



SOCIAL MEDIA WEBINAR | September 15, 2011

Meals On Wheels
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We Are Meals On Wheels

- Successful campaign launch at 2011 Conference
- Toolkit for Members includes materials, PSAs and outreach guidelines
- Social media can be a way to engage your community, start conversation, build volunteer base



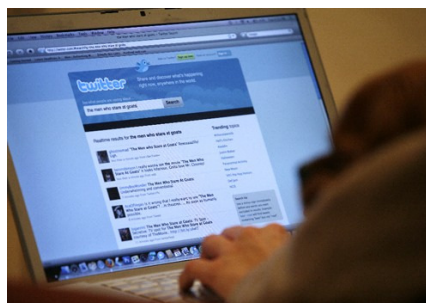
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New national logo and campaign
unveiled at the 2011 Annual Conference.

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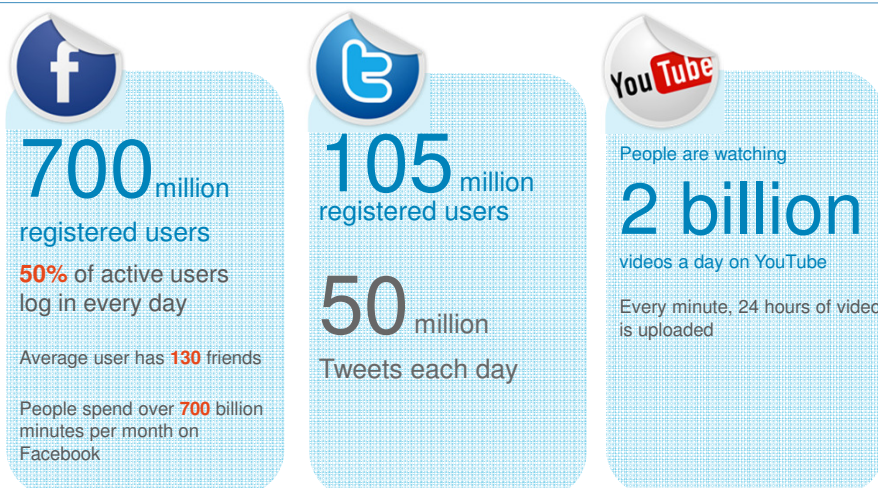
What We'll Cover Today

- A look at the social media landscape
- Facebook and Twitter 101
- Five rules of social media
- MOWAA and peer organizations' use of social media
- Working with MOWAA on social channels



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Social Media Landscape



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Getting Started: Facebook and Twitter 101



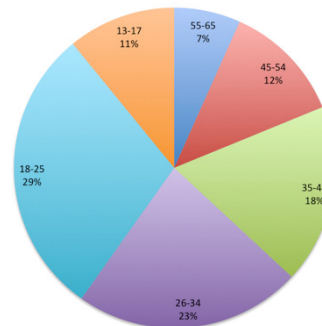
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Facebook

Facebook is no longer simply the online home of college students and millennials.

A sizeable number of Facebook users are over the age of 35. There are 90 million pages, groups, events and community pages, and the average user is connected to 80 of these.

US Facebook Users by Age
InsideFacebook.com, 1/1/2010



Source: *InsideFacebook.com*

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Facebook: Personal Page

The screenshot shows a Facebook profile for Nicole Weissman. The left sidebar contains links to the Wall, Info, Photos (975), Notes, and Friends. The main content area displays the profile picture, a cover photo, and a status update box. Below the status box is the 'Recent Activity' section, which includes a link to a post by Nicole Weissman and a post by The Montgomery-Duban Family. The bottom of the page features a blue banner with the text 'Meals On Wheels So no senior goes hungry.'

Annotations with red arrows point to the following elements:

- Profile picture**: Points to the profile picture of Nicole Weissman.
- Links to different profile sections such as photos**: Points to the 'Info' link in the left sidebar.
- Overview includes basic profile information like employer, education and location**: Points to the 'Info' section in the main content area.
- Use this box to type status updates or post content**: Points to the 'Update Status' box.
- Once posted, updates appear on a user's Wall**: Points to the 'Recent Activity' section.

