

Facilitating Better Communications

Social Media: The Future is Now...and Ahead

Special Olympics Europe/Eurasia Leadership Conference
Istanbul, November 2012

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***Special
Olympics***



The World is Vast, and Fast



Are you using social media?



- Facebook
- Twitter
- LinkedIn
- Other



What do you hope to achieve?



From the Programs



Strategic Thoughts

Outreach – Telling our Story

1. Let everyone know what Special Olympics is REALLY all about
2. Let everyone know that Special Olympics is in their community
3. Let everyone know that no matter who they are, there is a place for them to be a part of the movement

Challenges

1. An aging volunteer population limits our growth
2. If we are to grow and we are successful with our outreach we will need a home for those athletes
3. Key volunteers to start new teams, expand their teams and take on new opportunities for their athletes

Opportunities – Major event volunteers in the thousands

1. How do you communicate with them prior to and post event?
2. How do you keep them engaged after the event?
3. How do you convert them to become advocates for the movement?

From the Programs



Immediacy, Engagement, Legacy

- Assess audience's needs
 - Last-minute changes: "Awards have been moved indoors"
 - Calls to action: "Register to volunteer online!"
 - Quality control – evaluations, feedback, idea sharing
- Personalize and visualize
 - Questions for followers: "What's your favorite sport?"
 - Share with others around the world
- For the future
 - Target volunteers and convert them to supporters
 - Generate awareness for initiatives
 - Live broadcast of events

What works well?



- What draws you in to social media content?
- What do you find engaging?



The Power is in the Story



Special Olympics has a very powerful story to tell. People want to hear our story. They want to engage with our stories. They want to be driven to action by our stories.

It's our job to tell our stories to meet this need. With consistency.

Traditionally we tell people "WHAT" we do. We are good at sharing facts and figures - the informational.

What we want to do is shift to a model of telling stories that are character driven, customized, that talk to someone about someone – the emotional.

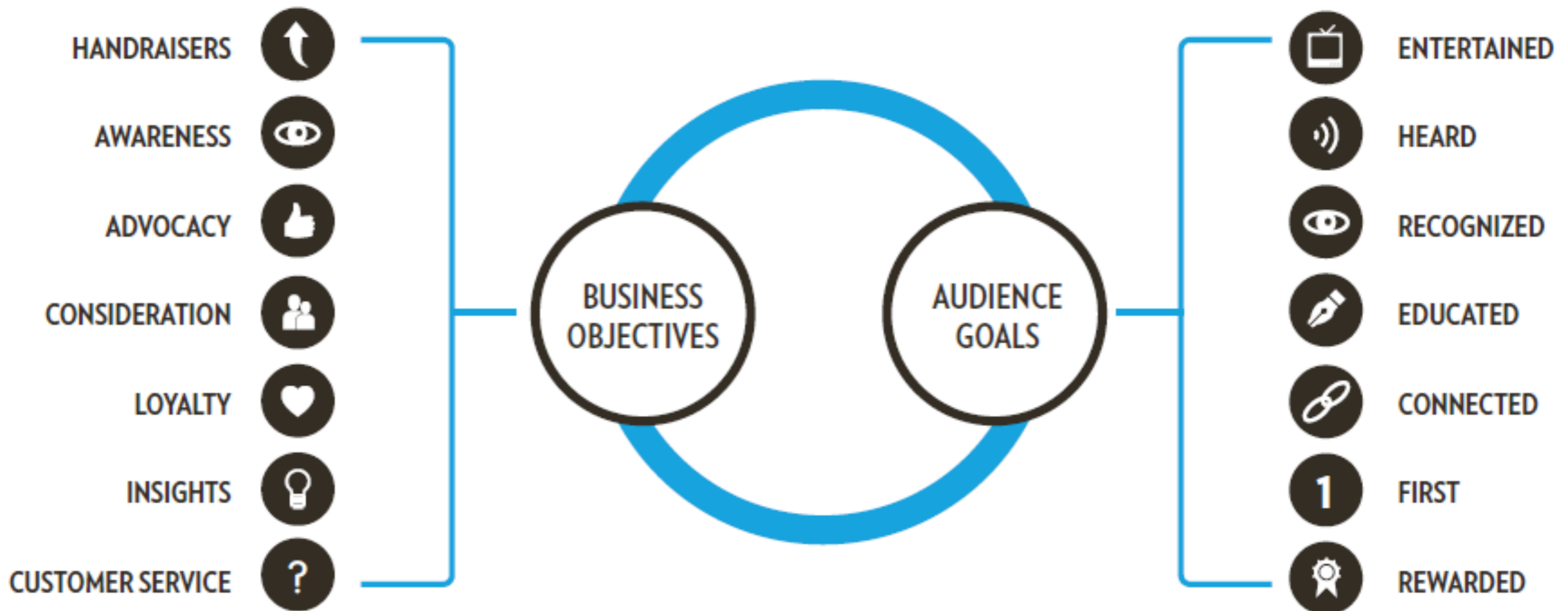
As we get started, we'd like to offer these quick tips for you to keep in mind throughout your storytelling process:

- * Don't Tell. Show.
- * Talk to someone, about someone.
- * Let characters speak.
- * Stir emotion.
- * Have a moment of truth.
- * Have a clear meaning.

Reaching Objectives



SOCIAL CHEMISTRY: STRIKING THE RIGHT BALANCE



Social Media Updates



What is Happening in Social Media Now?

- Advocating your fans to spread the word-empowering them with the right tools
- Emphasis on visual storytelling-more photos and videos, simple and to the point messaging/text-Instagram's popularity as an example



Social Media Updates



What is Around the Corner?

- Recruit storytellers first, then empower them
- Everyone wants to focus on next big thing – Facebook and Twitter still remain rocks
- Next: MOBILE – when preparing strategy for social media, mobile MUST be included/thought of



facebook.



twitter



Social Media Updates



How can Special Olympics use Emerging Trends?

Video Streaming

- You Tube – Ustream - Livestream
- Can be interactive with one guest/athlete
- Also can stream video to fans who cannot make it to event
- Free live stream for NPOs

Photo/Video Sharing

- Viddy
- Cinemagram

BLOG POST: Become a Citizen Journalist with Ustream Mobile Broadcasting Applications [read here](#) Close x

USTREAM Search for channels and videos... Social On Off Login | Sign Up Go Live!

