



BUILDING COMMUNITY & DRIVING ACTION ON SOCIAL MEDIA.

- 1. Introduction – 5 min**
- 2. About you – 5 min**
- 3. Social Landscape – 20 min**
- 4. Social Plan – 20 min**
- 5. Assignment – 20 min**
- 6. Challenges & Resources– 5 min**
- 7. Q & A – 15 min**

PART I

INTRODUCTION

**I'VE BEEN
DOING THIS FOR
A WHILE**

**SOCIAL HAS
COME ALONG
WAY**

 friendster®

 myspace

foursquare

dodgeball.com


twitter

facebook

Instagram



A GAME.

A PLACE TO RECONNECT

A PLACE TO GET CONNECTED



**A PLACE TO GET
CONNECTED.**



**A CONTENT
SOURCE**

A STORYTELLING PLATFORM

AN ADVERTISING PLATFORM

SOMETHING MY NEPHEW KNOWS

SOMETHING THE INTERN KNOWS

SOMETHING YOU NEED TO KNOW

THE HARD TRUTH

YOU NEED SKILL



MEALS  WHEELS AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

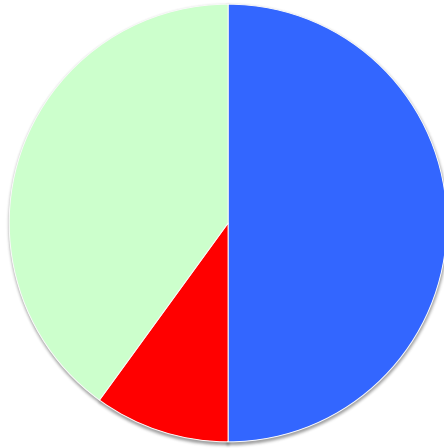
YOU NEED BUDGET



MEALS  WHEELS AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

CAT PHOTO AFFINITY



■ LOVE Cat Photos ■ HATE Cat Photos ■ Don't Care

Source: Common Sense

COMMUNITY

ACTION

COMMUNITY & ACTION.

COMMUNITY

COMMUNITY

- Shared Passion
- Conversation
- Enhances Your Existence

ACTION

ACTION

- Intangible
- Tangible



COMMUNITY + ACTION



SOCIAL IS JUST ONE PIECE OF THE JOURNEY

PART II

WHO ARE YOU?

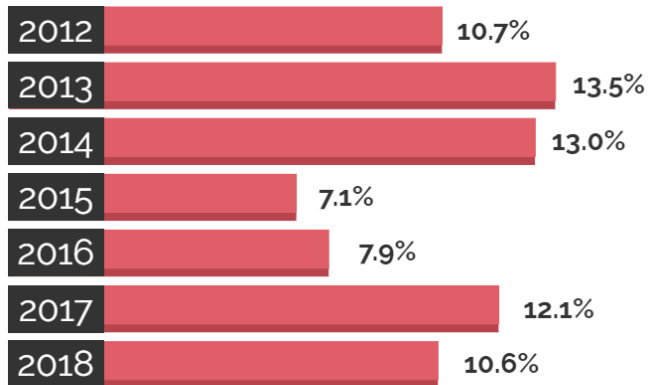
POLL EVERYWHERE EMBED

WHO ARE YOU?

- What's your role in the organization?
- What is your social IQ?
- How heavily invested is your organization currently in social?
- What platforms does your organization use?

PART III

THE SOCIAL LANDSCAPE



Online giving is up 10.6% so far through April 2018.

N|P
Source

30%

of nonprofits use
Instagram to raise money
and awareness.

55%

of people who engage
with nonprofits on Twitter
end up taking some sort
of action.

