



Special Olympics Be a fan

Social Media 101: Communicating for Advocacy

Prepared for Staff

August 29, 2011



Welcome!

Our categories for today are...

Social media 101: An intro to the world and tools of social media

Words to live by: Tried and true methods of approach to social media for professional and personal use.

Imitation is flattery: Who is the best and what are they doing?

Mirror, mirror on the wall: Best practices around Special Olympics



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It's a brave new world

Before You Start: Four Things to Consider

- **The marketplace is now a conversation.**

Are you listening? Do you have a voice?



- **Authenticity and transparency rule the day.**

Social media has reintroduced the human element to all digital life. And, accordingly, real people like to interact with other people – not just a monolithic organization or brand.



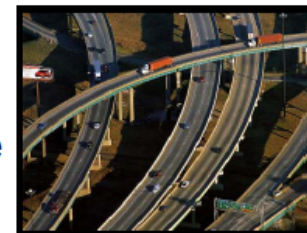
- **It's a relationship, are you committed?**

The true value of participating online is in the ability to build lasting, meaningful ties. Anything short of that is a brief “viral success” at best, and, at worst, lost opportunities to maintain and grow a loyal consumer base.



- **Before you can take it “viral,” you need an infrastructure.**

In order to create content that “catches fire,” you need to have a plan and a pathway (preferably, *many* pathways).



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Where do I start?

What is Social Media?

SOCIAL MEDIA IS AN UMBRELLA TERM THAT DEFINES THE VARIOUS ACTIVITIES THAT INTEGRATE TECHNOLOGY, SOCIAL INTERACTION, AND THE CONSTRUCTION OF WORDS, PICTURES, VIDEOS AND AUDIO.

<http://www.wikipedia.org>



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Common Misperceptions

Social media is **not**...

- Free
- A silver bullet for fundraising
- An opportunity to control your message
- An opportunity to tell everyone what you think
- Inherently appealing and cool to millennials
- An alternative to clear messaging/mission



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That said...

Social media **is**...

- Pretty low cost
- Growing by leaps and bounds
- An opportunity for conversation
- A great way to reach certain audiences
- A complement to the messages you're sharing through other channels

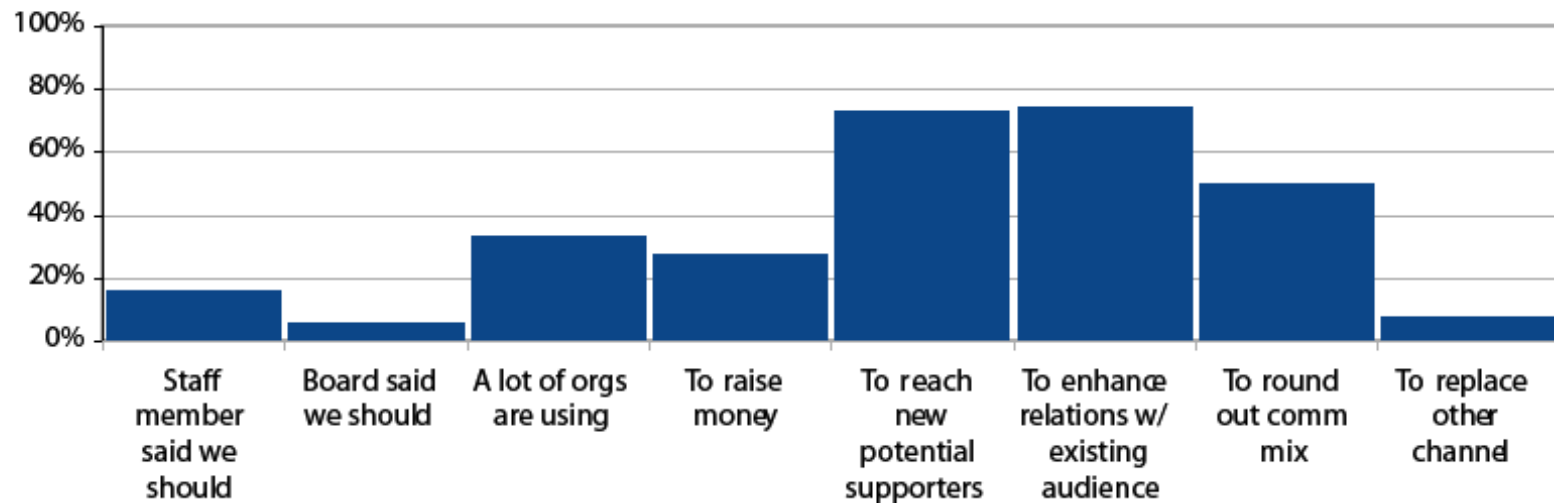


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Do tell me more please!

Why Nonprofits Are Using Social Media



Source: http://www.idealware.org/sm_survey/download.php



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So where are people online?

Dec 2009



- 116 million unique U.S. visitors
- Slightly more female
- Mostly younger, aged 13-34



- 24 million unique U.S. visitors
- Slightly more male
- College education
(33% have a graduate degree vs. Internet avg of 21%)
- Generally older, more educated, and more affluent



- 23 million unique U.S. visitors
- Peak at the 18-34 age group
(16% of its total vs. 8% of the total Internet audience)
- Less wealthy than those on Facebook and LinkedIn

Source: <http://www.openforum.com/idea-hub/topics/marketing/article/improve-your-social-media-strategy-by-paying-attention-to-demographics-laura-aronsson-and-bianca>



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Know your audience

Demographics of Social Network Users

The percentage of online Americans in each demographic category who have a profile on a social network website:

All adults	35%
Sex	
Men	35
Women	35
Age	
18-24	75*
25-34	57*
35-44	30*
45-54	19*
55-64	10
65+	7
Race	
White, non-Hispanic	31*
Black, non-Hispanic	43
Hispanic	48



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More demographics

Demographics of Social Network Users

The percentage of online Americans in each demographic category who have a profile on a social network website:

Annual Household Income	
Less than \$30,000	45*
\$30,000 - \$49,999	38
\$50,000 - \$74,999	30
\$75,000 +	31

Education	
Less than HS	43
HS grad	31
Some college	41*
College grad	33

Locale	
Urban	34*
Suburban	26
Rural	23

Source: Pew Internet & American Life Project Survey December 2008 Survey, n=2,253, with an n of 1,650 internet users. For internet users the margin of error is $\pm 3\%$.

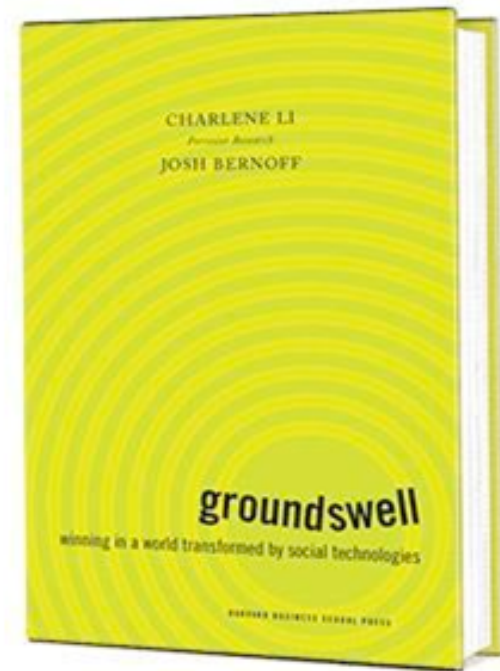
* These groups are significantly different from the other groups in the section.





