

Recipe for Social Media Success

Presented by Debra Askanase
Digital Engagement Strategist & Principal

 communityorganizer2.0

Meals on Wheels December 10, 2013  creative commons

About Debra Askanase

Former executive director, organizer, business consultant...and Meals on Wheels volunteer coordinator!

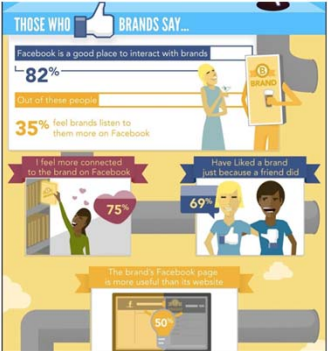
Digital Engagement Strategist for mission-driven organizations

debra@communityorganizer2.0.com
Twitter: @askdebra



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THOSE WHO LIKE BRANDS SAY...



3

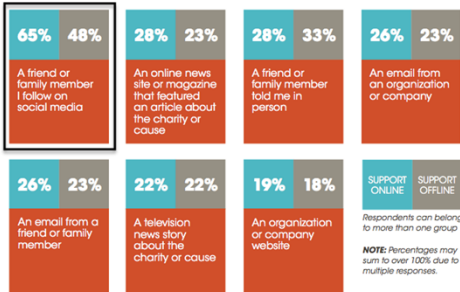
http://mashable.com/2012/09/24/facebook-brand-page-value/

- Tremendous opportunity for reach and resonance
- Uniqueness: can directly engage and deepen relationships with members and stakeholders
- Use it to efficiently reach different types of audiences: adult children of clients, media, politicians, social service agencies
- Recruitment, fundraising, and moving people to action
- Your audience often finds you first on the social web

Why invest in social? 4



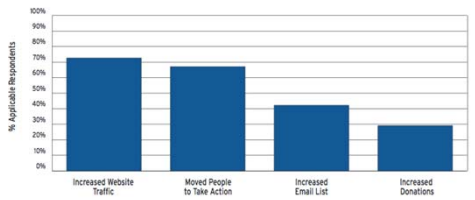
PRIMARY SOURCES OF CAUSE INFORMATION



Thinking about the charities and causes you support, in which of the following ways did you first hear about the causes? Please select all that apply.



<http://waggenaredstrom.com/what-we-do/social-innovation/report-digital-persuasion/>



Actions from Facebook 6



http://www.idealware.org/sites/idealware.org/files/IW_SMDECISIONGUIDE9913.pdf



You gotta prep for success 7

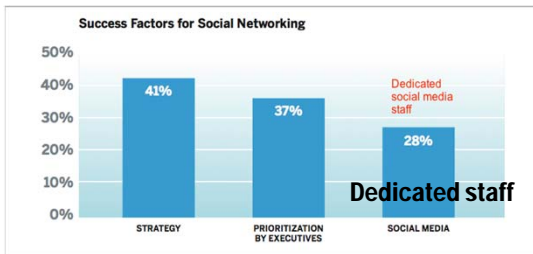
communityorganizer 2.0 <http://www.flickr.com/photos/elanaspentry/3811903195/in/photostream/>

How much staff time is dedicated to thinking about and implementing social media?

- A) > 1 FTE
- B) 1.0 FTE
- C) 0.5 FTE
- D) 0.25 FTE
- E) < 0.25 FTE
- F) None

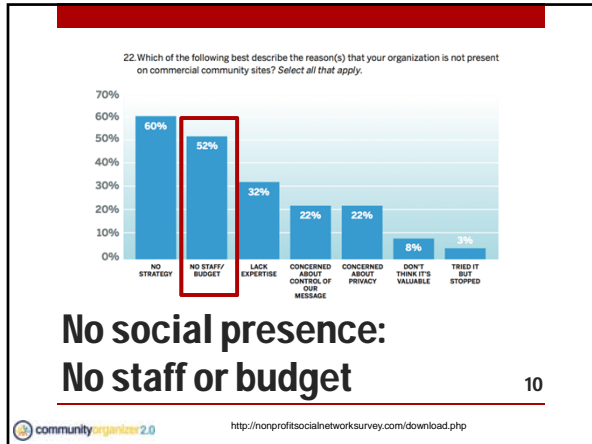
Poll: Staff time dedicated to social media 8