Facebook: Personal Page

The screenshot shows the same Facebook profile for Nicole Weissman, but with the 'Education and Work' section expanded. This section lists her employers, including Weber Shandwick, and her education, including Washington University in St. Louis and Sidwell Friends School. The 'Philosophy' section is also visible, showing her political views as 'Liberal'.

Annotations with red arrows point to the following elements:

- Information about you, from the basics (employer, education) to the less serious (favorite music and movies)**: Points to the 'Education and Work' section.

Facebook: Group Page

Expanded link section can include items like customized landing pages, interactive tools or games



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Facebook: Group Page



Organization information such as mission and contact information

Pages your organization has "Liked"

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Using Facebook for Your Program

- **Connecting**

- Like partner organizations and share their content
- Send messages to assist in collaboration

- **Insights**

- View data on fans, their activity, and the feedback on your posts



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Using Facebook for Your Program

- **Beyond the Wall**

- Facebook offers opportunities to share and be creative beyond posts
- Photo albums, videos, polls, and events all allow for sharing dynamic content

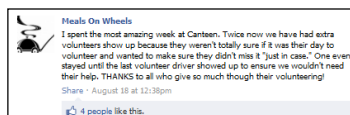


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Tips for Facebook Posting

- **What to post:**

- Thank you messages for volunteers or volunteer groups
- Upcoming events
- News articles
- A variety – some articles, some videos, some photos, etc.



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Tips for Facebook Posting

- **When to post:**

- Regularly
- Only when you have relevant content
- When you don't have content, continue to comment to keep the conversation going and engage followers



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Tips for Facebook Posting

- **A good Facebook post is...**

- **Engaging** – instead of just stating a fact, aim to start a discussion in the comments or encourage users to “Like” the post
- **Responsive** – comment on posts others have left in order to facilitate discussion
- **Ask questions** – one of the most effective ways to start discussion around your posts



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Twitter

Conversation on Twitter is loud. **Very loud.** It can also be incredibly valuable for connecting and creating dialogue with advocates and influencers.



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Twitter At-A-Glance

- A form of microblogging, Twitter allows users to make tiny posts to friends (aka “followers”)
 - 140 character limit
 - Share personal news, insight, links, pictures
- With limited text, posts are short, top-line, frequent, and casual
- Each Twitter user has a profile
 - Short bio, picture, number of followers, number of users you’re following
- Twitter is different from blogging
 - Allows instant engagement
 - Easy learning curve/setup
 - Focus on conversation vs. deep content



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Twitter At-A-Glance

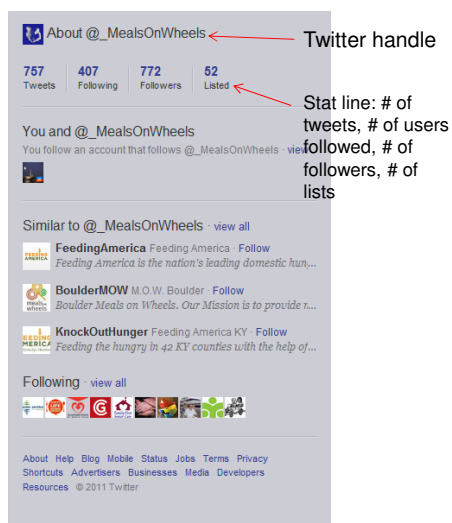
Each Twitter user has a profile and a unique URL:

MOWAA's Twitter profile can be found at <http://twitter.com/mealsonwheels>

People often refer to their profiles by their Twitter “handles,” which when placed within a Tweet, puts followers one click away from that profile

MOWAA's Twitter handle is **@_MealsOnWheels**

Each profile has a short biography of the user, and a tally of the number of people listening (“followers”), the number of people this person is listening to (“following”) and lists to which the profile has been added



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Twitter At-A-Glance

- **Think like a news editor** – What's the creative, intriguing headline that will capture the attention of your followers?
- **Content is King** – Mundane tweets don't fly. Including a link is key. People love photos – always think "How can I convey my message visually?"
- **Master the Retweet** – This is a great way to produce content quickly and support the users you follow.
- **Befriend Bit.ly** (<https://bitly.com/>) – URL shortener that will allow you to also create custom short URLs.

Tip: Add a "+" to the end of any bit.ly to view stats around the URL.

