris Thayer
@ChrisThayerSays

What's that Hitchcock movie with all the birds in it? The Man Who Flew Too Much? To Hatch a Thief? Suspigeon? Birdigo?
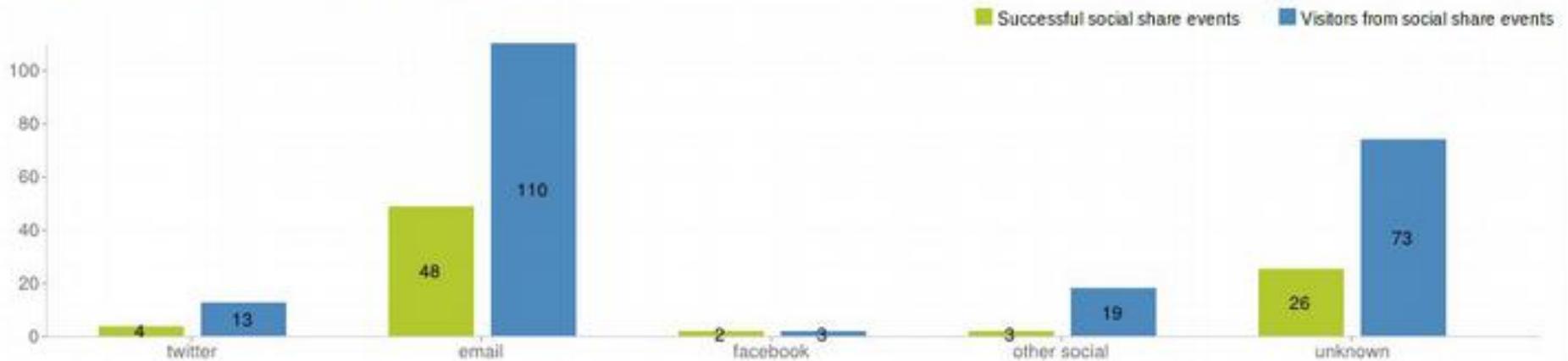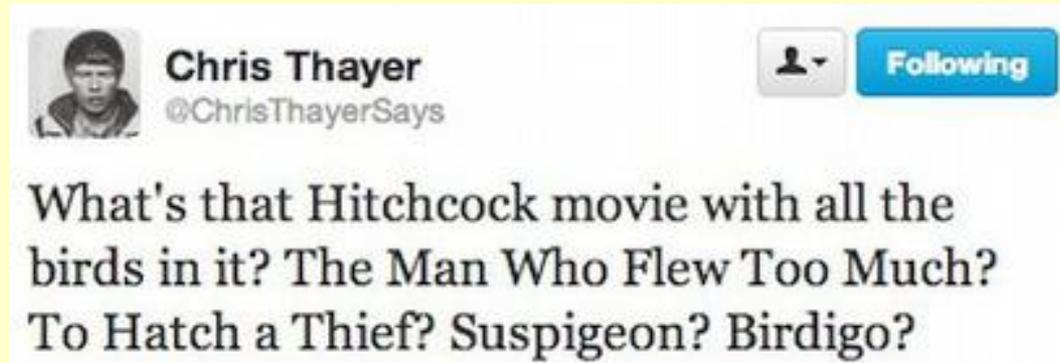
Automation Techniques

Hootsuite.com

Automation Techniques

IFTTT.com

Targeted LinkedIn strategies that can build your nonprofit reputation

Start a group for your nonprofit

Look at other groups in your cause area

Encourage people from those groups to look at your nonprofit blog, and join your group.

Reality Check

Trouteyes @trouteyes
If you have to say sorry at work for a very expensive mistake say 'sozzikins' #careers #management #projects

Pop Quiz!