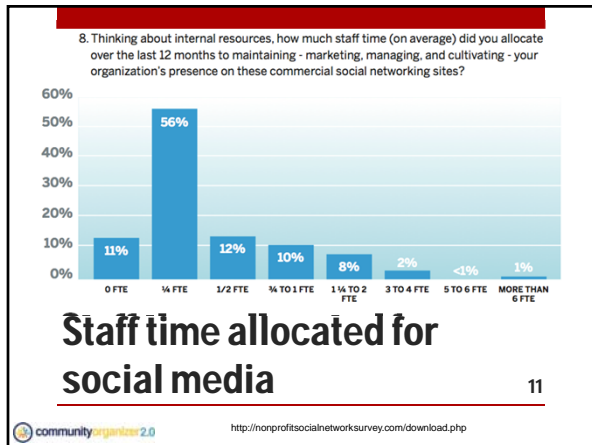
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Success factor 9

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Average Technology Staff by Role and Org Size

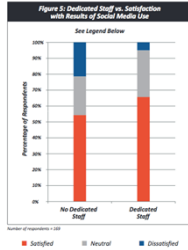
Organization Size	Average Total Org Staff Size	IT Staff	"Data" Staff	"Web" Staff	"Online/Digital" Staff	Other Tech Staff
Small	18.5	0.5	0.5	0.4	0.3	0.4
Medium	38.5	0.9	0.7	0.5	0.4	0.6
Large	83.8	1.4	0.7	0.6	0.5	0.7
Very Large	553.4	5.1	1.8	2.3	2.5	1.9
All	103.3	1.3	0.7	0.7	0.7	0.7

NTEN NONPROFIT TECHNOLOGY STAFFING AND INVESTMENTS REPORT - APRIL 2013

Staff time by role and size of org

12

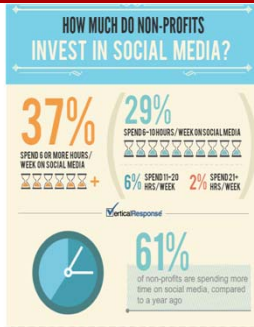
communityorganizer 2.0 http://www.nten.org/research/download_it_staffing_2012



Dedicated staff & satisfaction

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communityorganizer2.0 <http://www.mnaonline.org/CMDocs/MNA/Research/Nonprofit%20Organizations%20and%20Social%20Media,%20Feb%202012.pdf>

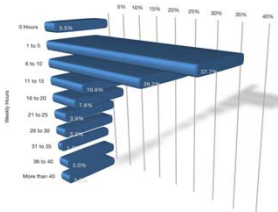


6+ hours/week

14

communityorganizer2.0 <http://www.verticalresponse.com/blog/non-profits-investing-more-time-money-social-media/>

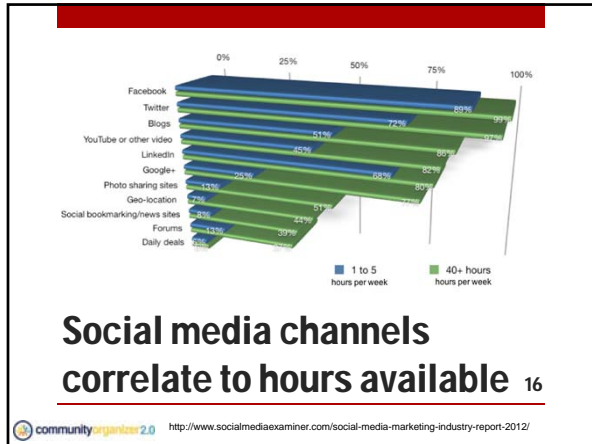
Weekly time commitment for social media marketing



Business comparable: Weekly time commitment

15

communityorganizer2.0 <http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2012/>





- Have social media policies in place
 - Get a specific commitment
 - Consistent supervision and expectations are key
 - Knowledge-sharing document or system in place to capture volunteer learnings and implementations
 - Discreet opportunities: manage one social account, create content, manage the content calendar, etc.
- Where to find them? VolunteerMatch, Catchafire, Points of Light, SmartVolunteer, DonateYourBrain
- Using volunteers for social media** 18
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Where should social live?

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<http://www.flickr.com/photos/santos/2252824606/in/photostream/>

15. Which department in your organization has primary responsibility for your commercial social networking community? Select one.



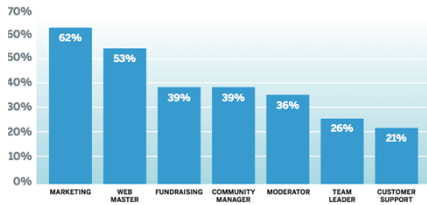
What department makes sense?

20

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<http://nonprofitsocialnetworksurvey.com/download.php>

11. Which of the following job functions do you staff (internally or externally) on your commercial social networking community? Select all that apply.