On Air News Campaign 2012 Pets & Animals Entertainment Sports Music Tech Gaming Education Spirituality More

Recorded live on April 18, 2012 11:35am ET
EPIX Live: Stan Lee Promo
EPIXHD Join Crowd

Videos Go to Channel Page »

- EPIX Live: Stan Lee... 215 views April 18, 2012 at 11:35am
- EPIXHD Interview for... 1844 views March 11, 2012 at 11:22am
- The Cabin in the Woods 2648 views March 6, 2012 at 10:45am

Not rated yet. You must be logged in to rate this video. Highlight a moment Featured



life in the moment

Viddy is a simple way for anyone to capture, produce, and share beautiful videos with the world. Record a moment of your life, give it that cinematic look with our production packs, and share it with those who matter most.



CINEMAGRAM

A fun and beautiful way to animate your photos.

Do we need to be everywhere?



Pinterest



tumblr.

Set Goals and Select Channels



Key Components

- **What do you hope to achieve with your social media efforts?** What do show to CEOs and senior leaders to convince them to invest in social media?
- Of course, you want to Align your social media goals with the overall communications and marketing objects for your Program.
- **Be specific. Pick a goal and measure it. Report success.**
 - Fans in the stands (benchmark past events, report on growth success)
 - Volunteer recruitment (incorporate “how did you hear about us?” to track social web “referral”)
 - Donations (Google Analytics e-commerce tracking)
- **Keep track of goals and set benchmarks to track progress**
- **Which tool best suits my audience? My goals? My message?**

Words to live by: **Plan for the marriage, not the wedding**



Execute the Strategy



Think long-term, narrow down

◀ ▶ April 2012 Search Social Media Calendar (Ctrl+E) 🔍

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|------------|-------------------------|--|---|--|------------------------|---|---------------------------|
| Apr 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 4/1 - 6 | 9:30am SLU Local Swim | World Autism Awareness 10:00am Pull social medi | 3:30pm SSD Swim Meet; | 10:00am OTE Open/Cmte | 1:30pm Monsanto Hon | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | |
| 4/8 - 13 | | 9:30am Bloom quote | 11:00am Blog Post 3:00pm Fulton YAP | 2:00pm Katie's YAP phot | 3:00pm STL Developmen | 9:00am SE Spring Game | 9:30am NW Aquatics & |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | |
| 4/15 - 20 | 1:00pm STL Powerlifting | 10:30am National Volunt 4:00pm Wash U Field D | 11:00am Blog Post 3:30pm National Volunt | 10:00am Monsanto Hom 1:00pm KC Powerlifting | 1:00pm National Volunt | 9:30am SW Area Spring 2:00pm KC Tip-A-Cop, S | 10:00am STL Volleyball, N |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | |
| 4/22 - 27 | | | 11:00am Blog Post | 1:00pm Monthly giving | 10:30am Duck Race | | 9:30am STL Area Spring |
| 29 | 30 | May 1 | 2 | 3 | 4 | 5 | |
| 4/29 - 5/4 | | | 10:00am Pull social medi 11:00am Blog Post | | | | |

Execute the Strategy



Facebook Timeline

- Select a great cover photo, change it seasonally
- Make sure your Apps have a good thumbnail
- Go through your timeline history and “scrub” content
- Highlight milestones or great posts

A screenshot of the Special Olympics Facebook page. The cover photo shows a skier in a blue and red suit. The profile picture is the Special Olympics logo. The page name is "Special Olympics" with 589,772 likes and 12,437 people talking about it. The bio states it is a Non-Profit Organization and provides the website URL. Navigation tabs include About, Photos, Likes (589k), One Fan, and Meet the Athletes. A "Highlights" dropdown menu is visible at the bottom. On the right, an "Admin Panel" shows a timeline from "Now" back to "Founded".

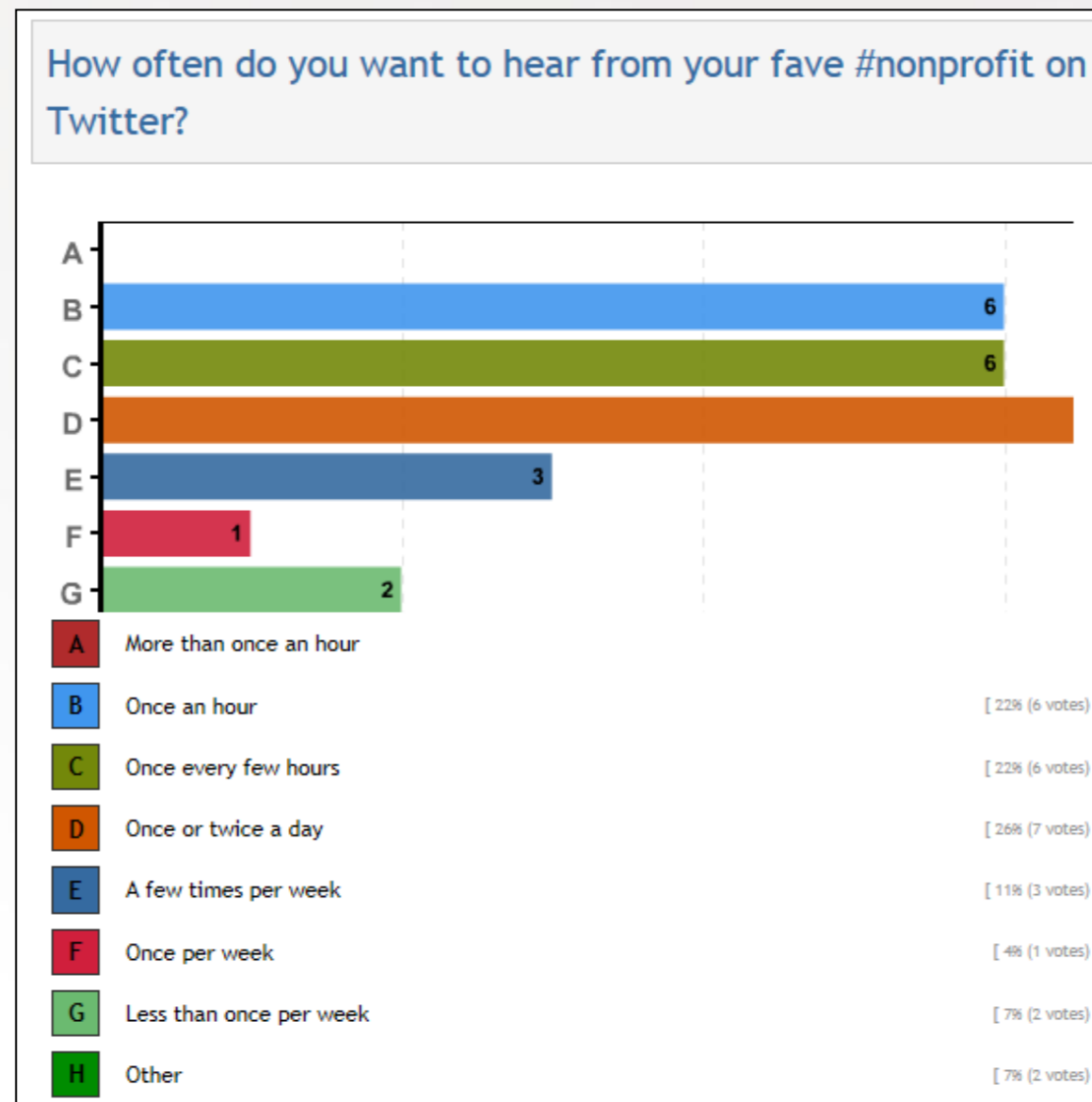
A screenshot of a Facebook post from Special Olympics, dated June 26, 2011. The post text reads: "The first medal of Athens 2011 goes to a kiwi! Team New Zealand's Sam Donaldson! Congrats Sam!". Below the text is a video thumbnail showing a man in a blue patterned shirt pinning a medal onto the chest of another man in a white hoodie. The video has 595 likes and 52 comments.