What's Your Most POWERFUL Social Media Tool?

a) Facebook
b) Twitter
c) Pinterest
d) Email
e) Website
f) LinkedIn

Why is Email important?
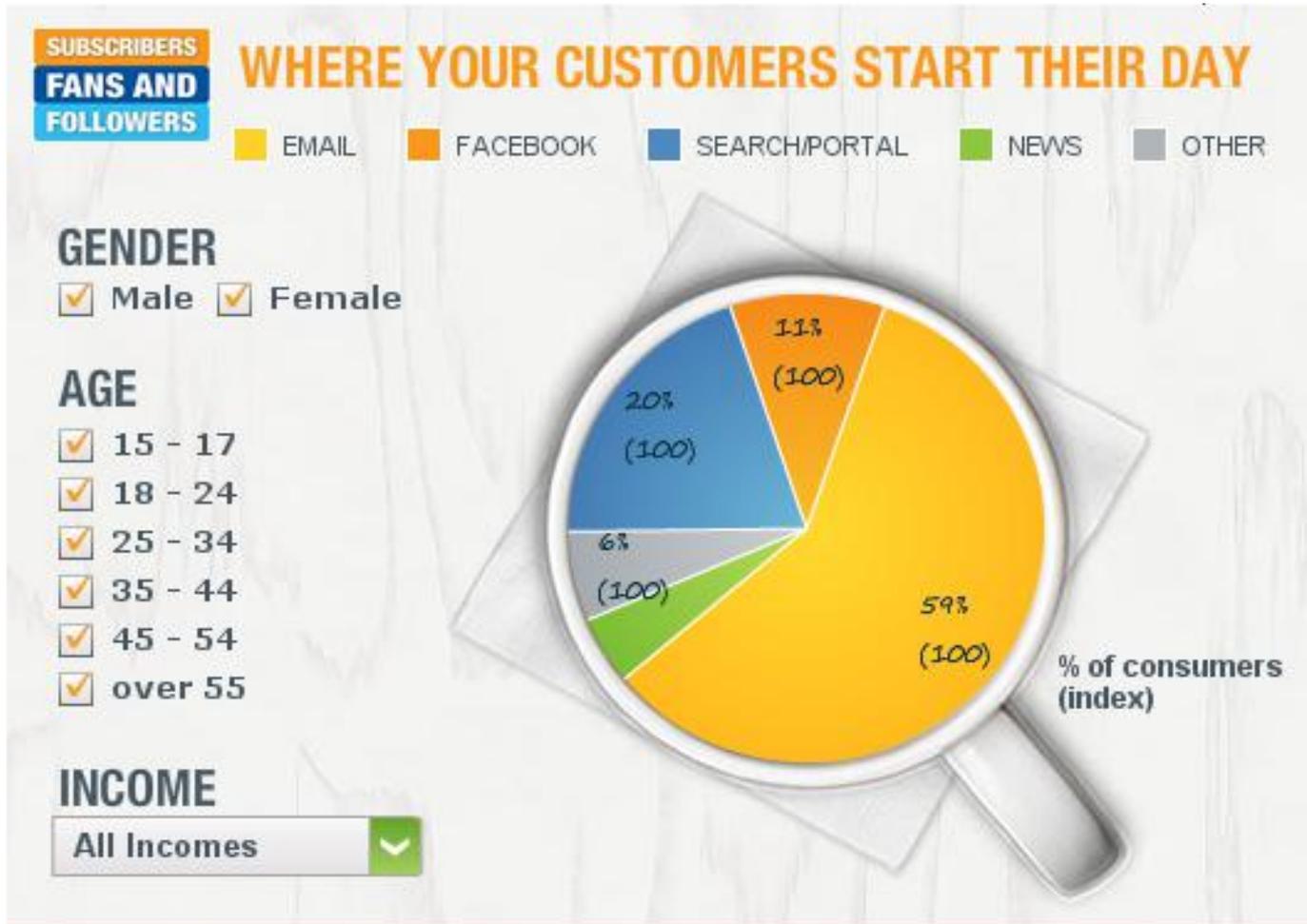
How to really drive e-newsletter signups

