



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.



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

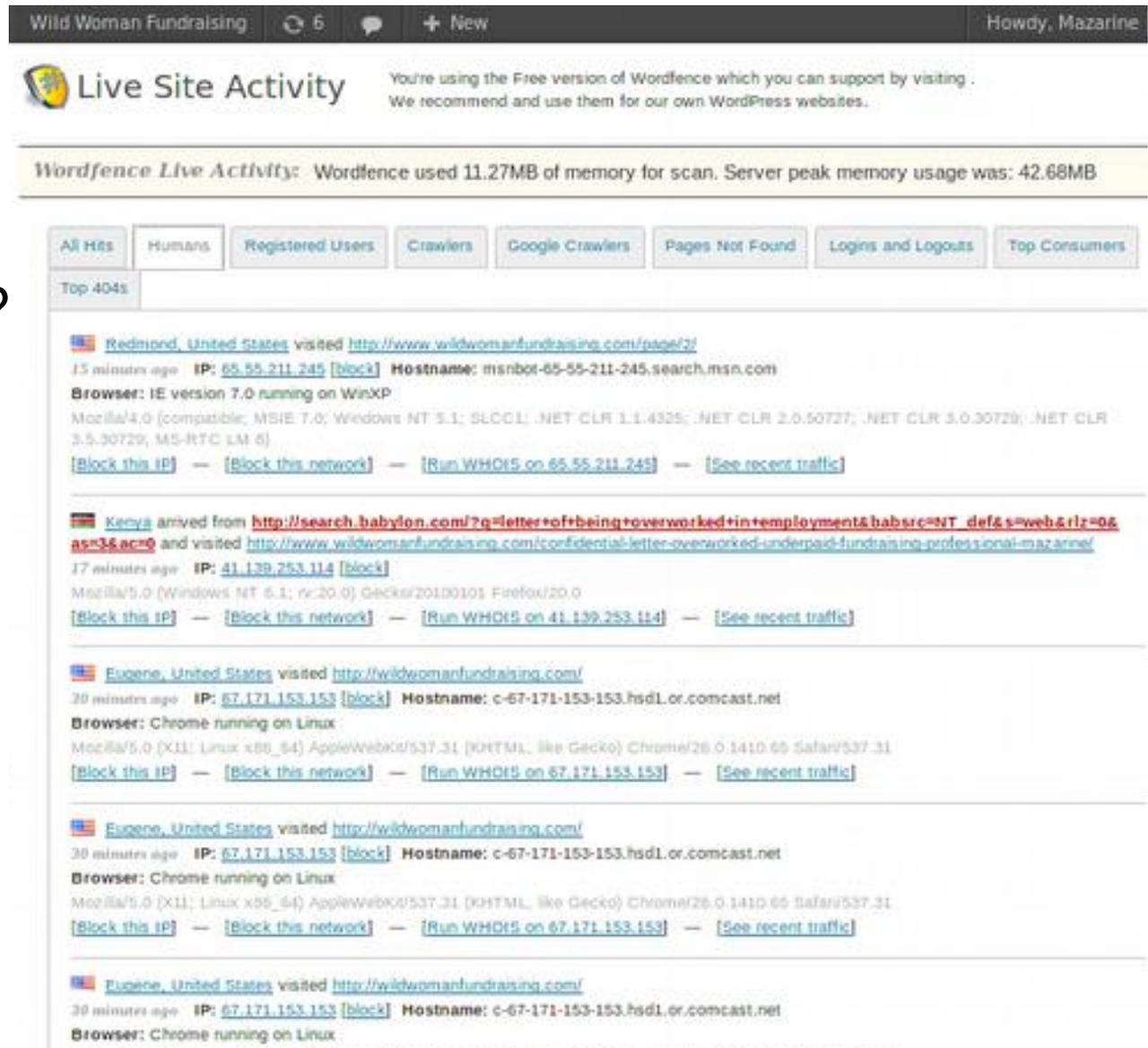


Is the Polar Vortex Worse Than Preparing Your Tax Return?

From AARP blog

Which metrics matter online?

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



The screenshot shows the WordPress Live Site Activity dashboard for the website "Wild Woman Fundraising". The dashboard includes a navigation bar with "Wild Woman Fundraising", a refresh button, a chat icon, and a "+ New" button. The user "Howdy, Mazarine" is logged in. Below the navigation bar, there is a "Live Site Activity" section with a warning about the Free version of Wordfence. A yellow banner indicates "Wordfence Live Activity: Wordfence used 11.27MB of memory for scan. Server peak memory usage was: 42.68MB". The main content area has tabs for "All Hits", "Humans", "Registered Users", "Crawlers", "Google Crawlers", "Pages Not Found", "Logins and Logouts", and "Top Consumers". The "Top 404s" tab is selected, showing a list of visitors who encountered 404 errors. Each entry includes the location, time, IP address, hostname, browser, and operating system, along with links to block the IP or network, run WHOIS, and see recent traffic.

Wild Woman Fundraising 6 + New Howdy, Mazarine

Live Site Activity You're using the Free version of Wordfence which you can support by visiting . We recommend and use them for our own WordPress websites.

Wordfence Live Activity: Wordfence used 11.27MB of memory for scan. Server peak memory usage was: 42.68MB

All Hits Humans Registered Users Crawlers Google Crawlers Pages Not Found Logins and Logouts Top Consumers

Top 404s

Redmond, United States visited <http://www.wildwomanfundraising.com/page/2/>
15 minutes ago IP: [65.55.211.245](#) [block] Hostname: msnbot-65-55-211-245.search.msn.com
Browser: IE version 7.0 running on WinXP
Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; SLCC1; .NET CLR 1.1.4325; .NET CLR 2.0.50727; .NET CLR 3.0.30729; .NET CLR 3.5.30729; MS-RTC LM 8)
[\[Block this IP\]](#) — [\[Block this network\]](#) — [\[Run WHOIS on 65.55.211.245\]](#) — [\[See recent traffic\]](#)

