

The Truth: Creating A Social Media Strategy

Social Media Landscape



Step 1: Dial-In
U.S.: 866.740.1260
Access Code: 9492105

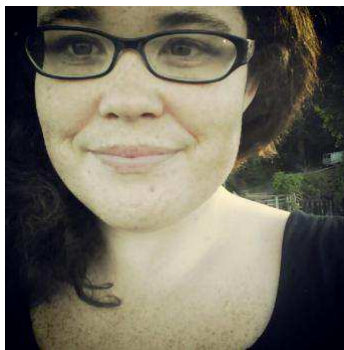
Step 2: Web Login
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*6 to mute *7 to unmute

September 2012

LORIJACOBWITH.com
Where your mission meets its match.

@ShelliMartineau



- I'm all about community.
- PR Newswire, The Wine Sisterhood, Ripley's Believe It or Not!
- I love coaching and teaching!
- I cringe at shady and tacky marketing gimmicks

We have a problem.....



Successful vs. Unsuccessful Online Communities

Successful

- Home to a two way conversation
- Have a plan
- Responses are quick and genuine
- Have influence
- Are creative in sharing their message

Unsuccessful

- Messages are only pushed out and there is little to no interaction
- Have no plan
- Run responses through committees
- Have no influence
- Say things in a dull way

My Mission

- Encourage a RESISTANCE.
- Inspire GENUINE and UNIQUE interactions online
- Help people with a message stand out because they have a good PLAN



About the Homework.....



This Webinar is for:



This Webinar is for:



This Webinar is for:



What We'll Cover:

1. Finding and defining your target audience
2. Making a diagnosis and a plan
3. Determining your objectives
4. Figuring out what to say and how to say it
5. Choosing your tactics and tools
6. Measuring your success

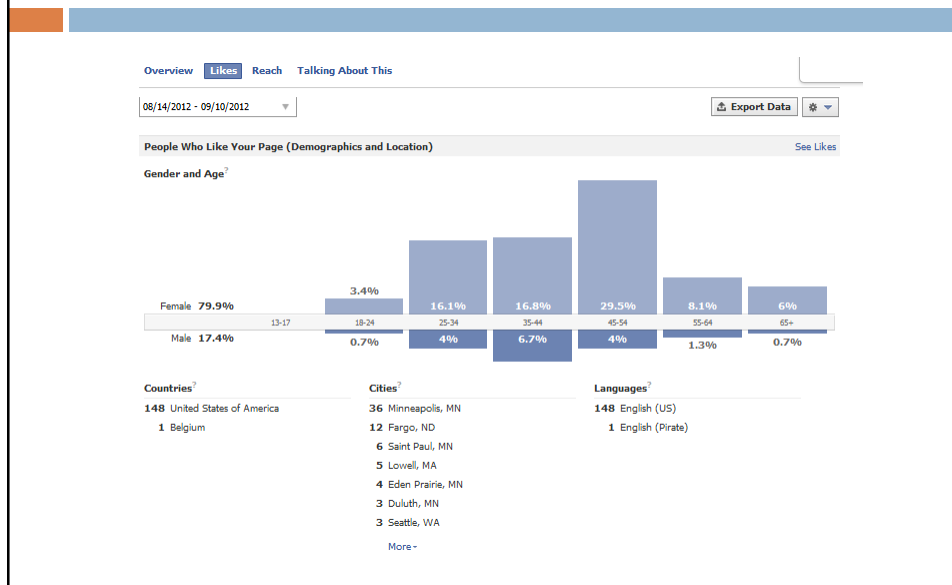
1. Finding & Defining Your Target Audience



Your Assignment

- MONICA - Smart. Cynical. Defended. Very attractive. Had to work for everything she has. An assistant chef for a chic uptown restaurant. And a romantic disaster area.
- RACHEL - Spoiled. Adorable. Courageous. Terrified. Monica's best friend from high school. Has worked for none of what she has. On her own for the first time. And equipped to do nothing.
- PHOEBE - Sweet. Flaky. New Age vaif. Monica's former roommate. Sells barrettes on the street and plays guitar in the subway. A good soul.

Where to Start?



Meet Connie



She's a 50+ year old woman living in Washington state. She's recently remarried, works in insurance and considers herself to be "spiritual" but doesn't like to label herself as following any specific religion. Connie wants to give but doesn't have a lot of money.

WHY?