42%

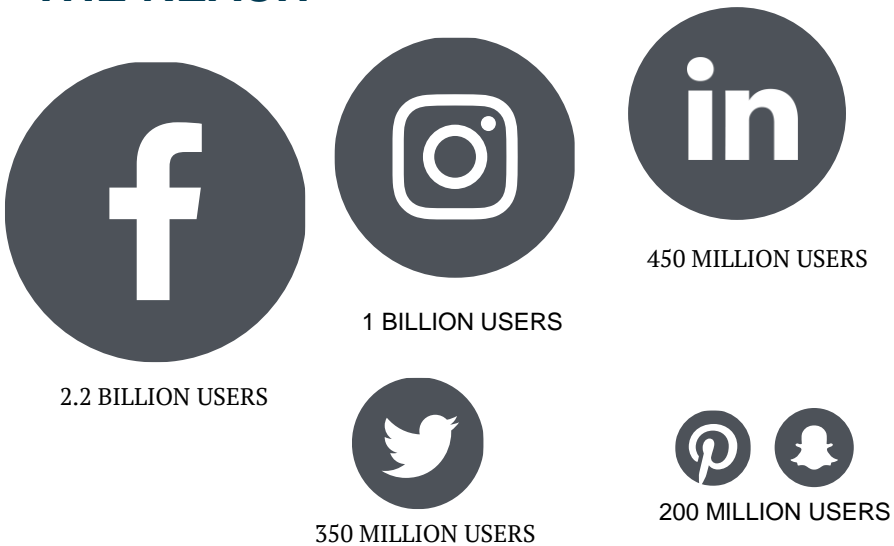
of marketers say
Facebook is important to
their business.

N|P
Source

THE PLATFORMS

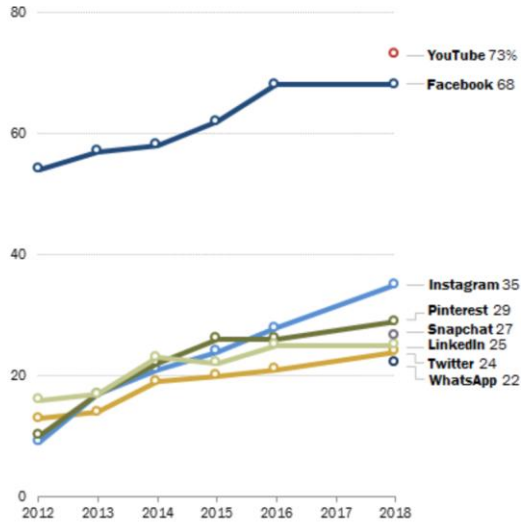


THE REACH



Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Pew "Social Media Use 2018"

THE USERS



Everyone
AGE: 25- 54



Millennials & Media-centric
AGE: 18-29



Millennials
AGE: 18- 29



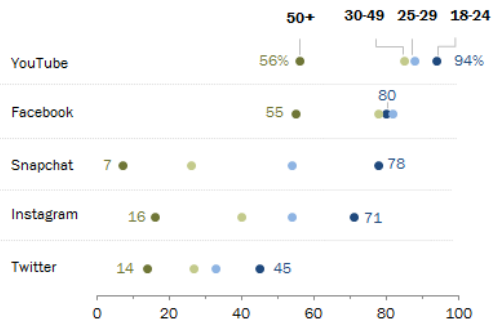
80% Women



70 % Under 25

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

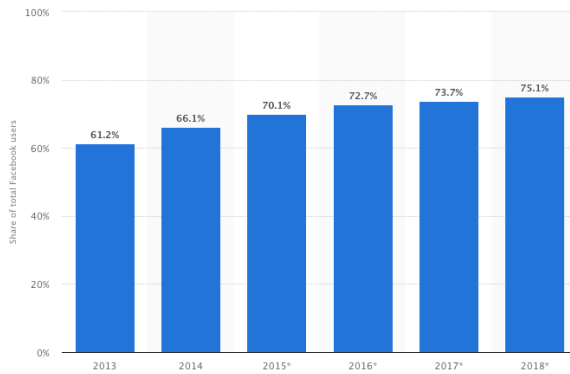
% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
 "Social Media Use in 2018"