Kenya arrived from http://search.babylon.com/?q=letter+of+being+overworked+in+employment&babsrc=NY_def&smweb&rlz=0&as=3&ac=0 and visited <http://www.wildwomanfundraising.com/confidential-letter-overworked-underpaid-fundraising-professional-mazarine/>
17 minutes ago IP: [41.139.253.114](#) [block]
Mozilla/5.0 (Windows NT 6.1; rv:20.0) Gecko/20100101 Firefox/20.0
[\[Block this IP\]](#) — [\[Block this network\]](#) — [\[Run WHOIS on 41.139.253.114\]](#) — [\[See recent traffic\]](#)

Eugene, United States visited <http://wildwomanfundraising.com/>
20 minutes ago IP: [67.171.153.153](#) [block] Hostname: c-67-171-153-153.hsd1.or.comcast.net
Browser: Chrome running on Linux
Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.31 (KHTML, like Gecko) Chrome/26.0.1410.65 Safari/537.31
[\[Block this IP\]](#) — [\[Block this network\]](#) — [\[Run WHOIS on 67.171.153.153\]](#) — [\[See recent traffic\]](#)

Eugene, United States visited <http://wildwomanfundraising.com/>
20 minutes ago IP: [67.171.153.153](#) [block] Hostname: c-67-171-153-153.hsd1.or.comcast.net
Browser: Chrome running on Linux
Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/537.31 (KHTML, like Gecko) Chrome/26.0.1410.65 Safari/537.31
[\[Block this IP\]](#) — [\[Block this network\]](#) — [\[Run WHOIS on 67.171.153.153\]](#) — [\[See recent traffic\]](#)

Eugene, United States visited <http://wildwomanfundraising.com/>
20 minutes ago IP: [67.171.153.153](#) [block] Hostname: c-67-171-153-153.hsd1.or.comcast.net
Browser: Chrome running on Linux

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?

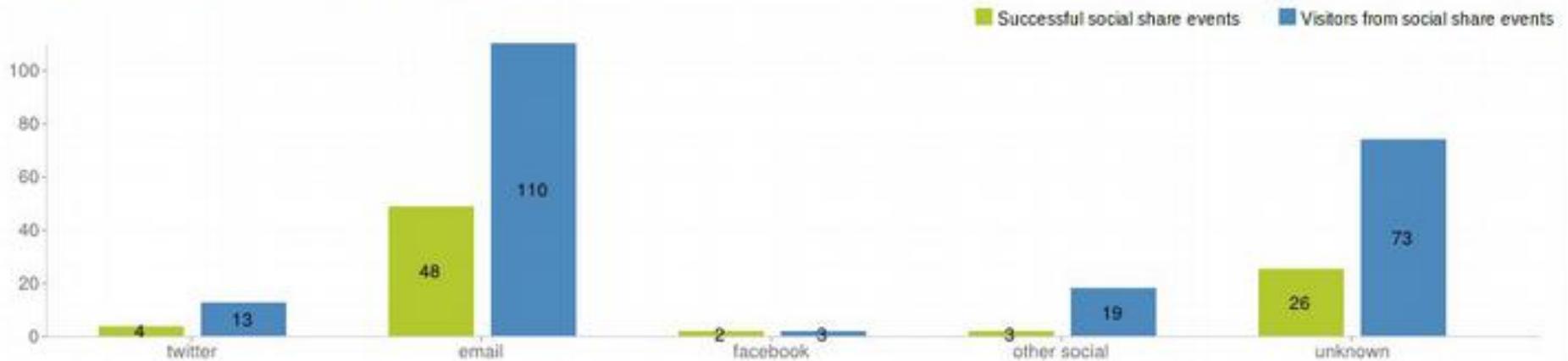


MONDAY SEPTEMBER 16 TO SUNDAY OCTOBER 13 (28 DAYS)

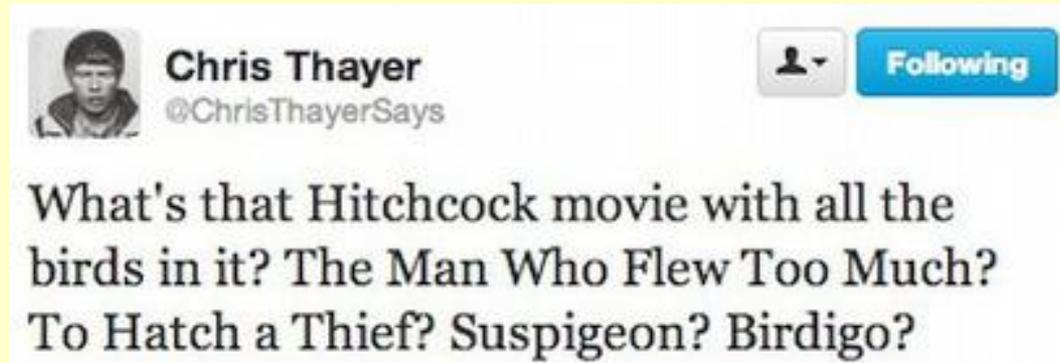


Sharing by Channel

Which Social Channels are the most Valuable?



Joke and Stretch break!