Meet Connie



- Where is she online?
 - Email
 - Blogs
 - Facebook
 - Instagram & Pinterest
- Keywords:
 - Insurance industry
 - Spiritual/religious keywords
- Giving her what she wants:
 - Wants a connection, to know she's touched lives and made the world a better place.
 - Small, easy donations through your Facebook page and/or email
 - Show her again and again how small donations matter

Fun facts



83% of Pinterest users are women. In the U.S., the most popular categories are Fashion, Desserts, Clothes and Birthdays.

Source: <http://bit.ly/LJJrDD>

Fun facts



A higher percentage come from Minneapolis (10%) than from San Francisco (8%)—even though Pinterest is based in Palo Alto.

Source: <http://bit.ly/LJJrDD>

2. Making a Diagnosis & a Plan of Attack

“A strategy is a way through a difficulty, an approach to overcoming an obstacle, a response to a challenge. If the challenge is not defined, it is difficult or impossible to assess the quality of the strategy. And, if you cannot assess that, you cannot reject a bad strategy or improve a good one.”

- Richard Rumelt

Source: <http://bit.ly/RgKXQH>

What is a strategy?



Your Assignment

1. **Write a diagnosis:** a description and explanation of the nature of the challenge you face. Your problem is probably complex. A good diagnosis will simplify the problem into the discrete and critical aspects of the situation.



Your Assignment

2. **Write a guiding policy:** Come up with an overall approach to cope with or overcome the problem in the diagnosis.



Example

1. **Diagnosis:** Most of our fans are older, with limited income, and get overwhelmed by technology. While they're on Facebook, it's usually to check up on family & friends.

Example

2. **Write a guiding policy:** Our strategy is to capture and engage donors where they're most comfortable online, sharing wonderful the wonderful stories of our organization, teaching them how small contributions can help, and offering an easy way to make a difference.

The Benefit



3. Determining Your Objectives



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Objectives should:

Be specific,
measurable,
actionable, and
realistic.



Objectives should:

Give action to your
strategy



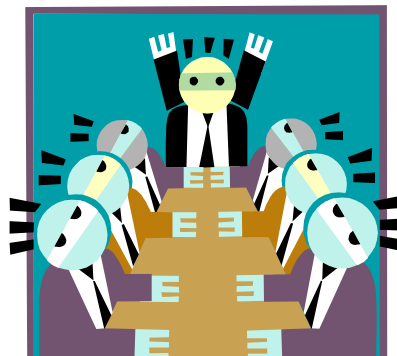
Objectives should:

Be accomplishable
given your resources
and competency (not
merely a list of
desires)



Objectives should:

Not be generalizations
or “fluffy marketing
language”



Example

Our strategy is to capture and engage donors, sharing wonderful the wonderful stories of or organization, teaching them how small contributions can help, and offering an easy way to make a difference.

Example

- Capture interested potential donors
- Engage with existing (or captured) donors about our mission
- Educate fans about small contributions.
- Turn interested people into donors.
- Learn more about our audience.
- Determine why fans are loyal and how to keep them loyal.
- Encourage your loyal fans to evangelize your mission

Example

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Your Assignment

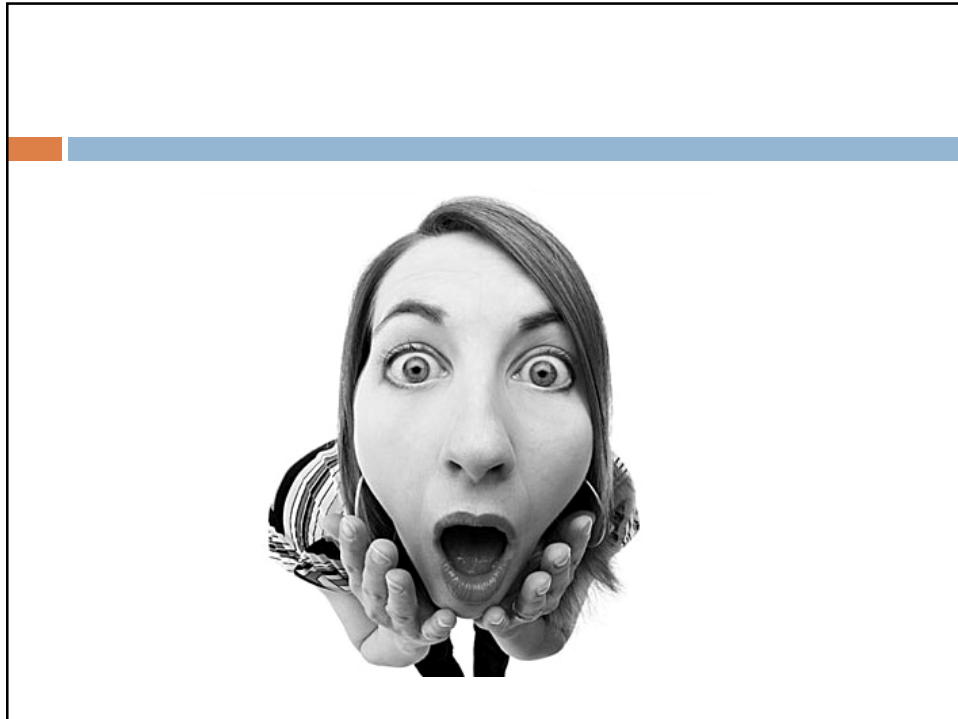
- Your assignment is to list your objectives.
- Use benchmarks to ensure they are realistic and achievable.
- Reread your objectives, ensuring they are **specific, measurable, and actionable**
- Ask yourself: Are they reasonable and attainable for social media or are they better for a different type of marketing?