PEW RESEARCH CENTER

MOSTLY MOBILE



APPROACH



**Brand Storytelling
to Conversion**



**Press
& Direct Engagement**



**Visual
Storytelling**

5 THINGS YOU SHOULD KNOW

1. Proliferation of cause/advocacy
2. Organic Apocalypse
3. Paid Social
4. Content with impact
5. Orgs you should follow

EVERYBODY'S DOING IT

WOULD YOU STAND UP FOR A BULLIED **WHOPPER JR.?**

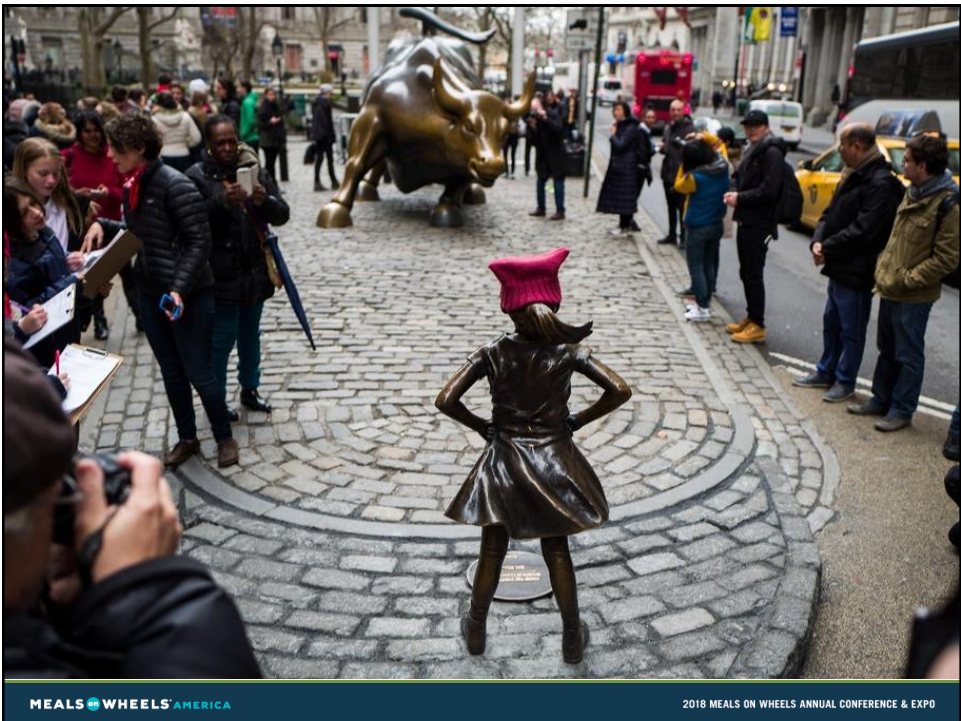
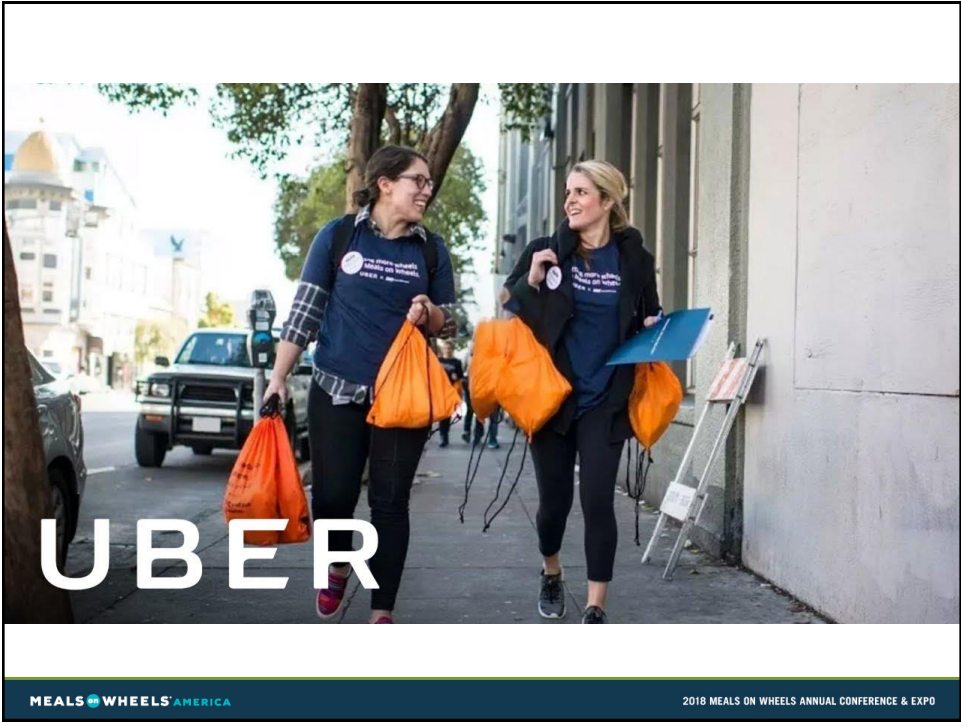


Photo © 2018 Burger King Corporation. All rights reserved.



95% of people did.
But only 12% stood up for a bullied High School Jr.
Watch the Bullying Jr. experiment at NoBully.org







Mark Zuckerberg ✓

1 hr · 🌐

Follow

This is a sad day for our country. The decision to end DACA is not just wrong. It is particularly cruel to offer young people the American Dream, encourage them to come out of the shadows and trust our government, and then punish them for it.