Automation Techniques

Hootsuite.com

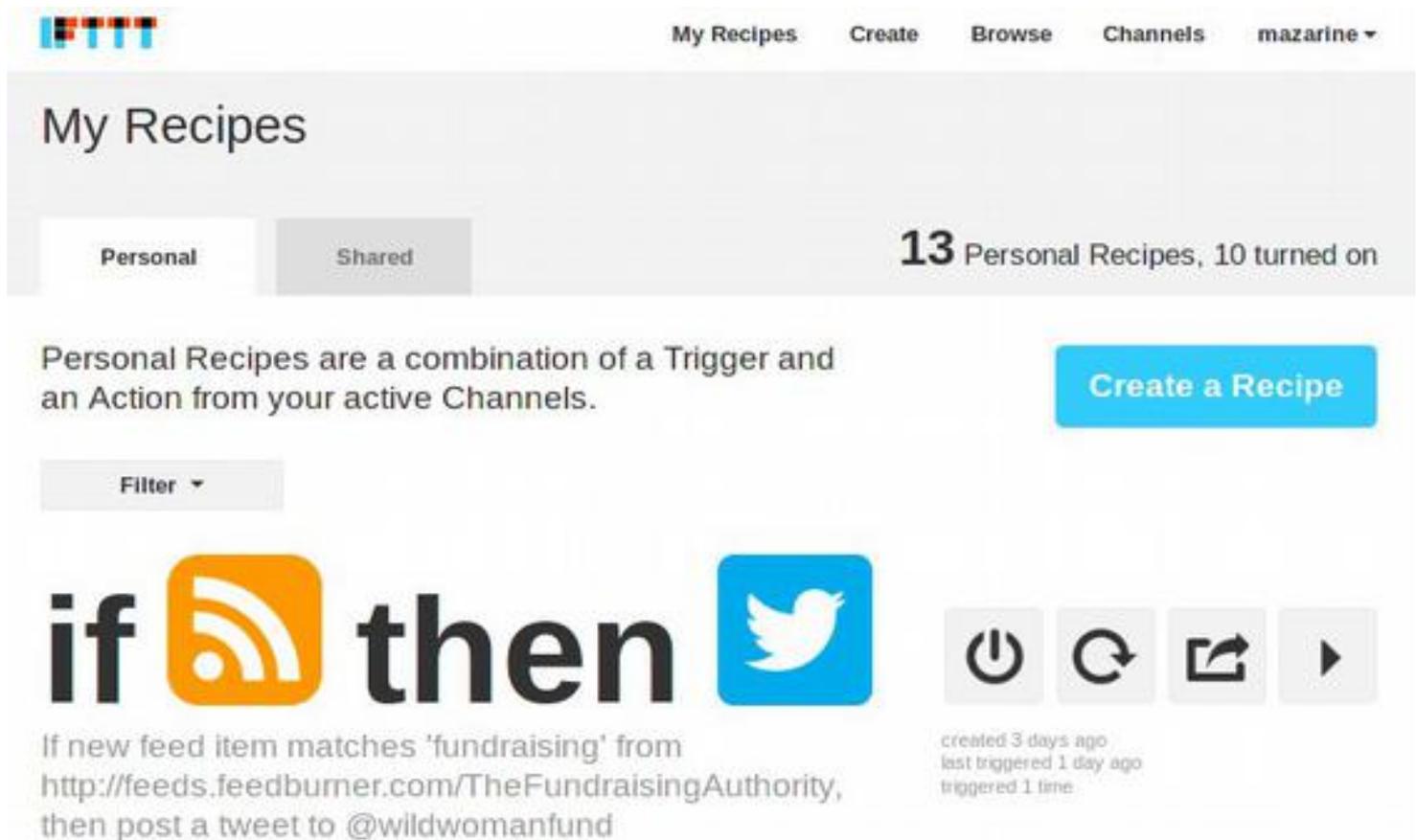
The screenshot displays the Hootsuite dashboard interface. At the top, there is a "Compose message..." input field and a navigation bar with icons for attachments, calendar, location, lock, and play. Below this, two browser tabs are open: "wildwomanfund" and "mazarineart (Twitter)". A tooltip "Click to edit tab name" is visible over the second tab. The main content area is divided into three columns:

- Home Feed (wildwomanfund):** Contains tweets from "payscale" (RT @TheEconomist), "ShellyKramer" (12 Most Basic Tips for Twitter Beginners), "TweetSmarter" (Top Career-Destroying Twitter Gaffes: Olympic Edition), and "eleesha".
- Pending Tweets (wildwomanfund):** Shows three tweets created by "Mazarine" that are scheduled to be sent.
- Mentions (wildwomanfund):** Lists tweets mentioning the user, including ones from "Johnhaydon", "ST_Digital", "richfoss", and "crummcake".

A dark sidebar on the left contains navigation icons for home, compose, analytics, inbox, profile, settings, and help.

Automation Techniques

IFTTT.com



The screenshot shows the IFTTT interface. At the top, there is a navigation bar with the IFTTT logo, 'My Recipes', 'Create', 'Browse', 'Channels', and a user profile 'mazarine'. Below this is a header for 'My Recipes' with two tabs: 'Personal' (selected) and 'Shared'. To the right of the tabs, it says '13 Personal Recipes, 10 turned on'. A blue button labeled 'Create a Recipe' is positioned to the right of the explanatory text. Below the tabs is a 'Filter' dropdown menu. The main content area displays a recipe card with the text 'if [RSS icon] then [Twitter icon]'. The trigger text reads: 'If new feed item matches 'fundraising' from http://feeds.feedburner.com/TheFundraisingAuthority, then post a tweet to @wildwomanfund'. To the right of the recipe card are four icons: a power button, a refresh button, a share button, and a play button. Below these icons, the status is shown: 'created 3 days ago', 'last triggered 1 day ago', and 'triggered 1 time'.

IFTTT My Recipes Create Browse Channels mazarine

My Recipes

Personal Shared **13** Personal Recipes, 10 turned on

Personal Recipes are a combination of a Trigger and an Action from your active Channels. [Create a Recipe](#)

Filter

if  **then** 

If new feed item matches 'fundraising' from <http://feeds.feedburner.com/TheFundraisingAuthority>, then post a tweet to @wildwomanfund