Offer a freebie like

An Ebook

A Recording

A Top 10 things to know before you volunteer with us .pdf

Where should you put your email signup or donate link?
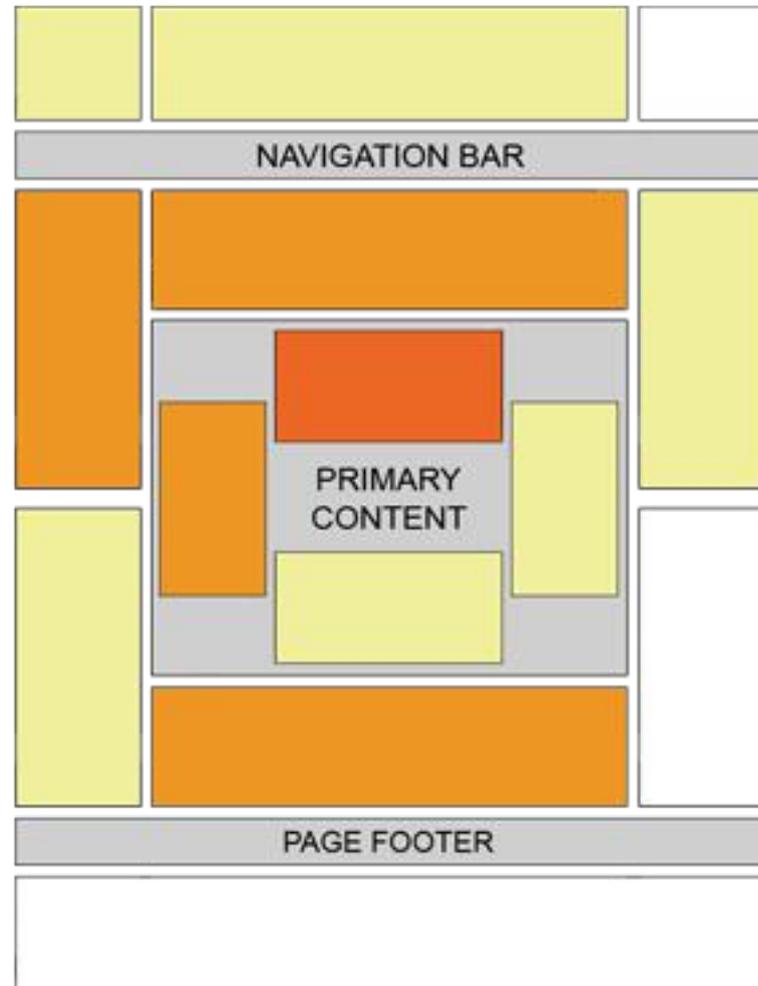