Why do people participate?

- Keeping up with friendships
- Making new friends
- Succumbing to social pressure from existing friendships
- Paying it forward
- The altruistic impulse
- The prurient impulse
- The creative impulse
- The validation impulse
- The affinity impulse



Source: Groundswell (book)

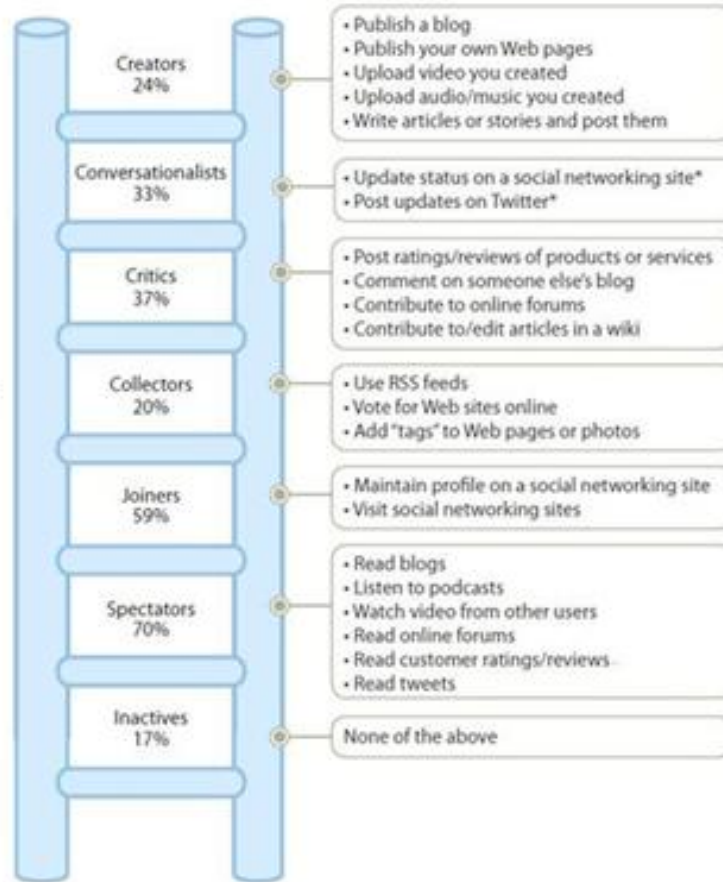


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How do people participate?

Groups include consumers participating in at least one of the indicated activities at least monthly.



Base: US online adults

Source: North American Technographics* Empowerment Online Survey, Q4 2009 (US)
 *Conversationalists participate in at least one of the indicated activities at least weekly.

56291

Source: Forrester Research, Inc.



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More on why Social Media Matters

Social Search and Traffic

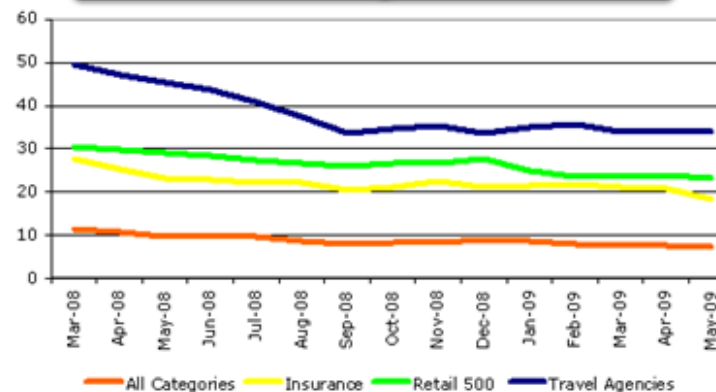
- Social media is taking share away from paid search in terms of driving traffic
- Facebook is the fastest growing search engine, with 13% growth from December to January, with 395 Million Queries - *Information Week*

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



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Teach me to fish...

What is it?

- Permanency of blogging
- Utility of emailing
- Sociality of Facebook
- Agility of text / IMing

Why join?

- Disseminate information
- Converse and share
- Build a network, organize supports
- Gain insights to brand

Who uses it?

- The Media
- Politicians
- Non-Profits
- Activists
- C-level Executives; Decision Makers
- Brands and Organizations
- Online Influencers, Social Media Gurus

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**



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And how do you know me?

Where Does Twitter Fit Into My Social Media World?

Connections made on Twitter are usually created due to a common interest in subject matter. Unlike Facebook or LinkedIn, it is very common to “follow” a complete stranger on Twitter. What is shared on Twitter is not always an interpersonal relationship, but a set of interests.





Talk the talk

- **Tweet:** The result of posting to Twitter
- **RT:** The result of reposting someone else's tweet
- **@ Message:** A response or a message to a specific handle. When used at the beginning, it can be found under the replies tab (a sort of public "inbox")
- **DM:** Direct Message, can send only to those following you (goes into your private Direct Message "inbox")
- **Hashtag:** The # sign is used to denote a major topic (like tagging/categorizing on a blog)
- **Twitterverse:** Akin to the Blogosphere, but for Twitter

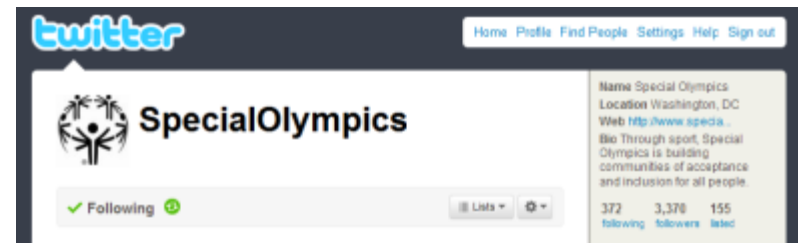




Build out your presence

How to build a Twitter Account:

- Create an external email address, such as Gmail to set up a twitter account
- Sign up at Twitter.com with your desired “alias.” It is important to consider branding when choosing a Twitter name – many people use the following:
 - FirstLastName ex) @JohnSmith
 - Product/Brand/Organization ex) @JCPenney
 - Issue related ex) @EndTheWord
- Insert logo, background photo, a URL and short bio into profile.
- Be transparent about who you are in the profile, what you do, and your passions. Authenticity is key to a successful account.





Build out your presence

How to build a Twitter Account (cont.):

- Use the following tools jump into the conversation on Twitter:
 - <http://search.twitter.com> Search by key term to find likeminded users and join the conversation immediately
 - <http://www.twitpic.com/> Upload photos from events right to your twitter handle!
 - <http://www.ubertwitter.com/> One choice of mobile app to live tweet events
 - <http://twitter.pbworks.com/Apps> Update on latest Twitter apps
- Make sure to balance the output & input ratio of tweets – don't just publicize, also create a conversation through @ replies.
- Strategic use of direct messages and public tweets is essential to build the account.
- Twitter is a two-way conversation. Make sure to link to the people you are talking about.
- Thank people who mention you! (Use the popular #FF hashtag)
- Make sure to check @ replies and follow up with people.
- Read articles, blogs and other media sent through twitter and join the conversation by leaving a comment on a blog and then replying to the author
- Share authentic information and seek insight from others
- At an event? Find out what the # tag is and live tweet it, others will follow you
- Hosting an event? Choose a # tag and promote it and flagship handle





What does all that look like?



pnherdz: Align messages inside and out, and employees must be informed. No options. [#RaganGM](#)

11 minutes ago from *Seismic* · [Reply](#) · [View Tweet](#)



pnherdz: What do corporate comms need to do: embrace transparency, get comfortable with criticism, be ready to react immediately . . . [#RaganGM](#)

12 minutes ago from *Seismic* · [Reply](#) · [View Tweet](#)



napratscher: More on 'think like a reader': factor reward vs effort for reader [#ragangm](#)

14 minutes ago from *UberTwitter* · [Reply](#) · [View Tweet](#)



akughn: If I knew my [#ragangm](#) workshop was going to be next to a National Guard conference I would have worn a cuter outfit. Love a man in uniform.