The young people covered by DACA are our friends and neighbors. They contribute to our communities and to the economy. I've gotten to know some Dreamers over the past few years, and I've always been impressed by their strength and sense of purpose. They don't deserve to live in fear.

DACA protects 800,000 Dreamers -- young people brought to this country by their parents. Six months from today, new DACA recipients



Save Our Tips
June 17 · 🌐

Vote No to Initiative #77 on June 19th to protect the pay of servers and bartenders.



10

7 Shares



PROLIFERATION OF CAUSE

- Fragmented attention
- Audience fatigue
- Lack of trust/belief

ORGANIC APOCALYPSE



MARKETING

RIP, Facebook News Feed for Publishers

Facebook declares it's cutting off businesses, brands, and media from News Feed for good.



By Larry Kim Founder and CTO, WordStream [@larrykim](#)

Facebook overhauls News Feed in favor of 'meaningful social interactions'

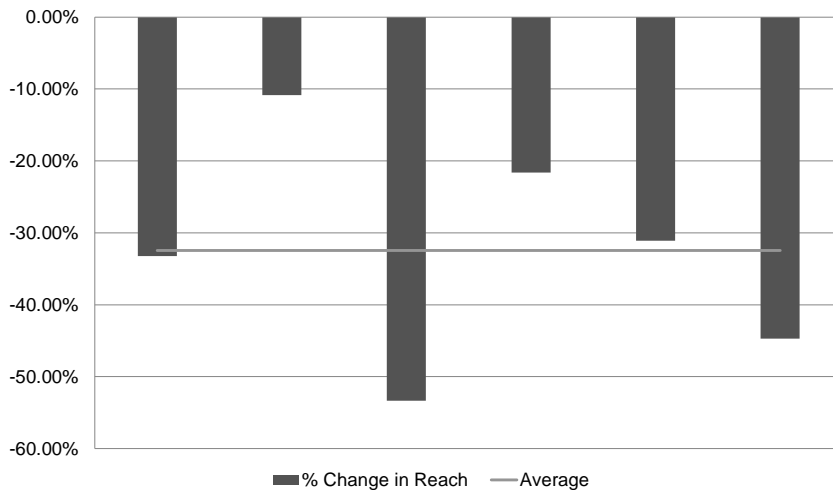
Refresh of the News Feed algorithm will de-prioritize content shared by media and businesses in favor of that produced by friends and family, Zuckerberg says

PUBLISHING ON FACEBOOK

Collateral damage from Facebook's news-feed changes begins to pile up

MARCH 7, 2018 by Max Willens

DROP IN REACH



PAID



FACEBOOK ADS

The image displays three Facebook advertisements side-by-side. The first ad is for 'Save the Children US', featuring a photo of a baby and a 'Donate Now' button. The second ad is for 'charity: water', showing a man standing next to a UN helicopter. The third ad is for 'Taglit-Birthright Israel', featuring a collage of food and photos of people, with an 'Apply Now' button. Each ad includes engagement metrics like likes, comments, and shares.

Save the Children US
SPONSORED · ·

Time is running out for children across East Africa. If we don't act now, hundreds of thousands could die.

HUNGER IN AFRICA. URGENT. DONATE \$10 NOW

Urgent: Time is running out. Act Now!
savethechildren.org
Not affiliated with Facebook

Donate Now

1.8K · 83 Comments · 390 Shares

LIKE · COMMENT · SHARE

charity: water
Sponsored · ·

Learn what happened when Scott Harrison set out on a mission to end the water crisis in his lifetime.

It always takes pretty good pictures and videos

CHARITYWATER.ORG
Make History With Us
charity: water is a non-profit organiza...

Learn More

1.2K · 32 Comments · 508 Shares · 3.8M Views

Like · Comment · Share

Taglit-Birthright Israel
Sponsored · ·

Let's be honest: Birthright Israel – Instagram GOLD! Check out some of the best photos from last season and register for Summer 2017 before trips fill up!

Start Your Adventure!
www.birthrightisrael.com/go

Apply Now












50 · 3 Comments · 6 Shares

Like · Comment · Share

FACEBOOK ADS

- Ensure Reach
- Highly Targeted
- Low entry point

GOALS

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

TARGETING



Custom Audiences

Reach your customers and contacts on Facebook.