created 3 days ago
last triggered 1 day ago
triggered 1 time

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

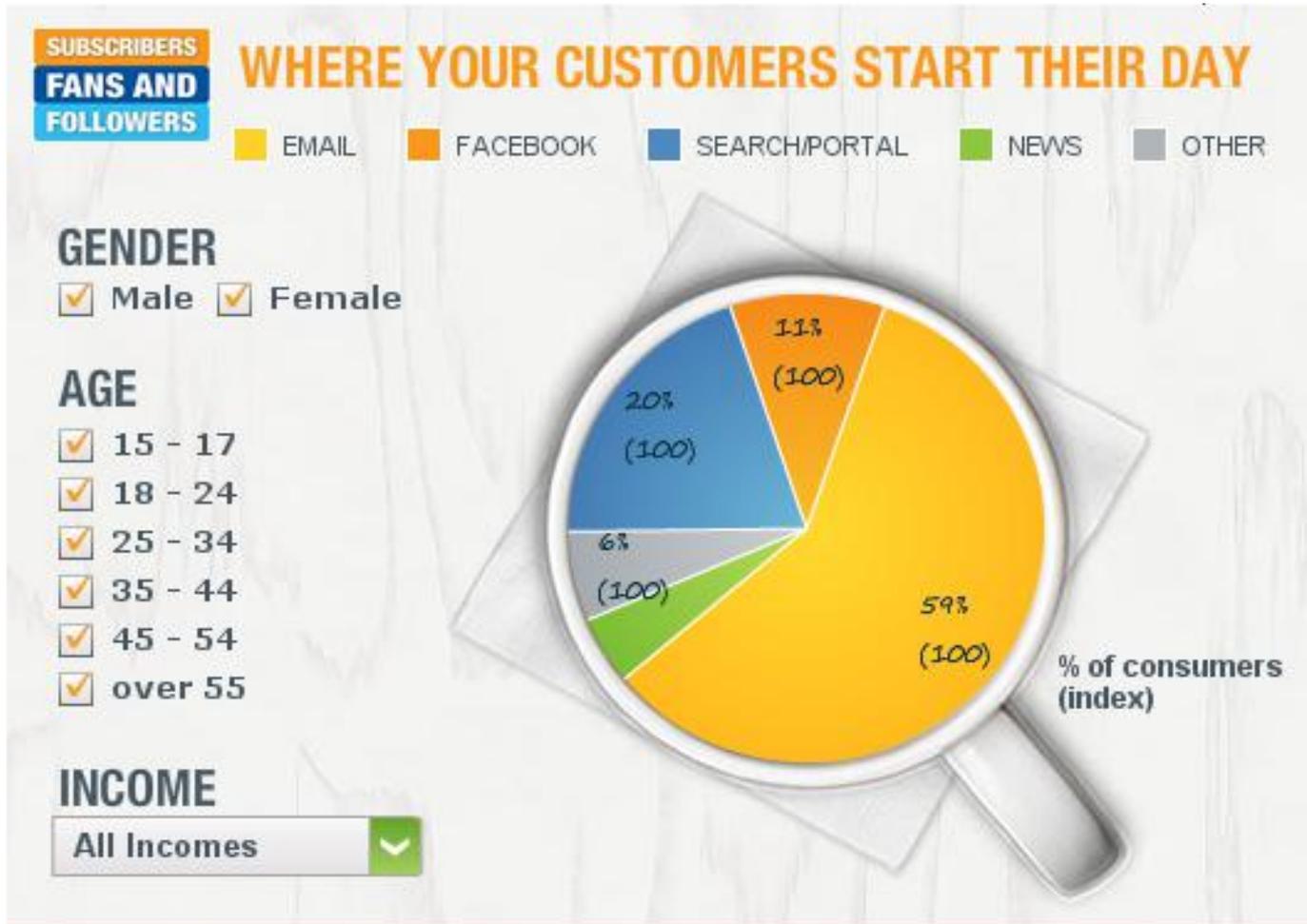
Pop Quiz!

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



How To Make \$10,000 Per Month From Your Blog, 'Working' 2 Hours Per Day

BLOG PROFITS Blueprint

YOURS FREE

Get Your FREE Copy Of The Blog Profits Blueprint (Now In Text And AUDIO!)

Simply enter your first name and email into the box below, then click the button and I'll send you the Blueprint via email.

Your First Name...

Your Email Address...

Get Instant Access

Your information will never be shared with any third party.