Execute the Strategy



Twitter Tips

- No need to post more than 2x per day unless a live event
- Tweets must provide value
- Length should give enough info, but be less than 130 characters



Execute the Strategy



Pictures Rule!

WHY?

22% more engagement than video posts
54% more engagement than text posts
([BizReport](#))

| Date ? | Post ? | Reach ? | Engaged Users ? | Talking About This ? | Virality ? |
|---------|--|---------|-----------------|----------------------|------------|
| 3/5/12 | This Wednesday is our annual day ... | 127,082 | 1,864 | 1,412 | 1.11% |
| 3/6/12 | We are completely inspired by thes... | 127,046 | 2,688 | 2,061 | 1.62% |
| 3/7/12 | MUST READ: Check out a great pie... | 125,507 | 1,850 | 1,313 | 1.05% |
| 2/28/12 | Through Special Olympics Mandi get... | 117,301 | 840 | 640 | 0.55% |
| 3/21/12 | In honor World Down Syndrome Da... | 115,533 | 8,718 | 5,962 | 5.16% |
| 2/29/12 | This just in! Please tune-in to watch... | 113,827 | 653 | 452 | 0.4% |

| Date ? | Post ? | Reach ? | Engaged Users ? | Talking About This ? | Virality ? |
|---------|--|---------|-----------------|----------------------|------------|
| 3/21/12 | In honor World Down Syndrome Da... | 115,533 | 8,718 | 5,962 | 5.16% |
| 3/20/12 | Happy first day of Spring! What's y... | 61,680 | 2,984 | 1,566 | 2.54% |
| 3/6/12 | We are completely inspired by thes... | 127,046 | 2,688 | 2,061 | 1.62% |
| 3/21/12 | We're excited to join in the celebrat... | 110,155 | 2,471 | 1,911 | 1.73% |
| 3/12/12 | Happy Monday! | 51,966 | 2,266 | 619 | 1.19% |
| 3/15/12 | Have you checked out all the great ... | 48,205 | 2,118 | 526 | 1.09% |
| 2/29/12 | Wow – such great responses to ye... | 46,968 | 2,109 | 603 | 1.28% |

Execute the Strategy



New stuff some Programs are trying:

- Check-ins at events
- Icons/usernames imbedded into everything – business cards, event guides, signature lines
- Tagging sponsors in posts as sponsorship benefit

Social Media Analytics & ROI



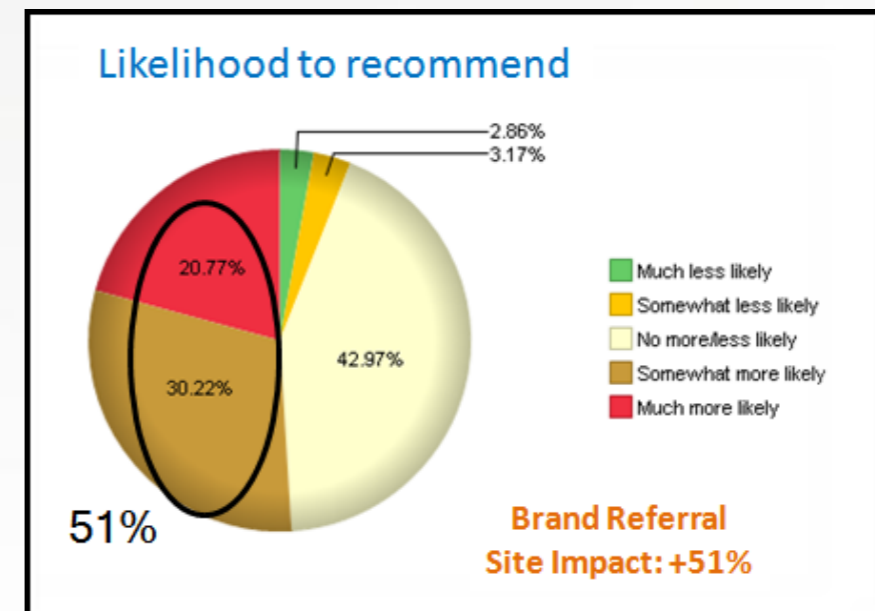
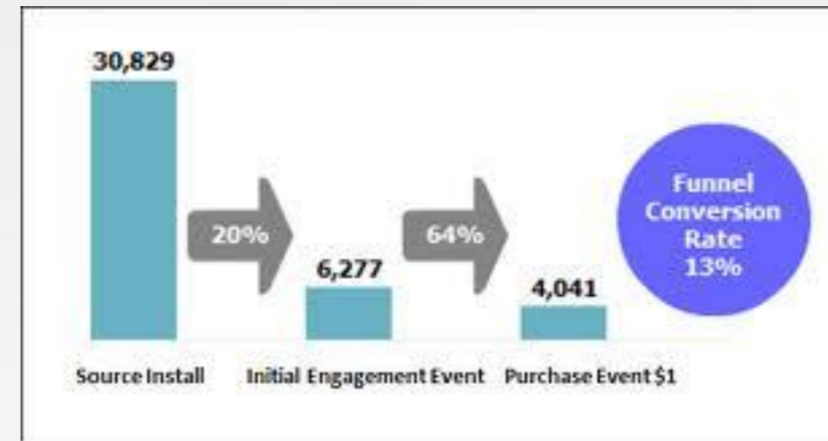
“If you come to me with a request for budget and resources for social media, to make it a priority for our business, you will lose every time...If you tie social media to our business priorities and objectives and demonstrate how engagement will enable progress, you will win every time. Social media must be an enabler to our business, just show me how.”