The Benefit



5. Choosing your Tactics





Take Seth Godin.....



What does he do?

- He writes.
 - Blog
 - Books

What he doesn't do:

- Facebook
- Twitter
- Google+
- Pinterest
- Stumble Upon
- Reddit
- And on and on and on.....

Take a good, hard look at what you can do:

- How much time do you have per day and per week to devote to social media?
- What resources are you willing to devote to social media marketing?
- What tools do you have access to (hootsuite, cell phone, video/camera phone)?
- Are there any tools or tactics you are specifically interested in learning more about or using?

Find tactics that fit your objectives

- Capture interested potential donors
- Engage with existing (or captured) donors about our mission
- Educate fans about small contributions.

Find tactics that fit your objectives

- Capture interested potential donors
 - ▣ Facebook
 - ▣ Twitter
 - ▣ Newsletter
 - ▣ Pinterest
 - ▣ Instagram
- Engage with existing (or captured) donors about our mission
 - ▣ Create & share images that tell our story
 - ▣ Photo & essay contests
 - ▣ Voting to help us determine important mission objectives
 - ▣ Surveys
- Educate fans about small contributions.
 - ▣ Facebook causes

Your Assignment



Tactics

- 50 Social Media Marketing Tips and Tactics
<http://bit.ly/UrWHxJ>
- Facebook Marketing “Cheat Sheet”
<http://bit.ly/TRwabd>
- Online Communications Guidelines <http://scr.bi/TRwKpi>
- On Building Online Communities
<http://tinyurl.com/9uqvhau>
- 65 Terrific Social Media Infographics
<http://bit.ly/RKWrdE>
- Mari Smith’s Big List of Apps: <http://on.fb.me/OluxWo>

Tools for NonProfits



Tools for NonProfits



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4. What to Say & How to Say It

**“People don’t buy
things, they join things”**

— Pam Moore

Your First Date



Your First Date



Preparing for you Date Pt.1

- Once you've considered your audience, write your 3-5, main thematic messages that will (hopefully) come across through your social media channels.
- *Keep in mind these messages should be general, thought provoking and should be beneficial in some way to your audience.*

Preparing for you Date Pt.2

- For each marketing message, write some ideas on how you can get your audience to interact/engage and talk with you and others about your messages.
- *Ask yourself what you're interested in finding out about your audience. Think about the best ways to ask for that information.*

Meet Connie



She's a 50+ year old woman living in Washington State. She's recently remarried, works in insurance and considers herself to be "spiritual" but doesn't like to label herself as following any specific religion. Connie wants to give but doesn't have a lot of money.

Talking to CJ

Our “Push” Messages:

- Donating to us is easy, and a small contribution can make a huge difference.
- You make a difference
- Small donations help us buy x, y, and z every year

Our “Engagement” Topics:

- Why do you give?
- What motivates you?
- What’s your passion?
- How do you give to your community?

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6. Measuring Your Success



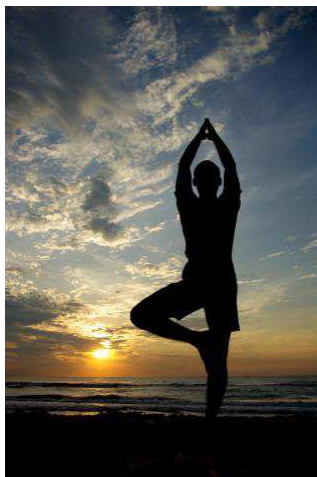
**What do you obsess
about?**

6. Measuring Your Success



**What are you
tracking?**

6. Measuring Your Success



Quantitative vs Qualitative Measurement

Quantitative

- Things that can be easily tracked by tools
- Numbers of likes, comments, views, clicks, hits, etc.