15 minutes ago from *Tweetie* · [Reply](#) · [View Tweet](#)



alison_buckley: [@maryhenige](#) I will be arriving early tomorrow morning at the [#ragangm](#) conference- where should attendees park?

18 minutes ago from *web* · [Reply](#) · [View Tweet](#)



rebeccaishaffer: Lots of people already checked-in for the pre cons! [#ragangm](#) (@ Renaissance Center - Detroit) <http://4sq.com/aZu2Me>

18 minutes ago from *foursquare* · [Reply](#) · [View Tweet](#)



pnherdz: Tip French m [#RaganGM](#): when responding to crisis on social media I, make messages simple, easily understandable and do it quickly.

20 minutes ago from *Seismic* · [Reply](#) · [View Tweet](#)



_skipper [@specialolympics](#) Kaley got a gold! One more event to go!

1:25 PM May 1st via *bd*



kaybaileyhutch Check out a couple pics from today's race here (<http://bit.ly/bQdMSk>). So happy to support [@specialolympics](#)

6:15 PM Apr 28th via *web*



daddenboys [#mrshoes](#) signing Thank You to another [@specialolympics](#) competitor. <http://twitpic.com/1jnlhl>

10:35 AM Apr 30th via *HTC Peep*



daddenboys [#mrshoes](#) all jazzed & ready for [@specialolympics](#) day!! <http://twitpic.com/1jn16x>

9:23 AM Apr 30th via *HTC Peep*



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Fish where the fish are...

facebook

Key Elements of Facebook:

- Network based (school, city, workplace, etc.) framework
- Input and Output (news feeds, notifications, walls, inboxes, events, etc.)
- Personal Use – Individual Page/Profile
- Status – Viral Updates, Likes, Comments
- Professional Use – Ads, Aps, and Pages
 - **Pages** = Interactive, Ranks in Google, Good Search Engine Optimization, Branded Organization Profile
 - **Groups** = Fan Created, User Generated, Sub-Section of Fan Pages

facebook

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Be a fan of determination

What's on your mind?

Special Olympics + Fans

Special Olympics Got a question about Special Olympics? Check out our FAQ!

WHO WE ARE

Special Olympics: Frequently Asked Questions

www.specialolympics.org

Find answers to questions that often come up about Special Olympics.

49,441 Impressions · 0.14% Feedback

7 hours ago · Comment · Like · Share

48 people like this.

View all 23 comments

70,836 People Like This

See All

Mike Schmidt

Ionkao Wong

Will Unseth

Jackie Riccardo

Paulie Deandra Marino

Kristi Landry Deen

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Activate Your Fans



Facebook Cause Page

- Means to Fundraise and track demographic
- Sets Goals
- Creates awareness of funding needs
- Coordinate with days of action
- Offers Fans a way to participate

Special Olympics

To provide year-round sports training and athletic competition for children and adults with intellectual disabilities

Donations Go To:



Special Olympics, Inc.
A 501(c)(3) nonprofit

Positions:

1. Special Olympics is composed of passionate, committed people, who recognize the value and unique gifts of people with intellectual disabilities
2. Together, we share the common belief of dignity, equality and opportunity for ALL people
3. Through sports, Special Olympics athletes are creating communities of acceptance and dignity for all of us.

▼ See Extended Info

39,821 members • \$4,339 raised



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Track, Measure, Adjust



Spread the Word to End the Word "Repeated exposure to mockery, even when it is all in the name of 'fun,' doesn't dull the feeling: it's as hurtful to hear today as it was 10 years ago," says Nicola Clark in this great article about attitudes in the UK media toward the word 'retard.' Check it out and share your thoughts.



Getting a laugh out of disability | Nicola Clark | Comment is free | guardian.co.uk

www.guardian.co.uk

I'm hoping Ofcom upholds my complaint against C4. It's no joke when people exploit objectification – I know, because of my kids

121,747 Impressions · 0.18% Feedback

April 28 at 9:35am · Comment · Like · Share · Promote

Laura Pope and 138 others like this.

View all 81 comments

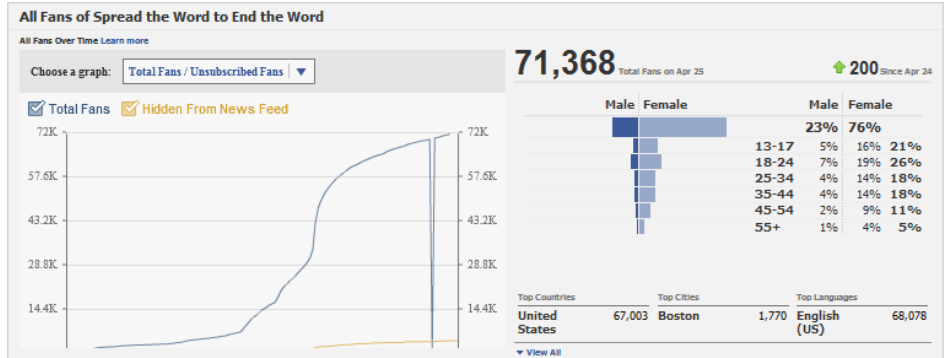
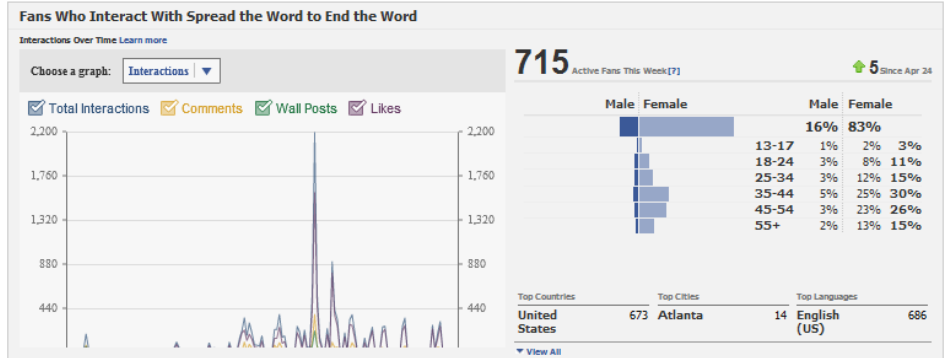
Write a comment...

Everyone loves a thumbs up!



869 Interactions This Week [7] 712 Likes 134 Comments 27 Wall Posts

2.9 Post Quality [7]



Please allow 48 hours for data to be available for a daily report.

Engage with fans, see results!