It's not what it's called, it's your approach

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<http://nonprofitsocialnetworksurvey.com/download.php>

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graph TD
    A[Executive staff] --- B[Community communications]
    B --- C[Programs]
    B --- D[Development]
  
```

How would you put **community in the center of your org?** 22

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- Scheduling and posting
- Workflow: assigning tickets, post response
- Monitoring: phrases, keywords, and specific content
- Insights and Metrics
- Also: Sentiment analysis

Choose appropriate social media management tools 23

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DIY resource: <http://socialmediatoday.com/daniel-zeevi/1344346/top-10-social-media-management-tools>
(10 tools to use, such as Buffer, HootSuite, Sprout Social, Crowdboost, Social Oomph, etc.)

Enterprise solution resource:
<http://searchengineland.com/buyers-guides/enterprise-social-media-management-software-a-buyers-guide>
(integrated management solutions guide)

Choose appropriate social media management tools 24

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Budgeting for success 25

<http://www.flickr.com/photos/ladymixy-uk/4189535985/in/photostream/>

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How much does your organization spend on social media annually, *excluding staff time*?

- A) > \$5,000
- B) \$ 2,001- \$5,000
- C) \$,1001 - \$2,000
- D) < \$1,000
- E) None

Poll: Budget allocated to social media 26

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SOCIAL MEDIA BUDGETS ARE ON THE RISE

4x The number of non-profits that have increased their social media budget, versus those that have decreased their budget

VerticalResponse

NON-PROFITS RELY ON TOOLS TO PUBLISH & ANALYZE THEIR SOCIAL MEDIA

22% pay for publishing/ analytics tools

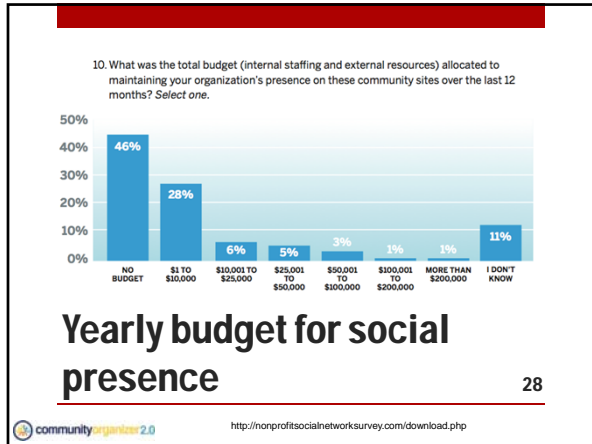
37% spend \$25 or more per month

SURVEY CONDUCTED BY: VerticalResponse. Microtechnology. Results are based on an online survey of 402 non-profit organizations, 125 non-profit organizations and 277 small businesses. The survey was conducted between Sept. 17, 2012 and Oct. 15, 2012.

NPOs are paying for social tools

<http://www.verticalresponse.com/blog/non-profits-investing-more-time-money-social-media/>

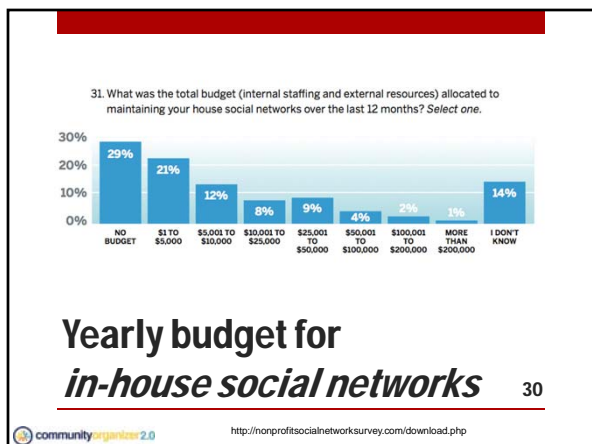
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"The number of respondents allocating some budget (>\$0) grew from 47% (2010) to 52% (2011) to 54% (2012) over 3 years."

The trend is to budget

communityorganizer 2.0 <http://nonprofitsocialnetworksurvey.com/download.php>



Staff
 Consultants
 Software
 Cloud services
 Hardware
 Online campaigns
 Promotion
 Graphic design
 Video editing



Putting together your budget

communityorganizer 2.0 <http://www.flickr.com/photos/25084516@N03/4302226855/in/photostream/>

(Pro tip...)
A successful budget is based on a thoughtful strategy

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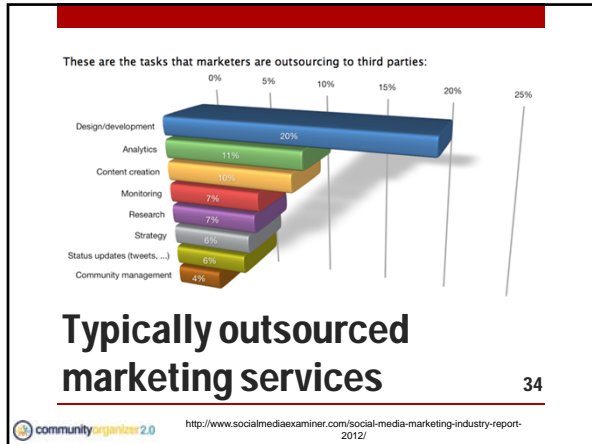
Respondent Average Salary* by Role and Organization Size

Job Role (Number of responses)	Small	Medium	Large	Very Large	Overall Average
Chief Information/Technology Officer (CIO/CTO) (n=54)	\$39,721.72	\$81,749.55	\$67,499.50	\$144,807.42	\$107,978.36
IT/Technology Director (217)	\$48,878.81	\$64,086.05	\$72,367.92	\$90,178.10	\$71,713.80
Database Manager - Programs/Operations (28)	\$48,749.50	\$52,272.23	\$59,999.50	\$74,999.50	\$54,166.17
Online/Digital Communications Manager (12)	\$43,832.83	\$49,431.32	\$55,999.50	\$61,249.50	\$51,540.20