Lookalike Audiences

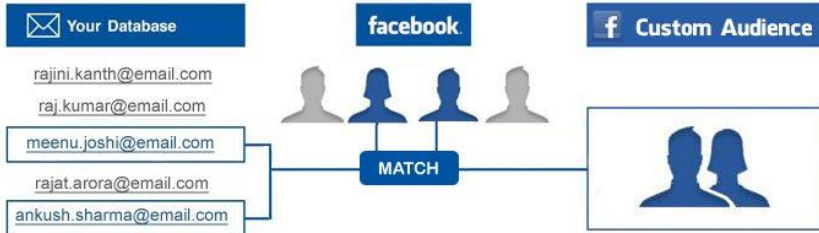
Find people similar to your customers and contacts.



Core Audiences

Select the right target audience for your ads.

CUSTOM & LOOKALIKE



CORE AUDIENCE

Audience
Define who you want to see your ads. Learn more.

Create New Use a Saved Audience

Custom Audiences Add Custom Audiences or Lookalike Audiences

Exclude Create New

Locations Everyone in this location

United States

Fairfield, Connecticut + 25m

Include Type to add more locations Browse

Map view

Add Locations in Bulk

Age 18 - 65+

Gender Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Feeding America

Add demographics, interests or behaviors Suggestions Browse

Exclude People or Narrow Audience

Audience Size
Your audience is defined.

Potential Reach: 3,600 people

Estimated Daily Results

Reach: 175 - 500

The accuracy of estimates is based on factors like past campaign data, the budget you entered and season data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

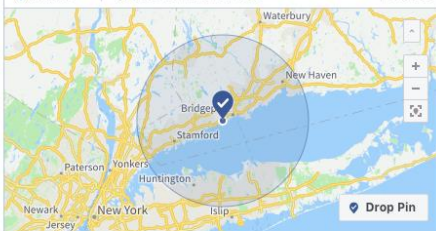
CORE AUDIENCE

Locations **Everyone in this location** ▼

United States

Fairfield, Connecticut + 25mi ▼

Include ▼ Type to add more locations **Browse**



Drop Pin

Add Locations in Bulk

Age **18** ▼ - **65+** ▼

Gender **All** Men Women

CORE AUDIENCE

Interests > Additional Interests

Feeding America

Add demographics, interests or behaviors | **Suggestions** | **Browse**

Estimated Daily Results

Reach

170 - 1,000



CORE AUDIENCE



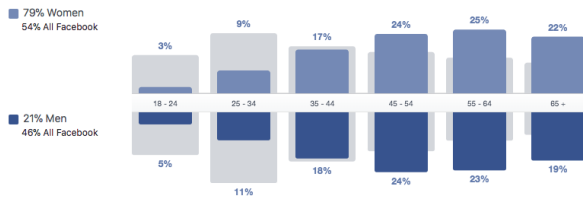
facebook

Audience Insights

CORE AUDIENCE

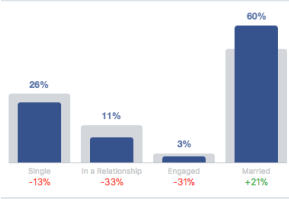
Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.



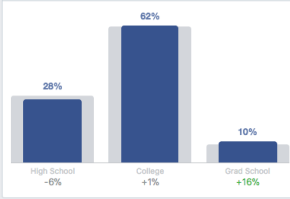
Relationship Status

Self-reported data from people who list a relationship status on...



Education Level

The highest level of education reached based on self-reported ...



CORE AUDIENCE

Top Categories

1	Insurance Company	Nationwide Pet
2	Cause	I'm Against Animal Abuse • Veterans Advantage
3	Politician	Joe Kennedy III
4	Website	I Love Dogs • Lighter Blue • The Good Old Days
5	Loan Service	Low VA Rates
6	Animal Shelter	Soi Dog Foundation • North Shore Animal League America
7	Community	Animal Matters • Stand Up America • Proud Democrat • Shareblue Media
9	Pet Service	FamilyPet • Animal Rescue Home • I Love My Dog
10	Medical & Health	Traditional Medicinals



SCHEDULING

Ad Scheduling Run ads all the time

Run ads on a schedule

Ad scheduling only works with lifetime budgets.

Your ads will be served in your audience's time zone.

For example, if you select 8am - 10am, your ad will be served to people from 8am to 10am in their local time.