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Just the facts please

So why is Facebook so important?

- More than 400 million active users
- 50% of active users log on to Facebook in any given day
- Average user spends more than 55 minutes per day on Facebook
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3 million active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans
- More than 250 applications have more than one million monthly active users
- There are more than 100 million active users currently accessing Facebook through their mobile devices

How to start a Facebook Page for your business/organization:

<http://thenextweb.com/socialmedia/2010/03/24/10-steps-create-facebook-fan-page-brand/>



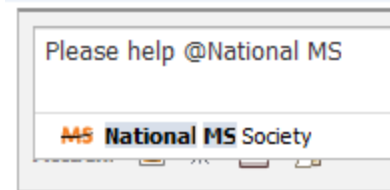
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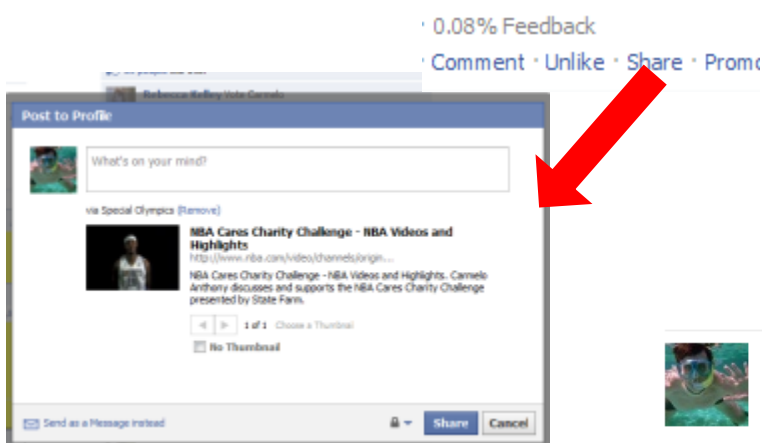
How do I advocate?

Using your personal profile to promote professional activities

- Completely YOUR choice
- Respect your network
- Don't just promote, provide value
- Give credit where credit is due



- Use the @ key to "tag" your friends or pages you want to link to.
- Provide links directly to where you want people to go.



Erica Mayer it's Cinco De Mayo! To celebrate...save a burrito, and give water by donating \$5 to charity: water ♥ 5 bucks provides water for 5 yrs! Goal: reach \$500 in \$5 donations today :) Help me get there?
<http://mycharitywater.org/ericamayer>



Ryan Eades This is simply awesome. You must check it out. An unemployed man is giving \$10/day for one year to a random person and sharing each interaction. <http://yearofgiving.wordpress.com/> (via Katie Acuff)
 April 7 at 9:55am · Comment · Like



Ryan Eades via **Special Olympics**: BREAKING NEWS: The U.S. House of Representatives and Senate have officially introduced the Eunice Kennedy Shriver Act! Show your support by contacting your local Congressman to URGE them to support it!
<http://www.contactingthecongress.org/>



Special Olympics: 2010 Eunice Kennedy Shriver Act
www.specialolympics.org

On April 29, both the U.S. House of Representatives and the U.S. Senate filed identical versions of the 2010 Eunice Kennedy Shriver Act, a renewal of the 2004 Sport and Empowerment Act which authorized five years of funding for numerous Special Olympics programs. The new bill also includes authoriza...

April 30 at 3:52pm · Comment · Like · Share



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I See You...



SpecialOlympicsHQ

[Edit subscription](#)

[Remove Friend](#) |

[Block User](#) | [Send Message](#)

Profile

Name: Special Olympics
Channel Views: 12,416
Total Upload Views: 183,910
Age: 41
Joined: June 27, 2008
Last Sign In: 3 hours ago
Subscribers: 383
Website: <http://www.specialolympics.org>

Welcome to the official You Tube Channel for Special Olympics!

Be a fan of acceptance, dignity, and the human race by subscribing to our channel and sharing our videos with your friends and family.

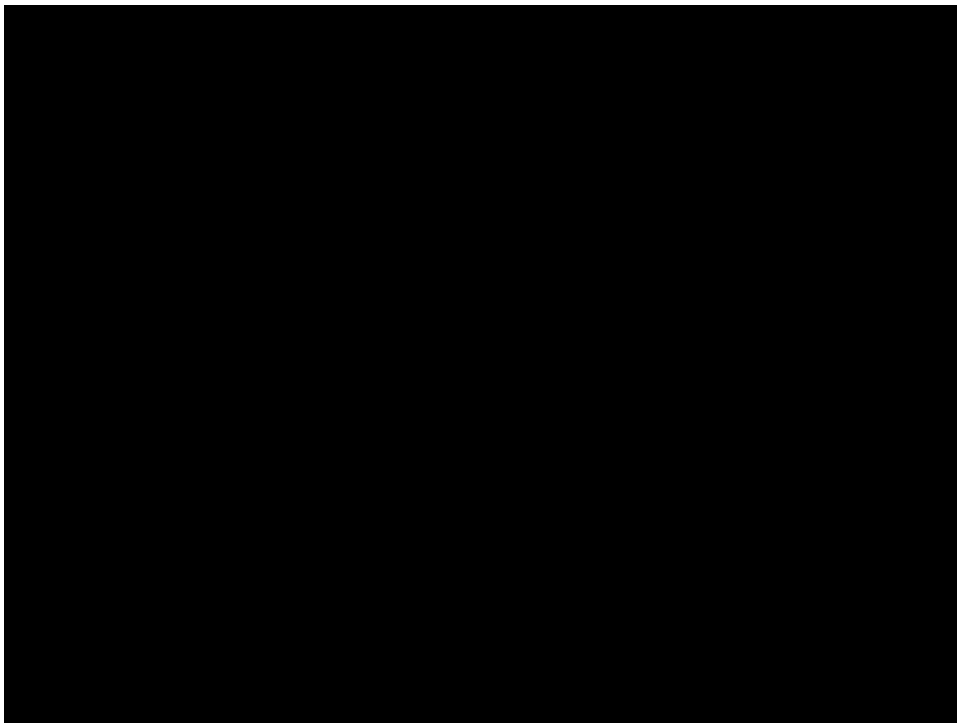
- Video sharing service that allows uploading, subscribing, viewing and sharing of user videos
- The most popular form of video sharing with over **100 million** videos watched daily
- Ability to rate, comment and even respond to videos via text or video
- Videos are useful for bloggers to embed them on their sites and blogs to share with readers
- YouTube Videos can be integrated into Facebook and used by bloggers to host videos on their sites



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If no one sees it, its not happening!



Tell your story!