- CEO

Engagement, NOT Aggregate



The days of bragging about aggregate number of fans and followers are over. Those large numbers still look nice and have their place, but as a social media strategist, they should not be what you are focusing on. You must determine meaningful and measureable metrics for engagement, track them, report them and adjust your strategy accordingly.



What's Available?



Definitions at Facebook Page Level

| Total Likes [?] | Friends of Fans [?] | People Talking About This [?] | Weekly Total Reach [?] |
|--------------------------|------------------------------|--|---------------------------------|
| 602,541 ↑0.89% | 115,660,814 ↑0.85% | 9,425 ↓-3.21% | 300,225 ↓-10.55% |

Total Likes - # of unique people who have hit “LIKE” on our page

Friends of Fans - # of unique people who are friends with people who have “liked” our page

People Talking About This – A Facebook algorithm that calculates the number of people over a given time period that have created a “story” about our page. A “story” means they have liked our page, posted to our wall, commented on or shared one of our posts, mentions or tags or page.

Weekly Total Reach - # of unique people who have seen any content associated to our page.

More Definitions



Definitions at Post Level

| Date ? | Post ? | Reach ? | Engaged Users ? | Talking About This ? | Virality ? |
|----------|--------------------------------------|---------|-----------------|----------------------|------------|
| 11/18/11 | We're proud to be one of five c... | 21,350 | 194 | 159 | 0.74% |
| 11/17/11 | How cool is this?! Special Olympi... | 32,431 | 1,198 | 469 | 1.45% |

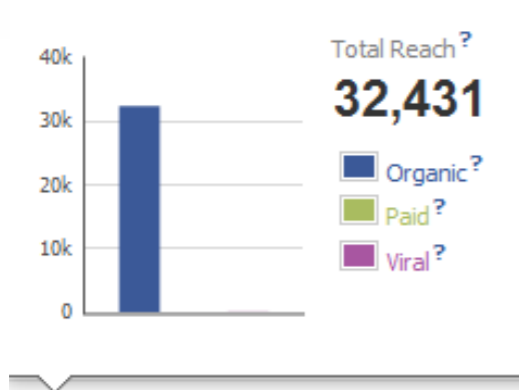
Reach - # of unique people who have seen an individual post, for up to 28 days after original posting.

Engaged Users - # of unique people who have clicked on a post

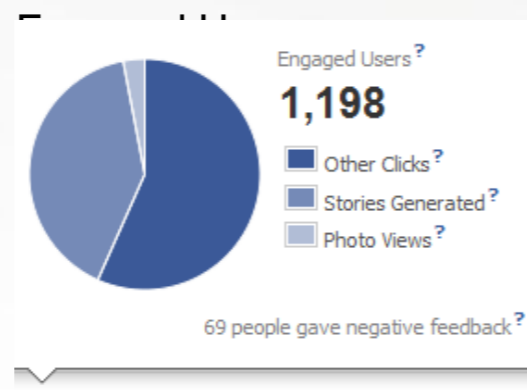
Talking About This – same as page level, but for each individual post

Virality - % of unique people who created a story from an individual post from the # of unique people who saw the post.

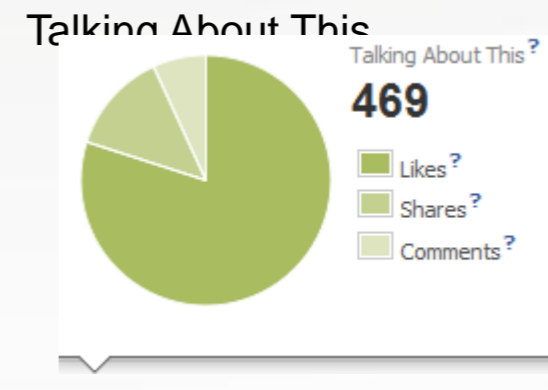
Deeper Definitions at Post Level



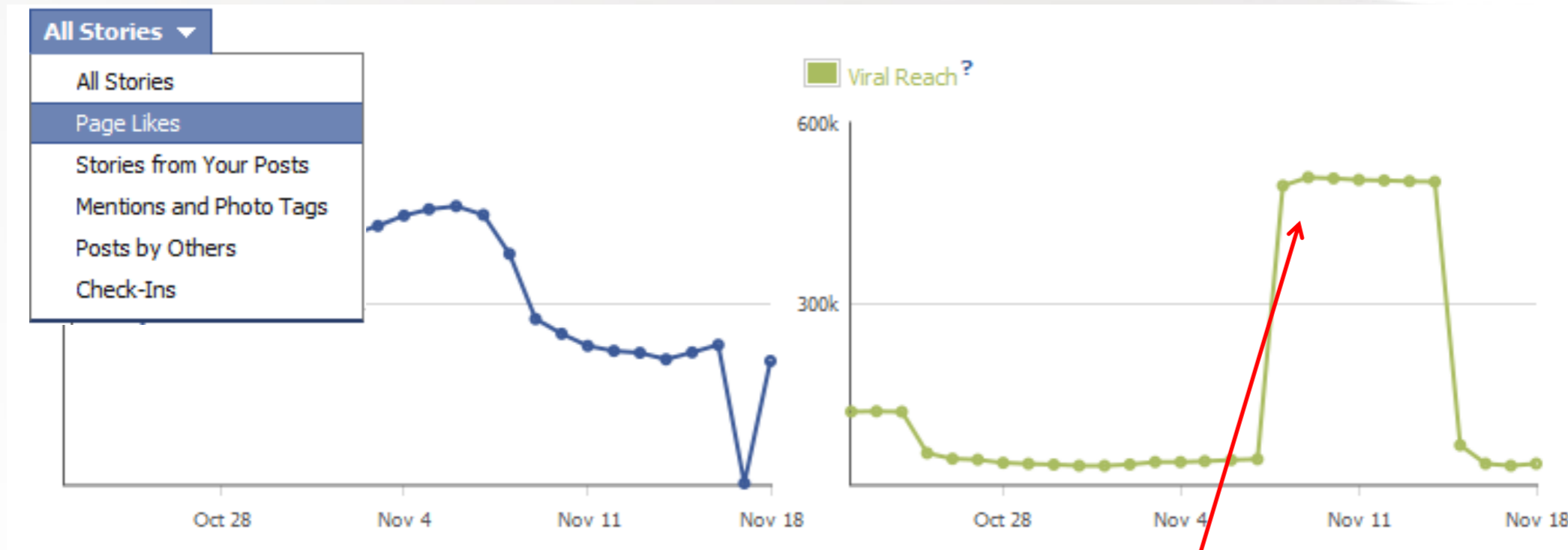
Organic = uniques who saw post in News Feed or our page
 Paid = via ads or sponsored stories
 Viral = uniques who saw post because one of their friends interacted with our post.