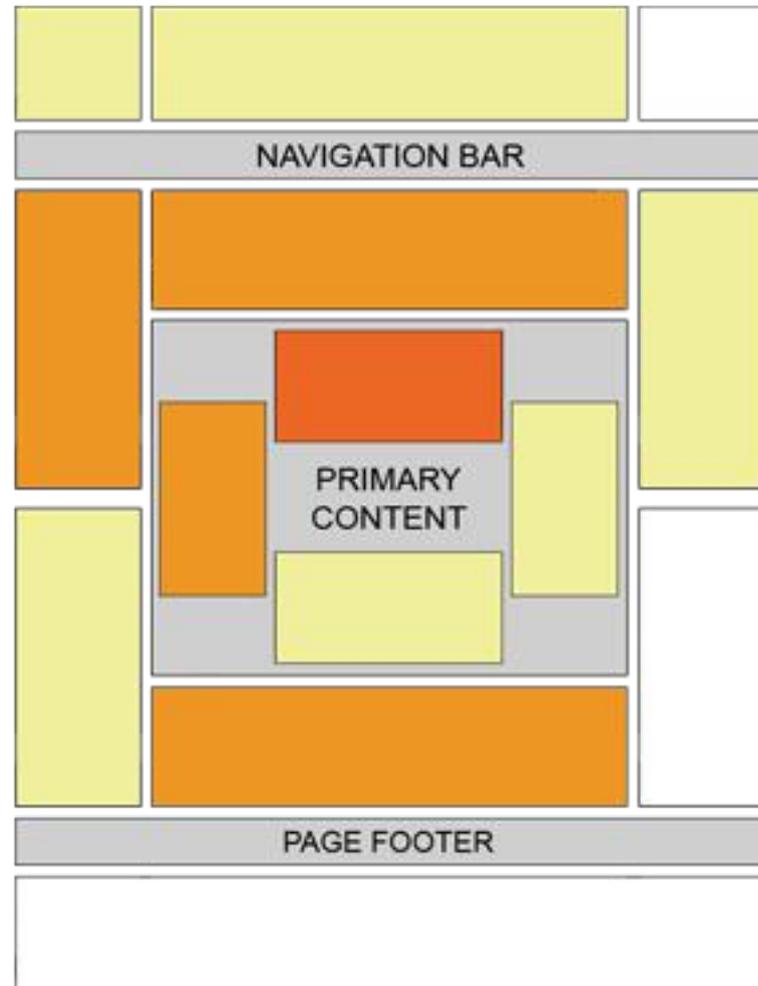


50 Web Design Secrets the Web Design" .. and

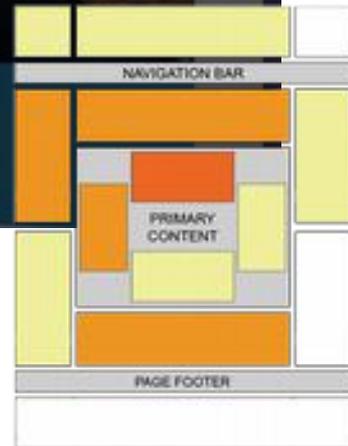
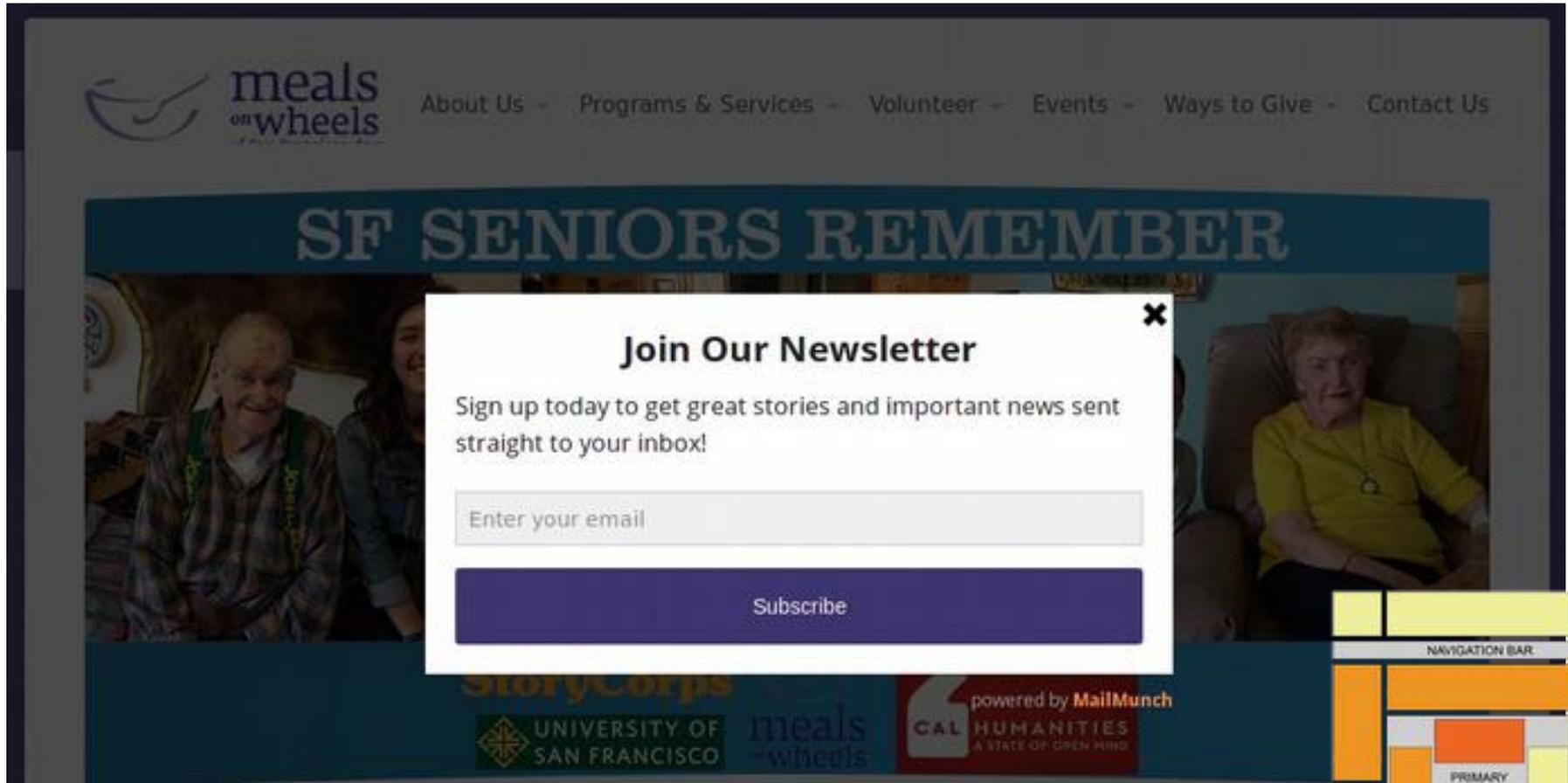
Free in your inbox - plus much more ... **Get 50 Web Design**

(click here for details) Name

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?

The image shows a screenshot of the Meals on Wheels Portland website. At the top left is the logo for Meals on Wheels People, which includes the text "FOOD & FINES CENTER". The navigation bar contains links for "Our Story", "What We Do", "How You Can Help", and "Donate". A search bar is located on the right side of the navigation bar, and there are social media icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn. The main content area features a large banner with a background of colorful macarons. The banner text reads: "Annual Macaron Day Benefits Meals on Wheels People" and "Make a donation to Meals on Wheels People on March 20 at one of a dozen French bakeries and receive a free macaron!". Below the banner is a blue "Read More" button and three small circles. At the bottom of the page, there are four colored boxes: a dark grey box with "Our vision", a light green box with "Meals" and "Get a meal and more", a light green box with "Events" and "It's all about community", and a light green box with "Volunteer" and "You make the difference". On the right side, there is a wireframe diagram showing the layout of the page with labels: "NAVIGATION BAR", "PRIMARY CONTENT", and "PAGE FOOTER".

How to collect em

Using Twitter

Make content for specific kinds of people

Drive people back to your blog

Answer questions

The image shows a Twitter profile for @Meals_on_Wheels. At the top, there are statistics: TWEETS (1,439), FOLLOWING (1,105), FOLLOWERS (2,118), FAVORITES (31), and LISTS (1). Below the statistics are navigation tabs: Tweets, Tweets & replies, and Photos & videos. The main content area displays a list of tweets from the account.

Category	Count
TWEETS	1,439
FOLLOWING	1,105
FOLLOWERS	2,118
FAVORITES	31
LISTS	1

Tweets

Tweets & replies

Photos & videos

Meals on Wheels @Meals_on_Wheels · 14h
Here's to an exciting future for meal recipients and volunteers in Eden Prairie and Bloomington! swnewsmedia.com/eden_prairie_n ...

← ↻ ★ 1 ...

Meals on Wheels @Meals_on_Wheels · Mar 4
We just learned about @axsmap, a cool tool where people can share information about the accessibility of local places axsmap.com

← ↻ ★ ...