<http://www.youtube.com/watch?v=NCeUnOI9Q4g>



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Link yourself in



- Keep it Professional
- Keep it Current
- Search is your friend

Basic Account: Upgrade

Welcome, Ryan Eades [Add Connections](#) [Settings](#) [Help](#)

LinkedIn Home Profile Contacts Groups Jobs Inbox More... People Ad

E&F Investment Event - Endowment & Foundation Investments Nov 1-3, 2010 - Boston, MA - From Abe Wellington

People

[Go back to Home](#)

Mandi Mueller ^{1st}

Public Relations Coordinator at Special Olympics Missouri
Columbia, Missouri Area | Non-Profit Organization Management



Current

• **Public Relations Coordinator at Special Olympics Missouri**

Past

• PR/Communications at Special Olympics Team USA
• Teller I at First National Bank & Trust
• Public Affairs Intern at Missouri Department of Transportation

Education

• University of Missouri-Columbia

Connections

50 connections

Websites

• Special Olympics Missouri
• Special Olympics Team USA

Public Profile

<http://www.linkedin.com/pub/mandi-mueller/3/b50/42>

➤ [Send a message](#)

➤ [Recommend this person](#)

➤ [Forward this profile to a connection](#)

➤ [Search for references](#)

➤ [Save Mandi's Profile](#)

[Report profile photo as...](#)

Experience

Public Relations Coordinator

Special Olympics Missouri

Non-Profit, 11-50 employees, Non-Profit Organization Management industry
October 2005 – Present (4 years 8 months)

- Assure mission statement, graphic standards and language guidelines are adhered to throughout the state.

Mandi's Activity

Mandi Mueller is now connected to **Malcolm Logan**

7 days ago

[See n](#)

Contact Information





Put it to work for you

- Increase your visibility** – add connections to increase probability of being seen
- Improve your connectability** – showing all your affiliations (companies, schools, activities) opens doors
- Improve your Google page rank** – Make your profile public, give it a custom URL, include your profile link in your email signature
- Enhance your search engine results** – promote your SO work by including relevant links to show what you do (or if you have a work blog/Fan Community profile, etc)
- Perform blind, “reverse” and company research** on potential vendors, partners, employees, volunteers
- Increase relevancy of your network** – use advanced search to find people who work in similar fields within or across industries, reach out to them.
- Make meetings or presentations go smoother** – search out potential sponsors, reps, clients or other key players in meetings so you can discuss common interests instead of the weather in dead times of meetings.
- Get answers** – your network is full of industry leaders. Have a question? Ask!



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Words to Live by...



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The Tried & True

The Best Advice I Can Give

- Figure out what you are going to DO with social media first, and why.
- Then, worry about all of the shiny objects.
- The tools will always be changing. Your mission won't.





Follow the Yellow Brick Road

Strategize!

- **How to expand use** for more effective awareness-building, events, fundraising
- **How to integrate** social media into overall marketing and fundraising strategy
- **How to best engage**, inform, educate audiences
- How to grow networks once established
- How to set goals/benchmarks and measure ROI
- Social media guidelines/risks/pitfalls





And now, the Late Show's

Top 10 Tips on Approach

- Think about what you can offer your supporters, and how you can **facilitate**, not how you can “push out messages.”
- Speak as **humans**, not as a company.
- There are natural **storytellers**. Find them, and the best stories your organization can tell.
- Find someone really **passionate** about talking with your supporters.
- Create ways for your supporters to actively **participate** in content creation. Many of the most successful social media efforts are truly grass roots.





...the top 5...

- Always be **listening**.
- The more **responsive** you can be, the better.
- Building relationships is a long-term **commitment**, not just a "campaign."
- **Learn by doing**. It's really the only way.
- **Experiment** and don't be afraid of "failure". If something doesn't work, adjust and keep trying or try something else.



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What does it look like in real life?

Goal: End the derogatory use of the word 'retard(ed)' and promote the inclusion of people with intellectual disabilities.

Objectives: Eclipse 100,000 total online pledges at www.r-word.org. Raise awareness to the hurtful effects of the word 'retard(ed).' Expand online communities.

Strategy: Personalize the hurtfulness of the R-word, create conversations about inclusion and acceptance for people with ID.

Tools: Downloadable web resources for schools and communities to hold pledge drives, Facebook, You Tube, Twitter, blogs

Results: Over 100k total pledges, over 10k NEW Facebook fans, thousands of Facebook interactions, over 20k You Tube video views, thousands of re-tweets and two dozen blog posts.

**SPREAD THE WORD
TO END THE WORD.**

03.03.10

www.r-word.org





The sincerest form of flattery



ORGANIZATION: American Red Cross

OBJECTIVES: Create an empowered online community of supporters; Maximize donations for Haiti earthquake relief

STRATEGY: Connect people to what's happening on the front lines; Make donating as easy as possible

TOOLS: Blogs, Facebook, Twitter, Flickr, Ammodo; Text-to-donate

RESULT: Text-to-donate yielded \$800,000 in first 24 hours; \$5 million by day two; \$22 million first week; 14% of total



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Chart the Waters

Red Cross 12-Step Program

Step 1	Get Social Media Savvy
Step 2	Learn Our Philosophy
Step 3	Listen
Step 4	Engage with National Social Media
Step 5	Learn from Chapter Social Media
Step 6	Evaluate Organizational Goals
Step 7	Create Your Social Media Strategy
Step 8	Choose Your Tools
Step 9	Let National Know What You're Up To
Step 10	Implement Your Plan
Step 11	Measure Your Successes and Challenges
Step 12	Send National Your Links and Measurement Data





Simplicity Rules



ORGANIZATION: American Humane Society

OBJECTIVES: Increase engagement and donations

STRATEGY: Empower pet lovers to become ambassadors

TOOLS: Photo contest; Facebook tool to solicit votes from friends

RESULT: 31,000 entries; \$377,000 raised



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Integration is Key

**[SPAY DAY 2010]
[PHOTO CONTEST]**

presented by **VISA** and **zazzle**

- ENTER CONTEST
- SEARCH PETS
- DONATE & VOTE
- MY ACCOUNT
- CONTEST DETAILS
- FAQS
- MORE SPAY DAY ➔

YOUR ENTRY



Oscar - cat

Nickname: O

Favorite thing to do: Sleep, of course :)

Most endearing bad habit: Waking me up at 5AM

He is always super happy and purring like crazy whenever I am around. He kneads me with his paws like I am his mother, which, I guess I sort of am.

My Charity: Spay Wisconsin: Wisconsin Humane Society (Milwaukee, Wisconsin, United States)

- Connect with Facebook to Invite Friends
- Post Story
- TWEET THIS!
- SHARE

http://www.humanesociety.org/issues/spay_day/



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Where's the Beef?!?

American Humane Society Metrics

- # of submissions
- # of photo views/voting participants
- # of friends/fans/members over time
- # of new names added to E-mail file
- # and content of blog comments
- # of blog subscribers
- # of inbound links
- # of donations/amount of donations



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Prepare for Class

American Humane Society Lessons

- Integrating social media into your campaigns can help build online actions like donations slowly
- E-mail marketing remains the #1 success driver
- Social media allows HSUS to reach audiences they may not reach through other channels
- Must allocate resources to monitor and communicate with this audience to sustain success
- Participating in social network sites requires constant willingness to learn



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Mirror, Mirror on the wall...