REPORTING

Account Overview

Recent Amount Spent

Account Name	Results	Link Clicks	CTR (%)	Cost per...
			4.66%	60.81

Account: [Account Name]

Timeline: [Last month: Apr 1, 2017 - Apr 30, 2017]

Calendar: April 2017, May 2017

CONTENT

STORY PILLARS

URGENT

HUMAN

IMPACT

INVITING

STORY PILLARS



Save the Children US
August 13 at 2:10 PM · 🌐

The situation in #Yemen is growing worse by the day. Children now face a triple threat – hunger, disease and bombs. If we don't act now, many children risk losing their lives: <http://ow.ly/uI5V30lo320>



CHILDREN IN YEMEN ARE FACING A MASSIVE HUMANITARIAN CRISIS

👍❤️🗨️ 153 10 Comments 58 Shares 3.8K Views

👍 Like 🗨️ Comment ➦ Share

STORY PILLARS



ACLU
August 14 at 1:12 PM · 🌐

Reminder: There's no such thing as a normal Tuesday for the children still waiting to be reunited with their parents. We can't give the government a moment's peace until they fix this crisis.



MISSED DEADLINE

19 DAYS

since July 26th,
when separated families were
supposed to be reunited.

ACLU

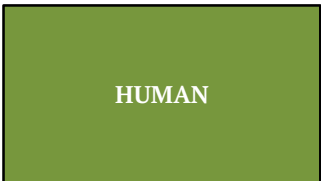
👍❤️🗨️ 2.3K 84 Comments 1.6K Shares

👍 Like 🗨️ Comment ➦ Share

STORY PILLARS



STORY PILLARS



STORY PILLARS



No Kid Hungry @nokidhungry · Feb 5
Replying to @Kittypat48
Hi Kit - we didn't spend \$4 million. This little video barely took an hour of time total. If you watched the video to the end we do reveal that we did NOT spend \$4 million on the ad. Our humor apparently needs some work :)

No Kid Hungry @nokidhungry · Feb 5
Replying to @Laharlot
Hey there - this was our attempt at humor, it appears it didn't work very well :) We did not spend \$4 million on this video.

No Kid Hungry @nokidhungry · Feb 5
Replying to @tambid1
Hi Tammy - This was our attempt at a joke. We most certainly didn't spend \$4 million on this video :)

No Kid Hungry @nokidhungry · Feb 5
Replying to @larson23_9
Hi Casey - Looks like our humor didn't carry through all the way :) We didn't spend \$4 million on this video.

STORY PILLARS



Save the Children.
2017: THANKS TO YOU

10 MM
CHILDREN
AIDED IN CRISIS
AROUND
THE WORLD
INCLUDING
THE USA

SaveTheChildren.org/RESULTS

Photo: Peter Casari

STORY PILLARS

INVITING

TAKE ACTION

Your voice can help defeat these heartless proposals.

The proposed budget resolution from the House of Representatives would cripple efforts to feed America's hungry children.



STORY PILLARS

INVITING



STORY PILLARS

INVITING



Ryan's Birthday Fundraiser for No Kid ...
Fundraiser for No Kid Hungry  by Ryan Sougstad
\$70 / \$200 · Only 11 hours left!