Meals on Wheels @Meals_on_Wheels · Mar 3
Can practicing falling help you during a real fall? Interesting read on a slick day like today. ow.ly/JTnwt

← ↻ 2 ★ ... [View summary](#)

Meals on Wheels @Meals_on_Wheels · Mar 2
Are you a @3M employee or retiree? Starting today, you can unlock

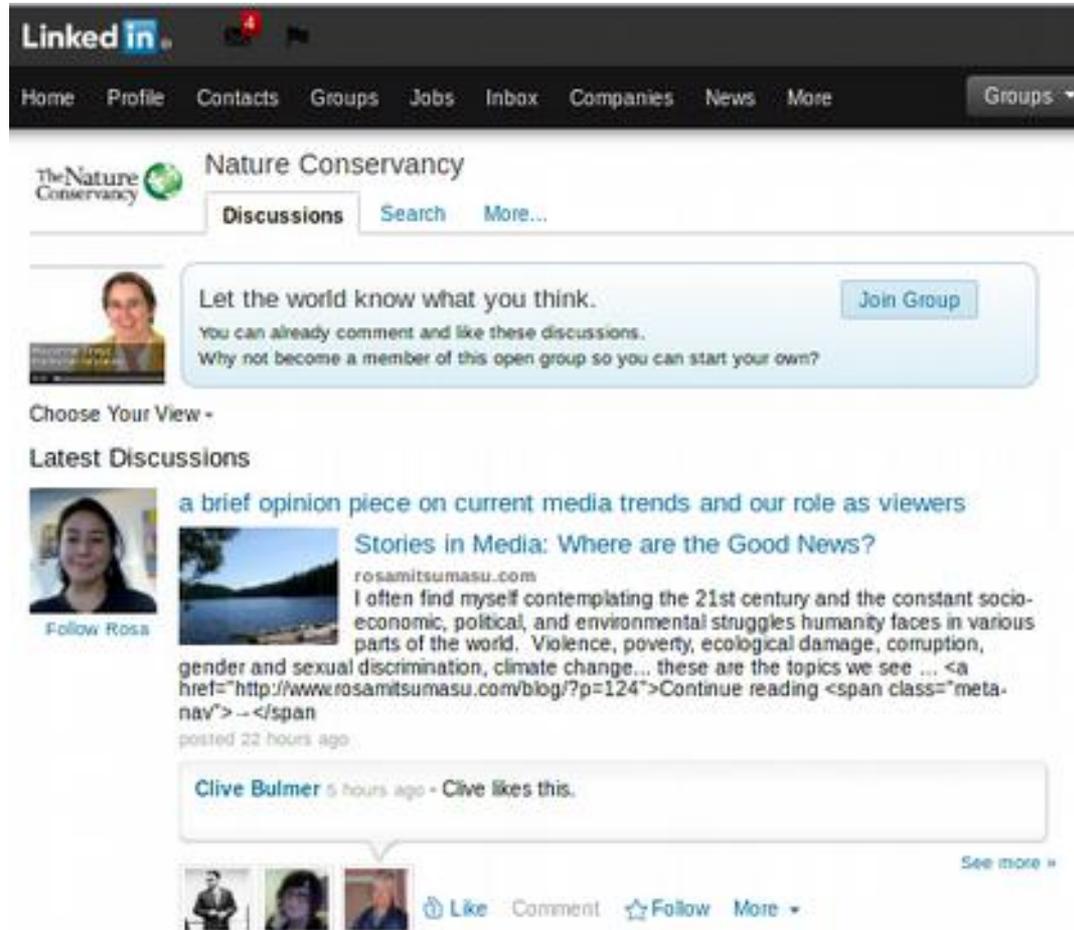
How to collect emails with social media

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



The screenshot shows the LinkedIn interface for a group named 'Nature Conservancy'. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The group page features a header with the group name and a 'Discussions' tab. A prominent call-to-action box encourages users to 'Join Group' and 'Let the world know what you think'. Below this, there are 'Latest Discussions' with a post by 'Rosa' titled 'Stories in Media: Where are the Good News?'. The post includes a link to a blog and a comment from 'Clive Bulmer'.

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



The screenshot shows the TweetBig website interface. At the top, the logo "TweetBig" is displayed in large blue and white letters, with the tagline "brilliant twitter management tools" below it. To the left of the logo is a speech bubble saying "The best tools yet!" and to the right is another saying "Simple and powerful!". Below the header, there are six tool cards arranged in a 2x3 grid. Each card has an icon, a title, and a brief description. At the bottom center, there is a search bar with the placeholder text "Type your twitter username..." and a blue "LET'S GO!" button.

Smart RSS Management Tools
Have your own feeds or want to Tweet RSS content from your favorite sources? Our smart RSS tools help you manage feeds.

Piggy Back
Analyzes the followers of your competitors and other users that you're interested in and identifies recommended users to follow.

Type your twitter username... **LET'S GO!**

Automatic Follow Back
Never have to waste time making sure that you're following those who follow you, our system can intelligently handle this for you.

Red Carpet Finder
Who amongst your followers has the most influence and biggest audience? Learn who the power users are and pay attention.

Tweet Scheduling
Want to post something a week from now, five months from now?, our easy scheduling makes it simple to setup future tweets.

Follower Gathering
Our unique system analyzes & recommends quality users you should follow based on keywords and topics you're interested in.

Using RSS and commenting to get more traffic on your website

Dude, what is RSS?



A screenshot of a web dashboard interface. At the top, there is a navigation bar with a green '+ Add' button, a bar chart icon labeled 'Analyze', and a 'reader' toggle switch. Below this is a search bar with the text 'VROOM!' and a 'Google Search' button. A horizontal menu contains several categories with counts: 'Funny (235)', 'News (663)', 'NP Tech (602)', 'Fundraising (953)', 'Philanthropy (396)', 'Encaustic (433)', and 'Digital marketing (1206)'. The main content area features two RSS feed widgets. The first widget, titled '(40) Agents of Good', lists several articles with their titles and dates. The second widget, titled '(49) Joyaux Associates', also lists articles with titles and dates. Both widgets have an 'older' link with a right-pointing arrow at the bottom right.