Other = any clicks not counted in other metrics like clicks on the timestamp or on tagged names
 Stories = # of stories created from this post
 Photo views = full size views of a photo in a post



People Talking About This



This spike is a great example of us being able to discern that a photo contest is something people love to share as Nov 10 was the day we revealed the user-voted on best photo from our "Spirit of Special Olympics" contest.

Our Approach



What we do is look at Facebook Insights over a certain period of time – usually a month – and look at the number of engaged users versus the reach (aka number of impressions). Our goal is to raise that percentage of engaged users to reached users.

Reach will just about always go up as your fan base builds – but engagement can grow and be maximized by studying which content engages more users (hint: photos) and optimizing your content calendar appropriately.

Your ROI, and ability to spend a lot of time tracking ROI may vary based on a variety of factors, so let's take a quick look through how we handle it so you can steal or adapt.



Export Insights Data

Export data directly to Excel (.xls) or comma-separated text format (.csv). Choose either Page level data or Page post level data. You may select any date range, with a maximum of 500 posts at a time.

Select Data Type:

- Page level data
- Post level data

Select File Format:

- Excel (.xls)
- Comma-separated values (.csv)

Select Data Range:

Start Time: 3/1/2012

End Time: 3/31/2012

Insights data is not available before July 19, 2011.

Download Cancel

Open up the Calculator



ENGAGEMENT



57,221 / 2,912,383 x 100 = 1.96% (-0.79%)

Daily Page Engaged (Unique) / Daily Reach (Unique) x 100

Daily People Talking About

Total: 41,201 (+9,797)

Average per day: 1,329 (+247)

High: 7,627 on March 21

| K | L | M |
|--------------------|------------------------------|--------------------------------|
| ds of Fans | Daily Page Engaged Users | Weekly Page Engaged User 28 |
| Number of people w | Daily The number of people w | Weekly The number of people 28 |
| 111333449 | 1219 | 11286 |
| 111531227 | 1233 | 10931 |
| 111592657 | 555 | 9958 |
| 111627228 | 597 | 8758 |
| 111679649 | 2133 | 8208 |
| 111822492 | 2514 | 9163 |
| 111922775 | 5839 | 13150 |
| 112127415 | 1680 | 13892 |
| 112008885 | 962 | 13981 |
| 112205189 | 556 | 14044 |

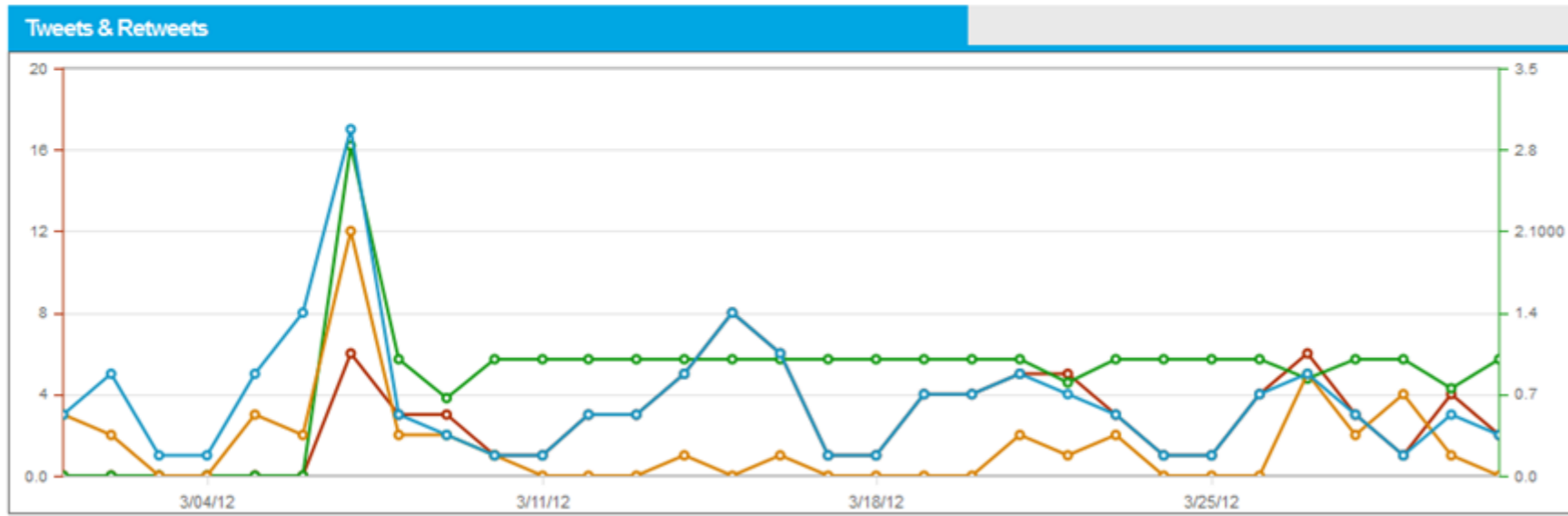
Day by day break downs & Category by category sorting

| | | |
|---------|------|-------|
| 3/16/12 | 1087 | 6003 |
| 3/17/12 | 314 | 5873 |
| 3/18/12 | 350 | 5724 |
| 3/19/12 | 1194 | 5491 |
| 3/20/12 | 1909 | 6281 |
| 3/21/12 | 7627 | 11994 |
| 3/22/12 | 1179 | 11998 |
| 3/23/12 | 1487 | 12420 |
| 3/24/12 | 418 | 12520 |
| 3/25/12 | 265 | 12478 |
| 3/26/12 | 829 | 12146 |
| 3/27/12 | 2999 | 13138 |
| 3/28/12 | 1293 | 7381 |