STORY PILLARS

RELEVANCE

RELEVANCE

- Aligned with the cultural conversation



RELEVANCE

- Aligned with the cultural conversation

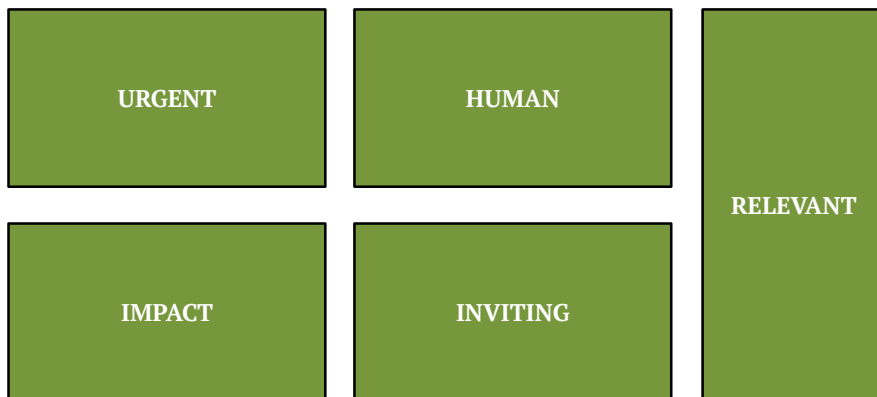


RELEVANCE

- Highlight local issues



STORY PILLARS



ORGS TO WATCH

ORGS TO WATCH

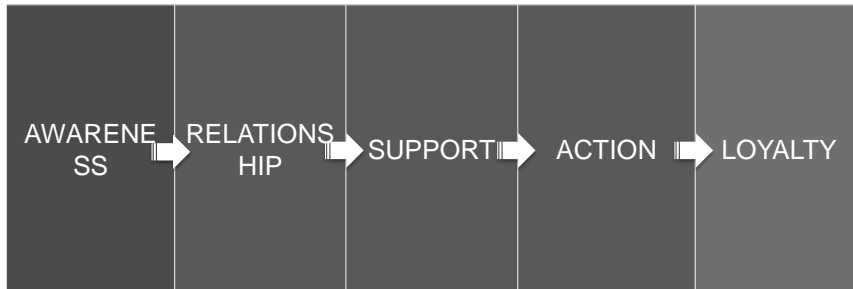


WHO DO YOU FOLLOW?

PART IV

THE SOCIAL PLAN

THE JOURNEY

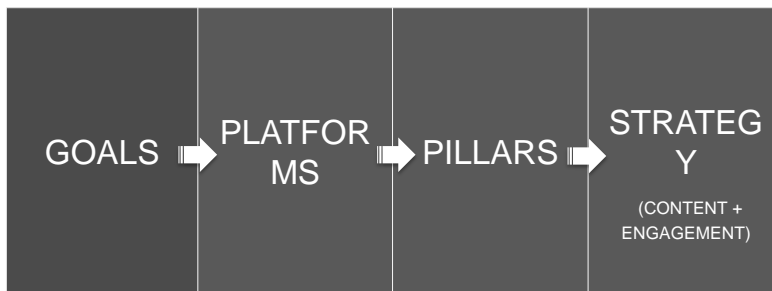


THE KEY STEPS

- Strategic Framework
 - Objectives
 - Personality
- Tactical Framework
 - Content Streams
 - Rules of Engagement
 - Editorial Calendar
- Paid Support
- Reporting & Analysis (KPIs)

STRATEGIC FRAMEWORK

STRATEGIC PROCESS



GOALS

PURPOSE	KPI
Awareness	<ul style="list-style-type: none">- Reach- Follower Growth
Relationships	<ul style="list-style-type: none">- Engagement- Sign up
Advocacy	<ul style="list-style-type: none">- Reposts/Hashtag usage- Specific Advocacy Action (e.g. using petition form)
Donations	<ul style="list-style-type: none">- Tracked Donations- Clicks to website

AUDIENCE

AUDIENCE	WHAT THEY WANT
Supporters	<ul style="list-style-type: none">- To be on the inside- To understand the impact of their support
Prospects	<ul style="list-style-type: none">- A way to make a difference
Press	<ul style="list-style-type: none">- A POV
Orgs & Influencers	<ul style="list-style-type: none">- Drive a mutual interest

PLATFORM



**Brand Storytelling
to Conversion**



**Press
& Direct Engagement**



**Visual
Storytelling**

STORY PILLARS

URGENT

HUMAN

RELEVANT

IMPACT

INVITING

CONTENT STRATEGY

HIGHLIGHT THE ISSUE

HIGHLIGHT THE IMPACT

TELL POWERFUL
STORIES

INSPIRE ACTION

ENGAGEMENT STRATEGY

- How are you directly responding individuals on social channels?
- How are you amplifying other voices?



ENGAGEMENT STRATEGY

AMPLIFY OUR
ISSUES & IMPACT

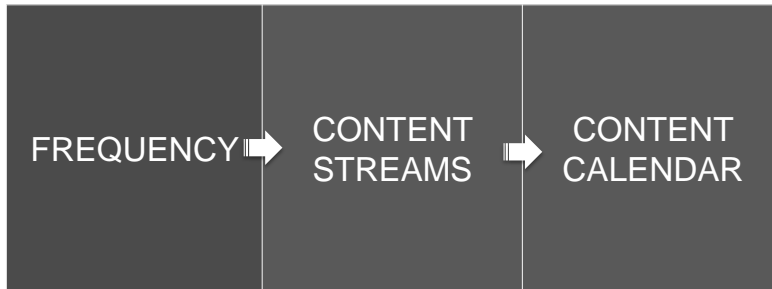
MAKE PERSONAL
CONNECTIONS WITH
OUR SUPPORTERS