What if you are Meals on Wheels SF?
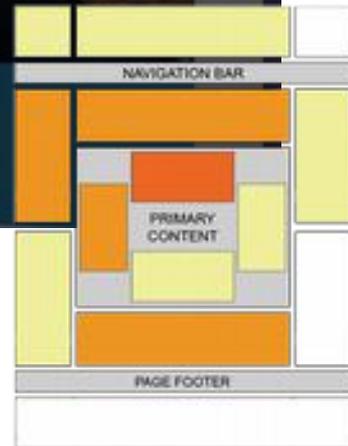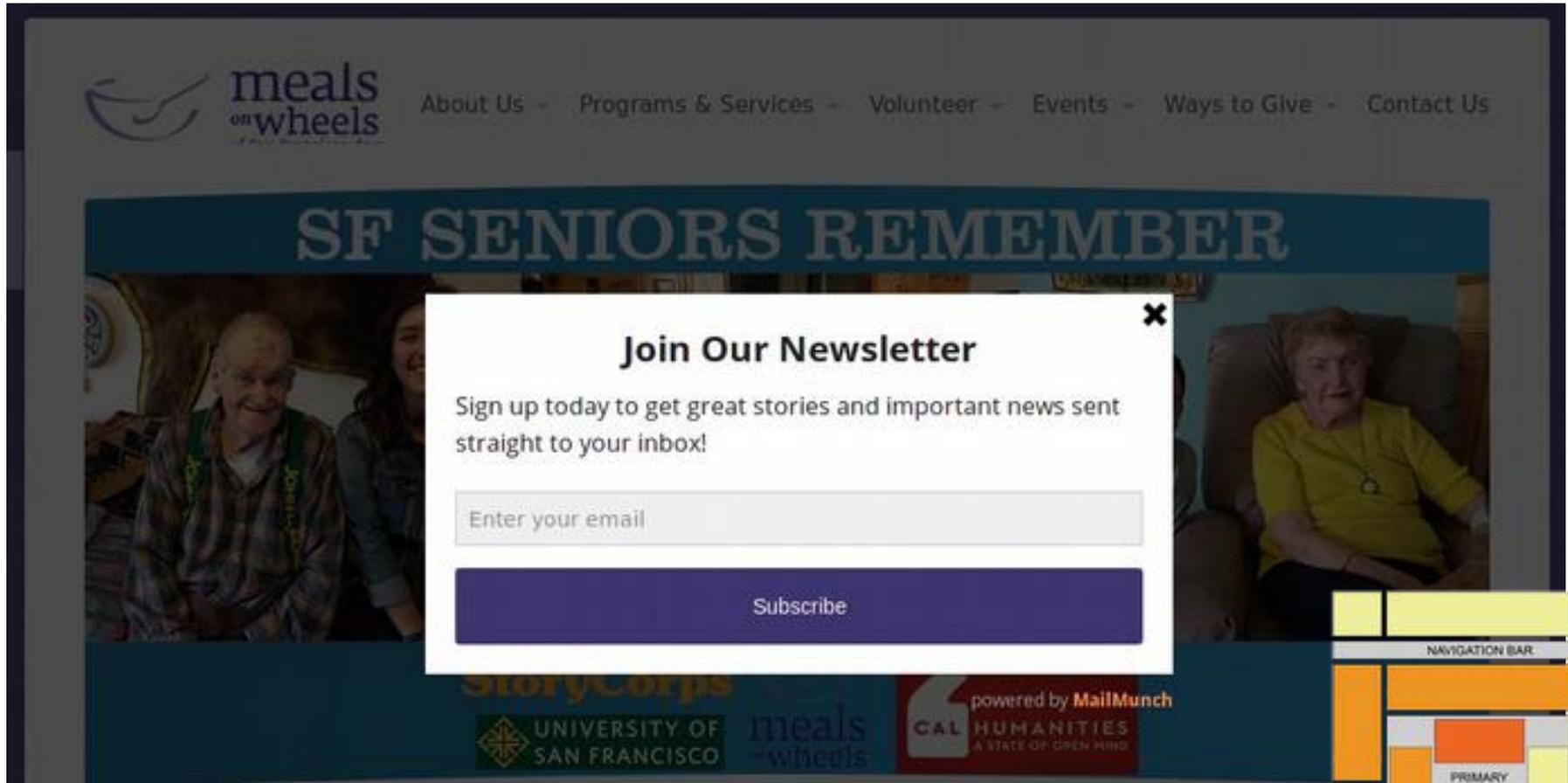
What if you are Meals on Wheels Portland?