The Twitter Dilemma



RTs of @SpecialOlympics: 114 (-5)
 RTs per Tweet: 1.36 (+/- 0)
 RTs by @SpecialOlympics: 46 (-10)
 Tweets: 84 (-3)

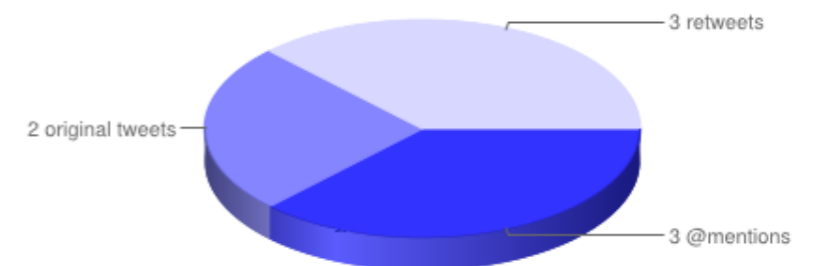


#RWORD HashTracking.com Report

8 tweets generated 38,909 impressions, reaching an audience of 34,148 followers within the past 24 hours

Calculated from up to about 1500 tweets | Generated Mon Mar 26 2012 11:17:40 GMT-0400 (Eastern Daylight Time)

Follow @hashttracking 3,197 Tweet



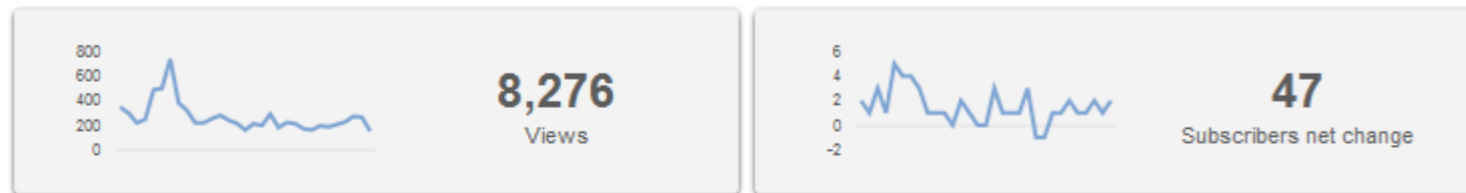
Other Metrics



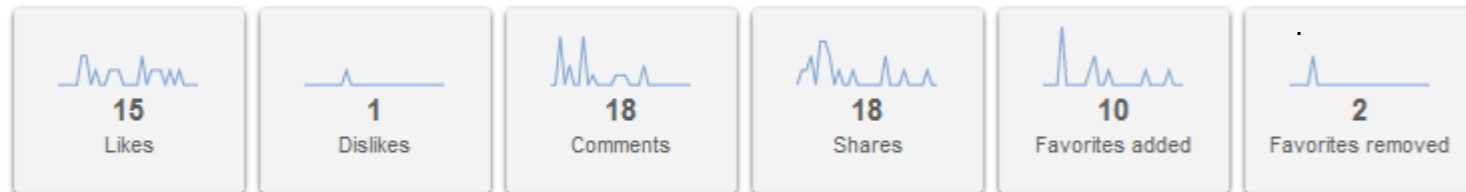
Channel: SpecialOlympicsHQ

Mar 1, 2012 – Mar 31, 2012

Performance

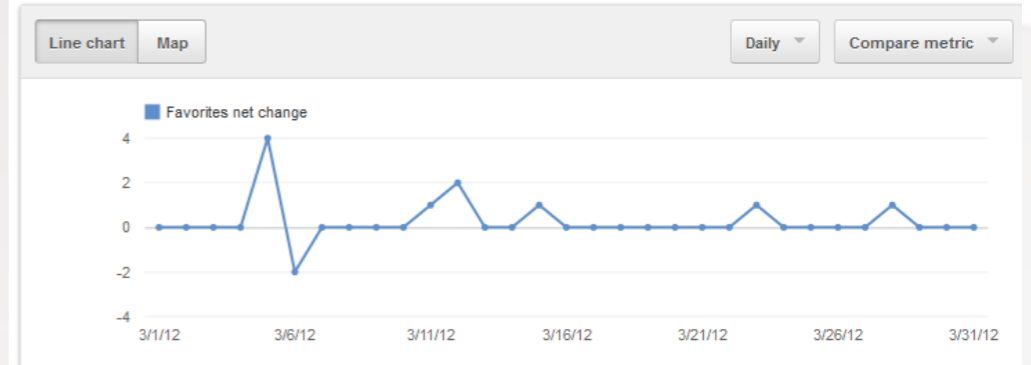
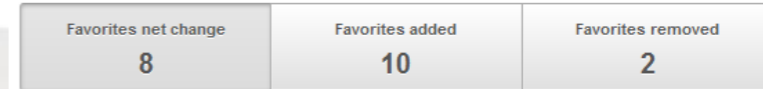


Engagement



Top 10 videos [Browse all videos](#)

| Video | Views ↓ | Likes | Comments |
|--|---------|-------|----------|
| 1. "R" Word Campaign -- Special Olympics PSA | 1,220 | 0 | 2 |
| 2. John C. McGinley and the R-word | 835 | 4 | 2 |
| 3. The New R-word is Respect | 595 | 2 | 1 |
| 4. Welcome to Special Olympics Yuna Kim! | 339 | 2 | 0 |



Other Metrics



Referrals

| Source | None | Visits ↓ | Pages/Visit | Average |
|-------------------------------------|------|----------|-------------|---------|
| 1. facebook.com | | | | |
| January 1, 2011 - November 20, 2011 | | 36,127 | 2.15 | |
| January 1, 2010 - December 31, 2010 | | 33,106 | 1.97 | |
| % Change | | 9.13% | 9.53% | |