Using RSS and commenting to get more traffic on your website

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

The New York Times Search

Your Search: meals on wheels Go Past 12 Months X

Date Range: All Since 1851 Past 24 Hours Past 7 Days Past 30 Days Past 12 Months Specific Dates

Sort by: Newest | Oldest | Relevance 1-10 of about 43 Results

 [To Feed More People, a Meal Service Asks Rich Donors for Help](#)
jumped in beside a driver to roll out to the South Bronx. There were 67 hungry people waiting for him. Mr. Quijano delivers meals to the doors of elderly, homebound residents. He knocks on windows to be let in when door buzzers are
August 21, 2014 - By WINNIE HU - N.Y. / Region - Print Headline: "To Feed More People, a Meal Service Asks Rich Donors for Help"

[Want a Meal on 2 Wheels? Utah May Halt Bikes in Drive-Thrus](#)
a quick taco or hamburger while cruising through Salt Lake City could soon find that Utah has restricted their two-wheeled meals. The state Senate on Friday passed a bill that would allow Salt Lake restaurants to ban cyclists from
February 20, 2015 - By THE ASSOCIATED PRESS - U.S. - Print Headline: "Want a Meal on 2 Wheels? Utah May Halt Bikes in Drive-Thrus"

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

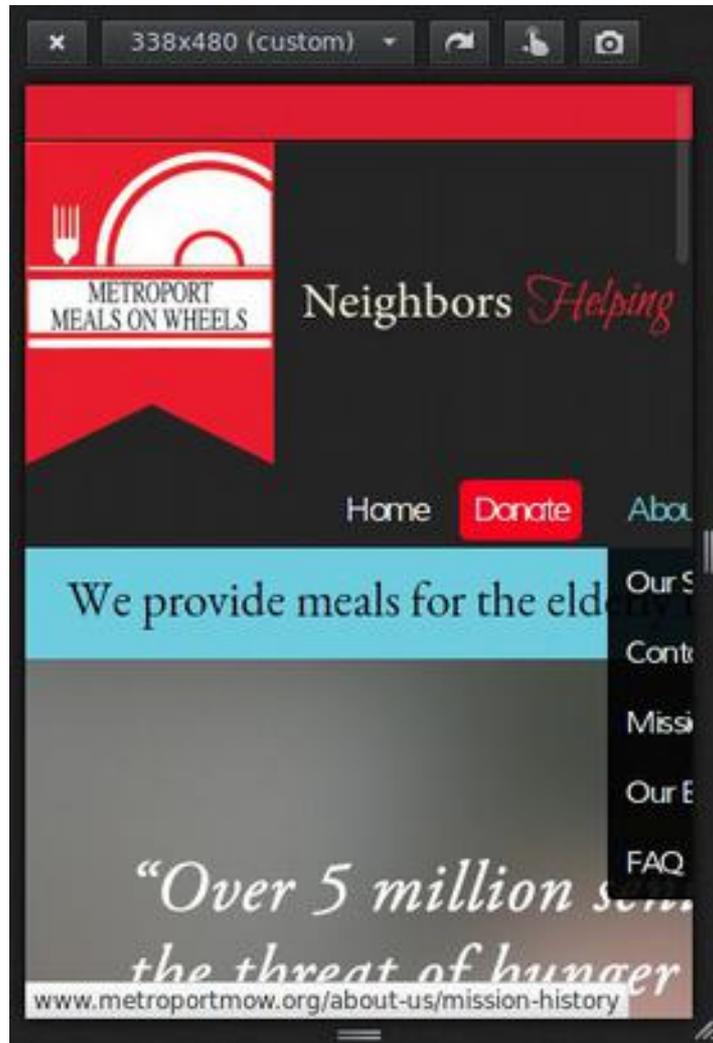
Reaching mobile donors: What you need to know

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



Volunteer

Refer A Client

Home

About

Programs

Menus

Volunteer

Events

News

Contact

Due to the inclement weather conditions across the area, Meals On Wheels, Inc. of Tarrant County will not deliver meals on Thursday, March 5, 2014.

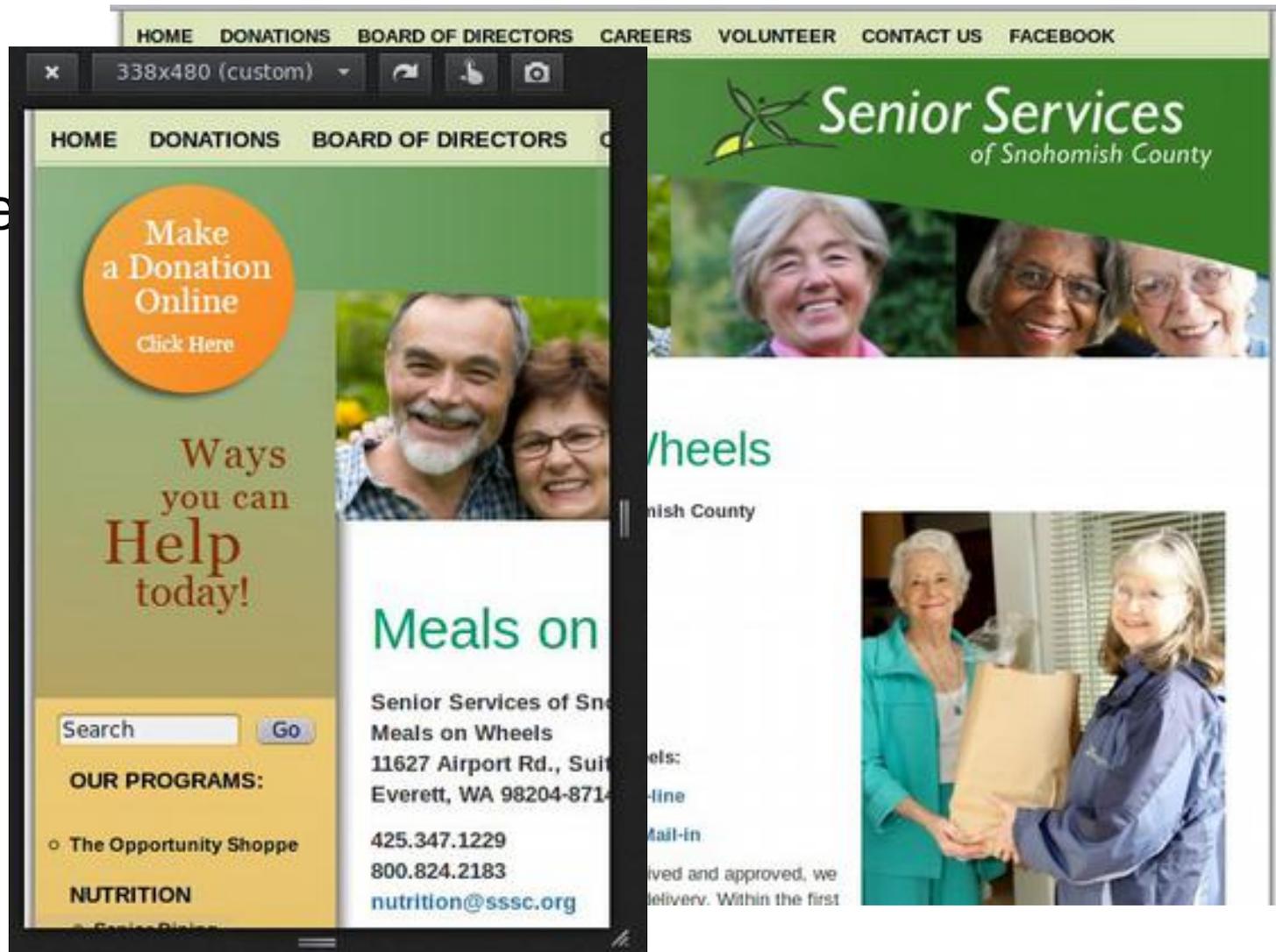
It is always a good idea to check in on your elderly neighbors, friends, and family members if you are able to do so.