Project Manager (139)	\$39,056.10	\$57,499.50	\$62,777.28	\$60,999.50	\$48,262.66
System/Network Administrator (30)	\$43,332.83	\$47,291.17	\$53,749.50	\$44,166.17	\$46,874.50
Website Manager/Webmaster (26)	\$34,721.72	\$44,999.50	\$67,499.50	\$59,999.50	\$46,666.17
Database Manager - Development/Fundraising (6)	\$37,343.25	\$47,173.41	\$41,999.50	\$62,187.00	\$45,961.04
Technician or IT Support Staff (37)	\$35,416.17	\$47,499.50	\$49,166.17	\$43,499.50	\$43,522.23

Salary benchmarks

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communityorganizer 2.0 http://www.nnen.org/research/download_it_staffing_2012



3 potential scenarios

Item	Minimum	Prepping for Success	Supporting Success
Personnel	.25 time	.5 time	1+ FTE
If using video	\$300/year	\$1,500/year	\$2,500+/year
Social media monitoring	\$0	\$0 - \$200/yr	\$500 - \$1,000/month
Strategy	In-house - \$0	Consultant develops strategy, \$2,000 +	Plan + ongoing support \$5,000+
Facebook services	Free services plus one customization \$300 - \$500	\$500 - \$1,000/year (customization, mini-campaign)	\$1,500 - \$2,000/year
Paid social media services (Flickr Pro, backup)	No paid services	\$500/year	\$1,000+/year
Graphics support	DIY or purchase/training for one graphic \$300/year	Mix of graphic designer and paid service \$2,000/yr	\$850 - \$2,000/year
POSSIBLE BUDGET	\$1,000 (+ staffing)	\$5,000 (+ staffing)	\$8,500 (+ staffing)

- How many hours a week could you allocate to social media?
- What budget makes sense for what you want to be doing with social a year from now?

Open conversation

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Social media policy

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<http://www.flickr.com/photos/southernjywalker/4587416258/>

“A social media policy (also called a social networking policy) is a corporate code of conduct that provides guidelines for employees who post content on the Internet either as part of their job or as a private person.”

What is a social media policy?

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<http://searchcompliance.techtarget.com/definition/social-media-policy>

Do you have social media policies in place now?

- A) Yes
- B) No, but we are actively developing them now
- C) We have related policies in place, such as acceptable use, bring your own device, etc. but no overall policy
- D) None, and no plans to develop one at this time

Poll: Do you have social media policies?

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Figure 13. Company has social media policy

No, and there is currently no plan to develop one	22%
No, but one is being developed	24%
No, but we have other related policies, such as acceptable use, "bring your own device" policy, etc.	16%
Yes	38%

Figure 14: How recently social media policy has been revised

Past 12 months	39%
Past 18 months or more	24%
Past 6 months	37%

Rise of social media policies

40

communityorganizer 2.0 <http://www.granthornton.com/~media/content-page-files/advisory/pdfs/2013/ADV-social-media-survey.ashx>

- Helpful, proactive guides about what employees should do online, instead of lists of actions that are prohibited.
- They encourage consistency within an organization, reinforcing branding, shared values and best practices.
- They encourage employees to share and respect the opinions of one another, instead of living in fear of the reaction for sharing personal thoughts.
- Support and encourage social participation, recognizing that employees can be the best brand assets and evangelists.

Common policy characteristics

Modified from: <http://www.poynter.org/how-tos/digital-strategies/217138/how-to-create-effective-social-media-guidelines/>