@Mention



MOWChicago Meals on Wheels
 @chicagoist thanks for lending us your all-star promotional powers!
 #MOWC #CelebrityChefBall October 14th!!! - bit.ly/pgkIMO

30 Aug

Hashtag

Link



GivCause GivCause
 @Keira_Knightley Today we are featuring a charity you support
 @SaveTheChildren on our GivLive show. bit.ly/qPQIOs Pls. RT.

23 hours ago

Favorite

Retweet

Reply

Retweet button

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5 Tips for a Great Tweet

1. Cut all extraneous words
2. Use good, active verbs
3. Use a different lens
4. Shine a light on the details
5. Be personable!

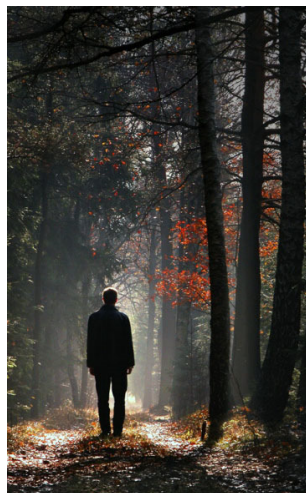
BONUS: Always aim to include a link (Hint: Twitter users love photos!)



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Tips and Tricks – What to Write About

- **Content is all around you**
Think of your upcoming or recent events, media coverage, or anecdotes. Keep an eye out for potential content wherever you go!
- **Watch the news**
Look for relevant articles your followers may be interested in reading, watching or commenting on



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Tips and Tricks – What to Write About

- **Keep an eye on tone**
Make sure the content you post is appropriate for the venue – try to stay casual and consistent, so people know what kind of content to expect when they decide to follow you
- **Follow the conversation**
Pay attention to which posts get the most traction with your followers – what's fostering discussion?

america campaign **community** connected create
dedicated delivering delivery effort ending events goal help homebound
hunger hungry important information interested involved issue join
local materials **meals** media million mowaa national
network nutritious otherwise outreach people **program** provide
reach **senior** services share solvable states story support toolkit united
volunteers ways **wheels** work

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Tips and Tricks – Organizing Your Content

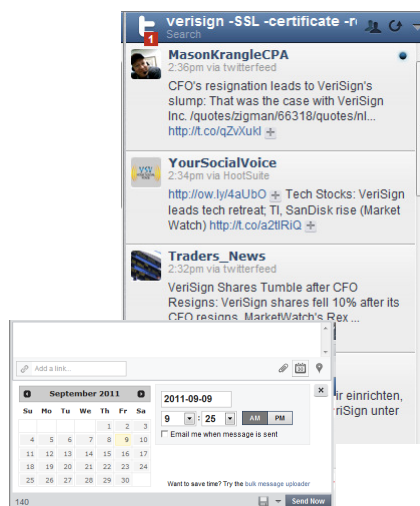
- **Build an editorial calendar**
Since content ideas may come in waves, plan out your posts so they each have time “in the spotlight”
- **Prioritize content**
Time sensitive posts or posts about today’s news may take precedence over anecdotes or other posts that can wait for a less busy day
- **Engage**
For all your planning, be open to a conversation or piece of content that comes to you unexpectedly – if you think followers will be interested, share it!



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Tips and Tricks – Tools and Apps

- **Hootsuite (<http://hootsuite.com/>) & Tweetdeck (<http://www.tweetdeck.com/>)**
 - Works for Twitter and Facebook.
 - Allows you to monitor specific groups of users to look for an opportunity to engage on an issue.
 - Schedule content.
 - Create monitors based on particular search terms to gauge conversations on a topic.



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Five Rules of Social Media



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5 Rules of Social Media

- 1. Listen.** Social media is not about you. It's about people's relationships with you. Listen before you speak.



Via Social Media for Nonprofits,
<http://www.slideshare.net/PrimalMedia/social-media-non-profits>

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5 Rules of Social Media

- 2. Get involved.** Social media is about conversations and building relationships. It takes effort. Don't just talk about yourself. Ask questions, engage people and link. Most of all, be inspiring.