How to collect em

Using Twitter

Make content for specif
kinds of people

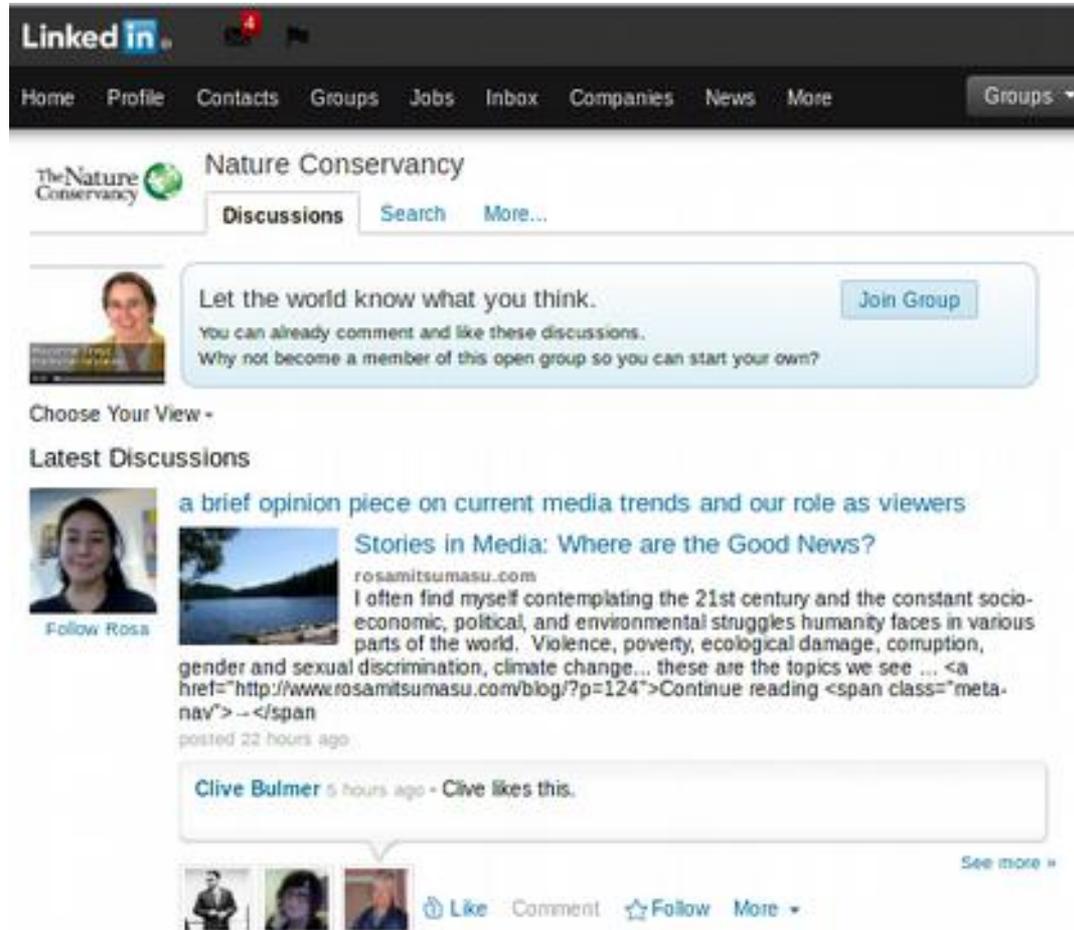Drive people back to yo
blog

Answer questions

How to collect emails with social media

Using LinkedIn

Start a group

Gather emails from the group members

Post in other groups and invite people to join your group/visit your blog/comment

What are the top plugins to use on your Wordpress site?

Security:
Wordfence

Communication/Accessibility:
Contact Form 7
Wordpress Mobile Pack
Yoast Breadcrumbs

Make your website run faster:
P3 Performance Profiler

For Paypal donate buttons:
Raw HTML

Getting more Twitter followers fast

Using RSS and commenting to get more traffic on your website

Dude, what is RSS?

Using RSS and commenting to get more traffic on your website

Comment on influencer blogs/articles that pertain to senior hunger or senior isolation

Joke and Stretch break!

Reaching mobile donors: What you need to know

Did you know that mobile devices are rarely more than 4 feet away from their owners?

Source:
http://www.pcworld.com/article/249022/smartphone_owners_prone_to_using_their_devices_in_the_bathroom.html
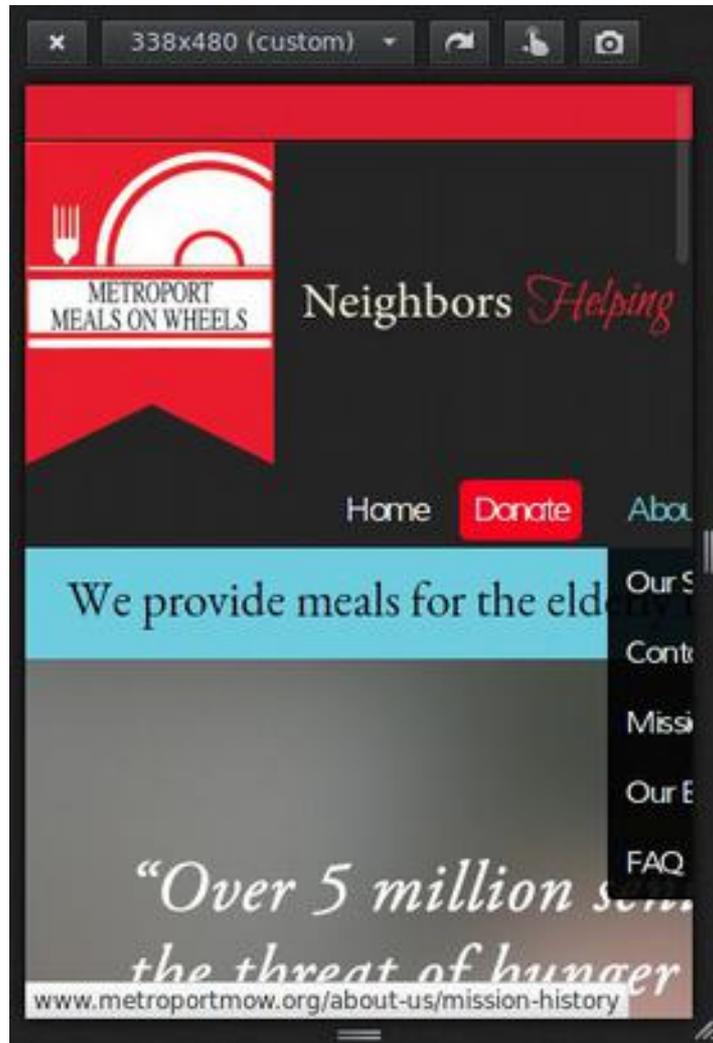
Reaching mobile donors: What you need to know

In 2012, the U.S. saw a 55% increase in smartphone subscriptions to make for 98 million smartphone subscribers, representing nearly 42% of all U.S. mobile users.