CONTACT MEALS ON WHEELS OF TARRANT COUNTY AT 817-



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

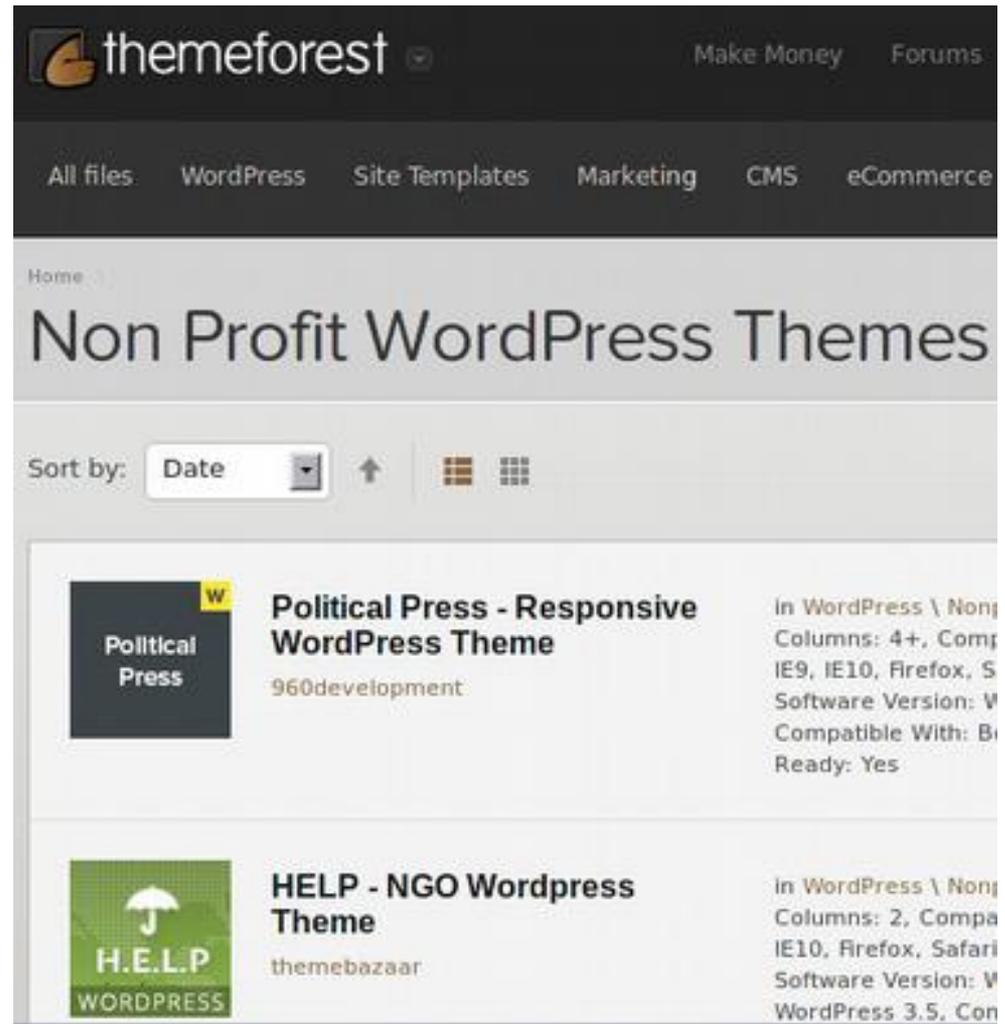
How can you make your site responsive?

Elegant solution:

Go to Themeforest and find a mobile responsive design.

Stop-gap solution:

Use WPMobile Pack if you have wordpress



The screenshot shows the Themeforest website interface. At the top, the Themeforest logo is on the left, and "Make Money" and "Forums" links are on the right. Below the logo is a navigation bar with categories: "All files", "WordPress", "Site Templates", "Marketing", "CMS", and "eCommerce". The main content area is titled "Non Profit WordPress Themes". Below the title is a "Sort by:" dropdown menu set to "Date", with an upward arrow and two grid icons. The theme list includes:

- Political Press - Responsive WordPress Theme** by 960development. It features a dark theme icon with a white 'W' and a yellow 'w' badge. The description includes: "in WordPress \ Nonp", "Columns: 4+, Comp", "IE9, IE10, Firefox, S", "Software Version: V", "Compatible With: B", "Ready: Yes".
- HELP - NGO Wordpress Theme** by themebazaar. It features a green theme icon with a white umbrella and the text "H.E.L.P. WORDPRESS". The description includes: "in WordPress \ Nonp", "Columns: 2, Compa", "IE10, Firefox, Safari", "Software Version: V", "WordPress 3.5, Con".

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!

Mazarine Treyz
@wildwomanfund on Twitter
info@wildwomanfundraising.com
<http://wildwomanfundraising.com/>