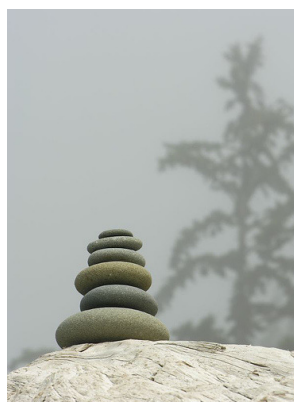


Via Social Media for Nonprofits,
<http://www.slideshare.net/PrimalMedia/social-media-non-profits>

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5 Rules of Social Media

- 3. Give up control.** You can't control the conversation. If you want people to spread your message, you have to trust them. Listen. Inspire. Engage. Let go.



Via Social Media for Nonprofits,
<http://www.slideshare.net/PrimalMedia/social-media-non-profits>

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5 Rules of Social Media

- 4. Be honest.** You can't spin the truth with social media. Be open, honest and authentic in everything you say and do.



Via Social Media for Nonprofits,
<http://www.slideshare.net/PrimalMedia/social-media-non-profits>

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5 Rules of Social Media

- 5. Think long term.** Don't expect immediate, easily measurable results. It takes time to build trust and make connections.

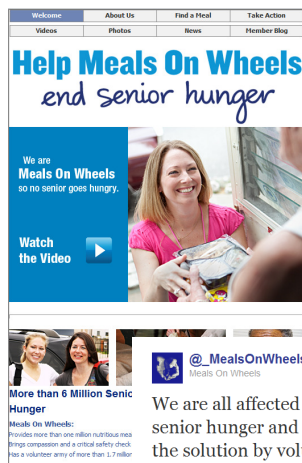


Via Social Media for Nonprofits,
<http://www.slideshare.net/PrimalMedia/social-media-non-profits>

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MOWAA Social Media Snapshot

- MOWAA gets social
- New and improved Facebook page
- Follow for national updates
- Connect to share updates from your local program



We are all affected by the problem of senior hunger and we can all be a part of the solution by volunteering,...
fb.me/15Nos9xiC

31 Aug via Facebook ☆ Favorite ↻ Retweet ↻ Reply

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Across the MOWAA Network

- Local programs use Facebook and Twitter to:
 - Share event articles and news updates
 - Thank volunteers
 - Share photos from recent fundraising events



Swank Soles Pics from
 @Meals_On_Heels are up! bit.ly/ndTdId

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Peer Org. Social Media Snapshot



- Official page covers nationwide BGCA events and announcements
- Multiple campaign-oriented landing pages

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Peer Org. Social Media Snapshot

- Individual programs share local event updates and volunteer opportunities
- They also share news and updates from the national Boys & Girls Club platforms



It's National Arts Education Week! Show your support for arts, education, and the creative economy in your...

fb.me/SPIXYLoC

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Peer Org. Social Media Snapshot

- Connection between national organization and local programs – there's no reason not to share networks!



BGCA_Clubs

Boys & Girls Clubs

BGCA supporter & @MarquetteU alum @DwyaneWade visits @BGCMilwaukee to stress the importance of graduating high school ow.ly/i/gt1z

29 Aug

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Sharing Content with MOWAA

- **Let us know you're out there**
Send content to us and we can begin to publicize your event or media coverage
- **E-mail us your updates** so we can keep track of our network-wide social media engagement
- **Let us know when you have events to share** so we can push them out through the MOWAA network, in addition to your local channels
- Consider participating in our **monthly program feature**. Email membership@mowaa.org for details.



A meal, and so much more.

Each day, the largest volunteer network in America delivers more than a million meals to seniors struggling with hunger. Along with those meals, our volunteers deliver dignity and compassion. But with more than six million seniors in America who do not have access to regular meals, there's work to be done. By being a part of the Meals On Wheels volunteer network, you can deliver the hope that together, we can end senior hunger.

Join us at www.mowaa.org or contact your local Meals On Wheels Program.

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Questions?

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Appendix

- MOWAA on Facebook: <https://www.facebook.com/mowaa>
- MOWAA on Twitter: <http://twitter.com/MealsOnWheels>
- Bitly URL shortener: <https://bitly.com/>
- Hootsuite: <http://hootsuite.com/>
- Tweetdeck: <http://www.tweetdeck.com/>

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A photograph of a woman with blonde hair, wearing a dark tank top, loading a large black bag into the open rear hatch of a dark-colored SUV. The scene is outdoors in a parking lot. The image is overlaid with a semi-transparent blue filter. Text is overlaid on the image in white.

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