YouTube Search Browse Upload 3942489 Sign Out

Special Olympics Missouri
Be A Fan.™ Sports Confidence Opportunity Rewards Experience

Special Olympics Missouri
SpecialOlympics's Channel

State Outdoor Championships 2008
Polar Bear Plunge: Ocean Beach 2008
Sports Camp 2008

twitter Home Profile Find People Settings Help Sign out

SOMissouri
Location Missouri

Really getting into Summer Games plans this week. Now recruiting volunteers!
www.somo.org/summergames

Watch Katie Hrenschler go Over the Edge for our athletes. Are YOU fan enough? <http://bit.ly/ARBR60>

It's National Volunteer Week! Thank you to our 28,817 volunteers across the state. Will we be seeing you this weekend? www.somo.org/center

facebook Search

special olympics missouri Search

All Results Show All Group Types

Name:	Polar Bear Plunge to benefit Special Olympics Missouri	Join Group
Topic:	Members	237 members
Name:	Special Olympics of Missouri	Join Group
Topic:	Members	74 members
Name:	TEAM MISSOURI - Special Olympics National Games 2010	Join Group
Topic:	Sports & Recreation	120 members
Name:	Special Olympics Missouri Staff	Request to Join
Topic:	Members	36 members

Special Olympics Missouri

ABOUT US PRESS ROOM IN YOUR AREA BE A FAN™ CALENDAR SPORTS TECHNICAL SERVICES SPECIAL OLYMPICS MISSOURI

News & Upcoming Events

Website Features

- My Child Safeguard
- Volunteer Sign-up
- Fan Club
- Donate
- My SOMO

100 Days and Counting Until the 2010 Special Olympics USA National Games



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The Organizational Commitment

The greatest misperception among most organizations is that engaging in social media is free. This couldn't be more **WRONG!** An organization that works with under this assumption **WILL NOT** succeed in the social media space and will probably damage their own brand and lose supporters by having a misguided approach.

So what is free? Tools. Facebook, You Tube, Twitter, etc.

What is not free? The time for staff to implement the strategy you developed.

A generic starting timeline may resemble something like this:

- 5 hours/week to start listening
- 10 hours/week to participate
- 10-15 hours/week to generate buzz
- 20+ hours/week to build community
- **(At least) 3-6 months until you see results**



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The Organizational Guidelines

It is critical to have a social media use policy and some guidelines that employees know they have to follow whenever engaging online and talking about Special Olympics.*

- 1. Be Transparent.** State that you work for Special Olympics. Use your real name; be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
- 2. Do not Deceive.** Never misrepresent yourself, your identity, or present information about Special Olympics in a false or misleading way. If you make a statement, be prepared to substantiate it with a documented source.
- 3. Be Relevant.** Your posts should add value to an ongoing conversation. Comments should be respectful of others. Please, no spam and no remarks that are off-topic or offensive.
- 4. Be Polite.** Use common sense and common courtesy. Ask your co-worker if it's okay to post about a conversation from a meeting. Make sure your efforts to be transparent don't violate any privacy, confidentiality, or legal guidelines.
- 5. Be the Expert.** Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at Special Olympics. Do not speculate in areas of which you are not "in the know." It's okay to say, "I don't know, but I can help you find the answer."
- 6. Be Respectful.** When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Either ask your immediate supervisor for advice on how to disengage, or disengage in a way that does not damage Special Olympics brand, image or message.
- 7. Do not Gossip.** If you want to write about other organizations that do similar work to Special Olympics, be sure you behave diplomatically, know the facts, and have appropriate permissions.
- 8. Don't play Lawyer.** Never comment on anything related to legal matters, litigation, or any parties Special Olympics may be in litigation with.
- 9. Avoid Crisis.** Do not engage in a conversation about Special Olympics when the topic being discussed may be considered a crisis communications situation. Even anonymous comments may be traced back to your or Special Olympics' IP address. Refer any social media activity around crisis communications topics to your immediate supervisor, the Marketing and Development department or the Legal Department.
- 10. Be Smart.** Protect yourself, your privacy, and Special Olympics' confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

* These guidelines are in draft form only. As of May 5, 2010, they have not yet been approved by SOI's Legal Department.




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Does Privacy Still Exist?

The Personal vs. Professional

 **digitalsista** May 18, 12:49 PM
RT @NMSosphere: RT @nancyschute To maximize Web 2.0, you need community, content, and tools. This from @susanmernit #uscnewsbiz

 **khartigan** May 18, 12:41 PM
RT @NMSosphere congrats to our own Jon Eick aka @SoGoodBlog on being tapped to blog for Food Network @Food2
<http://tinyurl.com/qzsp1z>

[MarketWatch.com Story](#) [www.marketwatch.com]

 **Sonja_Olson** May 18, 11:48 AM
RT @NMSosphere congrats to our own Jon Eick aka @SoGoodBlog on being tapped to blog for Food Network @Food2
<http://tinyurl.com/qzsp1z>

[MarketWatch.com Story](#) [www.marketwatch.com]

 **FamousDC** May 18, 11:45 AM
RT @mvpitts: RT @NMSosphere Congrats to Jon Eick aka @SoGoodBlog on being tapped to blog for Food Network @Food2 <http://bit.ly/WC6we>

[MarketWatch.com Story](#) [www.marketwatch.com]

 **mvpitts** May 18, 11:44 AM
RT @NMSosphere Congrats to Jon Eick aka @SoGoodBlog on being tapped to blog for Food Network @Food2 <http://bit.ly/WC6we>

[MarketWatch.com Story](#) [www.marketwatch.com]

Big congrats to our own Jon Eick aka @SoGoodBlog on being tapped to blog for Food Network / Scripps @Food2
<http://bit.ly/JonEickJoinsF...>

about 6 hours ago from Power Twitter



NMSosphere
New Media Strategies



petesnyder

Following Device updates OFF

RT NMSosphere congrats to our own Jon Eick aka @SoGoodBlog on being tapped to blog for Food Network @Food2
<http://bit.ly/JonEickJoinsF...>

about 6 hours ago from web

Name petesnyder
Location Washington, DC
Web <http://www.newmed...>
Bio Founder & CEO of New Media Strategies. Huge Philadelphia Eagles fan.