E-Commerce

| Source | None | Visits ↓ | Revenue | Transactions |
|-------------------------------------|------|----------|----------|--------------|
| 1. facebook.com | | | | |
| January 1, 2011 - November 20, 2011 | | 36,127 | \$385.00 | 12 |
| January 1, 2010 - December 31, 2010 | | 33,106 | \$0.00 | 0 |
| % Change | | 9.13% | 100.00% | 100.00% |

| Source/Medium | None | Visits | Revenue ↓ | Transactions |
|---|------|------------|-----------|--------------|
| 1. specialolympicsblog.wordpress.com / referral | | | | |
| January 1, 2011 - November 20, 2011 | | 1,356 | \$570.00 | 3 |
| January 1, 2010 - December 31, 2010 | | 13 | \$0.00 | 0 |
| % Change | | 10,330.77% | 100.00% | 100.00% |



Top Posts for 7 days ending 2012-04-23 (Summarized)

[7 Days](#) | [30 Days](#) | [Quarter](#) | [Year](#) | [All time](#)

2012-04-16 to Today

| Title | Views |
|--|-------|
| "Not Acceptable" PSA Wins Fearless Video Award | 731 |
| Home page / Archives | 377 |
| True Inclusion is Invisible | 176 |
| Special Olympics Makes Shortlist For 2011 Spirit Of Sport Awards! | 108 |
| Special Olympics and Safeway Launch People with Disabilities Campa | 98 |
| A fair warning before you see "The Descendants" | 35 |
| Small Victories | 32 |

Report, Report, Report



We compile a monthly report that is a living, changeable document. Currently we report out on Reach & Engagement in addition to highlights of industry trends/news, lessons learned and a tip of the month. Obviously you would want to tailor what your measure and report based on strategy, target goals or on-going promotions/campaigns.

SOCIAL MEDIA REPORT

"Special Olympics"
March 2012

REACH

f

Total Likes: 390,007 (+8,416)
Total Impressions: 8,397,499 (+2,300,480)
Unique Impressions: 2,912,383 (+1,082,307)
Post Likes: 27,424 (+11,234)
Post Shares: 7,013 (+4,467)
Post Comments: 1,108 (+354)

t

Followers: 20,389 (+991)
Mentions: DATA UNAVAILABLE
Mentions Reach: DATA UNAVAILABLE
Retweets Reach: 2,423,982 (-1.04%)
Tweet Reach: 1,934,933 (+1.1%)

YouTube

Views: 8,276

47
Subscribers net change

Views by Geography (+549 total)
US - 3,333
Canada - 429
UK - 400

Top 3 Viewed Videos
R-word PSA - 1,220
John C. McGinley and the R-word - 833
The New R-word is Respect - 393

W

Views: 6,660 (-3,929)
Posts: 8 (-1)
of Authors: 4 (+/-0)
of Followers: 179 (+4)
Most read post: "Fly Your Hope with Apollo Ojima: Reflections from my trip to China and Japan" (894 views, 32" All-time)

Tip or Trick of the Month

The web is becoming more visual by the minute. From photo sharing via Instagram, Tumblr, Facebook, and other sites, to photo driven platforms like Flickr, it is more crucial than ever to take a look through our websites and blog to make sure our images are compelling, strong, and help tell our story. Instead of asking ourselves "is this photo appropriate for this article on this page?" before we post on one of our web properties, we should be asking, "Will this photo inspire someone to share it outside of our web domains?"

ENGAGEMENT

f 2,912,383 x 57,221 x 100 = 1.96% (-0.79%)
Daily Reach (Unique) x Daily Page Engaged (Unique) x 100

Daily People Talking About
Total: 41,201 (+9,797)
Average per day: 1,329 (+247)
High: 7,627 on March 21

Most Popular Posts:
Liked (3,667) PHOTO: In honor of World Down Syndrome Day-- a wonderful photo shared by @SpecialOlympics Mexico! ¡Qué hermoso! (March 21 5:30pm EST)
http://www.facebook.com/photo.php?fbid=10150899307928782&set=146562253781143839_10331123781847pe=1

Shared (883) VIDEO: We are completely inspired by these young people who are ready to fight for the acceptance and respect of their siblings! Truly amazing! (March 6 3:40pm EST)
<http://www.facebook.com/SpecialOlympics/posts/257634340983146>

Comments: (117) VIDEO: We've been sharing some great videos all day on Twitter, so we had to share one of our favorites here. Special Olympics... it's fantastic! (March 27 5:45pm EST)
<http://www.facebook.com/SpecialOlympics/posts/267200873364493>

t

RTs of @SpecialOlympics: 114 (-3)
RTs per Tweet: 1.36 (+/- 0)
RTs by @SpecialOlympics: 46 (-10)
Tweets: 84 (-3)

YouTube

-12 0 -9 -8 -14 -5

15
Likes

1
Dislikes

18
Comments

18
Shares

10
Favorites added

2
Favorites removed

W

Comments: 8 (-28)
Likes: 0 (+/- 0)
Social Shares: 539 (-396)
Pingbacks: 0 (-3)

Google Analytics (www.specialolympics.org)

Referral Traffic:
Facebook: 2,059 visitors (+1.18%)
Mobile Facebook: 753 visitors (+21.45%)

Ecommerce:
Facebook: \$15.00 (+\$10.00)

Key Accomplishments

- Leveraged "Spread the Word to End the Word" Day on March 7 and World Down Syndrome Day on March 21 to drive high levels of engagement via visual content sharing on Facebook.
- Leveraged our relationship with celebrity Apollo Ojima during an international trip supporting SO to raise levels of engagement via multiple tweets and guest blog post.
- Conducted two social media webinars for SONA Programs on Social Media 201.

Lessons learned/what worked

- Continued to see huge engagement in photos and very strong sharing in videos.
- Late afternoon between 4-6pm EST seems to be the best time for us to post for maximum sharing and engagement.
- Need to create more regular educational and resources sessions for Program staff to maximize the Special Olympics digital footprint.
- I think scrubbing and organizing our visual assets in some places could pay nice dividends on engagement, specifically our YouTube organization of videos.

Industry Trends & News

- [Everyone wants an accurate way to Measure Influence: Does KLOUT really do it?](#)
- [Who is using Pinterest? \(INFOGRAPHIC\)](#)
- [Tracking Referral Traffic \(Pinterest\)](#)

A Visual Storytelling Exercise



Photos, are the most powerful format of content on the planet.

Think about barriers to entry:

1. Video – equipment, editing, various connections, time-consuming.
2. Audio – while descriptive, it is time-consuming and expensive to produce.
3. Photos – phone with a camera.

Photos are peerless when it comes to effortless engagement.

750 word blogs? 10 paragraph press releases? Who is reading those? You don't have to be a word smith to partake in the social web.

How do you consume most of your media?
What do you share most?