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BEFORE YOU

f txt t e

think

t= is it TRUE?
H= is it HELPFUL?
i= is it INSPIRING?
n= is it NECESSARY?
K= is it KIND?

communityorganizer 2.0 <http://www.flickr.com/photos/69031678@N00/698848645/>

- Who can post
- Personal disclaimers/professional posting
- What to post
- What not to post
- Photo and video etiquette
- Crediting other sources
- Tone of interactions
- How to handle controversy

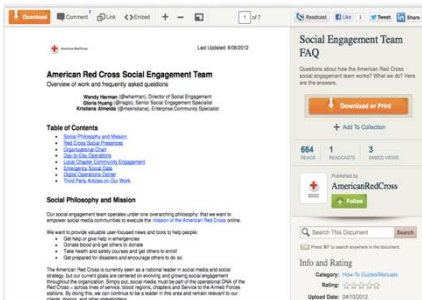
Standard social policy 43

communityorganizer 2.0 <http://blog.iodestar.asu.edu/2013/09/lts-2013-wheres-your-nonprofits-social.html>



Getting started 44

communityorganizer 2.0 <http://www.idealware.org/smpolicy>



FAQs for social engagement team 45

communityorganizer 2.0 <http://www.scribd.com/doc/88776038/Social-Engagement-Team-FAQ>

Best technique to recruit Millennials:

#TalentConnector resources.dice.com

29% of millennials say social media freedom trumps salary 46

Photo: <http://www.flickr.com/photos/68783104@N05/7125743409/>
http://www.hrcommunication.com/Main/Articles/29_percent_of_millennials_say_social_media_freedom_8308.aspx

SOCIAL MEDIA ACCESS AS A JOB CRITERIA

31% of young professionals before their current level and experience with social media was a factor in their employer's decision to hire them.

29% of COLLEGE STUDENTS said that they would practice social media freedom and choice flexibility over salary.

27% would accept the job offer but find a way to access their social media habits.

MEANWHILE 44% said that they would accept the position and abide by the rules.

47

http://www.hrcommunication.com/Main/Articles/29_percent_of_millennials_say_social_media_freedom_8308.aspx

Social Media Response Procedure

Adapted from the Air Force Public Affairs Agency - Emerging Technology Decision process flow diagram.

DISCOVERY Web Posting: Has someone discovered a post about the organization? Is it positive or balanced?

EVALUATE YES: CONCURRENCE: A fact-based and well-considered response, which is clear, objective and aligns with the post, but is not factually correct, contains a rant or rage, bashing or negative in nature. **NO**: "TROLLS" or "RAGER": Is this a site dedicated to bashing and degrading others?

TRiage Determine the stakeholders that should be aware of this posting and provide notification.

MONITOR/ASSESS Avoid responding to specific posts, monitor the site for relevant information and determine if there are legal implications.

Consider response procedures ahead of time 48

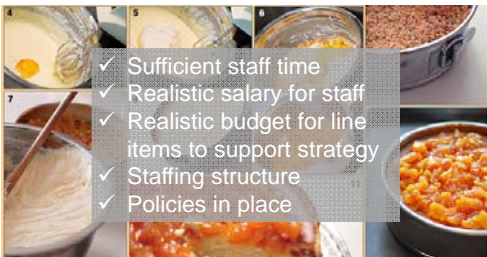
<http://www.dansoschin.com/wp-content/uploads/2012/02/Generic-Social-Media-Assessment.jpg>

- <http://www.idealware.org/smpolicy> (workbook)
- <http://pinterest.com/askdebra/social-media-policies/> (Pinterest board of resources and sample policies)
- <http://www.slideshare.net/SMinOrgs/social-media-policies-and-more-checklist-guidance> (checklist and guidance)
- <http://socialmediatoday.com/ralphpaglia/141903/social-media-employee-policy-examples-over-100-companies-and-organizations> (compilation of >100 policy examples)
- <http://www.grantthornton.com/~media/content-page-files/advisory/pdfs/2013/ADV-social-media-survey.ashx> (NLRB-approved sample social media policy)

Social media policy resources

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Checking your list

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I'm always available to answer follow-up questions!

Email: debra@communityorganizer20.com
 Website & blog: communityorganizer20.com
 Twitter: [@askdebra](https://twitter.com/askdebra)
 Slides: slideshare.net/debask
 LinkedIn: linked.com/in/debraaskanase
 Telephone: (617) 682-2974