98 299
following followers

Updates 305

Favorites

Actions
block petesnyder

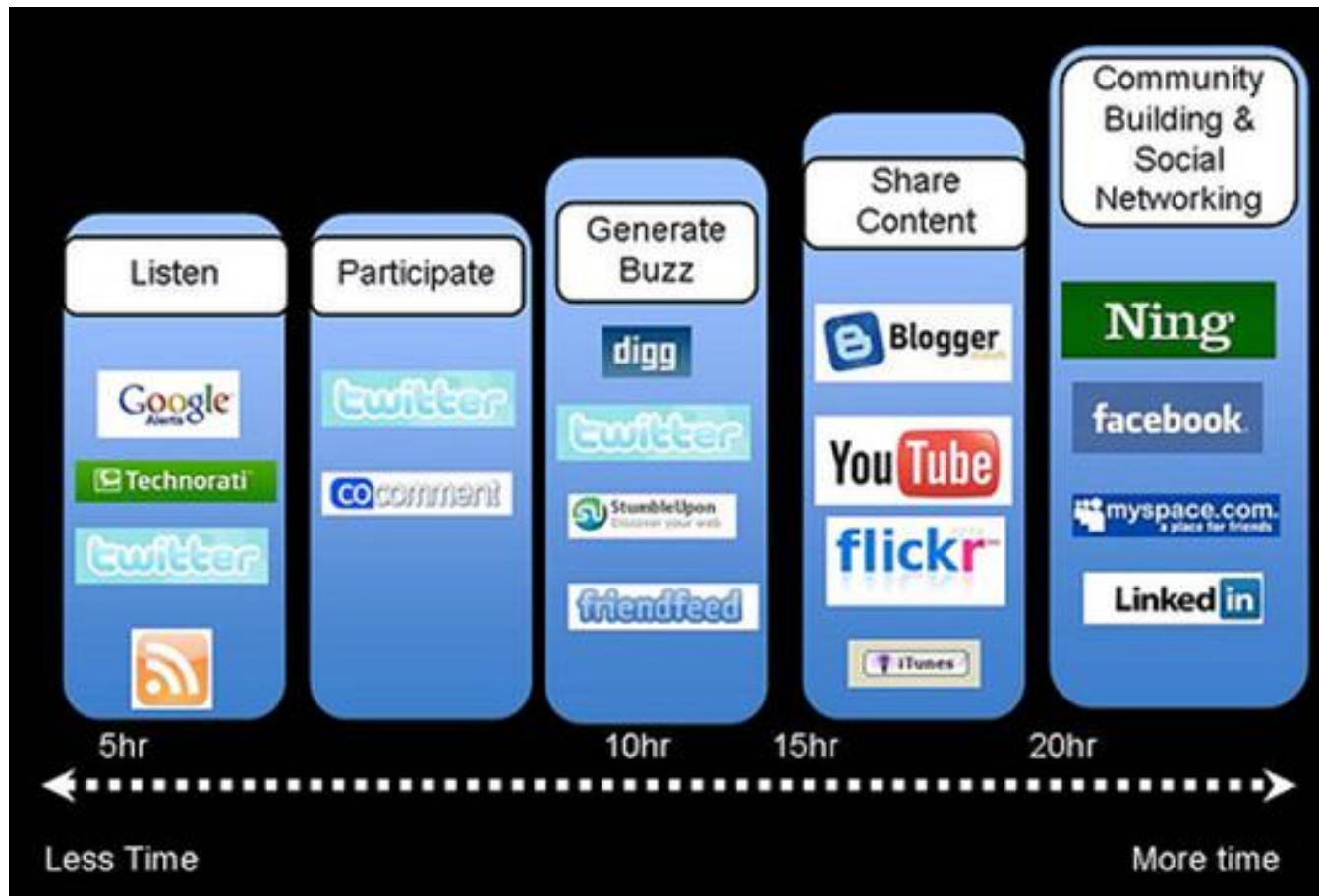
Following



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Tactics, Tools, Time



Source: Beth's Blog: How Nonprofits Can Use Social Media

http://beth.typepad.com/beths_blog/2008/10/how-much-time-d.html



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Just tell us what to do!

LISTEN

- Search for your keywords on Twitter, subscribe to search results RSS feed (<http://search.twitter.com>)
- Follow people who tweet about you or your cause
- Find and follow people/organizations (<http://wefollow.com/tag/nonprofit>)
- Search Facebook
 1. What other nonprofits like you have a presence?
 2. What kind of support are they seeing? # fans, wall posts, etc.
 3. What is being discussed?
- Ask your supporters and volunteers
 1. Where are they active online?
 2. What would they like to see you do?

BUILD

Pick platforms:

- where your supporters are
- where you are comfortable
- with features to match your goals

Create Audience Relevant Content

- use the best free sources of Social Media Audience Usage Research
<http://www.netsquared.org/blog/kanter/np-tech-summary-best-free-sources-get-social-media-audience-usage-research>

Share useful info, don't just broadcast

- Include links to your site and others as relevant
- Re-tweet!
- Ask questions – engage!

Establish a routine (here's a helpful start:

<http://j.mp/acCuDd>)



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Streamline your Communications

Follow An Editorial Calendar

Integrate marketing and editorial decisions across all social media platforms to keep profile's fresh and interesting. Also social media profiles should reflect the website changes and updates.

April 2009	May 2009	June 2009	July 2009
Empowerment	Dignity	Fun	Community
Masters (golf)	Indianapolis 500 (24) French Open (tennis) (24-6/7) UEFA Cup Final (20)	Wimbledon (21-7/5) US Open (golf) NBA Finals NBA Draft FIFA Confederations Cup (14-28)	British Open (golf) MLB All-star Game ESPY Awards Lions Clubs Intl Conf (6-10)
Passover Easter	Mother's Day Memorial Day	Father's Day Flag Day (14)	Independence Day (US)
Celebrate Diversity Month UN World Health Day (7) Nat'l Volunteer Week (19) Global Youth Svc Days (24-26)	National Physical Fitness and Sports Month National Police Week (17)	Vision Research Month Volunteer Week (UK) (1-7)	Tennis Month Therapeutic Recreation Week (12)
Safeway	Torch Runs		
SOEE Football Week (25-5/3)	EKS Portrait Unveiling (9) Board Mtg (19) US Nat'l Unified Volleyball Invitational (22-24)	East Asia Football Week SOEE Unified Volleyball Tournament	Founder's Day (20) SOEA SO Day Celebration (20)
Golf	Swimming	Volleyball	Track



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Rinse, Wash, Repeat

Establish Regular Reviews

- What have we learned?
- What has worked well?
- What did not seem to have effect (so far)?
- What should we change?
- Are we moving toward our targets?
- What activities or targets should we **adjust**?



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Get Personal

Pick the right staff and let them be themselves



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How do industry leaders handle it?

twitter



CocaCola

twitter



SouthwestAir

Name Southwest Airlines
Location Dallas, Texas
Web <http://www.southw...>
Bio The LUV Airline! Airplanes can't type so @ChristiDay and @Brandy_King are piloting the Twitterverse!

9,236 following 1,032,260 followers 4,459 listed



@nmboyles Now you know we would find you eventually, Natalie ;) ^QT
 about 18 hours ago via CoTweel in reply to nmboyles

Blog post on my favorite bottles! The Milan Fashion bottles...
<http://CokeURL.com/an8p> ^OP
 about 18 hours ago via CoTweel

@HannahKeating ...and it's great consumers like you that keep us going! Thanks for the shout out, Hannah! ^SS
 about 19 hours ago via CoTweel in reply to HannahKeating

@kats2009 It certainly does, Kristy! Enjoy! ^SS
 about 19 hours ago via CoTweel in reply to kats2009

@The_MOW Hi Mickey! What's going on? You didn't try to stump me today. :)^SS
 about 20 hours ago via CoTweel in reply to The_MOW

@markbluesky I'm great, Mark. How are you today? ^SS
 about 20 hours ago via CoTweel in reply to markbluesky

Happy St. Patty's Day! In the spirit of being GREEN, here is a link to some of our eco-frendly products! <http://CokeURL.com/ttttd> ^OP
 about 21 hours ago via CoTweel

Name Christi Day
Location Probably in a 737 or a cubicle
Web <http://www.christ...>
Bio Twitter voice for @Southwestair, but the thoughts and statements here are my own →

1,327 following 2,625 followers 165 listed

Name Brandy King
Location Dallas
Bio I'm a Southwest Airlines Spokesperson but these thoughts and opinions are my own. That's what she said...

173 following 436 followers 39 listed



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What are our colleagues doing?



Name Special Olympics VT

Location Vermont

Web <http://www.vtso.org>

Bio Special Olympics Vermont provides year round sports training and competition to individuals with intellectual disabilities.

557 following 416 followers 35 listed

@anne_barbano thanks for the RT Anne. It's so exciting!

4:05 PM Apr 9th via TweetDeck in reply to anne_barbano

45 from Team #Vermont Will Go to Special Olympics National Games <http://bit.ly/6aBvdi> #vt #npvt #sports

2:27 PM Apr 9th via TweetDeck

Just spoke with one of our athletes from Team Vermont. He's competing at the National Games in aquatics and is so excited.