Source: comScore 2012

The Big Website Mistake that is making you lose money

The Big Website Mistake that is making you lose money

The Big Website Mistake that is making you lose money

What is mobile responsive design?
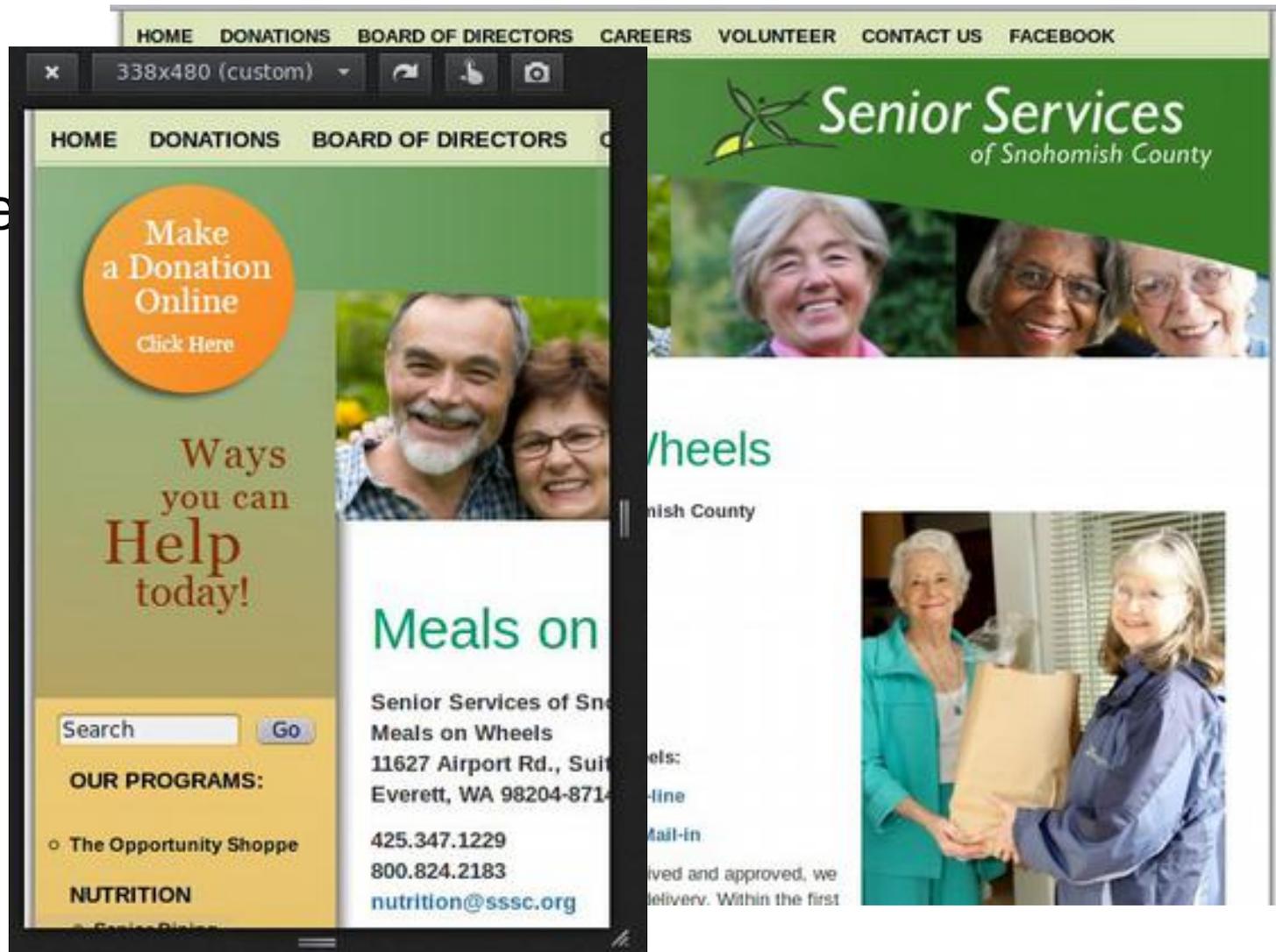
The Big Website Mistake that is making you lose money

Responsive sites match your reader's screen size.