ALIGN WITH
LIKEMINDED
INFLUENCERS &
ORGANIZATIONS

BE ACTION ORIENTATED

TACTICAL FRAMEWORK

TACTICAL PROCESS



FREQUENCY

PLATFORM	WEEKLY / MONTHLY POSTING FREQUENCY
Facebook	2 / Week 10 / Month
Twitter	10 / Week 50 / Month
Instagram	4 / Week 20 / Month

CONTENT STREAMS



CONTENT STREAMS

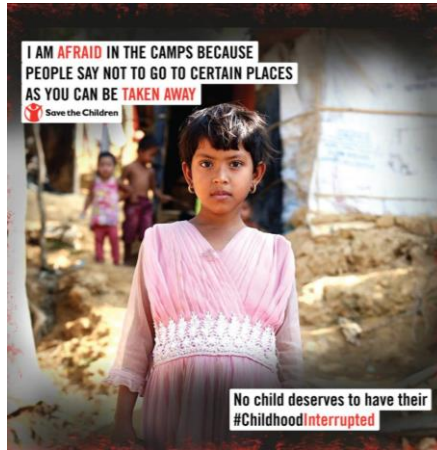
- A specific content direction that brings to life our content strategy and is aligned with our story pillars.
- These can be evergreen or timely.

CONTENT STREAMS

STRATEGY

HIGHLIGHT
THE ISSUE

TELL
POWERFUL
STORIES



CONTENT STREAMS

STRATEGY

HIGHLIGHT
THE ISSUE

TELL
POWERFUL
STORIES



CONTENT STREAMS

STRATEGY

HIGHLIGHT
THE ISSUE

INSPIRE
ACTION



Many Americans Are Just One Unexpected Bill Away From Disaster



64%

of low-income parents say it would be difficult to feed their children if they encountered an unexpected expense, like a \$1,500 car repair or medical expense.



CONTENT CALENDAR



CONTENT CALENDAR

- Planning out the release of content across a period of time – usually one month.
- The calendar will (and should) shift but serves as a baseline.
- Consider a shared document such as a Google docs to manage.

CONTENT CALENDAR

	Wed 8/7	Thu 8/8	Fri 8/9	Sat 8/10	Sun 8/11	
DATE OF NOTE	Mon 8/6	Tue 8/7	Wed 8/8	Thu 8/9	Fri 8/10	Sat 8/11
FACEBOOK	USC 2 (2PM)				USC 1 3PM	
TWITTER	USC 2 (2PM)				USC 1 3PM	
TWITTER	USC 2 (2PM)					
INSTAGRAM	USC 2 (2PM)		Superhero Album		USC 1 3PM	
IG STORIES						
YOUTUBE						
DATE OF NOTE	Mon 8/13	Tue 8/14	Wed 8/15	Thu 8/16	Fri 8/17	Sat 8/18
FACEBOOK		USC 2 2PM		Blog		International Youth Day (Relevant article/Stat Graphic) 3PM
TWITTER		USC 2 2PM		Blog		International Youth Day (Relevant article/Stat Graphic) 3PM
TWITTER					https://www.in.../BmY-nn-A_8N/	
INSTAGRAM		USC 2 2PM		Blog		International Youth Day (Relevant article/Stat Graphic) 3PM
IG STORIES						International Youth Day (Relevant article/Stat Graphic) 3PM
YOUTUBE						
DATE OF NOTE	Mon 8/13	Tue 8/14	Wed 8/15	Thu 8/16	Fri 8/17	Sat 8/18
FACEBOOK		Words of Love Chimamanda 2PM				USC 3 3PM
FACEBOOK		Words of Love Chimamanda 2PM				USC 3 3PM
TWITTER		Words of Love Chimamanda 2PM				USC 3 3PM
TWITTER		Words of Love Chimamanda 2PM				
INSTAGRAM		Words of Love Chimamanda 2PM				USC 3 3PM
IG STORIES						

REPORTING

- Monthly reporting is recommended over weekly as it can begin to indicate trends
- Report around key moments
- Simplify reporting – only consider metrics that are actionable.
- Consider investing in a social reporting tool

TOOLS

MANAGEMENT TOOLS



PART V

ASSIGNMENT

PART VII

CHALLENGES & RESOURCES

KEY CHALLENGES



WHO HANDLES SOCIAL?

- Don't assume one person can do the job
- Integrate within the team
- Avoid making it a silo
- Seek specific training



STAY UP TO DATE

ADWEEK



STAY UP TO DATE

- Follow the official blogs of the platforms.



STAY UP TO DATE



PART VIII

QUESTIONS?