Qualitative

- Requires a person's discernment
- Types and quality of comments
- Sentiment

Example Metrics

Objectives

- Engage with existing (or captured) donors about our mission

Metrics

- Engagement Metrics
 - ▣ Facebook: Likes, Comments, Shares, Clicked links
 - ▣ Twitter: Mentions, Retweets, Clicked links, #hashtag users
 - ▣ Types and quality of comments

Your Assignment

1. Look at your objectives and determine which metrics are most important to you.
2. Create alerts and start monitoring both quantitatively and qualitatively. **You can start today for free!**

Inexpensive Measurement Tools

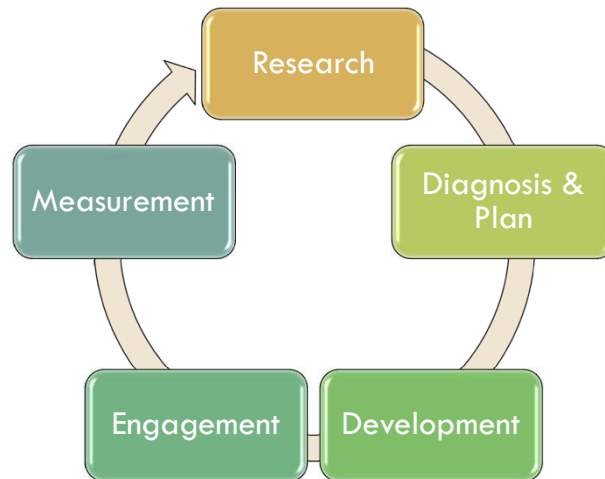
- Create alerts to monitor what people are saying:
 - ▣ Social Mention
 - ▣ Google Alerts
 - ▣ NutShellMail
 - ▣ Great resource on research terms: <http://bit.ly/Pf1WwZ>
- Twitter Measurement Tools
 - ▣ Hootsuite
 - ▣ Twenty Feet
 - ▣ Tweet Reach
 - ▣ Twitilizer
- Tracking Links
 - ▣ Bit.ly

But remember....

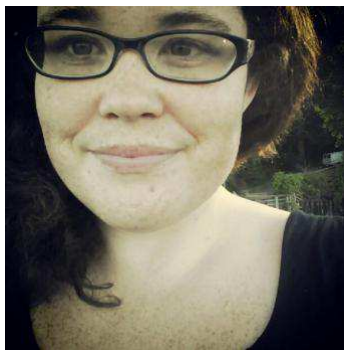
**“As long as you have
certain desires about
how it ought to be you
can’t see how it is.”**

— Ram Dass

Social Media is Changing



@ShelliMartineau



□ Questions for Shelli?

To contact her for social media coaching:

Shelli.martineau@gmail.com

253-514-7150

Upcoming Webinars

October 18 – You create the content for this Q & A with Lori.

Here are the topics I'm looking for a question or example from:

- STORYTELLING: - One story to edit/coach
- BOARD ENGAGEMENT: - One board agreement to review
- eNEWSLETTER: - One enews to provide feedback on
- FUNDRAISING LETTER: - One fall appeal letter for THIS fall to edit/coach

Submit your samples via email or ask question the Q & A Forum in the members only area.

November 15

Tips, Tricks & Great Resources to Make Prospect Research More Effective

Thanks to the internet information abounds. However, there's a lot that's hidden in the Deep Web unless you know where – and how – to find it. Join Helen Brown, one of the prospect research field's leading consultants, as she takes us on a tour of the best free and fee-based resources on the Web.

Helen Brown, President of The Helen Brown Group

December 13

Year-End Open Q & A with Lori

LORI JACOBWITH 
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Join me

Sept 25

Outrageously Successful Fundraising: Raise More Money Without Asking

Hosted by United Way of Goodhue, Wabasha & Pierce Counties, Red Wing, MN

October 2

Amp Up Your Asking

Sponsored by the Minnesota Council of Nonprofits

9 am to Noon – St. Paul, MN

October 10

Clear, Bold Communication AND Expanding Your Reach, Engaging Your Board in Fundraising

Nonprofit Day sponsored by the Nonprofit Partnership

9:30 am to 3:30 pm – Erie, PA

October 22

Expanding Your Reach, Engaging Your Board

Philanthropy Midwest Conference

3:30 pm – Kansas City, MO

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***Please share your feedback on the survey
that will pop up on your screen now...
Thank you!***

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