11:14 AM Apr 9th via TweetDeck

Just added some more photos of our Young Athletes <http://bit.ly/d6qFHi>

10:55 AM Apr 5th via TweetDeck

June 2nd is community night for us @bluebirdtavern <http://bit.ly/bkcvE0> #btv

2:26 PM Apr 1st via TweetDeck

Thank you Marc! <http://bit.ly/csijtV>

12:10 PM Mar 30th via TweetDeck



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Get real. Get local.

Polar Plunge for Special Olympics Illinois Like

Wall Info Events Photos Discussions

Polar Plunge for Special Olympics Illinois does not have any upcoming events.

Displaying 1 - 10 of 18 of Polar Plunge for Special Olympics Illinois's past events.

Saturday, March 30

Lincoln Polar Plunge for Special Olympics Illinois [View Guest List](#)
 Pledge for a Reason!

Type: Causes - Fundraiser
 Where: Lincoln Lakes, Private Beach Across Area, Lincoln
 When: Saturday, March 30 from 12:00 pm to 2:00 pm

Sunday, March 7

Yorkville Polar Plunge for Special Olympics Illinois [View Guest List](#)
 Pledge for a Reason!

Type: Causes - Fundraiser
 Where: Laon Lake, Silver Springs State Park, Yorkville
 When: Sunday, March 7 from 1:00 pm to 3:00 pm

Saturday, March 6

Marion Polar Plunge for Special Olympics Illinois [View Guest List](#)
 Pledge for a Reason!

Type: Causes - Fundraiser
 Where: Marions Lake, Marion
 When: Saturday, March 6 from 2:00 pm to 4:00 pm

Lake Bluff Polar Plunge for Special Olympics Illinois [View Guest List](#)
 Pledge for a Reason!

Type: Causes - Fundraiser
 Where: Sunrise Beach, Lake Bluff
 When: Saturday, March 6 from 1:00 pm to 3:00 pm

Law Enforcement Torch Run POLAR PLUNGE Like

Wall Info Events Photos Discussions

Polar Plunge for Special Olympics Illinois Like

Wall Info Events Photos Discussions

Law Enforcement Torch Run POLAR PLUNGE

2010
 To Honor Special Olympics Illinois

Add to My Page's Favorites
 Suggest to Friends

Pledge for a reason...the more than 22,000 athletes of Special Olympics Illinois!

Information

Founded: 1999

5 Friends Like This

Special Olympics
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 Special Olympics
 Special Olympics
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Law Enforcement Torch Run POLAR PLUNGE

Survey: Greeting
[survey.com/contact.com](#)
 On behalf of the more than 21,000 traditional athletes and 4,000 Young Athletes in Illinois, thank you for "Pledge for a Reason" and participating in this year's Polar Plunge. A record 5,155 people across...

April 9 at 4:12pm · Share
 Lisa Lofsky/Carlton Likes this:

Jeanette Finn I had fun doing the polar plunge thanks to all who donated.
 March 30 at 9:23pm · Report

Polar Plunge for Special Olympics Illinois Congrats to the Polar Plunge grand prize winner! Check out the link below for a complete list of prizes and winner!

Special Olympics Illinois
[www.soi.org](#)
 Individuals must raise a minimum of \$75 to participate in the Polar Plunge. Those who raise the following amounts will receive the corresponding incentive items. (All prizes are cumulative).
 March 31 at 11:17am · Share
 6 people like this.

facebook Search

Law Enforcement Torch Run Like

Wall Info Photos Discussions

Law Enforcement Torch Run Like

Illinois Law Enforcement Torch Run Like

Like to receive the monthly Torch Run newsletter? Email us at mlt@soi.org to be added to the list. It's a great source of information for all things Torch Run in Illinois.
 April 21 at 10:00pm

Illinois Law Enforcement Torch Run Like

Did you take the Plunge? We want your feedback! Take two minutes to complete this easy online survey. Thanks in advance!

Law Enforcement Torch Run POLAR PLUNGE

Survey: Greeting
[www.com/contact.com](#)
 On behalf of the more than 21,000 traditional athletes and 4,000 Young Athletes in Illinois, thank you for "Pledge for a Reason" and participating in this year's Polar Plunge. A record 5,155 people across...

April 9 at 11:17am · Share

Illinois Law Enforcement Torch Run Like

Drop by your local Red Ribbon tomorrow, April 17, from noon - 8 p.m. and get served by law enforcement! Be sure to Tip-A-Cop to make a donation to Special Olympics Illinois! Check out the link below for the list of all 18 IL locations.

Special Olympics Illinois
[www.soi.org](#)
 High school athletes across Illinois, there are Special Olympics competitions happening at the local level state, meet at state, and at the national level throughout the year. In addition, there are fundraising events...





Authenticity rules the day

Social media is an immersive world, therefore, your leaders need to be immersed.



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Define Success Together

Success may be more, or different, than “dollars and cents.”

- Increased awareness of your cause
- Shift in your org’s reputation
- New and repeat program participants, activists, donors
- Increased requests for your programs
- Pageviews/clicks/comments/fans/etc.
- New email addresses/contact info
- Signatures/actions taken
- Dollars raised
- Mentions online



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Be Fearless!



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Where can I follow Project UNIFY?



<http://www.facebook.com/ProjectUNIFY>
<http://www.facebook.com/SpecialOlympics>



<http://projectunifyblog.wordpress.com/>
<http://specialolympicsblog.wordpress.com/>



<http://twitter.com/SpecialOlympics>
#ProjectUNIFY



<http://www.youtube.com/SpecialOlympicsHQ>



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Don't Reinvent the Wheel!

Some Recommended Resources

Ongoing Twitter Chat : #nptech - great way to meet people to learn from/share with on Twitter

Allyson Kapin: Non-profits - Time to Get Mobile <http://www.frogloop.com/care2blog/2010/1/15/nonprofits-time-to-get-mobile.html>

***Beth Kanter/Beth's Blog: How Nonprofit Organizations Can Use Social Media to Power Social Networks for Change:

<http://beth.typepad.com/>

http://beth.typepad.com/beths_blog/2009/02/how-do-you-measure-the-success-of-dog-to-person-fundraising-on-social-networks-dollars-or-doggietre.html

Chris Brogan's blog: <http://www.chrisbrogan.com/grow-bigger-ears-in-10-minutes/>

<http://www.chrisbrogan.com/the-building-blocks-of-social-media-for-business/>

Forrester Research Consumer Technographics Data: http://www.forrester.com/Groundswell/profile_tool.html

KDPaine's PR Measurement Blog: <http://kdpaine.blogs.com/>

Mobile Active <http://www.MobileActive.org>

Nonprofit Tech 2.0: A Social Media Guide for Non-Profits <http://nonprofitorgs.wordpress.com/2010/02/08/10-nonprofit-text-alert-campaigns/>

Non-Profit Social Media Benchmark Study: <http://www.e-benchmarksstudy.com/socialmedia/key-findings/>

***We Are Media wiki <http://www.wearemedia.org/>

***Wendy Harman, American Red Cross: <http://wharman.posterous.com/social-media-handbook>

***Top Three Recommendations



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Be a fan of Special Olympics.