You only need one site vs.

Different sites for every kind of device.

Compatible with all phones, all tablets, all computers.

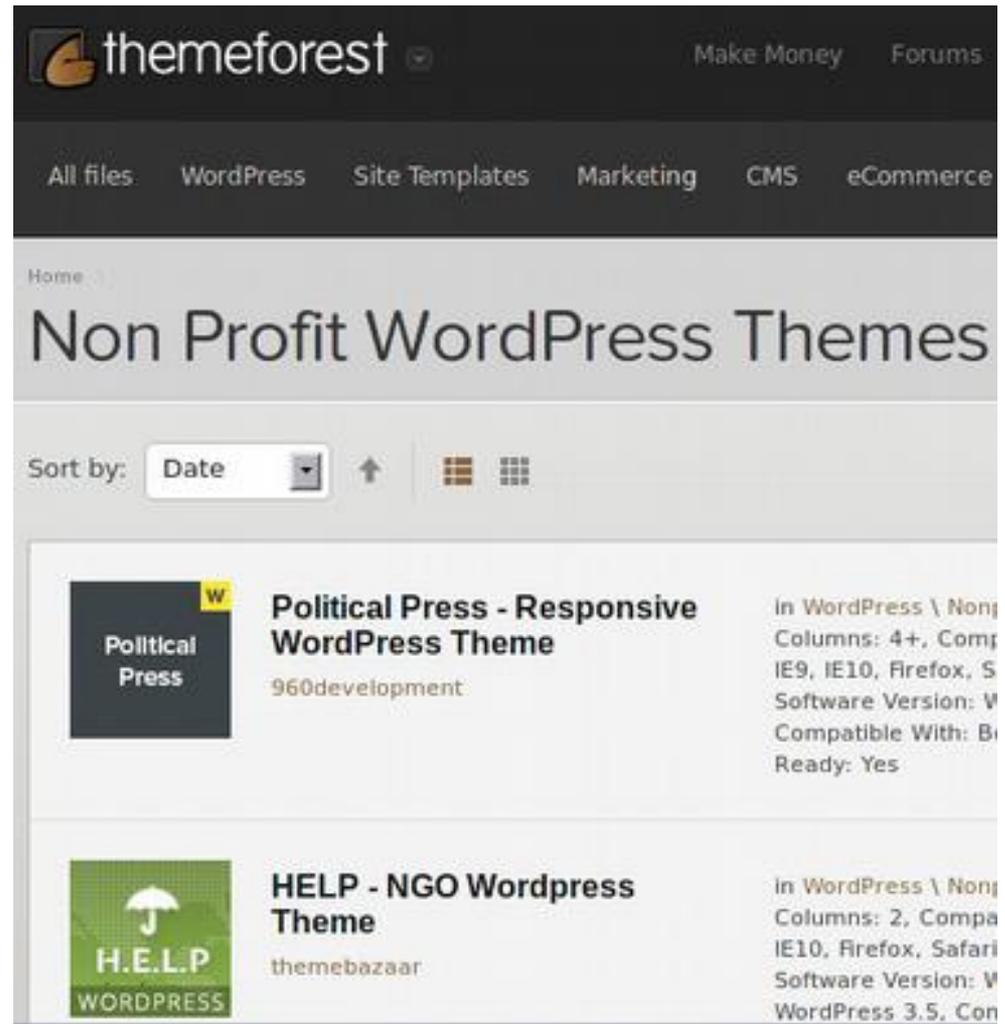# The Big Website Mistake that is making you lose money

How can you make your site responsive?

Elegant solution:
Go to Themeforest and find a mobile responsive design.

Stop-gap solution:
Use WPMobile Pack if you have wordpress

What will you do to start making social media easier this week?

a) Sign up for Hootsuite

b) Look into a mobile design

c) Start my RSS commenting

d) Establish a baseline for our metrics with Tweetreach/Google Analytics

e) All of the above

f) Other

Muchas gracias for coming today!
Q & A

Any questions?

I've helped several Meals on Wheels nonprofits improve fundraising results in the last few years and I'd love to help you too!

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http://wildwomanfundraising.com/