Critical to concentrate on the visual. Not only on your site, but also what others are out there creating FOR you and figuring out how to best curate that content.



Picking the Right Content



Today's content goal is to post a compelling picture on Facebook that is athlete centric and demonstrates a core attribute like fun, courage, determination or skill. Which picture and caption best accomplishes this goal while conveying the story of Special Olympics that we want the public to consume?

Need a little inspiration today? Be a fan and join us in cheering on Terrance!



A

When is the last time you had that look of determination in striving to be your best? We see it in our athletes every day. Great job Joey!



B

Messaging is Critical



It is critical that the messaging that accompanies a picture is on target to most effectively tell the Special Olympics story. Which picture and caption below best conveys our story?

At our State Games today we awarded 35 gold medals! Check out this great picture of Rhonda Johnson earning hers in the triple jump!

When Rhonda Johnson was born, the doctor told her parents she'd never walk or run. Today, she's a gold medalist in the triple jump!



A



B

Engage the Fans



While much of our content is athlete centric, we also like to regularly engage our fans to help tell the Special Olympics story as they live it every day. Which picture and caption below best conveys our story through fan engagement?

Fill in the blank: “The last time I volunteered at Special Olympics I felt _____”

The biggest surprise of volunteering at Special Olympics is you feel like you got more than you gave. LIKE if you agree!



A



B

Great Content is King!



Fundraising

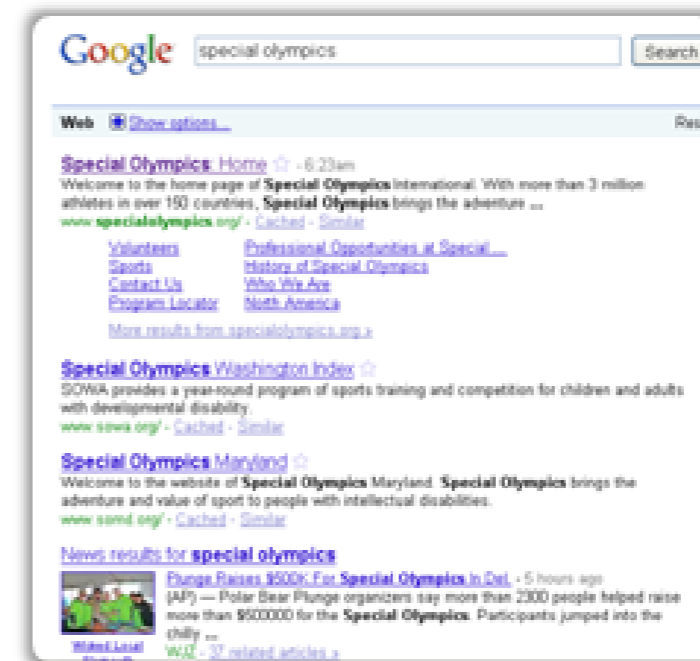


Social Search and Traffic

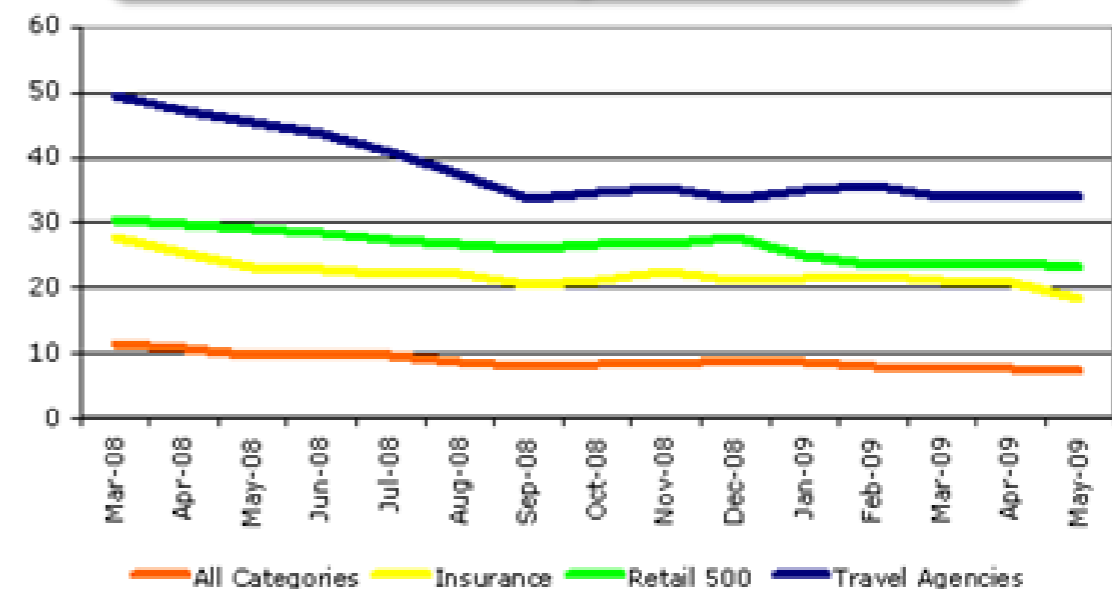
- Social media is taking share away from paid search in terms of driving traffic
- Facebook is the fastest growing search engine, with 13% growth from December to January, with 395 Million Queries - *Information Week*

Social Media and Philanthropy

- 84% of social media savvy 29-49 year olds and 55% of social media savvy 50+ year olds prefer using social media to discuss philanthropic causes - *Mashable.com*
- 77% of social media savvy users want to work with a trusted organization via social media when donating to a philanthropic cause - *Mashable.com*



Hitwise US: Share of Paid Clicks from Search Engine Visits



Final Words of Advice



1. Think about what **you can offer** supporters, and how you can **facilitate**, not how you can “push out messages”.
2. Speak as **humans**, not as a company.
3. There are natural **storytellers**. Find them, and the best stories your program can tell.
4. Find someone really **passionate** about talking with supporters.
5. Create ways for your supporters to actively **participate** in content creation.
6. Always be **listening**.
7. The more **responsive** you can be, the better.
8. Building relationships is a long-term **commitment**, not just a “campaign.”
9. **Learn by doing**. It’s really the only way.
10. **Experiment** and don’t be afraid of “failure”. If something doesn’t work, adjust and keep trying or try something else.
11. **Read**, read, and read to stay on top of emerging trends.

Connect



- Connect with each other and with SOEE
- Set up social media accounts and support each other
- Share stories, pictures etc
- Skype

